

Spa Trouvé Monthly Ad Performance Summary

08/01/2021 - 08/31/2021

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Overall Performance Summary

08/01/2021 - 08/31/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
08/01/2021 - 08/31/2021	\$11,155.83	22,359	1,151	5.15%	75.94	\$146.90
07/01/2021 - 07/31/2021	\$10,522.81	22,634	1,266	5.59%	85.88	\$122.53
% Change	6.02%	-1.21%	-9.08%	-7.87%	-11.57%	19.88%
Facebook Ads						
08/01/2021 - 08/31/2021	\$3,789.43	209,729	10,264	4.89%	31	\$122.24
07/01/2021 - 07/31/2021	\$3,793.84	234,005	11,367	4.86%	35	\$108.40
% Change	-0.12%	-10.37%	-9.70%	0.75%	-11.43%	12.77%

Google Ads | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Spa Trouvé CoolSculpting

\$11,155.83

\$10,522.81 **6.02%**

Clicks
Spa Trouvé CoolSculpting

1,151

1,266 **-9.08%**

Avg. CPC
Spa Trouvé CoolSculpting

\$9.69

\$8.31 **16.61%**

Conversions
Spa Trouvé CoolSculpting

75.94

85.88 **-11.57%**

Conv. rate
Spa Trouvé CoolSculpting

6.60%

6.78% **-2.65%**

Cost / Conv
Spa Trouvé CoolSculpting

\$146.90

\$122.53 **19.88%**

Google Ads | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
Spa Trouvé CoolSculpting

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$11,155.83	\$10,522.81	6.02%
Impressions	22,359	22,634	-1.21%
Clicks	1,151	1,266	-9.08%
Avg CPC	\$9.69	\$8.31	16.61%
CTR	5.15%	5.59%	-7.87%
Conversions	75.94	85.88	-11.57%
Conv Rate	6.60%	6.78%	-2.65%
Cost / Conv	\$146.90	\$122.53	19.89%

Google Ads | Budget Coverage

Search Impr. Share
Spa Trouvé CoolSculpting

37.42%

36.59% **2.27%**

Search IS Lost (due to Budget)
Spa Trouvé CoolSculpting

13.17%

13.81% **-4.63%**

Search IS Lost (due to Rank)
Spa Trouvé CoolSculpting

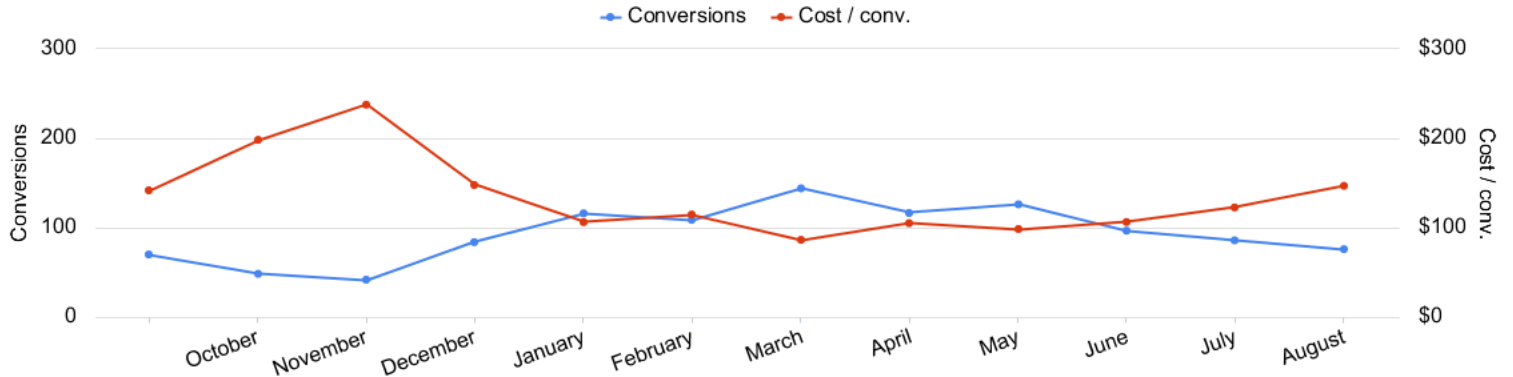
49.42%

49.60% **-0.36%**

Google Ads | Monthly Performance Trends

09/01/2020 - 08/31/2021

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)
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%	85.88	6.78%	\$122.53	36.59%	13.81%
08/01/2021	\$11,155.83	22,359	1,151	\$9.69	5.15%	75.94	6.60%	\$146.90	37.42%	13.17%
Total	\$135,642.14	343,935	16,009	\$8.47	4.65%	1,113.82	6.96%	\$121.78	32.24%	17.14%

Google Ads | Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 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	\$2,489.10	9,219	411	\$6.06	4.46%	25	6.08%	\$99.56
search beta coolsculpting st george	\$2,425.04	4,939	259	\$9.36	5.24%	19.94	7.70%	\$121.62
search beta coolsculpting orem	\$2,510.16	5,427	250	\$10.04	4.61%	14	5.60%	\$179.30
search beta coolsculpting draper	\$2,493.82	2,317	189	\$13.19	8.16%	12	6.35%	\$207.82
search beta coolsculpting highland	\$1,237.71	457	42	\$29.47	9.19%	5	11.90%	\$247.54

Google Ads | Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Spa Trouvé CoolSculpting

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting cost	\$97.78	17	12	\$8.15	70.59%	2	16.67%	\$48.89
liposuction cost utah	\$37.59	10	6	\$6.27	60.00%	2	33.33%	\$18.80
coolsculpting	\$92.61	36	9	\$10.29	25.00%	2	22.22%	\$46.30
cool sculpting cost utah	\$126.70	10	9	\$14.08	90.00%	2	22.22%	\$63.35
coolsculpting near me	\$38.48	3	2	\$19.24	66.67%	2	100.00%	\$19.24
weight loss st george	\$24.61	1	1	\$24.61	100.00%	2	200.00%	\$12.30
freeze your body fat	\$7.95	1	1	\$7.95	100.00%	1	100.00%	\$7.95
liposuction cost	\$35.71	31	8	\$4.46	25.81%	1	12.50%	\$35.71
how much is coolsculpting utah	\$13.31	1	1	\$13.31	100.00%	1	100.00%	\$13.31
sonobella	\$24.13	1	1	\$24.13	100.00%	1	100.00%	\$24.13
cool sculpting double chin cost	\$10.52	1	1	\$10.52	100.00%	1	100.00%	\$10.52
spa teouve	\$6.43	1	1	\$6.43	100.00%	1	100.00%	\$6.43
chin liposuction cost	\$7.76	2	1	\$7.76	50.00%	1	100.00%	\$7.76
sculpture body	\$5.34	1	1	\$5.34	100.00%	1	100.00%	\$5.34
liposuction cost utah	\$43.40	23	9	\$4.82	39.13%	1	11.11%	\$43.40
how much is coolsculpting	\$16.76	1	1	\$16.76	100.00%	1	100.00%	\$16.76
how much does coolsculpting cost for belly	\$3.89	1	1	\$3.89	100.00%	1	100.00%	\$3.89
weight loss clinic saint george ut	\$10.86	3	1	\$10.86	33.33%	1	100.00%	\$10.86
cool sculpting	\$171.16	101	18	\$9.51	17.82%	1	5.56%	\$171.16
cool sculpting	\$48.71	20	9	\$5.41	45.00%	1	11.11%	\$48.71

Google Ads | Top Search Ads (by Conversions)

08/01/2021 - 08/31/2021

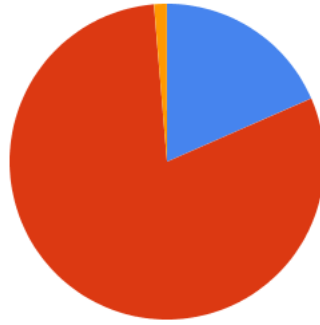
 Top Responsive Search Ads (by Conversions)
Spa Trouvé CoolSculpting

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Spa Trouve Fat Reduction St. George, UT Non-Surgical Fat Reduction spatrouve.com/coolsculpting/st_george 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	\$414.44	493	42	\$9.87	8.52%	3	7.14%	\$138.15
Spa Trouve Fat Reduction Salt Lake City Non-Surgical Fat Reduction spatrouve.com/coolsculpting/salt_lake 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	\$289.27	1,031	55	\$5.26	5.33%	3	5.45%	\$96.42
{Keyword:Spa Trouve} CoolSculpting in Draper Biggest CoolSculpting® Promo spatrouve.com/coolsculpting/draper Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Draper, UT Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting draper	\$307.37	94	17	\$18.08	18.09%	3	17.65%	\$102.46
Spa Trouve Fat Reduction in Orem Non-Surgical Fat Reduction spatrouve.com/coolsculpting/orem 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 orem	\$181.88	281	22	\$8.27	7.83%	2	9.09%	\$90.94
{Keyword:Spa Trouve} CoolSculpting in Orem Biggest CoolSculpting® Promo spatrouve.com/coolsculpting/orem 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	\$244.99	119	13	\$18.85	10.92%	2	15.38%	\$122.50

Google Ads | Budget Utilization by Device

Conversions by Device

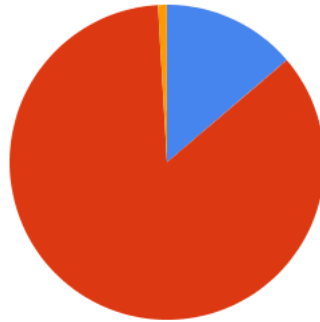
Spa Trouvé CoolSculpting



■ Computers - Conversions: 14 (18.44%)
 ■ Mobile devices with full browsers - Conversions: 60.94 (80.25%)
 ■ Tablets with full browsers - Conversions: 1 (1.32%)

Cost by Device

Spa Trouvé CoolSculpting




■ Computers - Cost: \$1,535.58 (13.76%)
 ■ Mobile devices with full browsers - Cost: \$9,519.82 (85.33%)
 ■ Tablets with full browsers - Cost: \$100.43 (0.90%)

Device Performance (by Conversions)


Spa Trouvé CoolSculpting

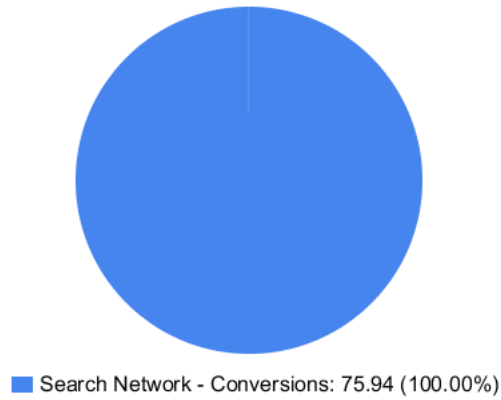
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	18,344	995	\$9,519.82	\$9.57	5.42%	60.94	6.12%	\$156.21
Computers	3,637	138	\$1,535.58	\$11.13	3.79%	14	10.14%	\$109.68
Tablets with full browsers	378	18	\$100.43	\$5.58	4.76%	1	5.56%	\$100.43


Google Ads | Budget Utilization by Network

 Cost by Network
Spa Trouvé CoolSculpting



 Conversions by Network
Spa Trouvé CoolSculpting

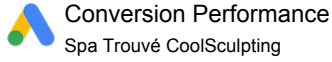


 Network Performance
Spa Trouvé CoolSculpting

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	22,359	1,151	\$11,155.83	\$9.69	5.15%	75.94	6.60%	\$146.90

Google Ads | Conversion Summary

08/01/2021 - 08/31/2021



Conversion name	All conv.
Form Submission	71.94
Clicks to call	5
Calls from Ads	3
Calls from Website - Highland	1

Google Ads | Geo-Targeting Summary

08/01/2021 - 08/31/2021



Region	Clicks	Conversions	Cost / conv.
Nevada	26	3	\$92.23
Utah	1,120	72.94	\$148.16

Facebook | Key Performance Indicators

08/01/2021 - 08/31/2021

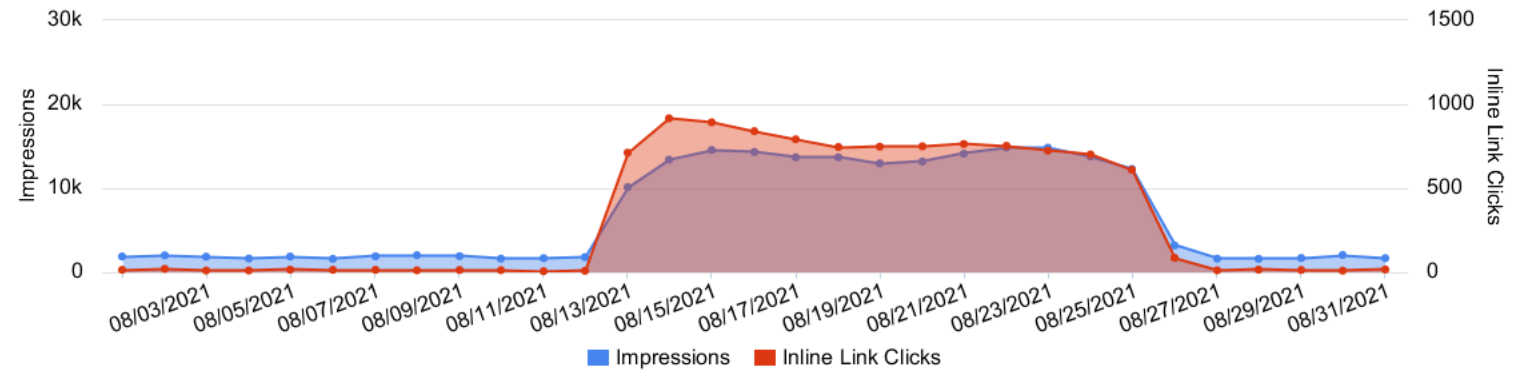
Cost
Spa Trouve

\$3,789.43
\$3,793.84 -0.12%

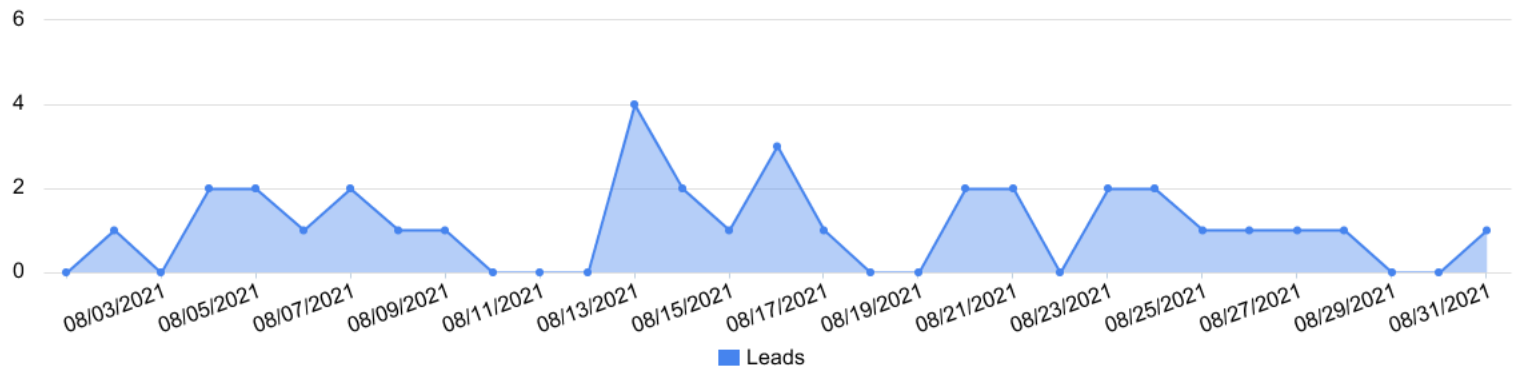
Clicks (Link)
Spa Trouve

10,264
11,367 -9.70%

Impressions vs Inline Link Clicks
Spa Trouve



Conversions by day
Spa Trouve



Facebook | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary Spa Trouve

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$3,789.43	\$3,793.84	-0.12%
Impressions	209,729	234,005	-10.37%
Reach	95,744	105,316	-9.09%
Clicks	10,264	11,367	-9.70%
CTR	4.89%	4.86%	0.75%
Frequency	2.19	2.22	-1.41%
Leads	34	45	-24.44%
Cost / Lead	\$111.45	\$84.31	32.19%

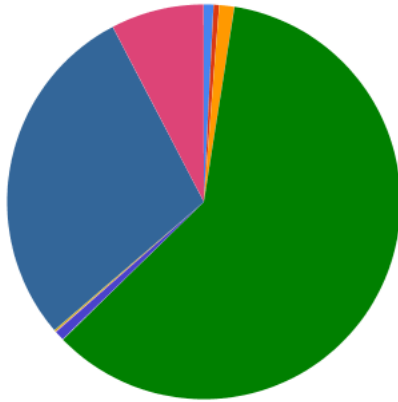
Engagement Summary Spa Trouve

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	29	19	52.63%
Post Reactions	142	184	-22.83%
Post Shares	17	16	6.25%

Facebook | Placement Performance Summary

08/01/2021 - 08/31/2021

Reach Summary (by Placement) Spa Trouve



- Audience Network - An Classic - Reach: 848 (0.80%)
- Audience Network - Rewarded Video - Reach: 496 (0.47%)
- Facebook - Facebook Stories - Reach: 1,312 (1.23%)
- Facebook - Feed - Reach: 64,208 (60.23%)
- Facebook - Instant Article - Reach: 32 (0.03%)
- Facebook - Instream Video - Reach: 848 (0.80%)
- Facebook - Right Hand Column - Reach: 48 (0.05%)
- Facebook - Search - Reach: 160 (0.15%)
- Facebook - Video Feeds - Reach: 30,480 (28.59%)
- Instagram - Feed - Reach: 8,176 (7.67%)

Placement Performance (by Leads) Spa Trouve

There was an error

Facebook | Device Performance Summary

08/01/2021 - 08/31/2021

Device Performance Chart Spa Trouve



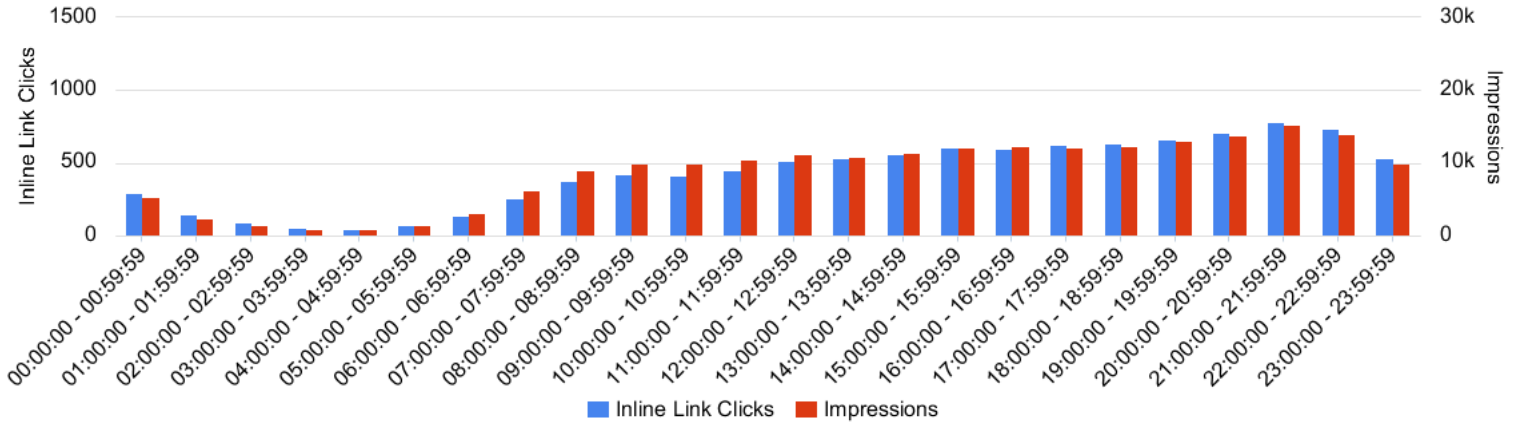
Device Platform Performance Spa Trouve

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Spa Trouve	\$3,789.43	209,729	10,264	6.36%	95,744	2.19	34
> Mobile App	\$3,643.33	205,666	10,260	6.47%	94,224	2.18	0
> Mobile Web	\$48.95	1,621	2	1.30%	768	2.11	0
> Desktop	\$97.15	2,441	2	0.33%	1,216	2.01	0
> Unknown	\$0.00	1	0	0.00%	0	0	0

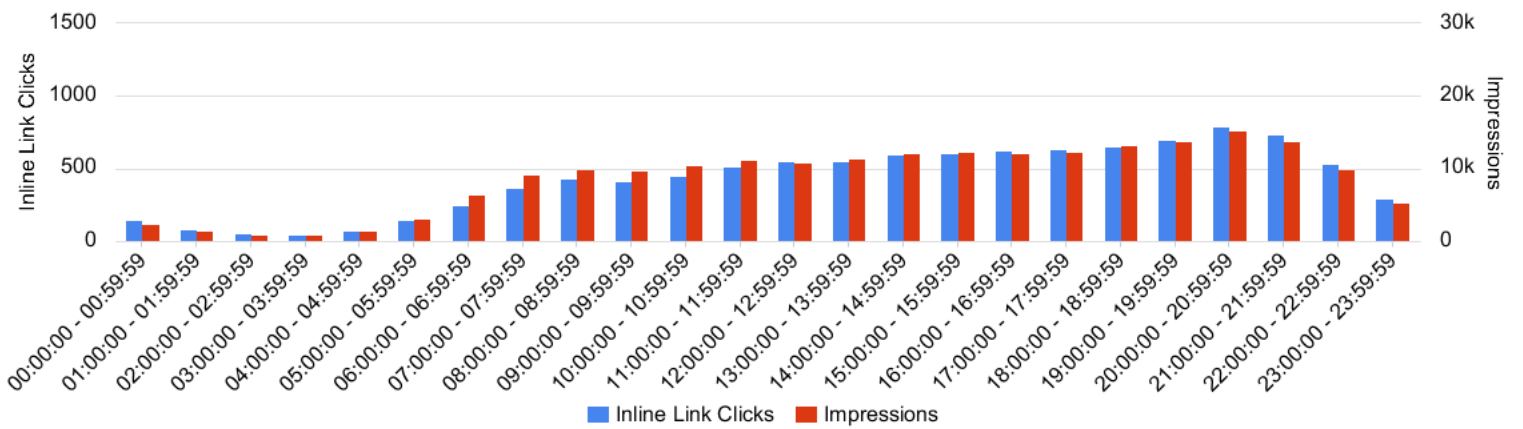
Facebook | Schedule Performance

08/01/2021 - 08/31/2021

Time of Day (Viewer)
Spa Trouve



Time of Day (Ad Account)
Spa Trouve



Facebook | Campaign Performance Summary (by Leads)

08/01/2021 - 08/31/2021

Campaign Performance Breakdown
Spa Trouve

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Salt Lake - Conversions	\$502.40	12,519	100	12	\$41.87
Coolsculpting - Highland - Conversions	\$512.20	13,986	105	8	\$64.03
Coolsculpting - Draper - Conversions	\$512.11	13,547	123	8	\$64.01
August 2021	\$1,750.00	154,922	9,877	5	\$350.00
Coolsculpting - Orem - Conversions	\$512.72	14,755	59	1	\$512.72
Total	\$3,789.43	209,729	10,264	34	\$111.45

Facebook | Ad Set Performance Summary (by Leads)


08/01/2021 - 08/31/2021

Top Performing Ad Sets
Spa Trouve

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - FB and IG - Salt Lake - Women	Coolsculpting - Salt Lake - Conversions	\$502.40	12,519	100	12	\$41.87
Coolsculpting - FB and IG - Draper - Women	Coolsculpting - Draper - Conversions	\$512.11	13,547	123	8	\$64.01
Coolsculpting - FB and IG - Highland - Women	Coolsculpting - Highland - Conversions	\$512.20	13,986	105	8	\$64.03
Orem Women 18+ - Copy 2	August 2021	\$242.47	21,949	1,180	3	\$80.82
Coolsculpting - FB and IG - Orem - Women	Coolsculpting - Orem - Conversions	\$512.72	14,755	59	1	\$512.72
St. George Women 18+	August 2021	\$274.73	23,864	1,488	1	\$274.73
Draper Men 33+	August 2021	\$244.45	23,590	1,136	1	\$244.45
Retargeting + Lookalike	August 2021	\$248.74	19,950	1,815	0	\$0.00
Mailchimp Lookalike 9-2-18	August 2021	\$249.89	21,231	1,804	0	\$0.00
Draper Women 18+	August 2021	\$247.30	20,475	1,391	0	\$0.00
Highland Women 18+ - Copy 2	August 2021	\$242.42	23,863	1,063	0	\$0.00
Total		\$3,789.43	209,729	10,264	34	\$111.45

Facebook | Ad Performance Summary

08/01/2021 - 08/31/2021

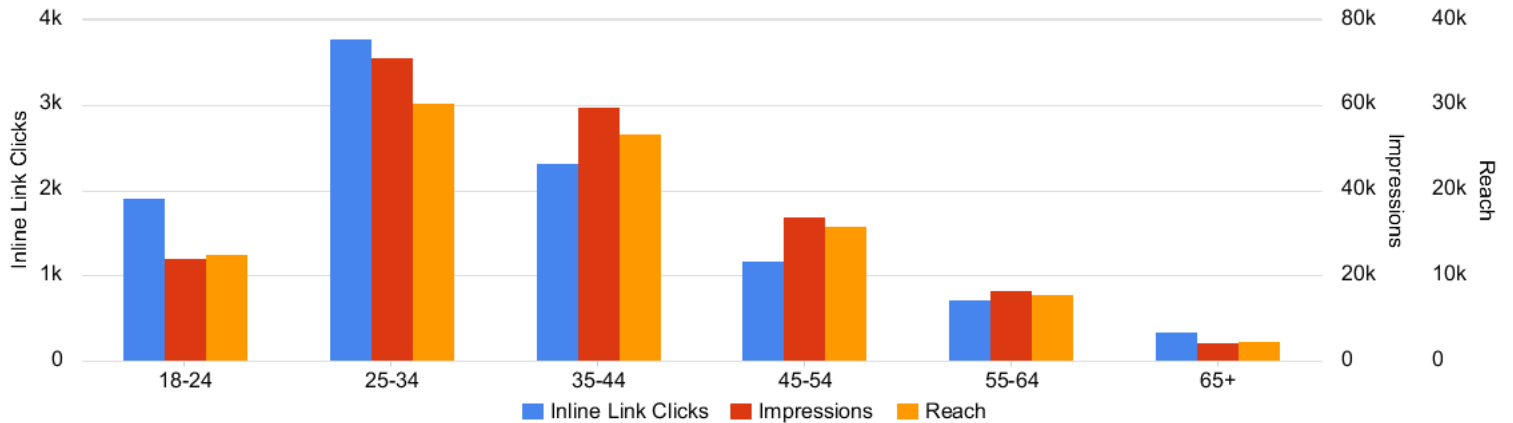
 Top Performing Ads (by Leads)
Spa Trouve

There was an error

Facebook | Demographic Performance - Age

08/01/2021 - 08/31/2021

Age Performance Chart
Spa Trouve



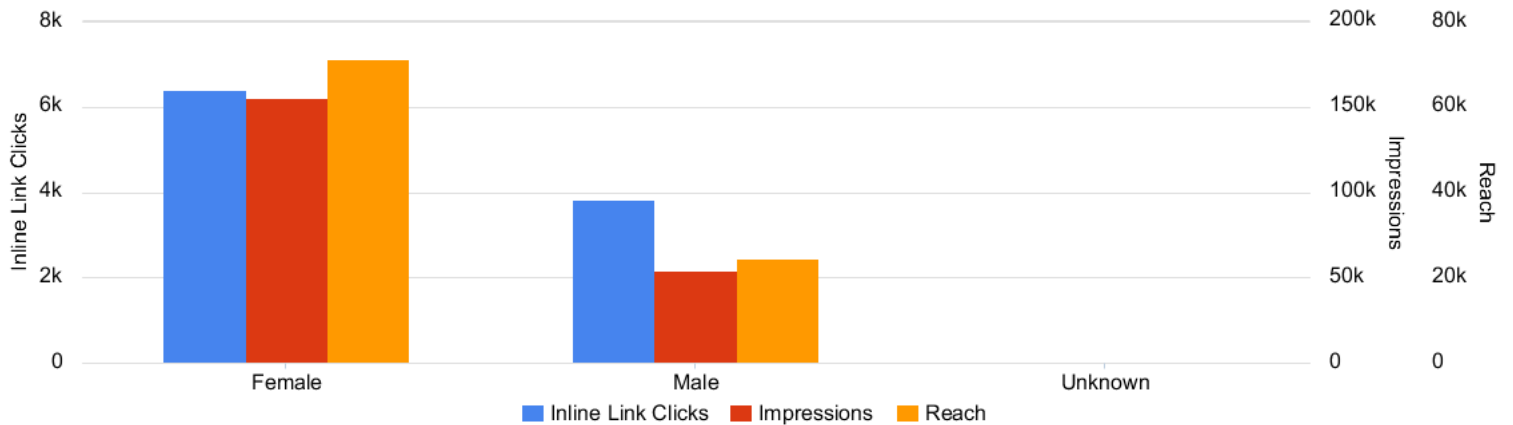
Age Performance Summary
Spa Trouve

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Spa Trouve	\$3,789.43	209,729	95,744	10,264	6.36%	2.19	34
> 18-24	\$317.27	24,119	12,576	1,907	9.33%	1.92	0
> 25-34	\$1,124.05	71,265	30,320	3,788	6.65%	2.35	0
> 35-44	\$1,047.19	59,551	26,720	2,319	5.20%	2.23	0
> 45-54	\$778.39	33,843	15,808	1,180	5.15%	2.14	0
> 55-64	\$460.32	16,472	7,920	721	6.27%	2.08	0
> 65+	\$62.20	4,479	2,400	349	10.72%	1.87	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

08/01/2021 - 08/31/2021

Gender Performance Chart
Spa Trouve



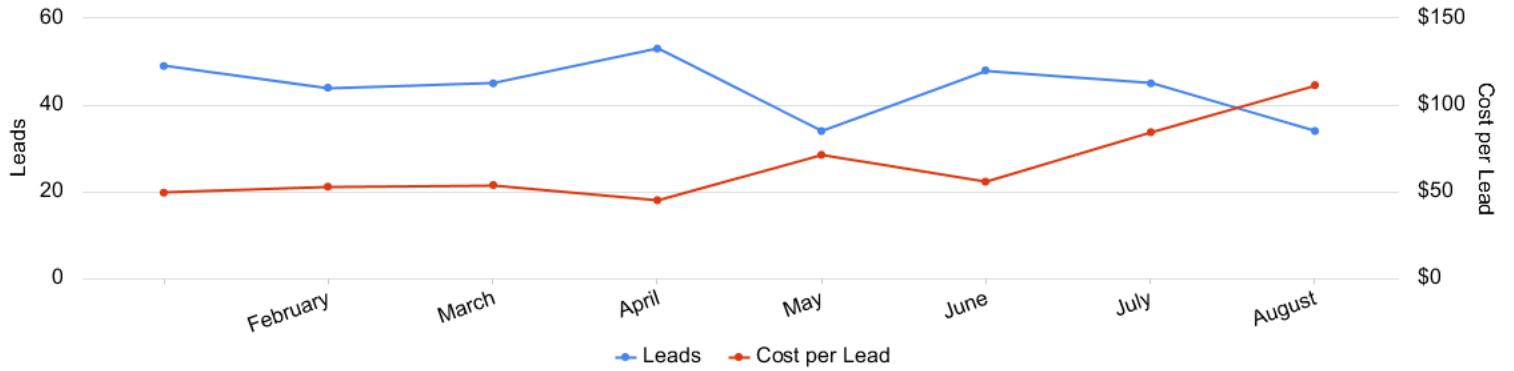
Gender Performance Summary
Spa Trouve

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Spa Trouve	\$3,789.43	209,729	95,744	10,264	6.36%	2.19	34
> Female	\$3,172.35	154,977	71,200	6,408	5.80%	2.18	0
> Male	\$612.80	54,452	24,464	3,825	7.92%	2.23	0
> Unknown	\$4.28	300	80	31	11.67%	3.75	0

Facebook | Year-to-Date Performance

01/01/2021 - 08/31/2021

Year-to-Date Trend
Spa Trouve



Historical table (by month)
Spa Trouve

There was an error

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