

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

Bloom Health

901-947-7282

Key Performance Indicators (KPIs)

Cost

\$1,835

↓ 9%

Conv

18

↓ 10%

Conv Rate

6.14%

↑ 69%

Cost / Conv

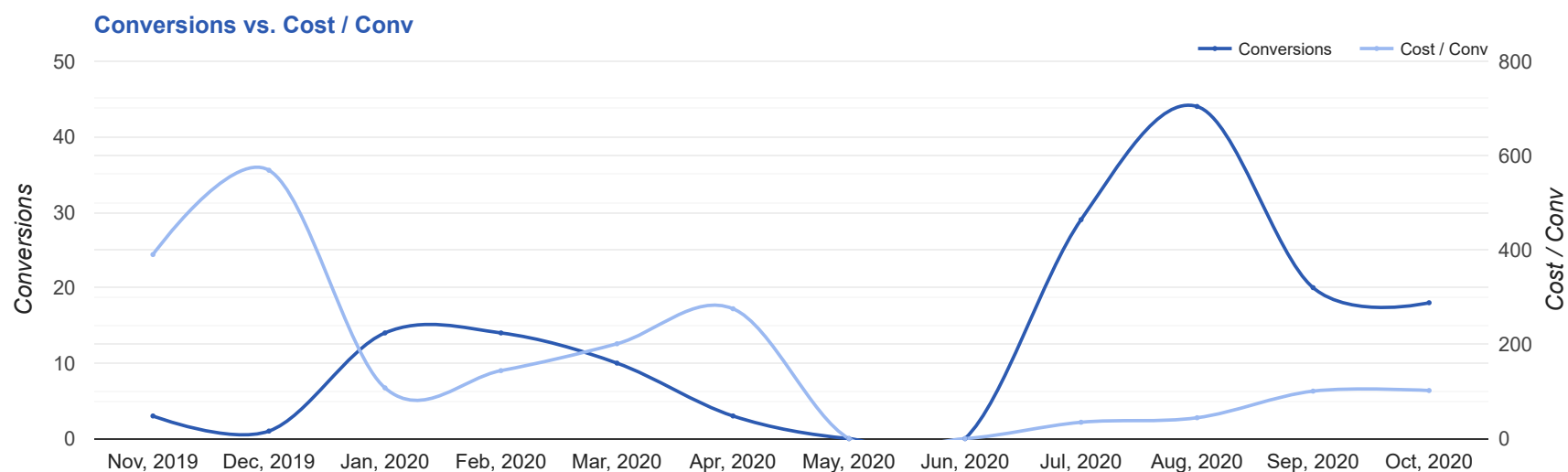
\$101.93

↑ 1%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	12,407	551	\$2,013.04	\$3.65	4.44%	-	20	3.63%	\$100.65	24.42%
1 Oct 2020 — 31 Oct 2020	4,896	293	\$1,834.81	\$6.26	5.98%	-	18	6.14%	\$101.93	33.69%
Change	7,511 ↓ 61%	258 ↓ 47%	\$178.23 ↓ 9%	\$2.61 ↑ 72%	1.54% ↑ 35%	--	2 ↓ 10%	2.51% ↑ 69%	\$1.28 ↑ 1%	9.27% ↑ 38%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	24.42%
Oct '20	4,896	293	\$1,834.81	\$6.26	5.98%	-	18	6.14%	\$101.93	33.69%
Total	55,623	2,891	\$15,734.87	\$5.44	5.2%	-	156	5.4%	\$100.86	33.9%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,896	293	\$1,834.81	\$6.26	5.98%	-	18	6.14%	\$101.93	33.69%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

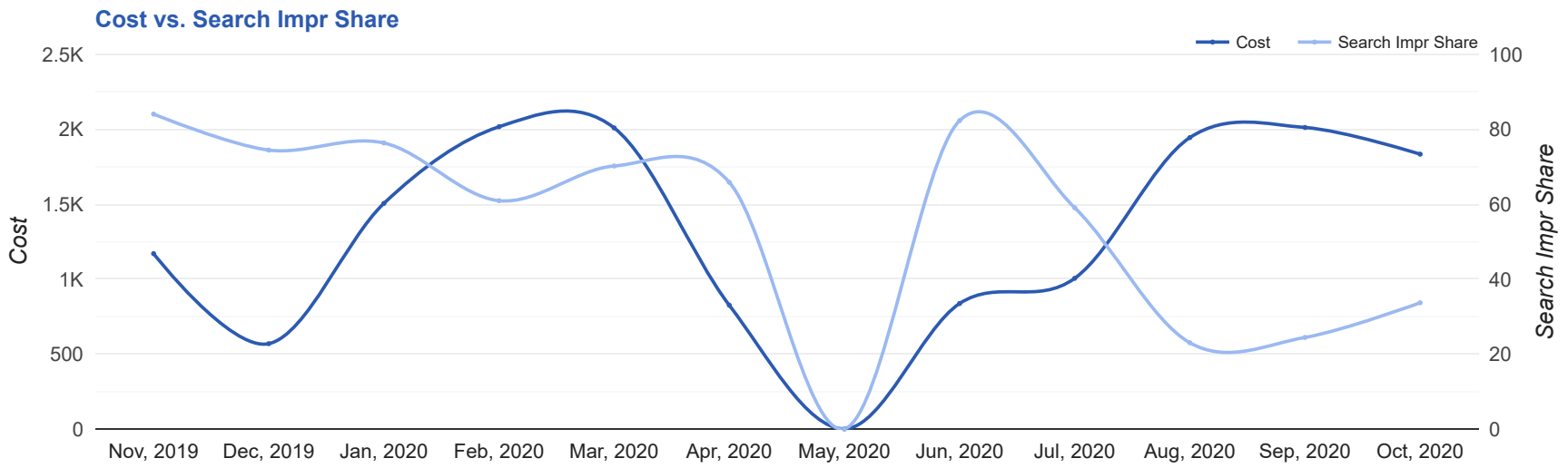
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider Bloomfield Hills - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® bloom.health/coolsculpting/bloomfieldhills #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult.	1,697	108	\$797.93	\$7.39	6.36%	-	7	6.48%	\$113.99
25% Off All CoolSculpting® - Best Price in Bloomfield Hills - Bloom Health bloom.health/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	529	43	\$185.64	\$4.32	8.13%	-	3	6.98%	\$61.88
#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.	443	22	\$58.85	\$2.68	4.97%	-	2	9.09%	\$29.43
CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Virtual Consultation Available bloom.health/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	47	1	\$15.30	\$15.30	2.13%	-	1	100.00%	\$15.30
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.	177	10	\$38.46	\$3.85	5.65%	-	1	10.00%	\$38.46

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

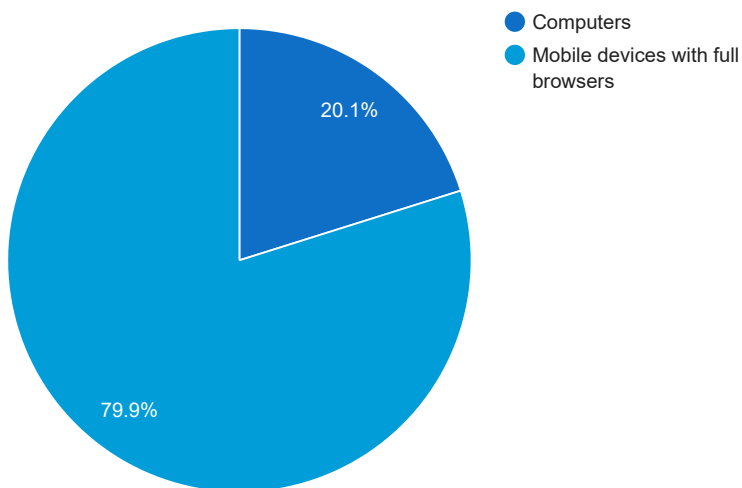
Budget Coverage



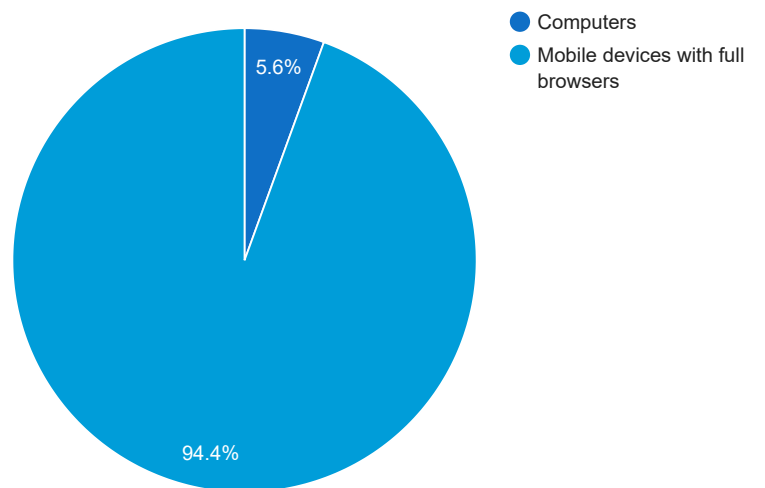
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	1,170.24	84.10
Dec, 2019	568.79	74.48
Jan, 2020	1,505.92	76.38
Feb, 2020	2,017.90	60.96
Mar, 2020	2,010.17	70.23
Apr, 2020	825.69	65.87
May, 2020	0	0
Jun, 2020	837.18	82.35
Jul, 2020	1,005.59	59.07
Aug, 2020	1,945.54	23
Sep, 2020	2,013.04	24.42
Oct, 2020	1,834.81	33.69

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	4,001	240	\$1,465.12	\$6.10	6%	-	17	7.08%	\$86.18
Computers	806	53	\$369.69	\$6.98	6.58%	-	1	1.89%	\$369.69
Tablets with full browsers	89	0	\$0.00	\$0.00	0%	-	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	4,896	293	\$1,834.81	\$6.26	5.98%	-	18	6.14%	\$101.93

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE

CONV

Form Submissions

15

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 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