

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Spa Trouvé CoolSculpting

551-140-8791

Key Performance Indicators (KPIs)

Cost

\$12,328

↓ 1%

Conv

113

↑ 35%

Conv Rate

6.3%

↑ 9%

Cost / Conv

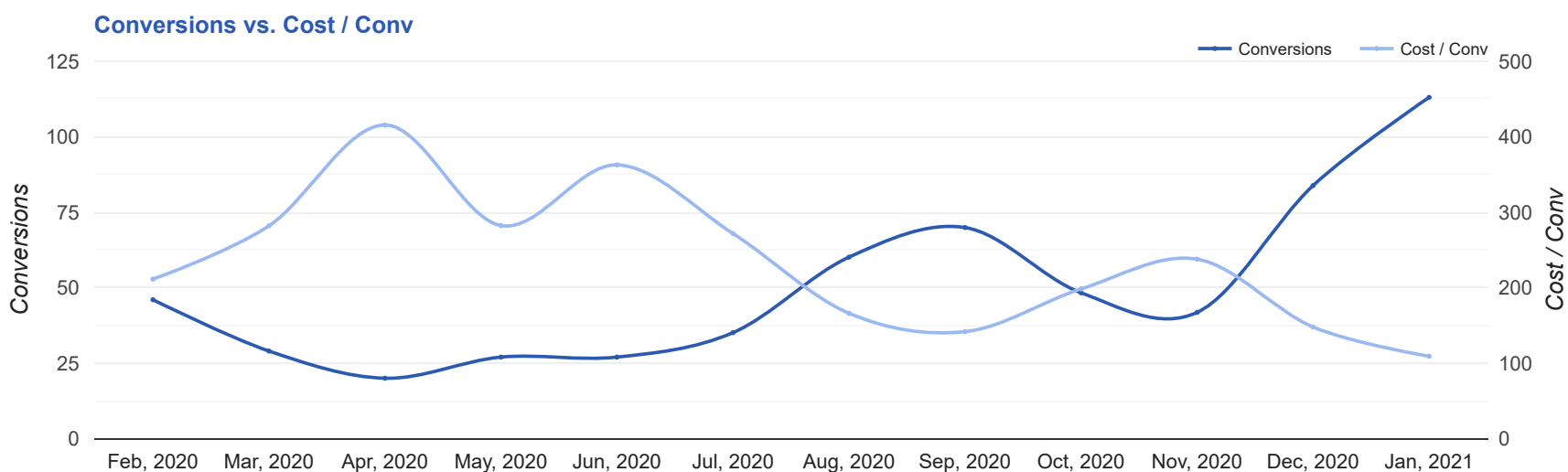
\$109.10

↓ 26%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	40,020	1,445	\$12,394.38	\$8.58	3.61%	-	83.8	5.8%	\$147.83	31.64%
1 Jan 2021 — 31 Jan 2021	45,258	1,794	\$12,328.14	\$6.87	3.96%	-	113	6.3%	\$109.10	27.33%
Change	5,238 ↑ 13%	349 ↑ 24%	\$66.24 ↓ 1%	\$1.71 ↓ 20%	0.35% ↑ 10%	--	29.16 ↑ 35%	0.50% ↑ 9%	\$38.73 ↓ 26%	4.31% ↓ 14%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Feb '20	5,440	460	\$9,717.11	\$21.12	8.46%	-	46	10%	\$211.24	84.94%
Mar '20	4,033	324	\$8,173.71	\$25.23	8.03%	-	29	8.95%	\$281.85	84.29%
Apr '20	3,537	308	\$8,309.05	\$26.98	8.71%	-	20	6.49%	\$415.45	90.09%
May '20	4,458	446	\$7,619.72	\$17.08	10%	-	27	6.05%	\$282.21	87.97%
Jun '20	5,531	583	\$9,790.02	\$16.79	10.54%	-	27	4.63%	\$362.59	77.13%
Jul '20	5,781	561	\$9,537.05	\$17.00	9.7%	-	35.1	6.26%	\$271.63	81.91%
Aug '20	31,811	1,112	\$9,975.52	\$8.97	3.5%	-	60.1	5.4%	\$166.06	32.41%
Sep '20	30,732	1,153	\$9,906.65	\$8.59	3.75%	-	69.9	6.06%	\$141.71	34.08%
Oct '20	11,634	587	\$9,576.86	\$16.31	5.05%	-	48.3	8.23%	\$198.24	36.44%
Nov '20	23,603	736	\$9,926.93	\$13.49	3.12%	-	41.8	5.67%	\$237.71	35.27%
Dec '20	40,020	1,445	\$12,394.38	\$8.58	3.61%	-	83.8	5.8%	\$147.83	31.64%
Jan '21	45,258	1,794	\$12,328.14	\$6.87	3.96%	-	113	6.3%	\$109.10	27.33%
Total	211,838	9,509	\$117,255.14	\$12.33	4.49%	-	601	6.32%	\$195.10	34.52%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting salt lake	11,256	505	\$2,460.60	\$4.87	4.49%	-	39	7.72%	\$63.09	18.19%
search beta coolsculpting orem	8,257	354	\$2,499.56	\$7.06	4.29%	-	20	5.65%	\$124.98	26.34%
search beta coolsculpting draper	8,056	283	\$2,427.01	\$8.58	3.51%	-	19.6	6.92%	\$123.89	30.94%
search beta coolsculpting st george	10,029	410	\$2,500.46	\$6.10	4.09%	-	19	4.63%	\$131.60	42.69%
search beta coolsculpting highland	7,660	242	\$2,440.51	\$10.08	3.16%	-	15.4	6.37%	\$158.37	33.63%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

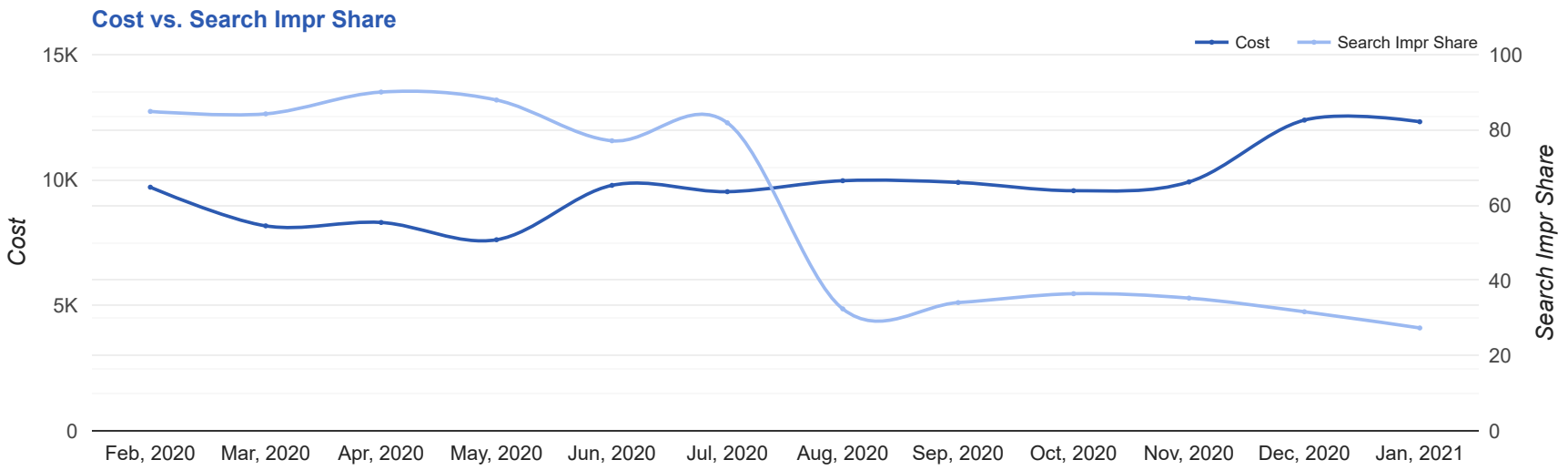
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Orem - Biggest CoolSculpting® Promo spatrouve.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Orem, UT	237	38	\$358.30	\$9.43	16.03%	-	5	13.16%	\$71.66
Huge CoolSculpting Promotion - CoolSculpting in Salt Lake - Biggest CoolSculpting® Promo spatrouve.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Salt Lake, UT	407	30	\$249.26	\$8.31	7.37%	-	4.6	15.47%	\$53.72
Huge CoolSculpting Promotion - CoolSculpting St. George, UT - Biggest CoolSculpting® Promo spatrouve.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in St. George, UT	139	22	\$128.72	\$5.85	15.83%	-	4	18.18%	\$32.18
Fat Reduction in Salt Lake - Our Biggest Discount Ever - Freeze Away Body Fat spatrouve.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	276	19	\$80.93	\$4.26	6.88%	-	3	15.79%	\$26.98
Spa Trouve - Fat Reduction in Salt Lake - Non-Surgical Fat Reduction spatrouve.com/ --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	397	25	\$111.15	\$4.45	6.30%	-	3	12.00%	\$37.05

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

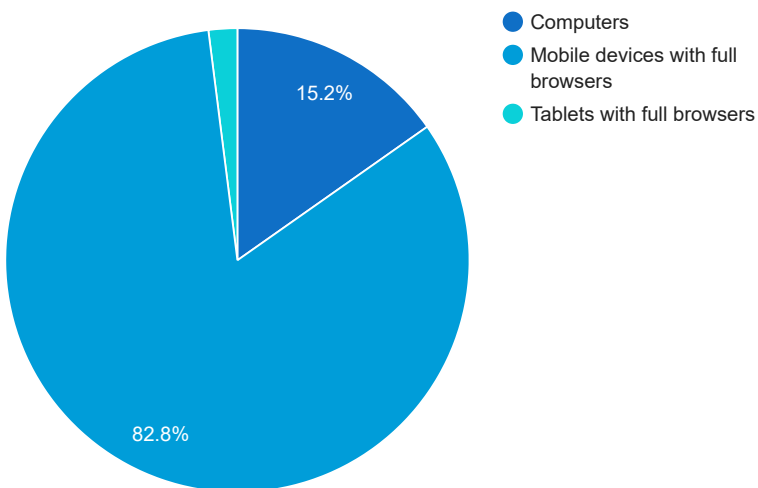
Budget Coverage



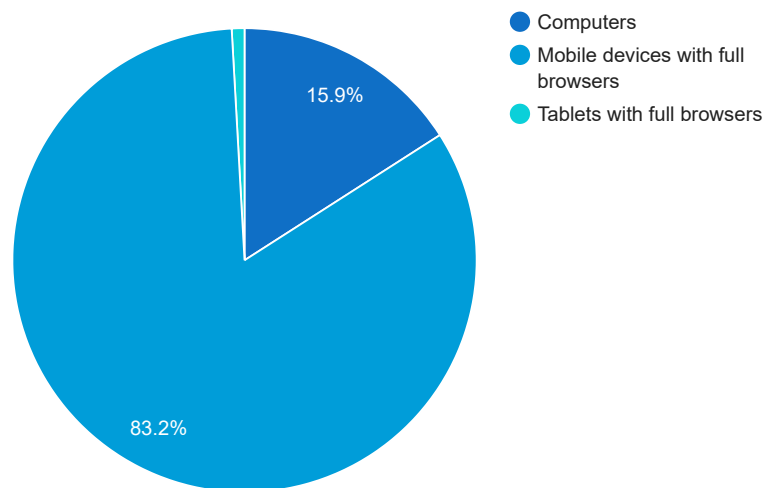
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	9,717.11	84.94
Mar, 2020	8,173.71	84.29
Apr, 2020	8,309.05	90.09
May, 2020	7,619.72	87.97
Jun, 2020	9,790.02	77.13
Jul, 2020	9,537.05	81.91
Aug, 2020	9,975.52	32.41
Sep, 2020	9,906.65	34.08
Oct, 2020	9,576.86	36.44
Nov, 2020	9,926.93	35.27
Dec, 2020	12,394.38	31.64
Jan, 2021	12,328.14	27.33

Cost and Conversions by Device

Cost



Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	35,367	1,478	\$10,202.26	\$6.90	4.18%	-	94	6.36%	\$108.53
Computers	8,818	270	\$1,879.02	\$6.96	3.06%	-	18	6.67%	\$104.39
Tablets with full browsers	1,073	46	\$246.86	\$5.37	4.29%	-	1	2.17%	\$246.86

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	45,258	1,794	\$12,328.14	\$6.87	3.96%	-	113	6.3%	\$109.10

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submission	100
Calls from Ads	8
Click to Call	5
Clicks to call	0
Local actions - Website visits	0
Local actions - Other engagements	0

Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for