

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

Bloom Health

901-947-7282

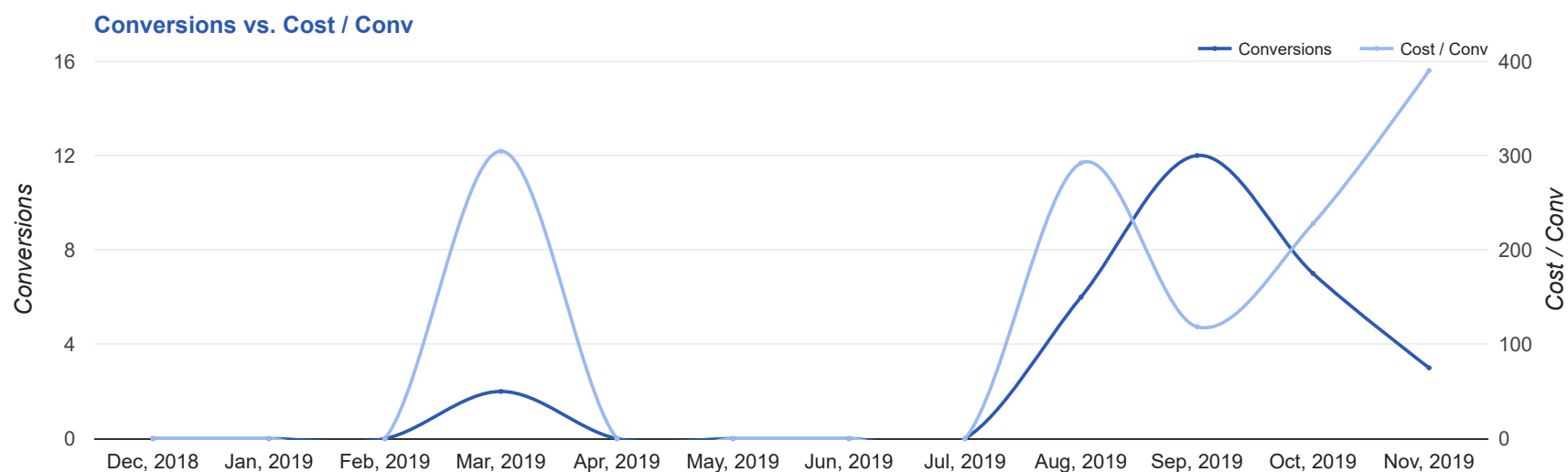
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,170	3	4.29%	\$390.08
↓ 27%	↓ 57%	↑ 10%	↑ 71%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	2,893	180	\$1,595.34	\$8.86	6.22%	-	7	3.89%	\$227.91	54.86%
1 Nov 2019 — 30 Nov 2019	1,558	70	\$1,170.24	\$16.72	4.49%	-	3	4.29%	\$390.08	83.96%
Change	1,335 ↓ 46%	110 ↓ 61%	\$425.10 ↓ 27%	\$7.86 ↑ 89%	1.73% ↓ 28%	--	4 ↓ 57%	0.40% ↑ 10%	\$162.17 ↑ 71%	29.10% ↑ 53%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Feb '19	5,047	93	\$400.55	\$4.31	1.84%	-	0	0%	\$0.00	58.84%
Mar '19	6,991	168	\$609.15	\$3.63	2.4%	-	2	1.19%	\$304.58	49.42%
Apr '19	8,879	312	\$765.48	\$2.45	3.51%	-	0	0%	\$0.00	57.17%
May '19	11,540	471	\$974.94	\$2.07	4.08%	-	0	0%	\$0.00	61.31%
Jun '19	2,783	112	\$599.71	\$5.35	4.02%	-	0	0%	\$0.00	55.08%
Jul '19	1,164	41	\$91.05	\$2.22	3.52%	-	0	0%	\$0.00	63%
Aug '19	4,170	230	\$1,752.05	\$7.62	5.52%	-	6	2.61%	\$292.01	76.02%
Sep '19	3,199	188	\$1,422.55	\$7.57	5.88%	-	12	6.38%	\$118.55	66.88%
Oct '19	2,893	180	\$1,595.34	\$8.86	6.22%	-	7	3.89%	\$227.91	54.87%
Nov '19	1,558	70	\$1,170.24	\$16.72	4.49%	-	3	4.29%	\$390.08	83.93%
Total	48,224	1,865	\$9,381.06	\$5.03	3.87%	-	30	1.61%	\$312.70	59.26%

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	841	44	\$670.68	\$15.24	5.23%	-	2	4.55%	\$335.34	79.25%
search alpha coolsculpting	717	26	\$499.56	\$19.21	3.63%	-	1	3.85%	\$499.56	90.33%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

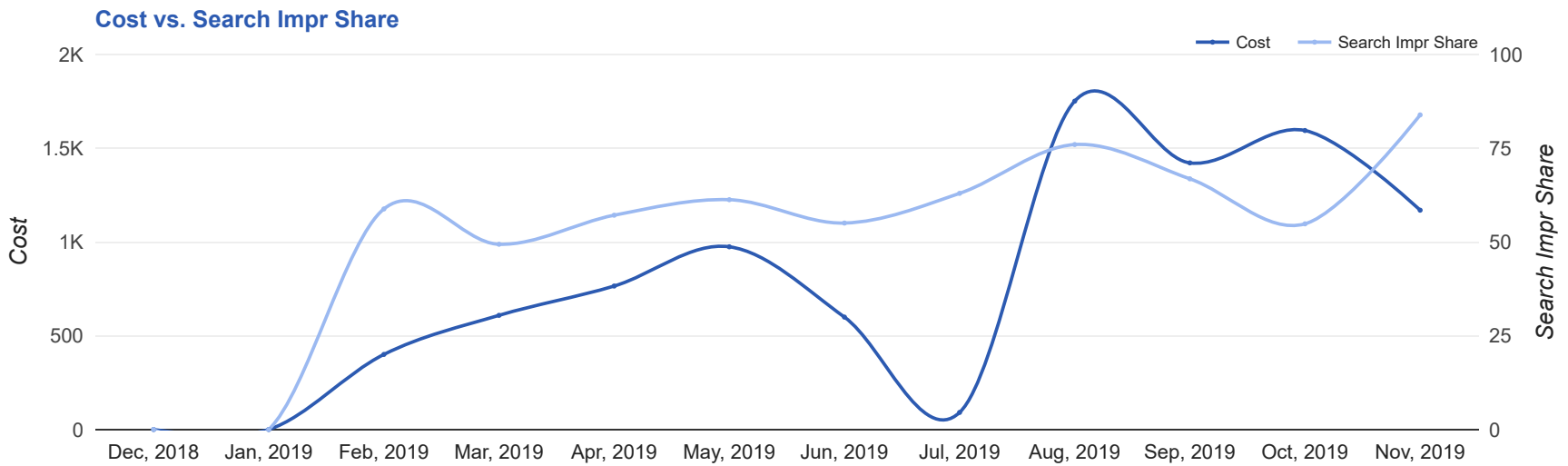
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
25% Off All CoolSculpting® - Bloom Health - #1 Provider Bloomfield Hills bloom.health/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult.	157	7	\$140.80	\$20.11	4.46%	-	1	14.29%	\$140.80
Best Price in Bloomfield Hills - Bloom Health - Flexible Payment Options bloom.health/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	16	2	\$15.52	\$7.76	12.50%	-	1	50.00%	\$15.52
25% Off CoolSculpting® Cost - New Client Special - Bloom Health bloom.health/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	23	4	\$88.88	\$22.22	17.39%	-	1	25.00%	\$88.88
Bloom Health - Freezing Fat Really Works - 25 Off First Treatment bloom.health/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	14	2	\$17.17	\$8.59	14.29%	-	0	0.00%	-
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Bloom Health bloom.health/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	183	7	\$122.61	\$17.52	3.83%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

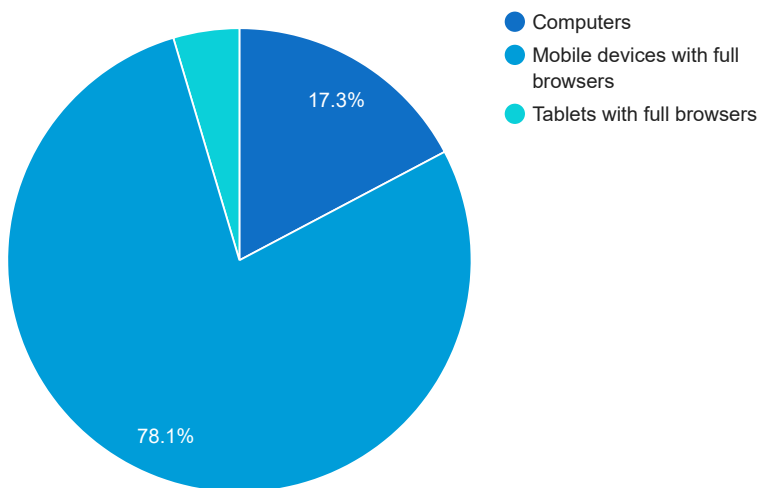
Budget Coverage



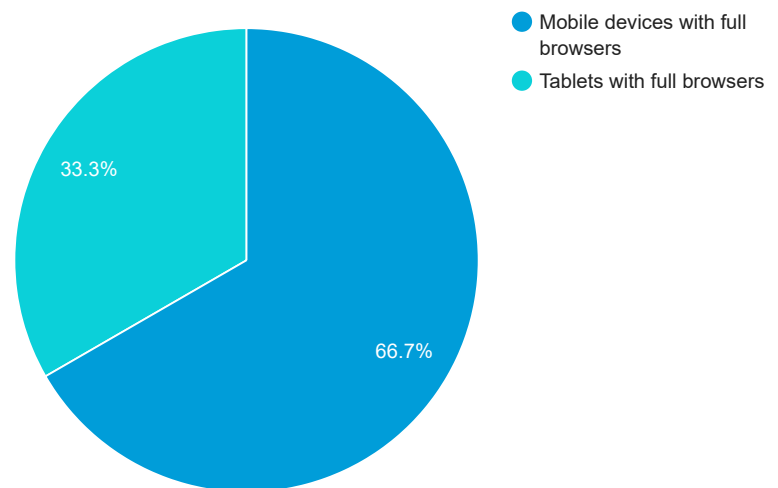
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	400.55	58.84
Mar, 2019	609.15	49.42
Apr, 2019	765.48	57.17
May, 2019	974.94	61.31
Jun, 2019	599.71	55.08
Jul, 2019	91.05	63
Aug, 2019	1,752.05	76.02
Sep, 2019	1,422.55	66.88
Oct, 2019	1,595.34	54.87
Nov, 2019	1,170.24	83.93

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	1,135	54	\$914.39	\$16.93	4.76%	-	2	3.7%	\$457.20
Computers	378	13	\$202.01	\$15.54	3.44%	-	0	0%	\$0.00
Tablets with full browsers	45	3	\$53.84	\$17.95	6.67%	-	1	33.33%	\$53.84

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	1,558	70	\$1,170.24	\$16.72	4.49%	-	3	4.29%	\$390.08

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

Form Submissions

3

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