

Spa Trouvé Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

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Overall Performance Summary

09/01/2021 - 09/30/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
09/01/2021 - 09/30/2021	\$7,567.41	12,732	673	5.29%	43	\$175.99
08/01/2021 - 08/31/2021	\$11,155.83	22,359	1,151	5.15%	77.94	\$143.13
% Change	-32.17%	-43.06%	-41.53%	2.72%	-44.83%	22.96%
Facebook Ads						
09/01/2021 - 09/30/2021	\$3,236.15	186,798	8,567	4.59%	20	\$161.81
08/01/2021 - 08/31/2021	\$3,789.87	209,736	10,264	4.89%	31	\$122.25
% Change	-14.61%	-10.94%	-16.53%	-6.28%	-35.48%	32.35%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Spa Trouvé CoolSculpting

\$7,567.41

\$11,155.83 -32.17%

Clicks
Spa Trouvé CoolSculpting

673

1,151 -41.53%

Avg. CPC
Spa Trouvé CoolSculpting

\$11.24

\$9.69 16.01%

Conversions
Spa Trouvé CoolSculpting

43

77.94 -44.83%

Conv. rate
Spa Trouvé CoolSculpting

6.39%

6.77% -5.61%

Cost / Conv
Spa Trouvé CoolSculpting

\$175.99

\$143.13 22.96%

Google Ads | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
Spa Trouvé CoolSculpting

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$7,567.41	\$11,155.83	-32.17%
Impressions	12,732	22,359	-43.06%
Clicks	673	1,151	-41.53%
Avg CPC	\$11.24	\$9.69	16.00%
CTR	5.29%	5.15%	2.72%
Conversions	43	77.94	-44.83%
Conv Rate	6.39%	6.77%	-5.61%
Cost / Conv	\$175.99	\$143.13	22.96%

Google Ads | Budget Coverage

Search Impr. Share
Spa Trouvé CoolSculpting

50.47%

37.52% 34.51%

Search IS Lost (due to Budget)
Spa Trouvé CoolSculpting

13.20%

13.24% -0.30%

Search IS Lost (due to Rank)
Spa Trouvé CoolSculpting

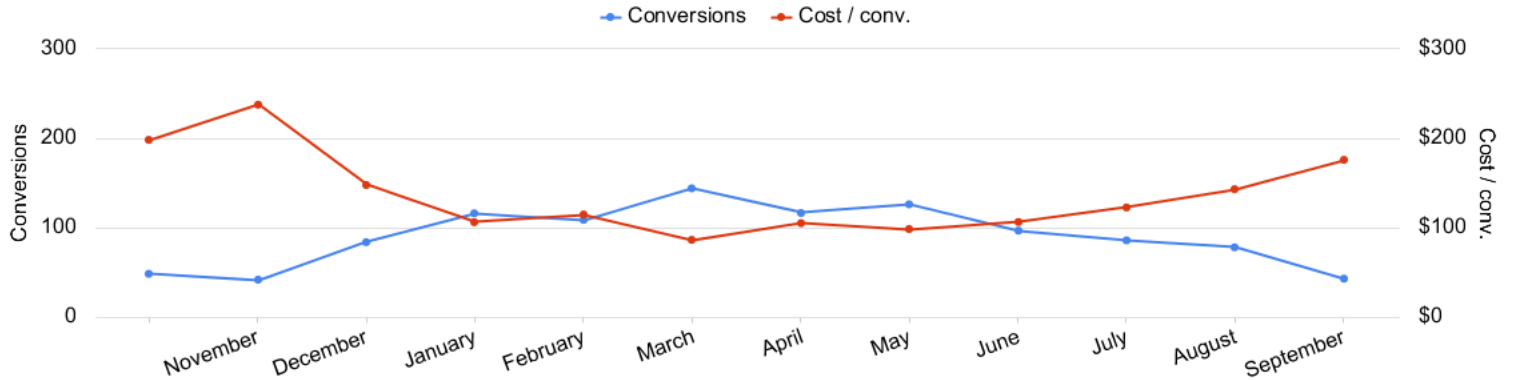
36.33%

49.24% -26.22%

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

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)
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%	77.94	6.77%	\$143.13	37.52%	13.24%
09/01/2021	\$7,567.41	12,732	673	\$11.24	5.29%	43	6.39%	\$175.99	50.47%	13.20%
Total	\$133,302.90	325,935	15,529	\$8.58	4.76%	1,088.91	7.01%	\$122.42	32.49%	17.62%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Spa Trouvé CoolSculpting

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting st george	\$2,052.01	4,407	234	\$8.77	5.31%	16	6.84%	\$128.25
search beta coolsculpting orem	\$2,000.09	5,251	214	\$9.35	4.08%	13	6.07%	\$153.85
search beta coolsculpting draper	\$2,028.45	2,306	157	\$12.92	6.81%	12	7.64%	\$169.04
search beta coolsculpting highland	\$1,486.86	768	68	\$21.87	8.85%	2	2.94%	\$743.43

Google Ads | Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Spa Trouvé CoolSculpting

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
how much does fat removal cost	\$9.90	1	1	\$9.90	100.00%	2	200.00%	\$4.95
coolsculpting utah	\$28.90	20	2	\$14.45	10.00%	2	100.00%	\$14.45
weight loss st george utah	\$49.45	19	3	\$16.48	15.79%	2	66.67%	\$24.73
cool sculpting	\$26.82	37	5	\$5.36	13.51%	2	40.00%	\$13.41
freezing fat off cost	\$5.92	4	1	\$5.92	25.00%	1.5	150.00%	\$3.95
what causes low belly fat	\$4.32	1	1	\$4.32	100.00%	1	100.00%	\$4.32
weight loss sign up	\$15.85	2	1	\$15.85	50.00%	1	100.00%	\$15.85
coolsculpting near me	\$113.56	20	4	\$28.39	20.00%	1	25.00%	\$113.56
laser lipo	\$28.68	25	2	\$14.34	8.00%	1	50.00%	\$28.68
smart lipo	\$12.10	11	1	\$12.10	9.09%	1	100.00%	\$12.10
cool sculpting	\$19.91	1	1	\$19.91	100.00%	1	100.00%	\$19.91
cinnamon and lemon juice for weight loss recipe	\$4.85	1	1	\$4.85	100.00%	1	100.00%	\$4.85
sona bello	\$10.06	2	1	\$10.06	50.00%	1	100.00%	\$10.06
cool sculpting cost	\$37.37	6	2	\$18.68	33.33%	1	50.00%	\$37.37
coolsculpting utah cost	\$96.03	1	1	\$96.03	100.00%	1	100.00%	\$96.03
coolsculpting	\$36.41	23	2	\$18.20	8.70%	1	50.00%	\$36.41
cool sculpting	\$169.13	45	9	\$18.79	20.00%	1	11.11%	\$169.13
cool sculpting	\$143.06	53	9	\$15.90	16.98%	1	11.11%	\$143.06
liposuction cost utah	\$21.37	17	2	\$10.69	11.76%	1	50.00%	\$21.37
sunset sculpting	\$14.69	8	3	\$4.90	37.50%	1	33.33%	\$14.69


Google Ads | Top Search Ads (by Conversions)

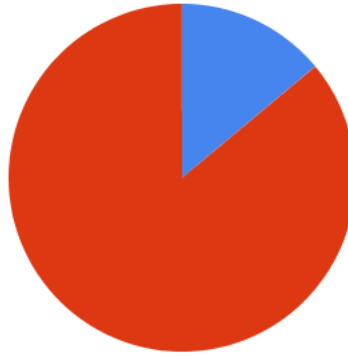
09/01/2021 - 09/30/2021

Top Responsive Search Ads (by Conversions)
Spa Trouvé CoolSculpting

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{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	\$628.42	349	28	\$22.44	8.02%	6	21.43%	\$104.74
{Keyword:Spa Trouve} CoolSculpting in Orem Biggest CoolSculpting® Promo spatrouve.com/coolsculpting/oreem 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	\$418.18	402	33	\$12.67	8.21%	4	12.12%	\$104.55
{Keyword:Spa Trouve} CoolSculpting St. George, UT Biggest CoolSculpting® Promo spatrouve.com/coolsculpting/st_george 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	\$300.30	214	30	\$10.01	14.02%	3.5	11.67%	\$85.80
Spa Trouve Fat Reduction in Orem Non-Surgical Fat Reduction spatrouve.com/coolsculpting/oreem 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	\$356.56	1,994	39	\$9.14	1.96%	2	5.13%	\$178.28
{Keyword:Spa Trouve} CoolSculpting in Orem Biggest CoolSculpting® Promo spatrouve.com/coolsculpting/oreem 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	\$194.73	115	25	\$7.79	21.74%	2	8.00%	\$97.36

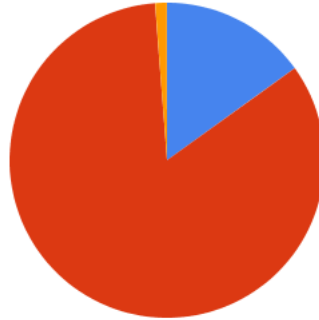
Google Ads | Budget Utilization by Device


Conversions by Device
 Spa Trouvé CoolSculpting




■ Computers - Conversions: 6 (13.95%)
 ■ Mobile devices with full browsers - Conversions: 37 (86.05%)


Cost by Device
 Spa Trouvé CoolSculpting



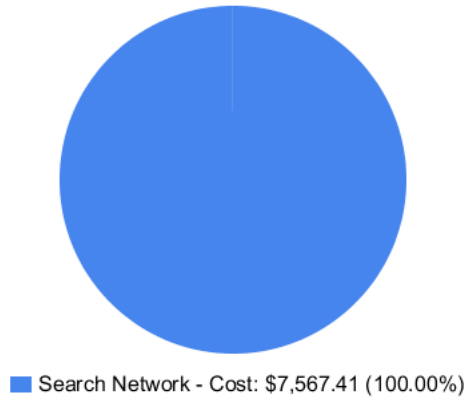
■ Computers - Cost: \$1,140.15 (15.07%)
 ■ Mobile devices with full browsers - Cost: \$6,336.71 (83.74%)
 ■ Tablets with full browsers - Cost: \$90.55 (1.20%)


Device Performance (by Conversions)
 Spa Trouvé CoolSculpting

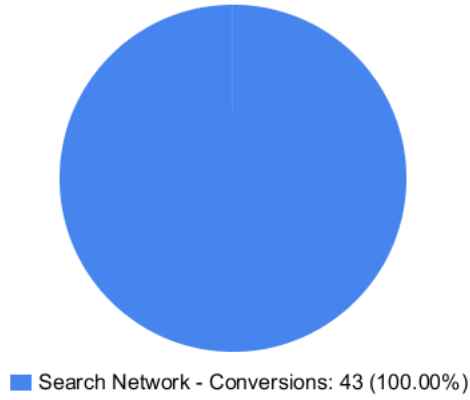
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	9,956	545	\$6,336.71	\$11.63	5.47%	37	6.79%	\$171.26
Computers	2,520	114	\$1,140.15	\$10.00	4.52%	6	5.26%	\$190.03
Tablets with full browsers	256	14	\$90.55	\$6.47	5.47%	0	0.00%	\$0.00

Google Ads | Budget Utilization by Network

Cost by Network
Spa Trouvé CoolSculpting



Conversions by Network
Spa Trouvé CoolSculpting

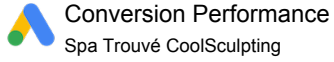


Network Performance
Spa Trouvé CoolSculpting

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	12,732	673	\$7,567.41	\$11.24	5.29%	43	6.39%	\$175.99

Google Ads | Conversion Summary

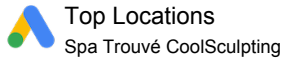
09/01/2021 - 09/30/2021



Conversion name	All conv.
Form Submission	40
Calls from Ads	2
Clicks to call	2
Calls from Website - SLC	1
Local actions - Directions	1

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021



Region	Clicks	Conversions	Cost / conv.
Utah	648	43	\$170.43

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Spa Trouve

\$3,236.15
\$3,789.87 -14.61%

Impressions
Spa Trouve

186,798
209,736 -10.94%

Reach
Spa Trouve

88,260
95,744 -7.82%

Clicks (Link)
Spa Trouve

8,567
10,264 -16.53%

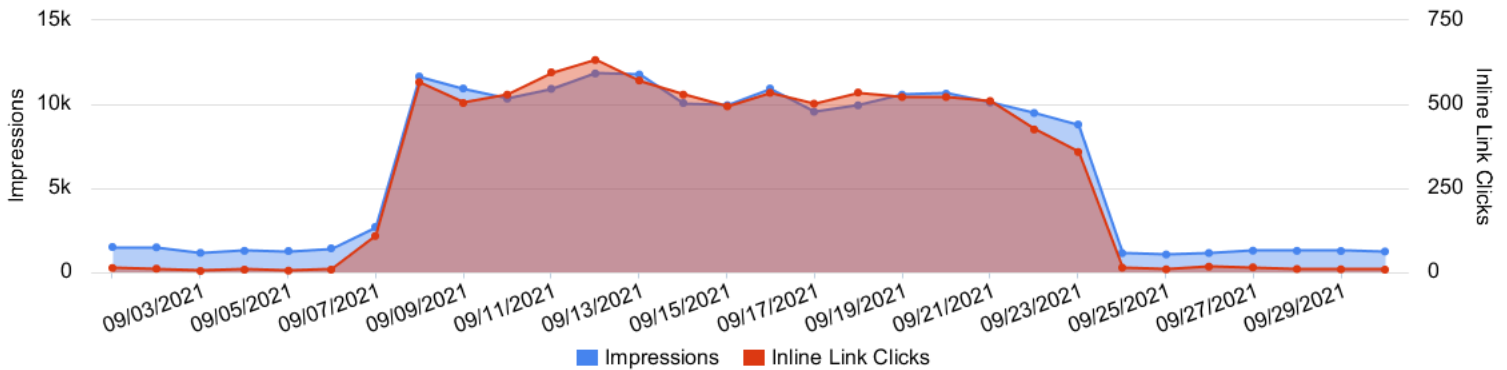
Leads
Spa Trouve

25
34 -26.47%

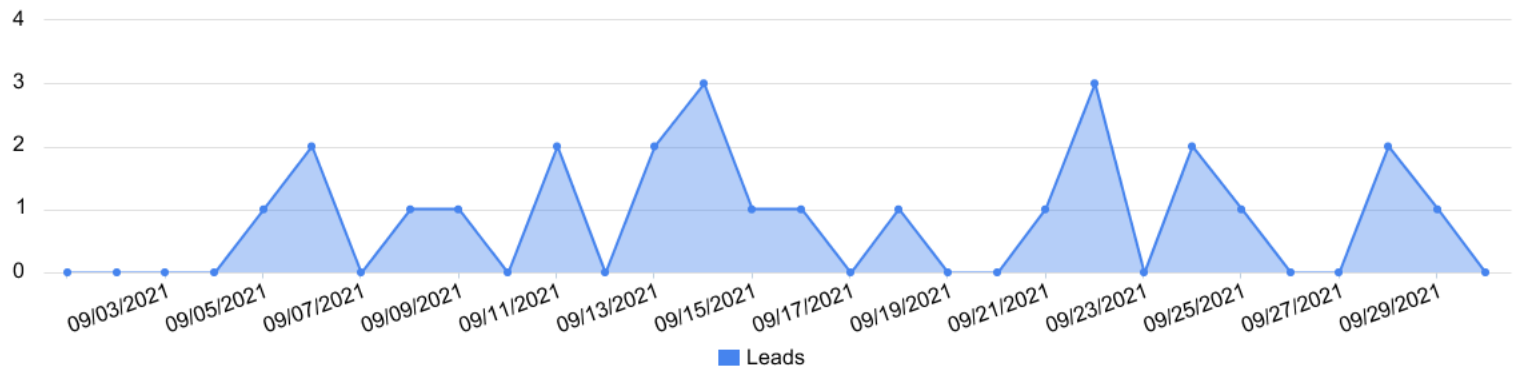
Cost / Lead
Spa Trouve

\$129.45
\$111.47 16.13%

Impressions vs Inline Link Clicks
Spa Trouve



Conversions by day
Spa Trouve



Facebook | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary Spa Trouve

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$3,236.15	\$3,789.87	-14.61%
Impressions	186,798	209,736	-10.94%
Reach	88,260	95,744	-7.82%
Clicks	8,567	10,264	-16.53%
CTR	4.59%	4.89%	-6.28%
Frequency	2.12	2.19	-3.38%
Leads	25	34	-26.47%
Cost / Lead	\$129.45	\$111.47	16.13%

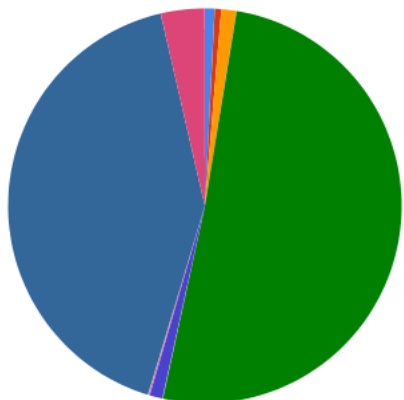
Engagement Summary Spa Trouve

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	25	29	-13.79%
Post Reactions	128	142	-9.86%
Post Shares	14	17	-17.65%

Facebook | Placement Performance Summary

09/01/2021 - 09/30/2021

Reach Summary (by Placement) Spa Trouve



- Audience Network - An Classic - Reach: 784 (0.80%)
- Audience Network - Rewarded Video - Reach: 528 (0.54%)
- Facebook - Facebook Stories - Reach: 1,216 (1.25%)
- Facebook - Feed - Reach: 49,593 (50.84%)
- Facebook - Instant Article - Reach: 32 (0.03%)
- Facebook - Instream Video - Reach: 1,040 (1.07%)
- Facebook - Right Hand Column - Reach: 96 (0.10%)
- Facebook - Search - Reach: 48 (0.05%)
- Facebook - Video Feeds - Reach: 40,682 (41.71%)
- Instagram - Feed - Reach: 3,520 (3.61%)

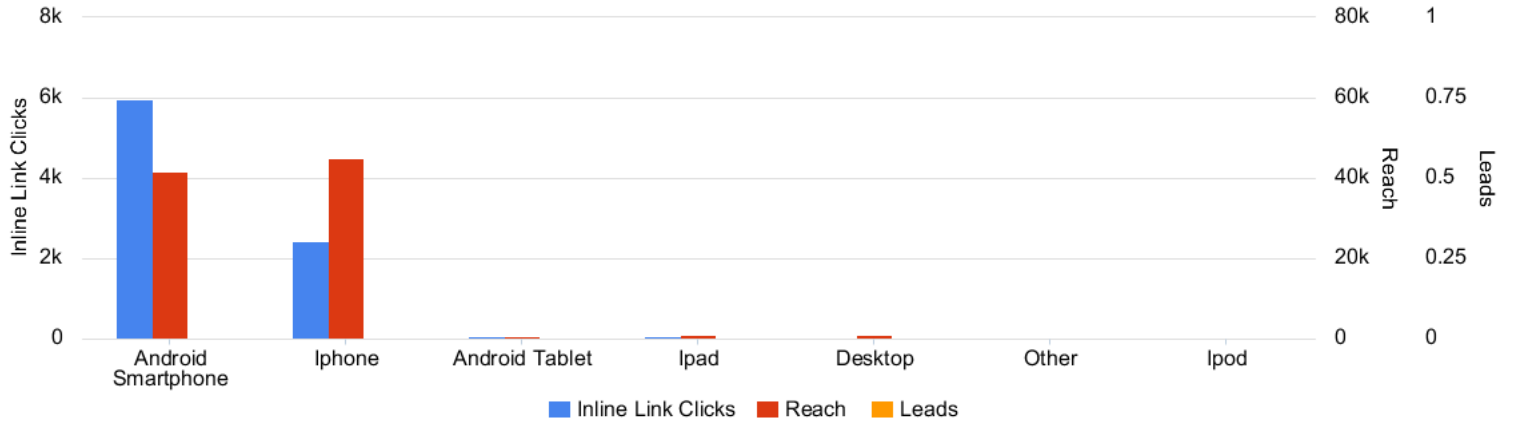
Placement Performance (by Leads) Spa Trouve

There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart Spa Trouve



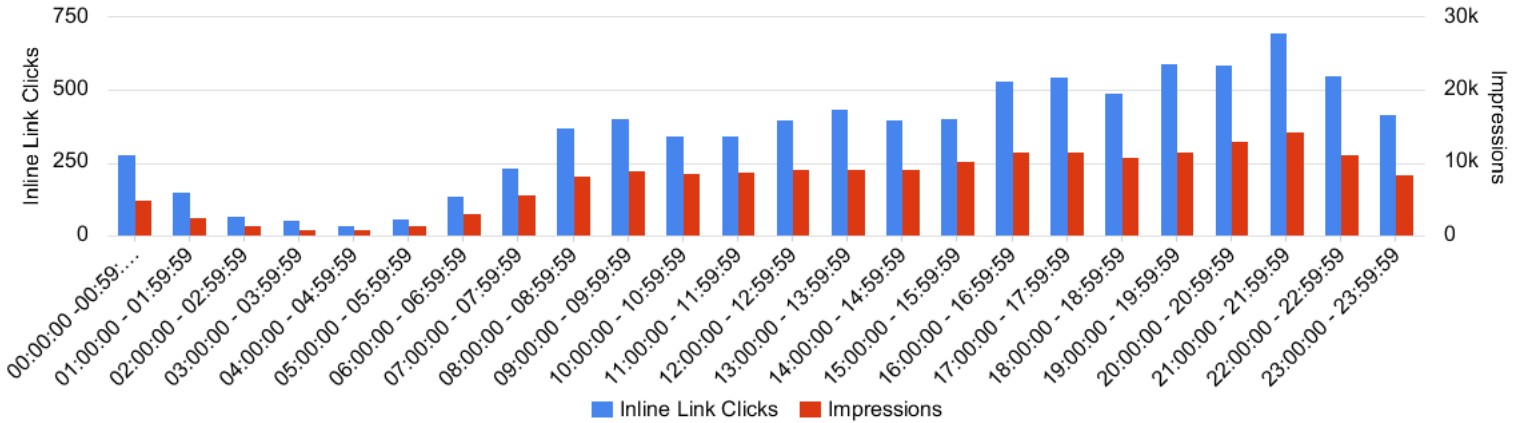
Device Platform Performance Spa Trouve

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Spa Trouve	\$3,236.15	186,798	8,567	5.75%	88,260	2.12	25
> Mobile App	\$3,134.69	184,238	8,554	5.81%	87,188	2.11	0
> Desktop	\$69.36	1,529	11	0.85%	928	1.65	0
> Mobile Web	\$32.10	1,030	2	1.55%	576	1.79	0
> Unknown	\$0.00	1	0	0.00%	0	0	0

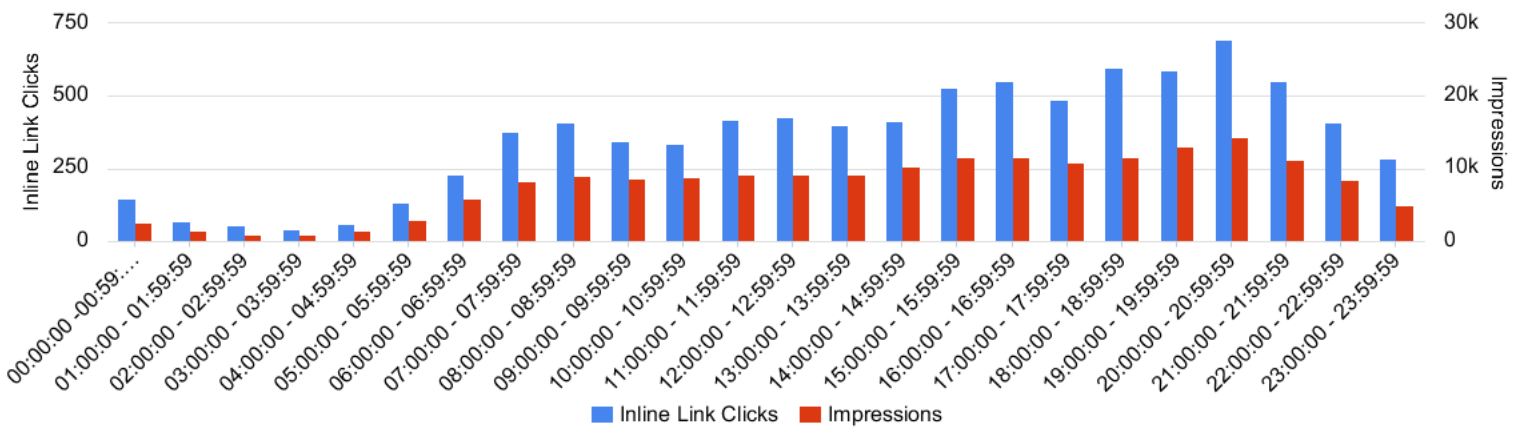
Facebook | Schedule Performance

09/01/2021 - 09/30/2021

Time of Day (Viewer)
Spa Trouve



Time of Day (Ad Account)
Spa Trouve



Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown
Spa Trouve

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Draper - Conversions	\$495.62	11,843	90	13	\$38.12
Coolsculpting - Orem - Conversions	\$495.24	12,785	103	6	\$82.54
September 2021	\$1,750.00	149,528	8,285	3	\$583.33
Coolsculpting - Highland - Conversions	\$495.29	12,642	89	3	\$165.10
Total	\$3,236.15	186,798	8,567	25	\$129.45

Facebook | Ad Set Performance Summary (by Leads)


09/01/2021 - 09/30/2021

Top Performing Ad Sets
Spa Trouve

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - FB and IG - Draper - Women	Coolsculpting - Draper - Conversions	\$495.62	11,843	90	13	\$38.12
Coolsculpting - FB and IG - Orem - Women	Coolsculpting - Orem - Conversions	\$495.24	12,785	103	6	\$82.54
Coolsculpting - FB and IG - Highland - Women	Coolsculpting - Highland - Conversions	\$495.29	12,642	89	3	\$165.10
Orem Women 18+ - Copy 2	September 2021	\$241.29	21,348	851	2	\$120.64
Highland Women 18+ - Copy 2	September 2021	\$242.24	22,010	896	1	\$242.24
Draper Men 33+	September 2021	\$246.35	23,469	963	0	\$0.00
Retargeting + Lookalike	September 2021	\$248.63	18,786	1,609	0	\$0.00
St. George Women 18+	September 2021	\$275.33	22,612	1,296	0	\$0.00
Draper Women 18+	September 2021	\$246.56	22,011	1,022	0	\$0.00
Mailchimp Lookalike 9-2-18	September 2021	\$249.60	19,292	1,648	0	\$0.00
Total		\$3,236.15	186,798	8,567	25	\$129.45

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

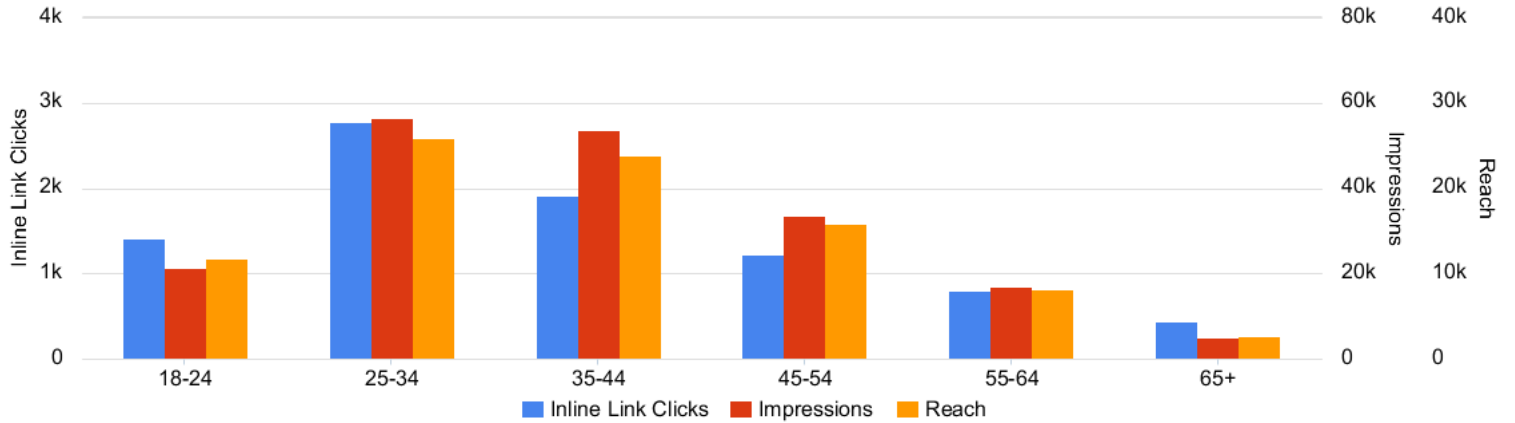
 Top Performing Ads (by Leads)
Spa Trouve

There was an error

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart
Spa Trouve



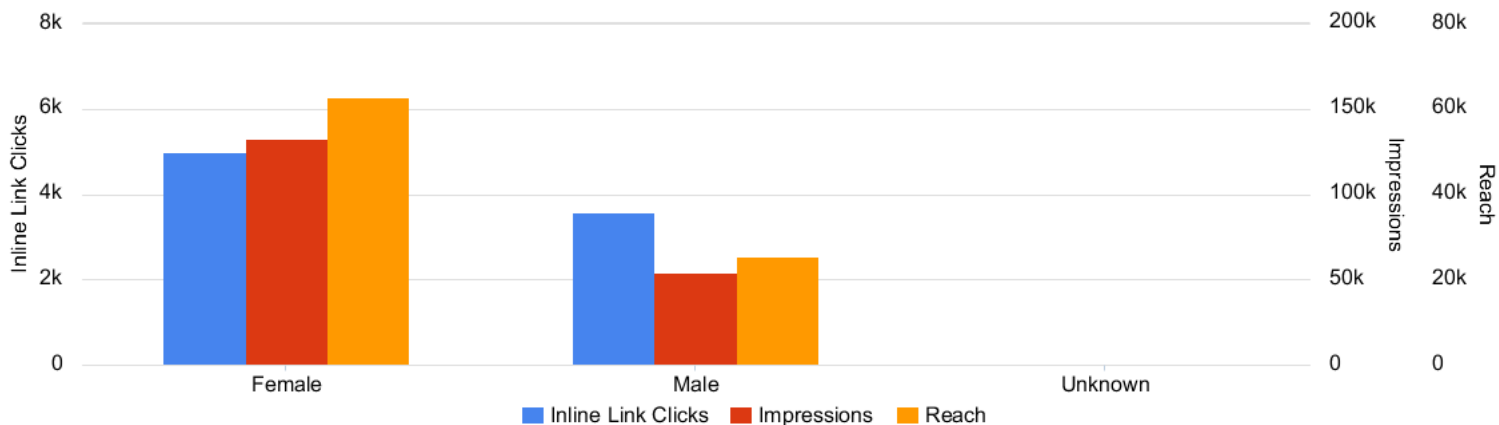
Age Performance Summary
Spa Trouve

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Spa Trouve	\$3,236.15	186,798	88,260	8,567	5.75%	2.12	25
> 18-24	\$287.09	21,293	11,790	1,413	7.71%	1.81	0
> 25-34	\$911.58	56,338	25,884	2,774	6.04%	2.18	0
> 35-44	\$905.18	53,714	23,837	1,913	4.68%	2.25	0
> 45-54	\$686.50	33,453	15,870	1,230	4.73%	2.11	0
> 55-64	\$366.96	16,998	8,207	802	6.08%	2.07	0
> 65+	\$78.84	5,002	2,672	435	11.28%	1.87	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart
Spa Trouve



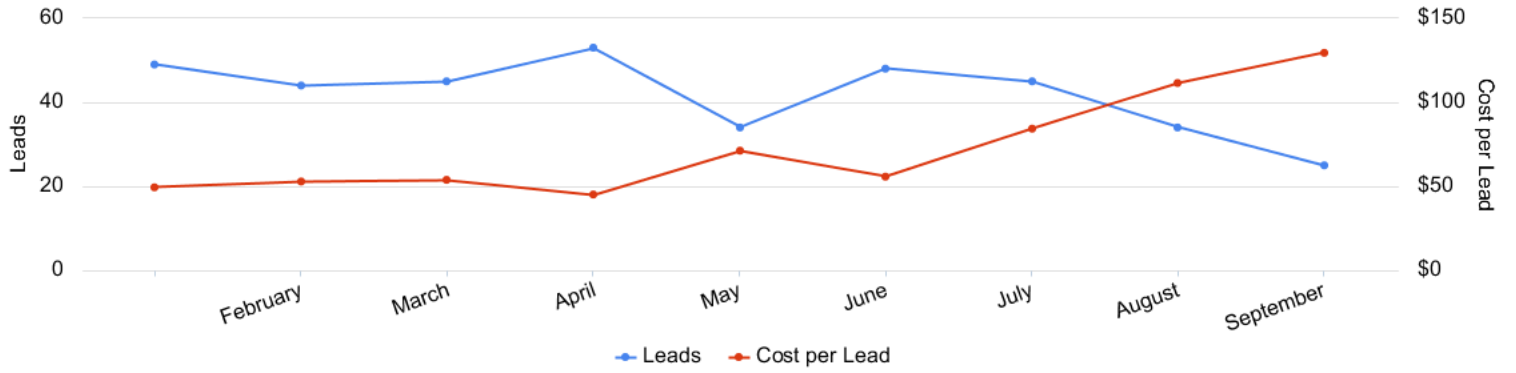
Gender Performance Summary
Spa Trouve

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Spa Trouve	\$3,236.15	186,798	88,260	8,567	5.75%	2.12	25
> Female	\$2,591.36	132,554	62,791	4,973	5.06%	2.11	0
> Male	\$642.73	54,006	25,388	3,579	7.42%	2.13	0
> Unknown	\$2.06	238	80	15	7.14%	2.98	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

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