

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

Spa Trouvé CoolSculpting

551-140-8791

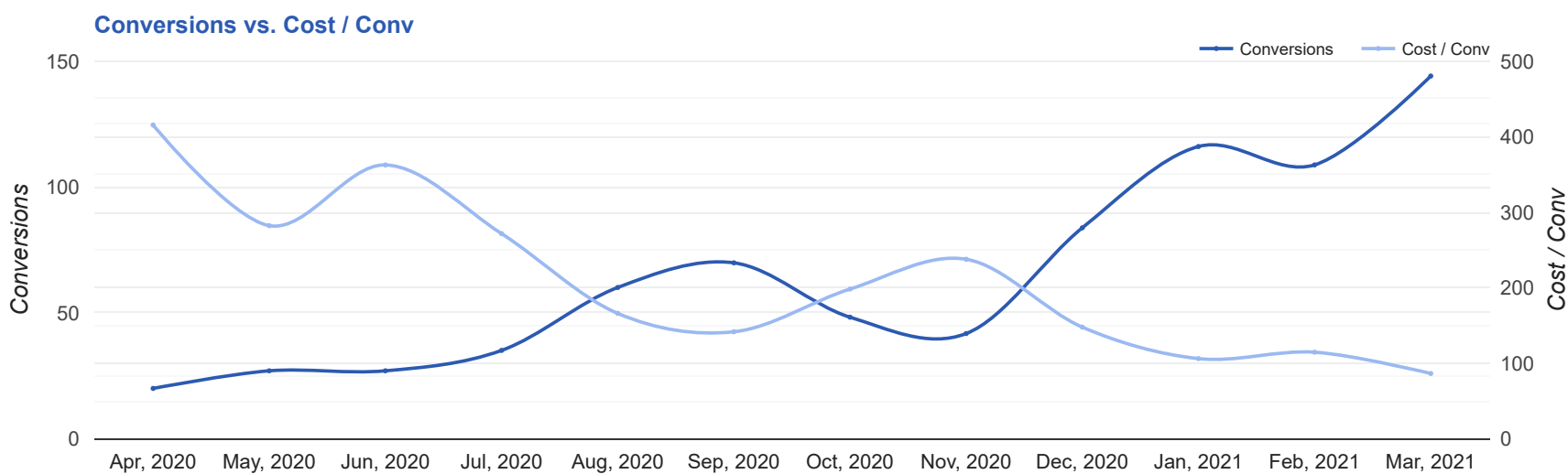
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$12,452	144.1	8.5%	\$86.41
↔ 0%	↑ 32%	↑ 27%	↓ 25%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	33,525	1,622	\$12,471.25	\$7.69	4.84%	-	108.8	6.71%	\$114.66	31.31%
1 Mar 2021 — 31 Mar 2021	31,950	1,695	\$12,452.09	\$7.35	5.31%	-	144.1	8.5%	\$86.41	29.88%
<b>Change</b>	1,575 ↓ 5%	73 ↑ 5%	\$19.16 ↓ 0%	\$0.34 ↓ 4%	0.47% ↑ 10%	0 ↔ -	35.34 ↑ 32%	1.79% ↑ 27%	\$28.25 ↓ 25%	1.43% ↓ 5%

# Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	116.1	6.47%	\$106.17	27.36%	
Feb '21	33,525	1,622	\$12,471.25	\$7.69	4.84%	-	108.8	6.71%	\$114.66	31.31%	
Mar '21	31,950	1,695	\$12,452.09	\$7.35	5.31%	-	144.1	8.5%	\$86.41	29.88%	
<b>Total</b>	<b>267,840</b>	<b>12,042</b>	<b>\$124,287.66</b>	<b>\$10.32</b>	<b>4.5%</b>	<b>-</b>	<b>782</b>	<b>6.49%</b>	<b>\$158.94</b>	<b>32.81%</b>	

# Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting   st george	6,784	434	\$2,468.37	\$5.69	6.4%	-	41	9.45%	\$60.20	40.02%
search   beta   coolsculpting   salt lake	10,463	515	\$2,484.40	\$4.82	4.92%	-	34.3	6.66%	\$72.43	21.71%
search   beta   coolsculpting   orem	6,964	345	\$2,499.78	\$7.25	4.95%	-	31.4	9.09%	\$79.69	28.59%
search   beta   coolsculpting   draper	2,732	195	\$2,499.97	\$12.82	7.14%	-	19.4	9.96%	\$128.67	74.65%
search   beta   coolsculpting   highland	5,007	206	\$2,499.57	\$12.13	4.11%	-	18	8.74%	\$138.87	37.22%

# Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

## Top Text Ads

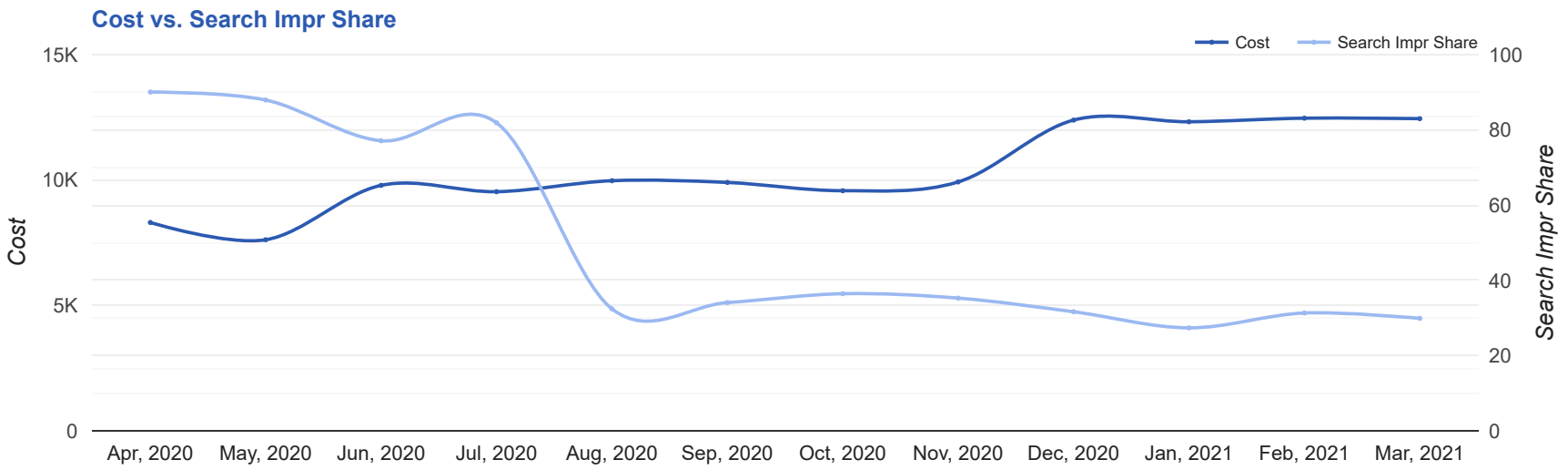
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Spa Trouve - Fat Reduction St. George, UT - Non-Surgical Fat Reduction <a href="https://spatrouve.com/">spatrouve.com/ --/ --</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	523	50	\$322.48	\$6.45	9.56%	-	6.2	12.46%	\$51.76
Spa Trouve - Fat Reduction St. George, UT - Non-Surgical Fat Reduction <a href="https://spatrouve.com/">spatrouve.com/ --/ --</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,742	67	\$420.11	\$6.27	3.85%	-	5.7	8.45%	\$74.22
CoolSculpting® in Draper - Mar Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever <a href="https://spatrouve.com/">spatrouve.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	48	7	\$158.69	\$22.67	14.58%	-	4	57.14%	\$39.67
CoolSculpting® in Salt Lake - Mar Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever <a href="https://spatrouve.com/">spatrouve.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	202	15	\$111.08	\$7.41	7.43%	-	3.7	24.40%	\$30.35
CoolSculpting® St. George, UT - Mar Only \$1,000 Off 8+ Cycles - Flexible Payment Options <a href="https://spatrouve.com/">spatrouve.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	71	13	\$63.79	\$4.91	18.31%	-	3.5	26.92%	\$18.23

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

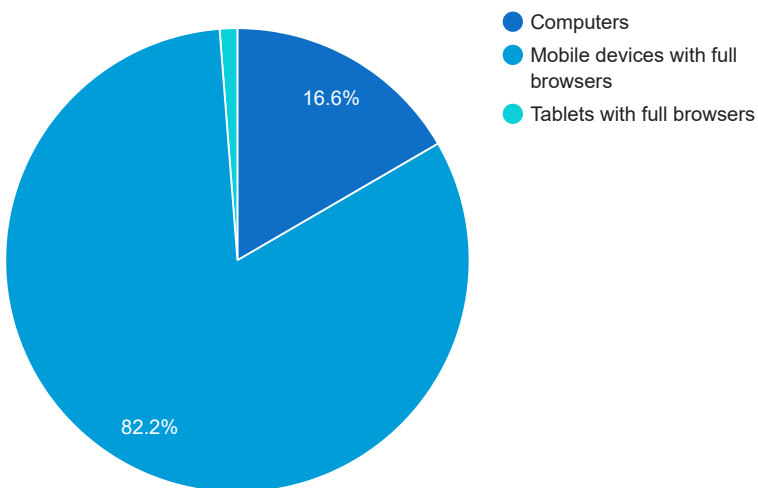
## Budget Coverage



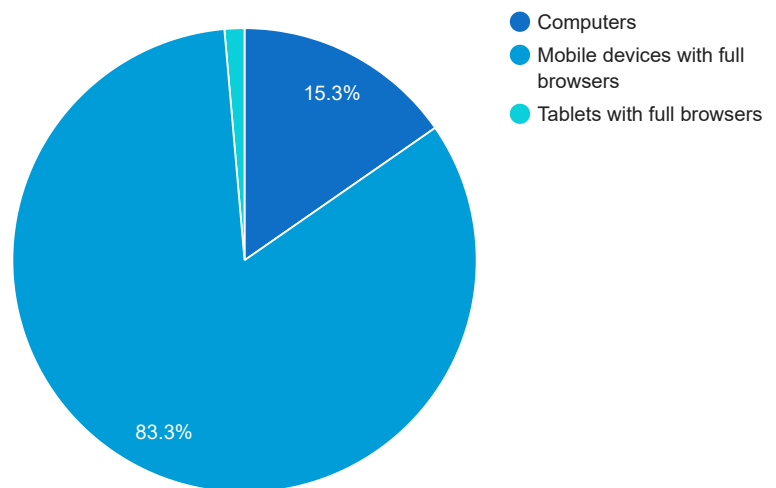
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	8,309.05	90.09
May, 2020	7,619.72	87.97
Jun, 2020	9,790.02	77.13
Jul, 2020	9,537.05	81.91
Aug, 2020	9,975.52	32.41
Sep, 2020	9,906.65	34.08
Oct, 2020	9,576.86	36.44
Nov, 2020	9,926.93	35.27
Dec, 2020	12,394.38	31.64
Jan, 2021	12,328.14	27.36
Feb, 2021	12,471.25	31.31
Mar, 2021	12,452.09	29.88

## 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	25,349	1,413	\$10,229.56	\$7.24	5.57%	-	120	8.49%	\$85.27
Computers	6,034	260	\$2,069.60	\$7.96	4.31%	-	22.1	8.52%	\$93.48
Tablets with full browsers	567	22	\$152.93	\$6.95	3.88%	-	2	9.09%	\$76.47

### 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	31,950	1,695	\$12,452.09	\$7.35	5.31%	-	144.1	8.5%	\$86.41

# Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Form Submission	125.6
Click to Call	8
Calls from Website - Draper	6.5
Calls from Ads	3
Calls from Website - SLC	1
Local actions - Website visits	0
Local actions - Other engagements	0
Clicks to call	0
Local actions - Directions	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