

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

Bloom Health

901-947-7282

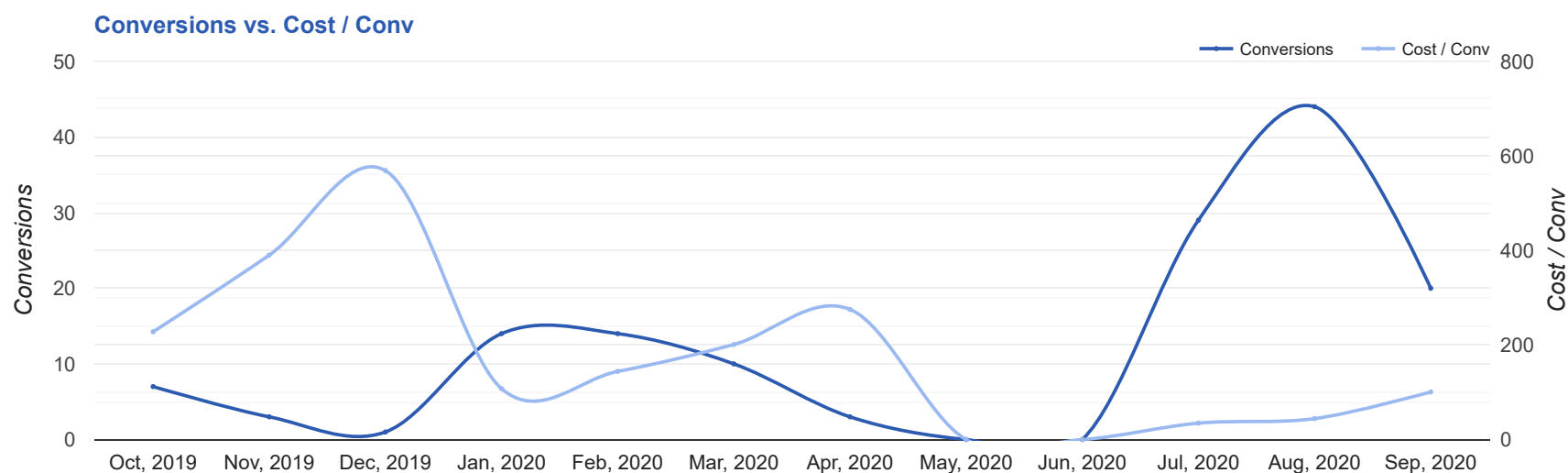
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,013	20	3.63%	\$100.65
↑ 3%	↓ 55%	↓ 38%	↑ 128%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	14,662	752	\$1,945.54	\$2.59	5.13%	-	44	5.85%	\$44.22	23%
1 Sep 2020 — 30 Sep 2020	12,407	551	\$2,013.04	\$3.65	4.44%	-	20	3.63%	\$100.65	24.48%
Change	2,255 ↓ 15%	201 ↓ 27%	\$67.50 ↑ 3%	\$1.06 ↑ 41%	0.69% ↓ 13%	--	24 ↓ 55%	2.22% ↓ 38%	\$56.43 ↑ 128%	1.48% ↑ 6%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	59.07%
Aug '20	14,662	752	\$1,945.54	\$2.59	5.13%	-	44	5.85%	\$44.22	23%
Sep '20	12,407	551	\$2,013.04	\$3.65	4.44%	-	20	3.63%	\$100.65	24.48%
Total	53,620	2,778	\$15,495.40	\$5.58	5.18%	-	145	5.22%	\$106.86	34.67%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	12,407	551	\$2,013.04	\$3.65	4.44%	-	20	3.63%	\$100.65	24.48%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

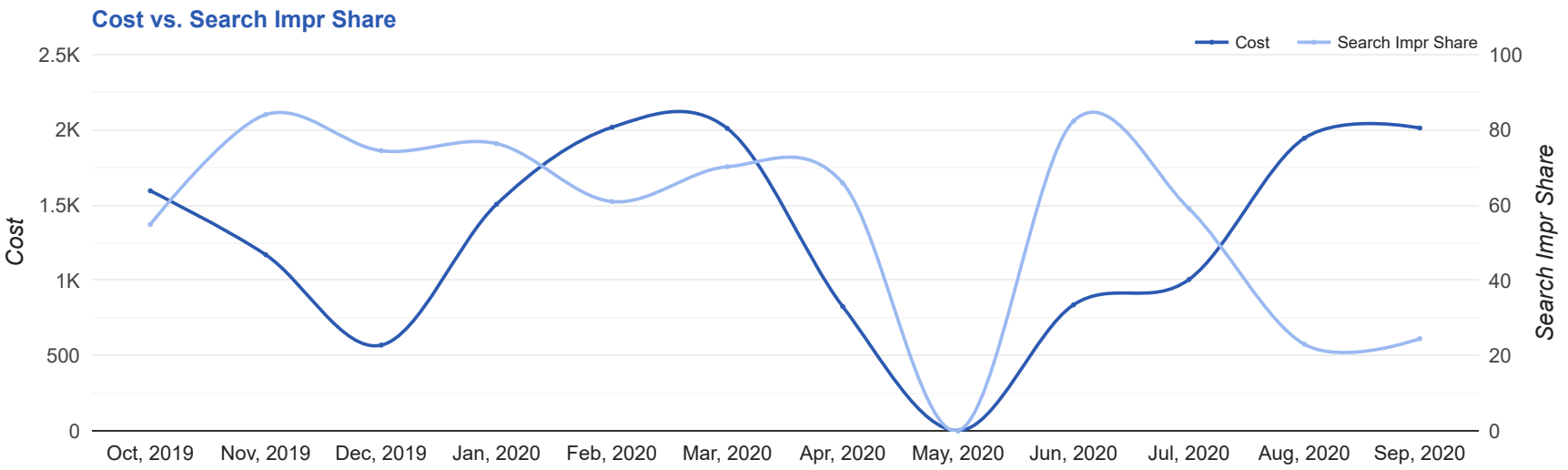
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Coolsculpting Bloomfield Hills - Fat Reduction Treatment - Book A Virtual Consultation bloom.health/coolsculpting/ Best Prices. FDA Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,763	80	\$328.51	\$4.11	2.90%	-	4.5	5.63%	\$73.00
Coolsculpting Bloomfield Hills - Fat Reduction Treatment - Book A Virtual Consultation bloom.health/coolsculpting/ Best Prices. FDA Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,058	48	\$162.99	\$3.40	4.54%	-	4	8.33%	\$40.75
#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.	2,785	130	\$315.78	\$2.43	4.67%	-	3	2.31%	\$105.26
#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.	2,487	117	\$468.99	\$4.01	4.70%	-	2.5	2.14%	\$187.60
Bloom Health - CoolSculpting Bloomfield Hills - Fat Reduction Treatment bloom.health/ -- -- CoolSculpting Treatments Near Me in Bloomfield Hills, MI. Schedule a Free Consultation	157	18	\$118.28	\$6.57	11.46%	-	1.5	8.33%	\$78.85

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

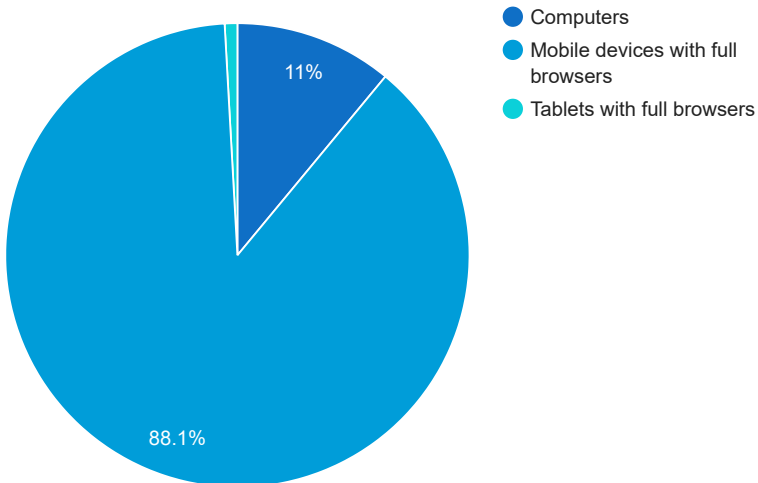
Budget Coverage



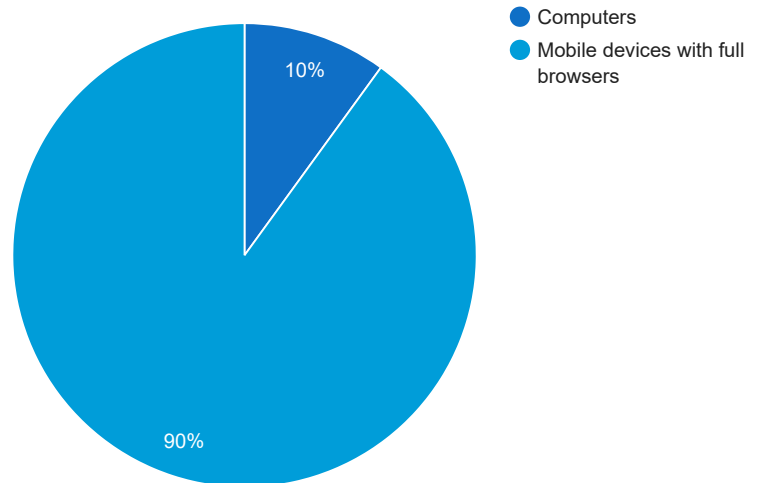
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	1,595.34	54.87
Nov, 2019	1,170.24	84.10
Dec, 2019	568.79	74.48
Jan, 2020	1,505.92	76.38
Feb, 2020	2,017.90	60.96
Mar, 2020	2,010.17	70.23
Apr, 2020	825.69	65.87
May, 2020	0	0
Jun, 2020	837.18	82.35
Jul, 2020	1,005.59	59.07
Aug, 2020	1,945.54	23
Sep, 2020	2,013.04	24.48

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	10,169	483	\$1,773.74	\$3.67	4.75%	-	18	3.73%	\$98.54
Computers	1,936	62	\$221.58	\$3.57	3.2%	-	2	3.23%	\$110.79
Tablets with full browsers	302	6	\$17.72	\$2.95	1.99%	-	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	12,407	551	\$2,013.04	\$3.65	4.44%	-	20	3.63%	\$100.65

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE

CONV

Form Submissions

16

Calls from ads

4

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