

**Monthly Account
Performance Report
1 Jun 2021 — 30 Jun 2021**

Spa Trouvé CoolSculpting

551-140-8791

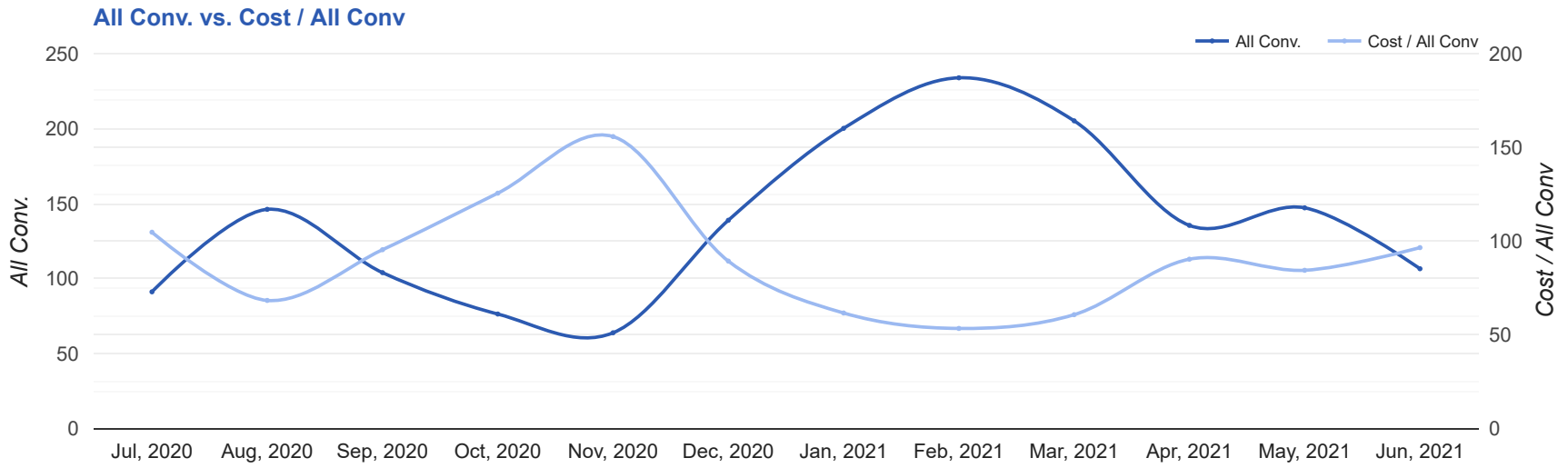
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$10,270	106.5	8.03%	\$96.46
↓ 17%	↓ 28%	↓ 14%	↑ 14%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	29,767	1,581	\$12,408.20	\$7.85	5.31%	-	9.3%	\$84.37	147.1
1 Jun 2021 — 30 Jun 2021	23,840	1,326	\$10,269.61	\$7.74	5.56%	-	8.03%	\$96.46	106.5
Change	5,927 ↓ 20%	255 ↓ 16%	\$2,138.59 ↓ 17%	\$0.11 ↓ 1%	0.25% ↑ 5%	0 ↔ -	1.27% ↓ 14%	\$12.09 ↑ 14%	40.60 ↓ 28%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Jul '20	5,781	561	\$9,537.05	\$17.00	9.7%	-	91.1	16.24%	\$104.68
Aug '20	31,811	1,112	\$9,975.52	\$8.97	3.5%	-	146.1	13.14%	\$68.29
Sep '20	30,732	1,153	\$9,906.65	\$8.59	3.75%	-	103.9	9.01%	\$95.34
Oct '20	11,634	587	\$9,576.86	\$16.31	5.05%	-	76.3	13%	\$125.50
Nov '20	23,603	736	\$9,926.93	\$13.49	3.12%	-	63.8	8.66%	\$155.69
Dec '20	40,020	1,445	\$12,394.38	\$8.58	3.61%	-	138.8	9.61%	\$89.27
Jan '21	45,258	1,794	\$12,328.14	\$6.87	3.96%	-	200.1	11.15%	\$61.60
Feb '21	33,525	1,622	\$12,471.25	\$7.69	4.84%	-	233.8	14.41%	\$53.35
Mar '21	31,950	1,695	\$12,452.09	\$7.35	5.31%	-	205.1	12.1%	\$60.70
Apr '21	28,613	1,653	\$12,229.39	\$7.40	5.78%	-	135.4	8.19%	\$90.29
May '21	29,767	1,581	\$12,408.20	\$7.85	5.31%	-	147.1	9.3%	\$84.37
Jun '21	23,840	1,326	\$10,269.61	\$7.74	5.56%	-	106.5	8.03%	\$96.46
Total	336,534	15,265	\$133,476.07	\$8.74	4.54%	-	1,648	10.8%	\$80.99

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting salt lake	9,014	435	\$2,493.14	\$5.73	4.83%	-	31.6	7.27%	\$78.85
search beta coolsculpting orem	6,028	301	\$2,491.60	\$8.28	4.99%	-	27	8.97%	\$92.28
search beta coolsculpting draper	2,856	242	\$2,483.46	\$10.26	8.47%	-	23.9	9.86%	\$104.13
search beta coolsculpting st george	5,780	334	\$2,499.88	\$7.48	5.78%	-	23	6.89%	\$108.69
search beta coolsculpting highland	162	14	\$301.53	\$21.54	8.64%	-	1	7.14%	\$301.53

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting utah	29	15	\$211.43	\$14.10	51.72%	-	4.5	29.80%	\$47.30
cool sculpting cost utah	17	10	\$89.14	\$8.91	58.82%	-	3.5	35.00%	\$25.47
coolsculpting	60	17	\$172.83	\$10.17	28.33%	-	3	17.65%	\$57.61
coolsculpting salt lake city	10	5	\$64.77	\$12.95	50.00%	-	3	60.00%	\$21.59
what is sculpsure	1	2	\$8.48	\$4.24	200.00%	-	3	150.00%	\$2.83
liposuction under chin	1	2	\$41.76	\$20.88	200.00%	-	2	100.00%	\$20.88
cool sculpting	51	11	\$140.92	\$12.81	21.57%	-	2	18.18%	\$70.46
coolsculpting	24	8	\$113.34	\$14.17	33.33%	-	2	25.00%	\$56.67
cool sculpting cost	31	9	\$53.32	\$5.92	29.03%	-	2	22.22%	\$26.66
coolsculpting near me	13	9	\$175.45	\$19.49	69.23%	-	2	22.22%	\$87.72

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
{Keyword:Spa Trouve} - CoolSculpting in Orem - Biggest CoolSculpting® Promo spatrouve.com/--/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Orem, UT	483	55	\$579.93	\$10.54	11.39%	-	8	14.55%	\$72.49
Spa Trouve - Fat Reduction St. George, UT - Non-Surgical Fat Reduction spatrouve.com/--/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	2,369	86	\$658.26	\$7.65	3.63%	-	6.9	7.98%	\$95.96
{Keyword:Spa Trouve} - CoolSculpting in Draper - Biggest CoolSculpting® Promo spatrouve.com/--/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Draper, UT	379	39	\$539.91	\$13.84	10.29%	-	6.5	16.67%	\$83.06
Spa Trouve - Fat Reduction Salt Lake City - Non-Surgical Fat Reduction spatrouve.com/--/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,484	76	\$377.00	\$4.96	5.12%	-	5	6.58%	\$75.40
Spa Trouve - Fat Reduction in Orem - Non-Surgical Fat Reduction spatrouve.com/--/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,610	42	\$312.98	\$7.45	2.61%	-	4	9.52%	\$78.25

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

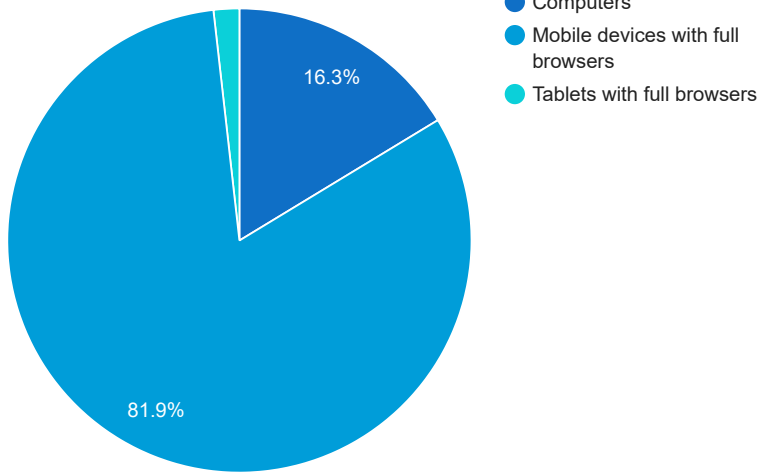
Search Impr Share

34.77%

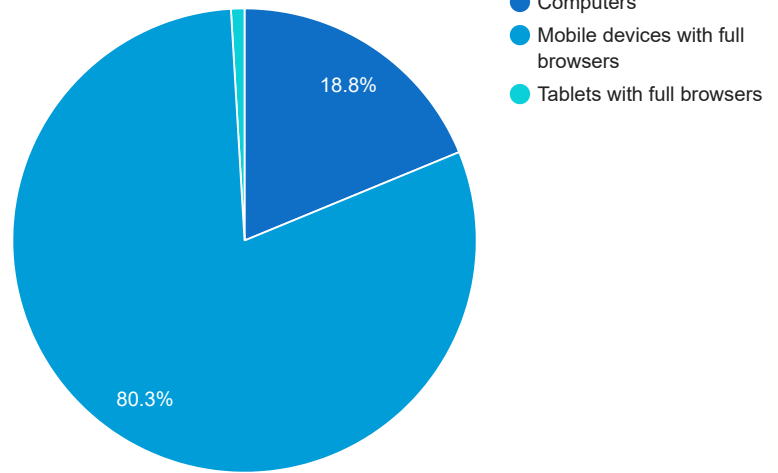
↑ 5%

Cost and Conversions by Device

Cost



All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	19,700	1,091	\$8,409.64	\$7.71	5.54%	-	85.5	7.83%	\$98.39
Computers	3,717	213	\$1,676.05	\$7.87	5.73%	-	20	9.39%	\$83.80
Tablets with full browsers	423	22	\$183.92	\$8.36	5.2%	-	1	4.55%	\$183.92

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	23,840	1,326	\$10,269.61	\$7.74	5.56%	-	106.5	8.03%	\$96.46

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Form Submission	87.5
Calls from Website - Draper	3
Calls from Ads	2
Click to Call	2
Clicks to call	8
Local actions - Directions	4

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