

Spa Trouvé Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Spa Trouvé CoolSculpting

\$10,522.81

\$10,269.61 **2.47%**

Clicks
Spa Trouvé CoolSculpting

1,266

1,326 **-4.52%**

Avg CPC
Spa Trouvé CoolSculpting

\$8.31

\$7.74 **7.36%**

Conversions
Spa Trouvé CoolSculpting

84.82

96.65 **-12.24%**

Conv. Rate
Spa Trouvé CoolSculpting

6.70%

7.29% **-8.09%**

Cost / Conv
Spa Trouvé CoolSculpting

\$124.06

\$106.26 **16.75%**

Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary
Spa Trouvé CoolSculpting

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$10,522.81	\$10,269.61	2.47%
Impressions	22,634	23,840	-5.06%
Clicks	1,266	1,326	-4.52%
Avg CPC	\$8.31	\$7.74	7.36%
CTR	5.59%	5.56%	0.54%
Conversions	84.82	96.65	-12.24%
Conv Rate	6.70%	7.29%	-8.09%
Cost / Conv	\$124.06	\$106.26	16.75%

Budget Coverage

Search Impr. Share
Spa Trouvé CoolSculpting

36.61%

34.82% **5.14%**

Search IS Lost (due to Budget)
Spa Trouvé CoolSculpting

13.66%

15.38% **-11.18%**

Search IS Lost (due to Rank)
Spa Trouvé CoolSculpting

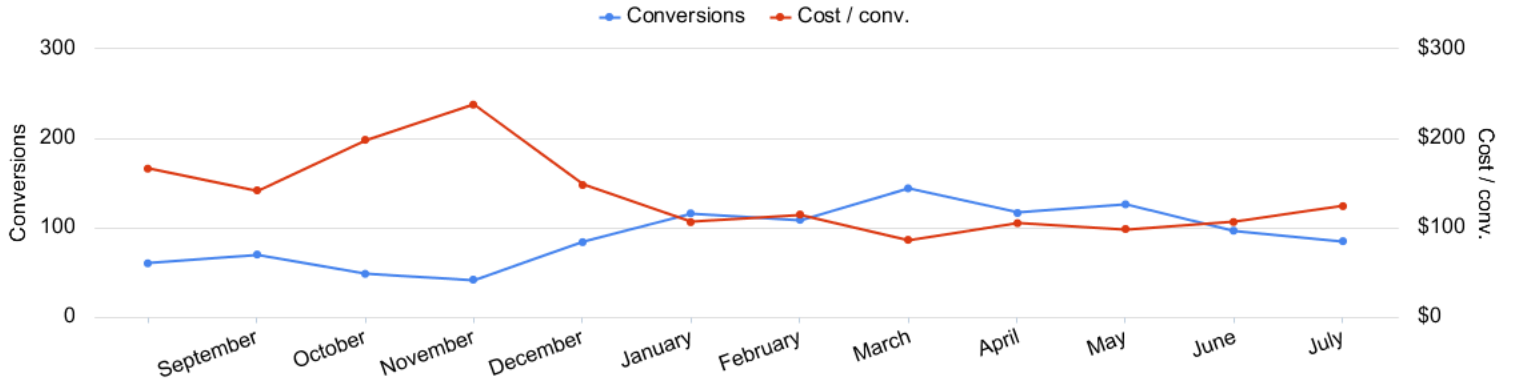
49.72%

49.80% **-0.16%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Spa Trouvé CoolSculpting




Account Performance by Month
Spa Trouvé CoolSculpting

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$9,975.52	31,811	1,112	\$8.97	3.50%	60.07	5.40%	\$166.07	32.41%	17.38%
09/01/2020	\$9,906.65	30,732	1,153	\$8.59	3.75%	69.91	6.06%	\$141.71	34.08%	10.81%
10/01/2020	\$9,576.86	11,634	587	\$16.31	5.05%	48.31	8.23%	\$198.23	36.44%	17.68%
11/01/2020	\$9,926.93	23,603	736	\$13.49	3.12%	41.76	5.67%	\$237.71	35.27%	25.98%
12/01/2020	\$12,394.38	40,020	1,445	\$8.58	3.61%	83.84	5.80%	\$147.84	31.64%	17.57%
01/01/2021	\$12,328.14	45,258	1,794	\$6.87	3.96%	116.12	6.47%	\$106.16	27.36%	20.92%
02/01/2021	\$12,471.25	33,525	1,622	\$7.69	4.84%	108.77	6.71%	\$114.66	31.31%	15.15%
03/01/2021	\$12,452.09	31,950	1,695	\$7.35	5.31%	144.13	8.50%	\$86.39	29.70%	18.90%
04/01/2021	\$12,229.39	28,613	1,653	\$7.40	5.78%	116.44	7.04%	\$105.03	31.52%	16.88%
05/01/2021	\$12,408.20	29,767	1,581	\$7.85	5.31%	126.07	7.97%	\$98.42	33.08%	15.72%
06/01/2021	\$10,269.61	23,840	1,326	\$7.74	5.56%	96.65	7.29%	\$106.26	34.82%	15.38%
07/01/2021	\$10,522.81	22,634	1,266	\$8.31	5.59%	84.82	6.70%	\$124.06	36.61%	13.66%
Total	\$134,461.83	353,387	15,970	\$8.42	4.52%	1,096.89	6.87%	\$122.58	31.98%	17.36%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Spa Trouvé CoolSculpting

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting salt lake	\$2,631.61	8,710	457	\$5.76	5.25%	27.68	6.06%	\$95.07
search beta coolsculpting st george	\$2,648.41	5,332	316	\$8.38	5.93%	23	7.28%	\$115.15
search beta coolsculpting draper	\$2,491.80	2,666	232	\$10.74	8.70%	21.32	9.19%	\$116.88
search beta coolsculpting orem	\$2,750.99	5,926	261	\$10.54	4.40%	12.82	4.91%	\$214.59

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Spa Trouvé CoolSculpting

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting cost	\$99.09	24	7	\$14.16	29.17%	3	42.86%	\$33.03
cool sculpting	\$140.08	128	22	\$6.37	17.19%	2.67	12.14%	\$52.46
cool sculpting	\$109.66	67	20	\$5.48	29.85%	2.53	12.65%	\$43.34
coolsculpting utah	\$213.26	27	14	\$15.23	51.85%	2	14.29%	\$106.63
cool sculpting cost utah	\$22.50	3	3	\$7.50	100.00%	2	66.67%	\$11.25
cool sculpting cost utah	\$188.72	15	14	\$13.48	93.33%	1.32	9.43%	\$142.97
cool sculpting near me	\$1.96	4	2	\$0.98	50.00%	1.1	55.00%	\$1.78
does taking laxatives make you lose weight	\$11.71	1	1	\$11.71	100.00%	1	100.00%	\$11.71
cost of lipo	\$7.21	1	1	\$7.21	100.00%	1	100.00%	\$7.21
coolsculpting salt lake city utah	\$12.85	2	2	\$6.42	100.00%	1	50.00%	\$12.85
non surgical bbl near me	\$3.49	1	1	\$3.49	100.00%	1	100.00%	\$3.49
body sculpting near me	\$10.73	3	1	\$10.73	33.33%	1	100.00%	\$10.73
bichectomy	\$8.42	2	2	\$4.21	100.00%	1	50.00%	\$8.42
how much does liposuction cost	\$25.25	5	3	\$8.42	60.00%	1	33.33%	\$25.25
liposuction	\$44.54	124	8	\$5.57	6.45%	1	12.50%	\$44.54
cool sculpt	\$6.23	1	1	\$6.23	100.00%	1	100.00%	\$6.23
liposuction multiple areas	\$5.28	1	1	\$5.28	100.00%	1	100.00%	\$5.28
cool sculpting average cost	\$6.43	1	1	\$6.43	100.00%	1	100.00%	\$6.43
what exactly is cool sculpting	\$4.98	1	1	\$4.98	100.00%	1	100.00%	\$4.98
how much is cool sculpting	\$8.93	2	2	\$4.46	100.00%	1	50.00%	\$8.93

Top Search Ads (by Conversions)

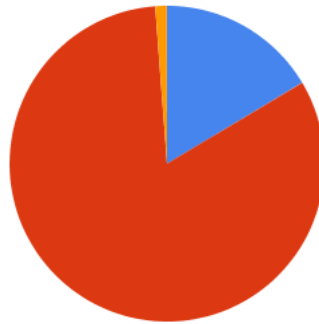
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Spa Trouvé CoolSculpting

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
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. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting salt lake	\$380.67	1,570	85	\$4.48	5.41%	7.5	8.82%	\$50.76
{Keyword:Spa Trouve} CoolSculpting St. George, UT Biggest CoolSculpting® Promo spatrouve.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in St. George, UT Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting st george	\$462.74	277	57	\$8.12	20.58%	6	10.53%	\$77.12
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. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting st george	\$421.83	576	55	\$7.67	9.55%	4	7.27%	\$105.46
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. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting salt lake	\$368.83	2,269	74	\$4.98	3.26%	4	5.41%	\$92.21
{Keyword:Spa Trouve} CoolSculpting in Orem Biggest CoolSculpting® Promo spatrouve.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Orem, UT Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting orem	\$318.03	130	30	\$10.60	23.08%	4	13.33%	\$79.51

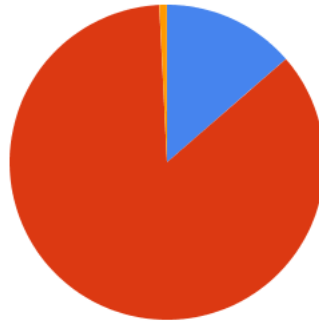
Budget Utilization by Device

Conversions by Device
Spa Trouvé CoolSculpting



■ Computers - Conversions: 13.94 (16.43%)
 ■ Mobile devices with full browsers - Conversions: 69.88 (82.39%)
 ■ Tablets with full browsers - Conversions: 1 (1.18%)

Cost by Device
Spa Trouvé CoolSculpting




■ Computers - Cost: \$1,435.57 (13.64%)
 ■ Mobile devices with full browsers - Cost: \$9,005.87 (85.58%)
 ■ Tablets with full browsers - Cost: \$81.37 (0.77%)


Device Performance (by Conversions)
Spa Trouvé CoolSculpting

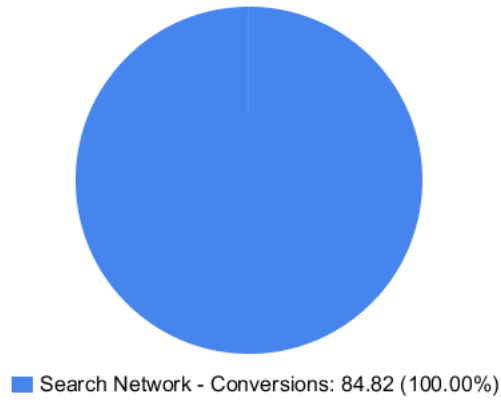
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	18,768	1,066	\$9,005.87	\$8.45	5.68%	69.88	6.56%	\$128.88
Computers	3,510	188	\$1,435.57	\$7.64	5.36%	13.94	7.41%	\$102.98
Tablets with full browsers	356	12	\$81.37	\$6.78	3.37%	1	8.33%	\$81.37


Budget Utilization by Network

 Cost by Network
Spa Trouvé CoolSculpting



 Conversions by Network
Spa Trouvé CoolSculpting

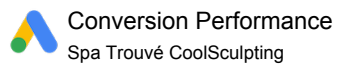


 Network Performance
Spa Trouvé CoolSculpting

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	22,634	1,266	\$10,522.81	\$8.31	5.59%	84.82	6.70%	\$124.06

Conversion Summary


07/01/2021 - 07/31/2021



Conversion name	All conv.
Form Submission	76.82
Local actions - Directions	9
Calls from Website - Draper	3
Calls from Ads	3
Clicks to call	2
Calls from Website - Highland	1
Click to Call	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Spa Trouvé CoolSculpting

Region	Clicks	Conversions	Cost / conv.
Utah	1,244	83.82	\$123.10
Nevada	19	1	\$183.42

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage