

**Monthly Account
Performance Report
1 Jan 2020 — 31 Jan 2020**

Bloom Health

901-947-7282

Key Performance Indicators (KPIs)

Cost

\$1,506

↑ 165%

Conv

14

↑ 1,300%

Conv Rate

9.09%

↑ 337%

Cost / Conv

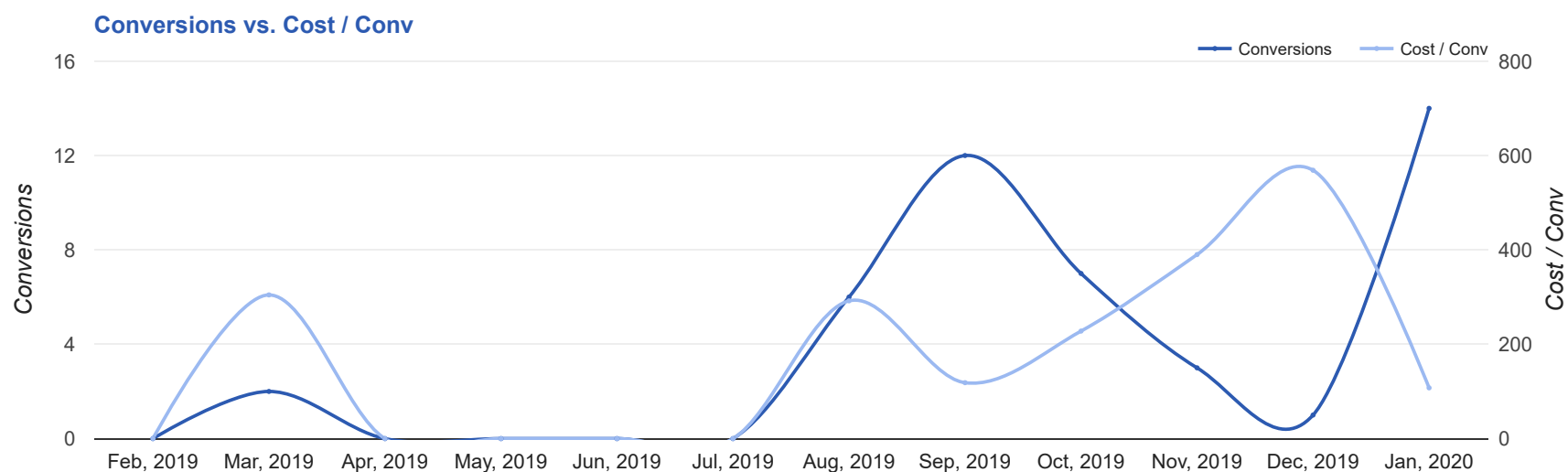
\$107.57

↓ 81%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	1,321	48	\$568.79	\$11.85	3.63%	-	1	2.08%	\$568.79	74.48%
1 Jan 2020 — 31 Jan 2020	2,940	154	\$1,505.92	\$9.78	5.24%	-	14	9.09%	\$107.57	76.44%
Change	1,619 ↑ 123%	106 ↑ 221%	\$937.13 ↑ 165%	\$2.07 ↓ 17%	1.61% ↑ 44%	--	13 ↑ 1,300%	7.01% ↑ 337%	\$461.22 ↓ 81%	1.96% ↑ 3%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



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		84.1%
Dec '19	1,321	48	\$568.79	\$11.85	3.63%	-	1	2.08%	\$568.79		74.48%
Jan '20	2,940	154	\$1,505.92	\$9.78	5.24%	-	14	9.09%	\$107.57		76.42%
Total	52,485	2,067	\$11,455.77	\$5.54	3.94%	-	45	2.18%	\$254.57		60.33%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,132	119	\$739.54	\$6.21	5.58%	-	10	8.4%	\$73.95	74.45%
search alpha coolsculpting	731	33	\$715.39	\$21.68	4.51%	-	4	12.12%	\$178.85	81.61%
search awareness botox	77	2	\$50.99	\$25.50	2.6%	-	0	0%	\$0.00	95.31%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

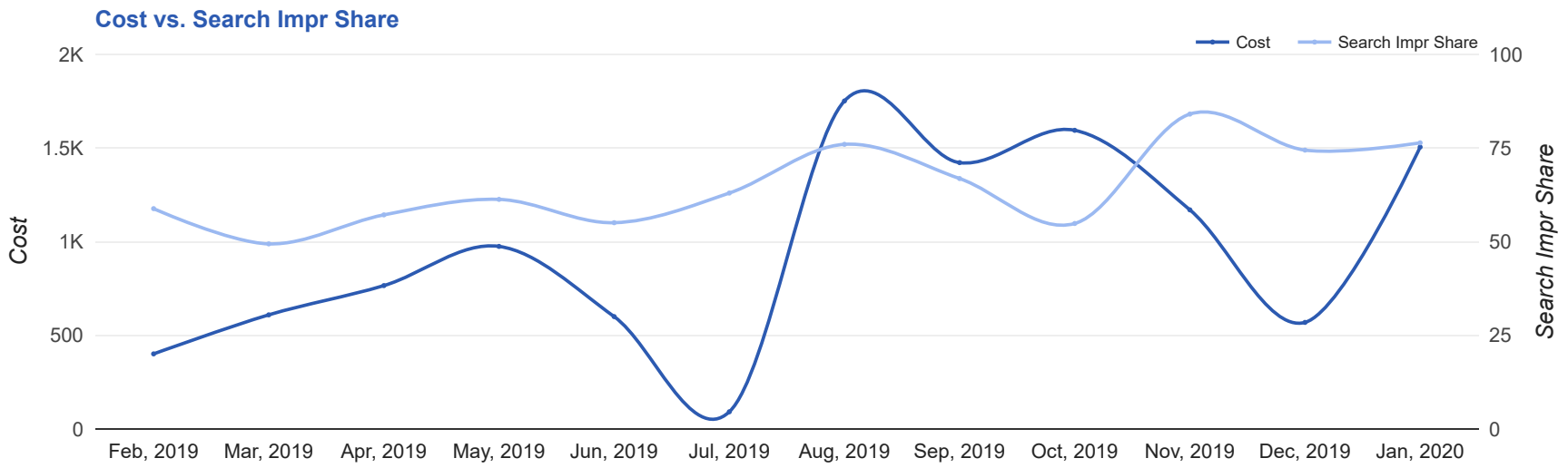
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider Bloomfield Hills - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® bloom.health/coolsculpting/bloomfieldhills #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult.	466	25	\$161.01	\$6.44	5.36%	-	3	12.00%	\$53.67
CoolSculpting Bloomfield Hills - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime bloom.health/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	483	22	\$142.66	\$6.48	4.55%	-	2.3	10.59%	\$61.23
#1 Provider Bloomfield Hills - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® bloom.health/coolsculpting/bloomfieldhills #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult.	86	7	\$41.35	\$5.91	8.14%	-	2	28.57%	\$20.68
#1 Provider Bloomfield Hills - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® bloom.health/coolsculpting/bloomfieldhills #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult.	206	7	\$142.47	\$20.35	3.40%	-	2	28.57%	\$71.23
{Keyword: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.	57	4	\$18.34	\$4.58	7.02%	-	1	25.00%	\$18.34

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

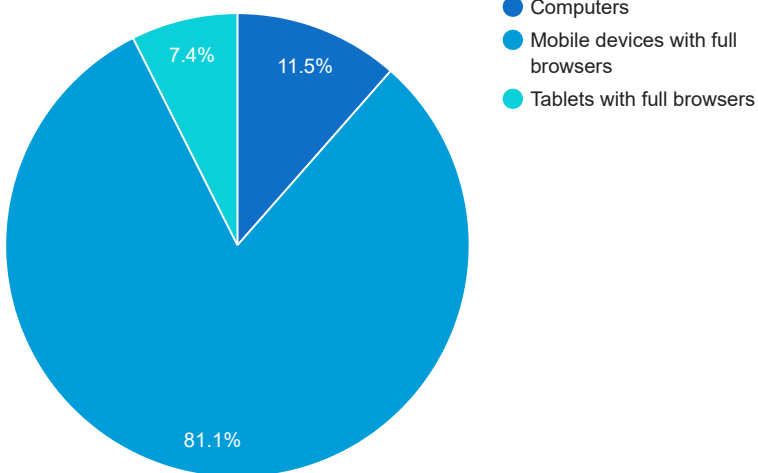
Budget Coverage



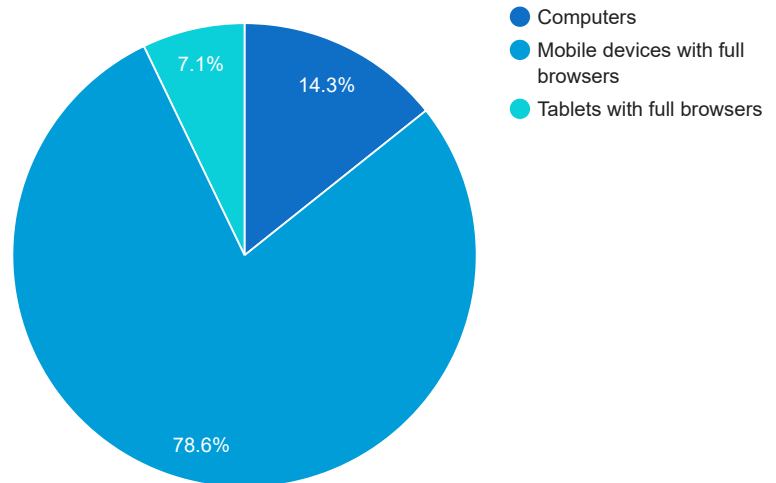
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	400.55	58.84
Mar, 2019	609.15	49.42
Apr, 2019	765.48	57.17
May, 2019	974.94	61.31
Jun, 2019	599.71	55.08
Jul, 2019	91.05	63
Aug, 2019	1,752.05	76.02
Sep, 2019	1,422.55	66.88
Oct, 2019	1,595.34	54.87
Nov, 2019	1,170.24	84.10
Dec, 2019	568.79	74.48
Jan, 2020	1,505.92	76.42

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	2,294	121	\$1,221.09	\$10.09	5.27%	-	11	9.09%	\$111.01
Computers	566	23	\$172.85	\$7.52	4.06%	-	2	8.7%	\$86.43
Tablets with full browsers	80	10	\$111.98	\$11.20	12.5%	-	1	10%	\$111.98

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	2,940	154	\$1,505.92	\$9.78	5.24%	-	14	9.09%	\$107.57

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE

CONV

Form Submissions

14

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 page 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