

**Monthly Account  
Performance Report  
1 Feb 2020 — 29 Feb 2020**

Bloom Health

901-947-7282

# Key Performance Indicators (KPIs)

Cost

\$2,018

↑ 34%

Conv

14

↔ 0%

Conv Rate

4.09%

↓ 55%

Cost / Conv

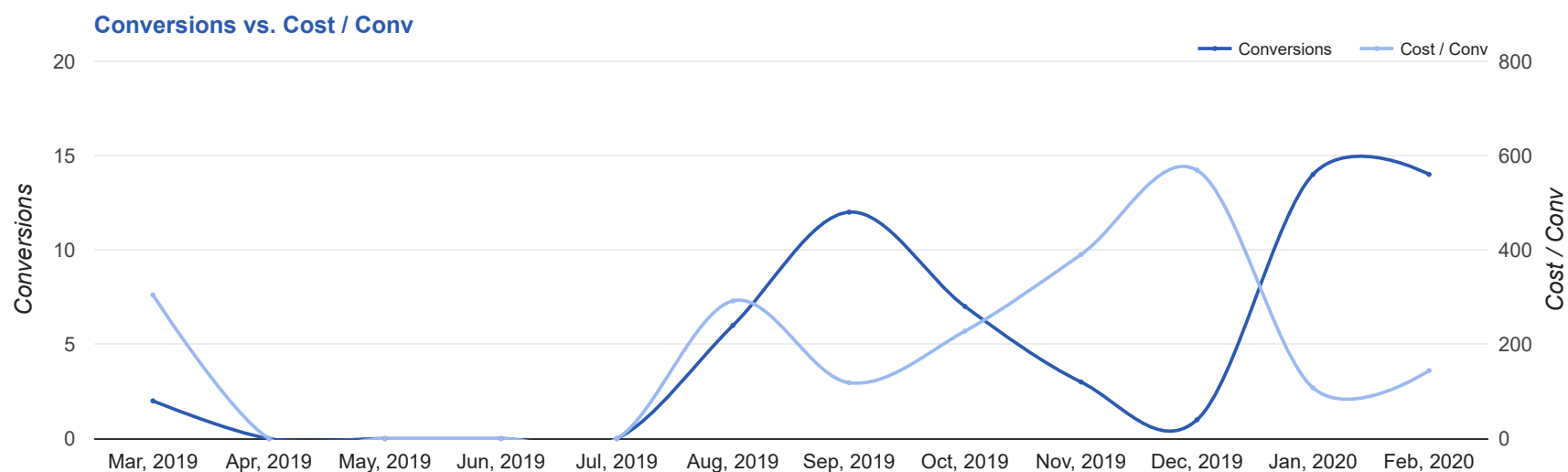
\$144.14

↑ 34%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Jan 2020 — 31 Jan 2020</b>	2,940	154	\$1,505.92	\$9.78	5.24%	-	14	9.09%	\$107.57	76.38%
<b>1 Feb 2020 — 29 Feb 2020</b>	5,928	342	\$2,017.90	\$5.90	5.77%	-	14	4.09%	\$144.14	60.96%
<b>Change</b>	2,988 ↑ 102%	188 ↑ 122%	\$511.98 ↑ 34%	\$3.88 ↓ 40%	0.53% ↑ 10%	--	0 ↔ 0%	5% ↓ 55%	\$36.57 ↑ 34%	15.42% ↓ 20%

# Performance by Month - 1 Mar 2019 — 29 Feb 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	76.38%	
Feb '20	5,928	342	\$2,017.90	\$5.90	5.77%	-	14	4.09%	\$144.14	60.96%	
<b>Total</b>	<b>53,366</b>	<b>2,316</b>	<b>\$13,073.12</b>	<b>\$5.64</b>	<b>4.34%</b>	<b>-</b>	<b>59</b>	<b>2.55%</b>	<b>\$221.58</b>	<b>60.55%</b>	

## Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	3,990	264	\$1,467.26	\$5.56	6.62%	-	13	4.92%	\$112.87	74.36%
search   alpha   coolsculpting	68	6	\$69.42	\$11.57	8.82%	-	1	16.67%	\$69.42	37.27%
search   beta   botox	1,870	72	\$481.22	\$6.68	3.85%	-	0	0%	\$0.00	44.4%

# Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

## Top Text Ads

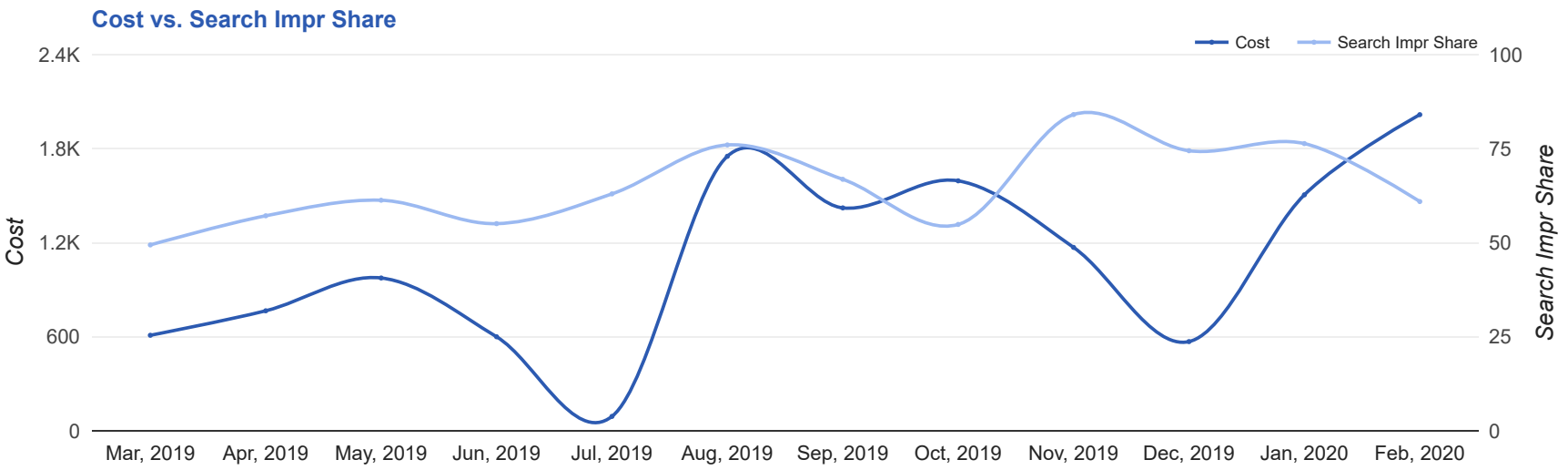
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">#1 Provider Bloomfield Hills - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="http://bloom.health/coolsculpting/bloomfieldhills">bloom.health/coolsculpting/bloomfieldhills</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult.	2,143	120	\$779.73	\$6.50	5.60%	-	10	8.33%	\$77.97
<a href="#">#1 Provider Bloomfield Hills - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="http://bloom.health/coolsculpting/bloomfieldhills">bloom.health/coolsculpting/bloomfieldhills</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult.	337	12	\$74.30	\$6.19	3.56%	-	2	16.67%	\$37.15
<a href="#">25% Off All CoolSculpting® - Best Price in Bloomfield Hills - Bloom Health</a> <a href="http://bloom.health/coolsculpting/special">bloom.health/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	408	64	\$237.44	\$3.71	15.69%	-	1	1.56%	\$237.44
<a href="#">25% Off Coolsculpting® Cost - New Client Special - Bloom Health</a> <a href="http://bloom.health/coolsculpting/special">bloom.health/coolsculpting/special</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	6	1	\$14.74	\$14.74	16.67%	-	1	100.00%	\$14.74
<a href="#">Bloom Health - Freezing Fat Really Works - 25 Off First Treatment</a> <a href="http://bloom.health/coolsculpting/fat-freezing">bloom.health/coolsculpting/fat-freezing</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	20	1	\$5.89	\$5.89	5.00%	-	0	0.00%	-

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2020 — 29 Feb 2020

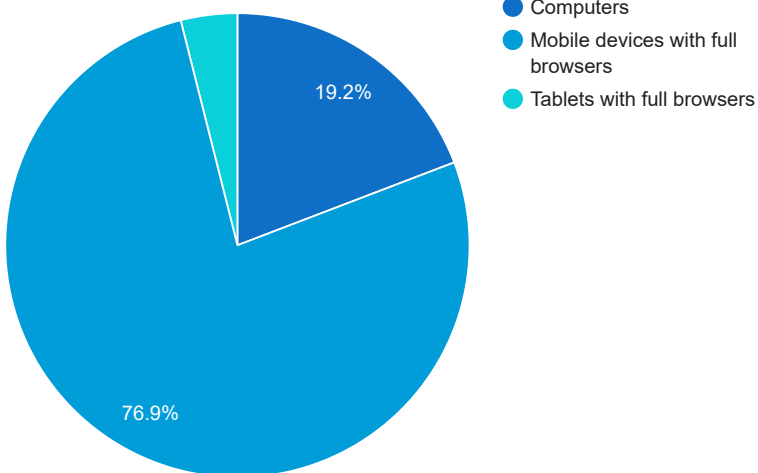
## Budget Coverage



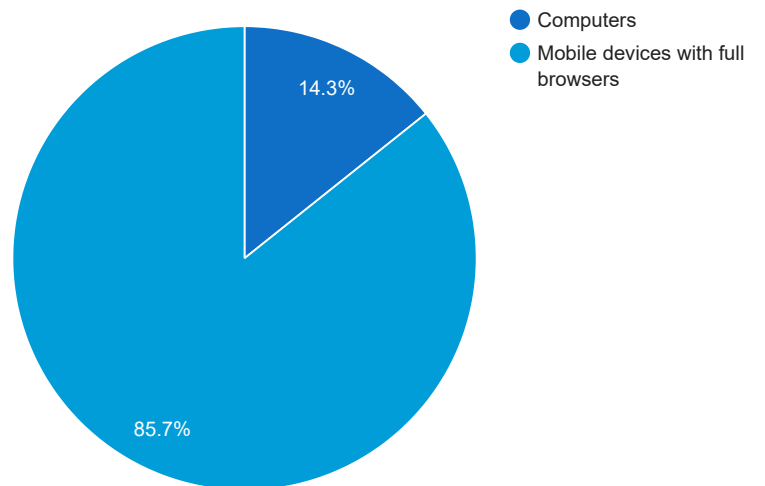
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	609.15	49.42
Apr, 2019	765.48	57.17
May, 2019	974.94	61.31
Jun, 2019	599.71	55.08
Jul, 2019	91.05	63
Aug, 2019	1,752.05	76.02
Sep, 2019	1,422.55	66.88
Oct, 2019	1,595.34	54.87
Nov, 2019	1,170.24	84.10
Dec, 2019	568.79	74.48
Jan, 2020	1,505.92	76.38
Feb, 2020	2,017.90	60.96

## 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	4,649	271	\$1,551.31	\$5.72	5.83%	-	12	4.43%	\$129.28
Computers	1,103	57	\$387.22	\$6.79	5.17%	-	2	3.51%	\$193.61
Tablets with full browsers	176	14	\$79.37	\$5.67	7.95%	-	0	0%	\$0.00

### 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	5,928	342	\$2,017.90	\$5.90	5.77%	-	14	4.09%	\$144.14

# Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE

CONV

Form Submissions

13

Calls from ads

1

## 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