

**Monthly Account  
Performance Report  
1 Sep 2019 — 30 Sep 2019**

Bloom Health

901-947-7282

# Key Performance Indicators (KPIs)

Cost

\$1,423

↓ 19%

Conv

12

↑ 100%

Conv Rate

6.38%

↑ 144%

Cost / Conv

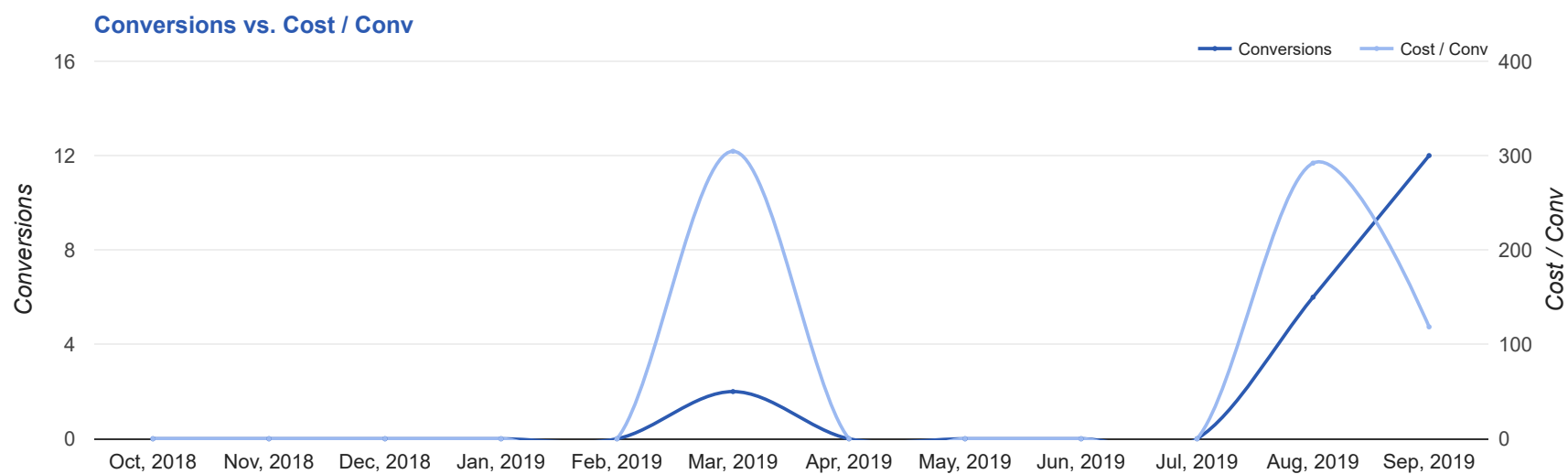
\$118.55

↓ 59%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<b>1 Aug 2019 — 31 Aug 2019</b>	4,170	230	\$1,752.05	\$7.62	5.52%	2	6	2.61%	\$292.01
<b>1 Sep 2019 — 30 Sep 2019</b>	3,199	188	\$1,422.55	\$7.57	5.88%	2	12	6.38%	\$118.55
<b>Change</b>	971 ↓ 23%	42 ↓ 18%	\$329.50 ↓ 19%	\$0.05 ↓ 1%	0.36% ↑ 7%	0 ↔ 0%	6 ↑ 100%	3.77% ↑ 144%	\$173.46 ↓ 59%

# Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Feb '19	5,047	93	\$400.55	\$4.31	1.84%	1.60	0	0%	\$0.00
Mar '19	6,991	168	\$609.15	\$3.63	2.4%	1.90	2	1.19%	\$304.58
Apr '19	8,879	312	\$765.48	\$2.45	3.51%	4	0	0%	\$0.00
May '19	11,540	471	\$974.94	\$2.07	4.08%	3.60	0	0%	\$0.00
Jun '19	2,783	112	\$599.71	\$5.35	4.02%	3.10	0	0%	\$0.00
Jul '19	1,164	41	\$91.05	\$2.22	3.52%	3.80	0	0%	\$0.00
Aug '19	4,170	230	\$1,752.05	\$7.62	5.52%	2	6	2.61%	\$292.01
Sep '19	3,199	188	\$1,422.55	\$7.57	5.88%	2	12	6.38%	\$118.55
<b>Total</b>	<b>43,773</b>	<b>1,615</b>	<b>\$6,615.48</b>	<b>\$4.10</b>	<b>3.69%</b>	<b>2.90</b>	<b>20</b>	<b>1.24%</b>	<b>\$330.77</b>

## Campaign Summary - 1 Sep 2019 — 30 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search   beta   coolsculpting	1,770	96	\$936.96	\$9.76	5.42%	2.20	9	9.38%	\$104.11
search   alpha   coolsculpting	146	8	\$65.58	\$8.20	5.48%	3.50	2	25%	\$32.79
search   beta   vampire facial	536	56	\$171.08	\$3.06	10.45%	1.10	1	1.79%	\$171.08
search   beta   botox	747	28	\$248.93	\$8.89	3.75%	1.70	0	0%	\$0.00

# Top Keywords & Placements - 1 Sep 2019 — 30 Sep 2019

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
coolsculpting arms price	1	1	\$25.37	\$25.37	100.00%	1	1	100.00%	\$25.37
liposinix	1	1	\$3.83	\$3.83	100.00%	2	1	100.00%	\$3.83
cool sculpting	17	4	\$36.84	\$9.21	23.53%	3.60	1	25.00%	\$36.84
coolsmooth near me	1	1	\$6.83	\$6.83	100.00%	1	1	100.00%	\$6.83
coolsculpting near me	3	3	\$31.75	\$10.58	100.00%	4	1	33.33%	\$31.75
fat removal bladeless	1	2	\$13.80	\$6.90	200.00%	1	1	50.00%	\$13.80
how much so people charge for cool sculpting	1	1	\$8.35	\$8.35	100.00%	1	1	100.00%	\$8.35
cool coolsculpting	1	1	\$9.19	\$9.19	100.00%	3	1	100.00%	\$9.19
non invasive lipo	2	1	\$12.67	\$12.67	50.00%	1	1	100.00%	\$12.67
cool sculpting	18	4	\$66.57	\$16.64	22.22%	1.70	1	25.00%	\$66.57

## Top Display Placements

No Data Found for this account

# Top Performing Ads - 1 Sep 2019 — 30 Sep 2019

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 CoolSculpting Deal 25% Off - Fat Reduction: Bloomfield - Freeze Away Stubborn Fat <a href="#">bloom.health//</a> 25% Off CoolSculpting. #1 FDA-Cleared, Non-surgical Fat Reduction Treatment.	329	14	\$149.48	\$10.68	4.26%	2.60	3	21.43%	\$49.83
{Keyword:#1 CoolSculpting Deal 25% Off} - Fat Reduction: Bloomfield - 25% Off CoolSculpting Cost <a href="#">bloom.health/ --/ --</a> 25% Off CoolSculpting. #1 FDA-Cleared, Non-surgical Fat Reduction Treatment.	953	54	\$455.36	\$8.43	5.67%	2	2	3.70%	\$227.68
#1 Provider Bloomfield Hills - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="#">bloom.health/coolsculpting/bloomfieldhills</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult.	96	6	\$61.87	\$10.31	6.25%	2.90	2	33.33%	\$30.93
CoolSculpting Bloomfield Hills - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime <a href="#">bloom.health/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	67	5	\$46.17	\$9.23	7.46%	3.60	1	20.00%	\$46.17
#1 Provider Bloomfield Hills - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="#">bloom.health/coolsculpting/bloomfieldhills</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult.	23	2	\$14.73	\$7.37	8.70%	2.80	1	50.00%	\$14.73

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Sep 2019 — 30 Sep 2019

## Budget Coverage

Display Impr Share

0%

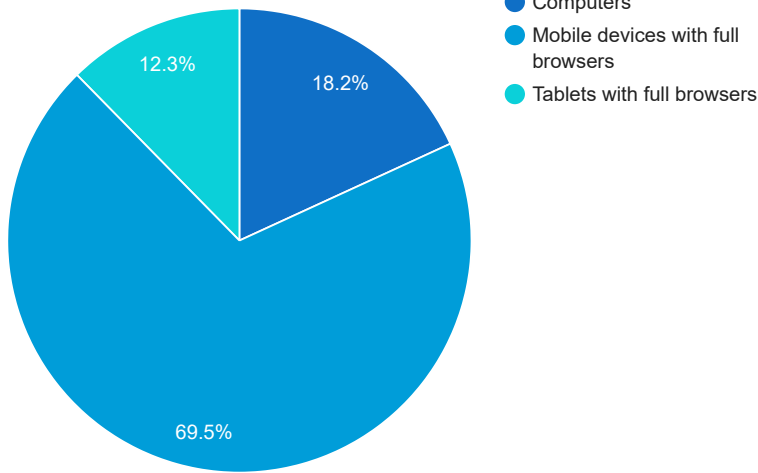
Search Impr Share

66.72%

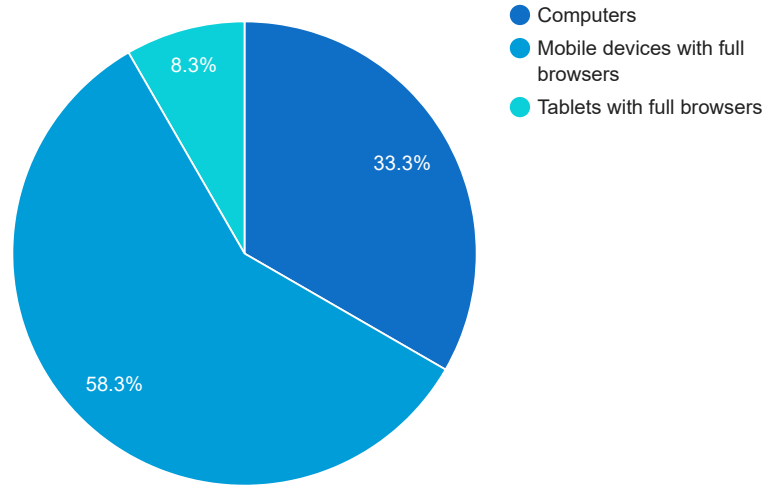
↓ 12%

## Cost and Conversions by Device

### Cost



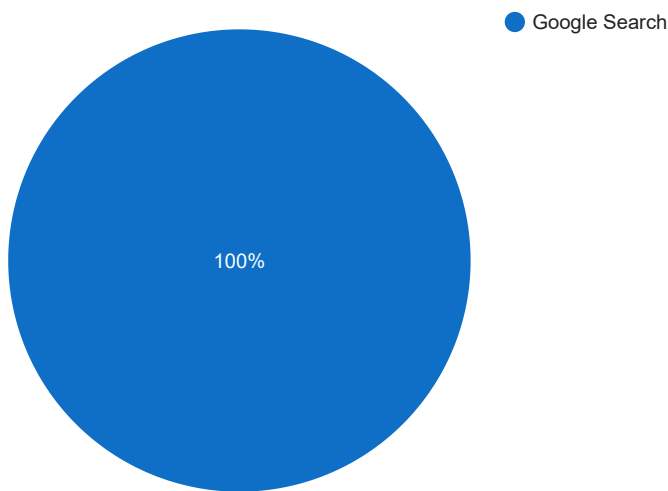
### Conversions



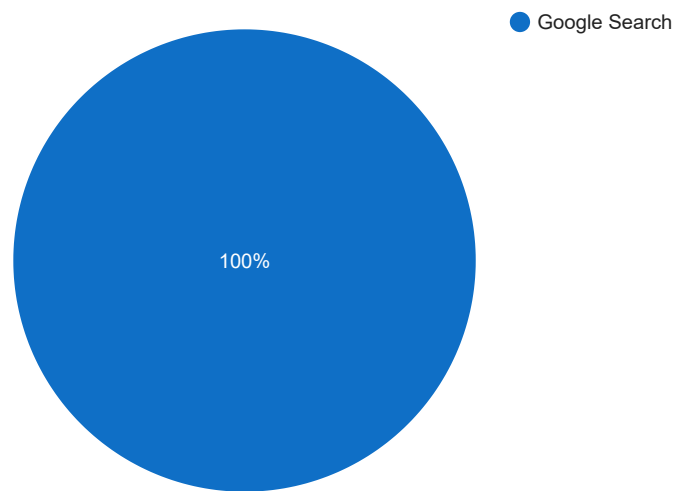
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	2,268	140	\$988.70	\$7.06	6.17%	2.10	7	5%	\$141.24
Computers	752	27	\$258.21	\$9.56	3.59%	1.80	4	14.81%	\$64.55
Tablets with full browsers	179	21	\$175.64	\$8.36	11.73%	1.90	1	4.76%	\$175.64

## 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	3,199	188	\$1,422.55	\$7.57	5.88%	2	12	6.38%	\$118.55

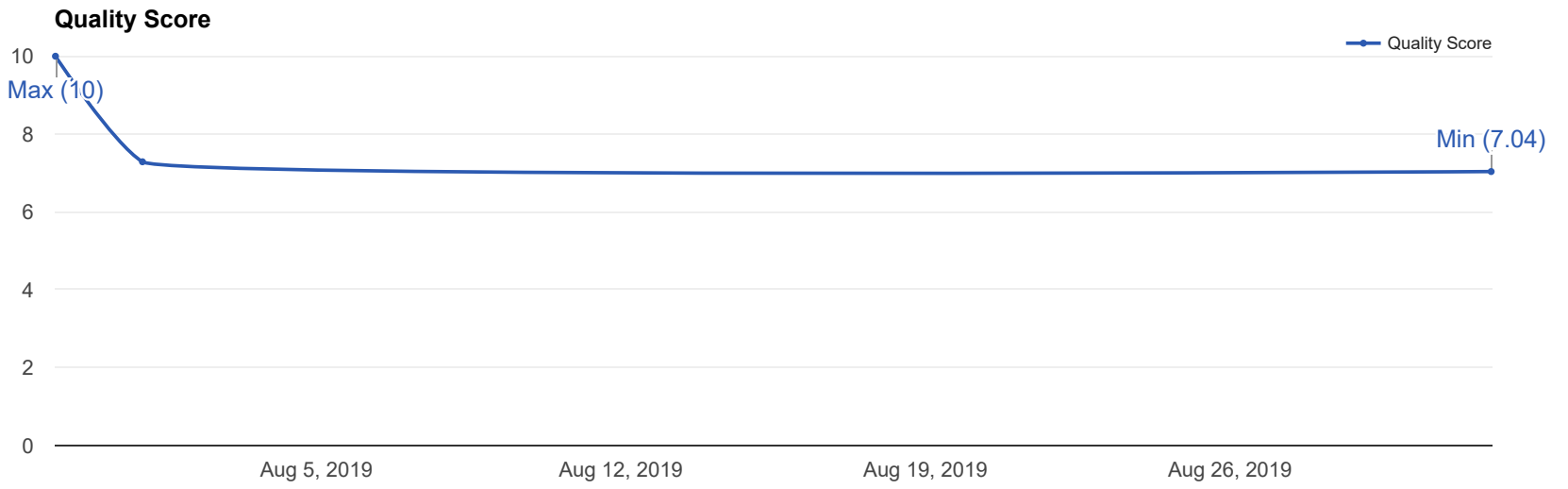
# Account Health - Quality Score

Current Quality Score

7.1

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



# Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE	CONV
Form Submissions	9
Phone Call	3
Local actions - Directions	0
Local actions - Other engagements	0
Local actions - Website visits	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