

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

Bloom Health

901-947-7282

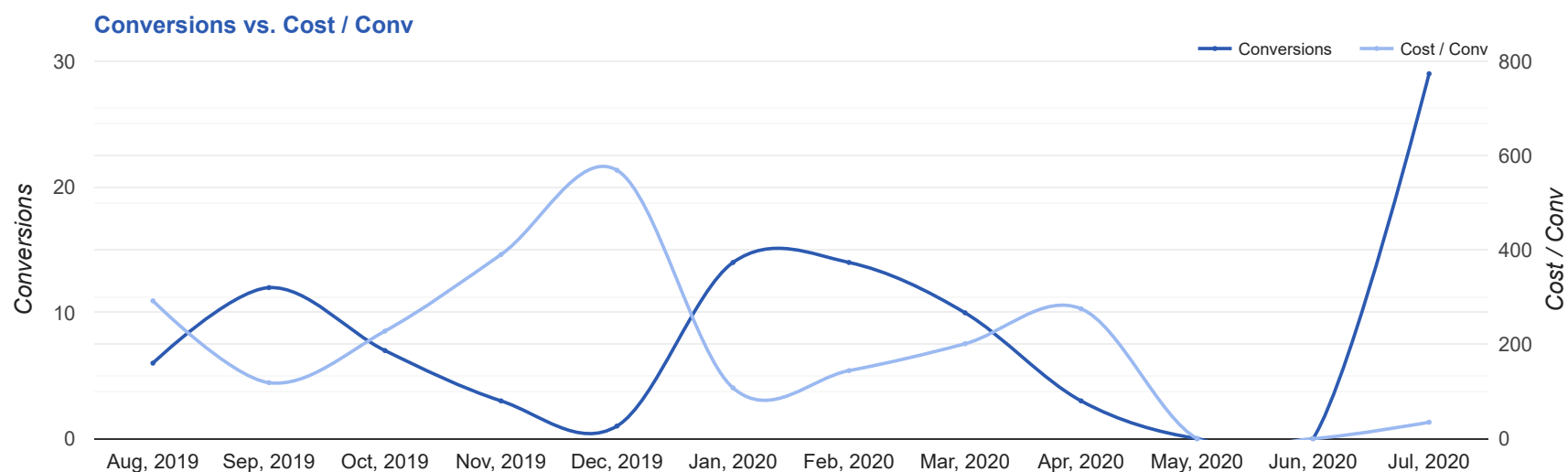
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,006	29	12.66%	\$34.68
↑ 20%	↑ ∞	↑ ∞	↑ ∞

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	2,041	146	\$837.18	\$5.73	7.15%	-	0	0%	\$0.00	82.35%
1 Jul 2020 — 31 Jul 2020	4,217	229	\$1,005.59	\$4.39	5.43%	-	29	12.66%	\$34.68	59.08%
<b>Change</b>	2,176 ↑ 107%	83 ↑ 57%	\$168.41 ↑ 20%	\$1.34 ↓ 23%	1.72% ↓ 24%	--	29 ↑ ∞%	12.66% ↑ ∞%	\$34.68 ↑ ∞%	23.27% ↓ 28%

# Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%
Mar '20	4,474	225	\$2,010.17	\$8.93	5.03%	-	10	4.44%	\$201.02	70.23%
Apr '20	1,179	81	\$825.69	\$10.19	6.87%	-	3	3.7%	\$275.23	65.87%
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '20	2,041	146	\$837.18	\$5.73	7.15%	-	0	0%	\$0.00	82.35%
Jul '20	4,217	229	\$1,005.59	\$4.39	5.43%	-	29	12.66%	\$34.68	59.08%
<b>Total</b>	<b>33,920</b>	<b>1,893</b>	<b>\$14,711.42</b>	<b>\$7.77</b>	<b>5.58%</b>	<b>-</b>	<b>99</b>	<b>5.23%</b>	<b>\$148.60</b>	<b>67.15%</b>

# Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	4,217	229	\$1,005.59	\$4.39	5.43%	-	29	12.66%	\$34.68	59.08%

# Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

## Top Text Ads

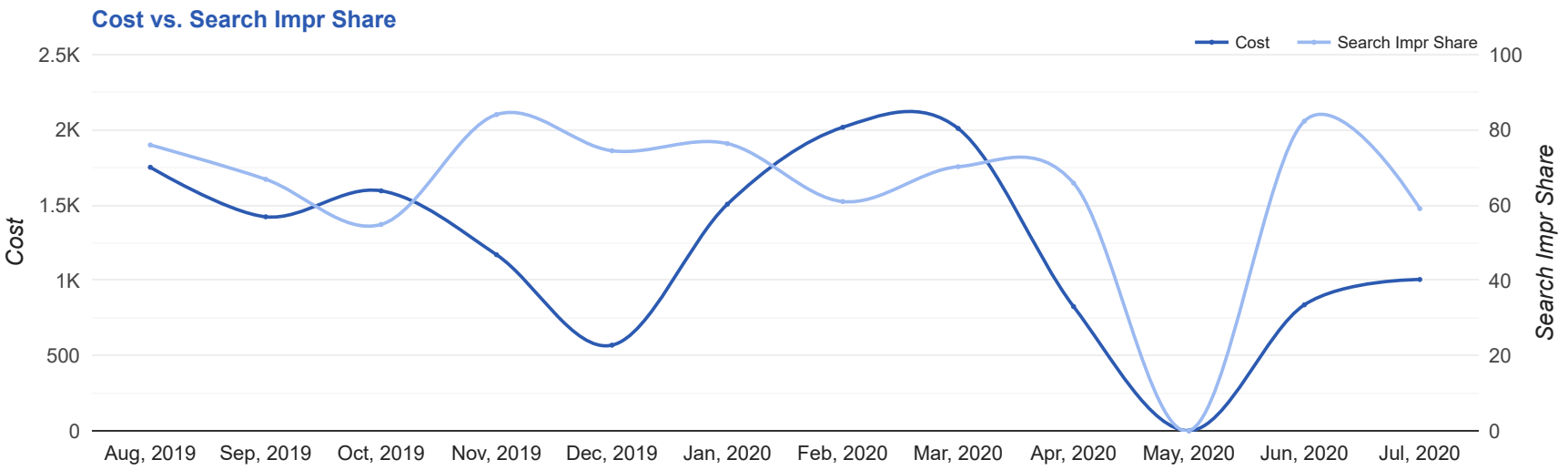
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider Bloomfield Hills - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="http://bloom.health/coolsculpting/bloomfieldhills">bloom.health/coolsculpting/bloomfieldhills</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult.	2,126	115	\$551.22	\$4.79	5.41%	-	18	15.65%	\$30.62
#1 Provider Bloomfield Hills - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <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.	323	17	\$93.71	\$5.51	5.26%	-	3	17.65%	\$31.24
25% Off All CoolSculpting® - Best Price in Bloomfield Hills - Bloom Health <a href="http://bloom.health/coolsculpting/special">bloom.health/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	458	24	\$63.30	\$2.64	5.24%	-	3	12.50%	\$21.10
CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Virtual Consultation Available <a href="http://bloom.health/coolsculpting/">bloom.health/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	63	2	\$9.03	\$4.51	3.17%	-	1	50.00%	\$9.03
Coolsculpting Bloomfield Hills - Fat Reduction Treatment - Book A Virtual Consultation <a href="http://bloom.health/coolsculpting/">bloom.health/coolsculpting/</a> Best Prices. FDA Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	132	10	\$69.63	\$6.96	7.58%	-	1	10.00%	\$69.63

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jul 2020 — 31 Jul 2020

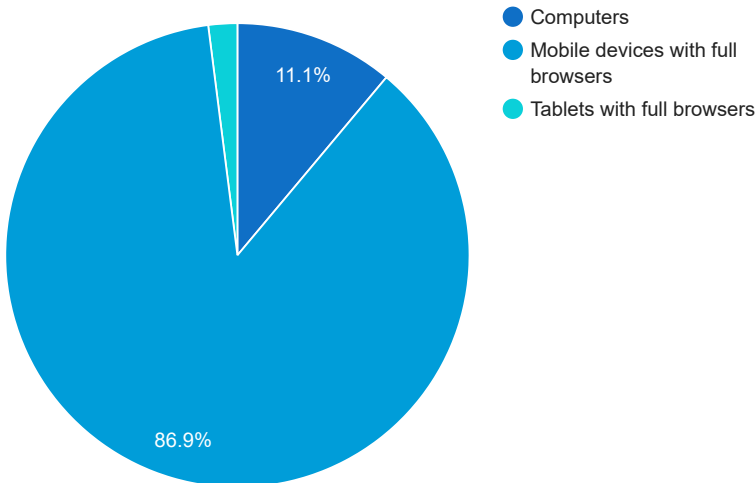
## Budget Coverage



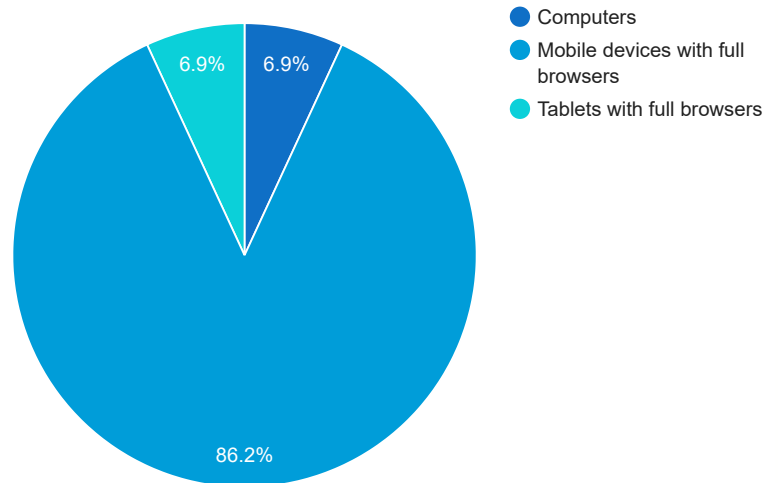
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	1,752.05	76.02
Sep, 2019	1,422.55	66.88
Oct, 2019	1,595.34	54.87
Nov, 2019	1,170.24	84.10
Dec, 2019	568.79	74.48
Jan, 2020	1,505.92	76.38
Feb, 2020	2,017.90	60.96
Mar, 2020	2,010.17	70.23
Apr, 2020	825.69	65.87
May, 2020	0	0
Jun, 2020	837.18	82.35
Jul, 2020	1,005.59	59.08

## 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	3,497	199	\$873.77	\$4.39	5.69%	-	25	12.56%	\$34.95
Computers	646	25	\$111.56	\$4.46	3.87%	-	2	8%	\$55.78
Tablets with full browsers	74	5	\$20.26	\$4.05	6.76%	-	2	40%	\$10.13

### 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	4,217	229	\$1,005.59	\$4.39	5.43%	-	29	12.66%	\$34.68

# Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE

CONV

Form Submissions

26

Calls from ads

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