

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

Bloom Health

901-947-7282

Key Performance Indicators (KPIs)

Cost

\$2,009

↑ 10%

Conv

14

↓ 22%

Conv Rate

4.19%

↓ 32%

Cost / Conv

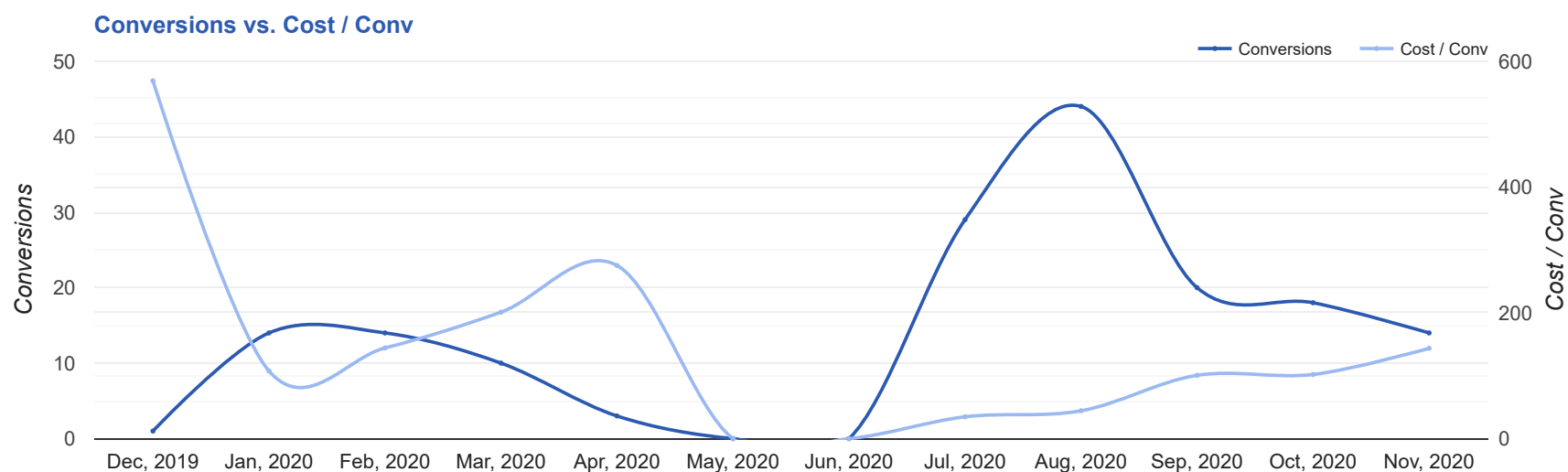
\$143.51

↑ 41%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	4,896	293	\$1,834.81	\$6.26	5.98%	-	18	6.14%	\$101.93	33.67%
1 Nov 2020 — 30 Nov 2020	8,056	334	\$2,009.19	\$6.02	4.15%	-	14	4.19%	\$143.51	20.16%
Change	3,160 ↑ 65%	41 ↑ 14%	\$174.38 ↑ 10%	\$0.24 ↓ 4%	1.83% ↓ 31%	--	4 ↓ 22%	1.95% ↓ 32%	\$41.58 ↑ 41%	13.51% ↓ 40%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	33.67%
Nov '20	8,056	334	\$2,009.19	\$6.02	4.15%	-	14	4.19%	\$143.51	20.16%
Total	62,121	3,155	\$16,573.82	\$5.25	5.08%	-	167	5.29%	\$99.24	30.73%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	8,056	334	\$2,009.19	\$6.02	4.15%	-	14	4.19%	\$143.51	20.16%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

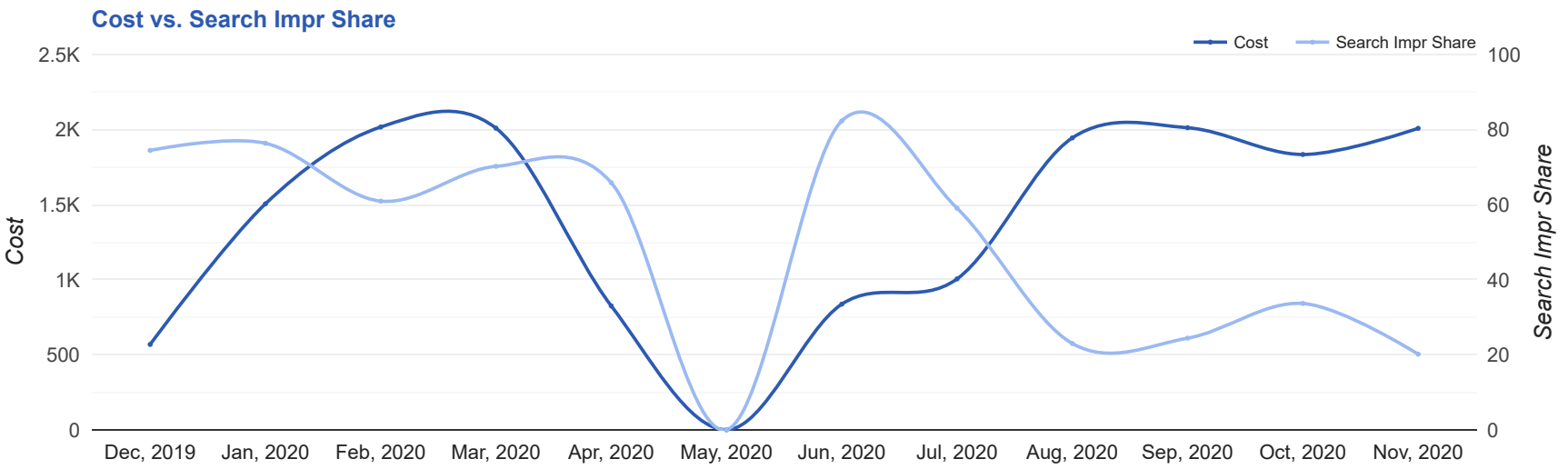
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Bloom Health - Fat Reduction Bloomfield Hills - Non-Surgical Fat Reduction bloom.health/ --/ -- Easy And Convenient. Long- Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	380	24	\$136.79	\$5.70	6.32%	-	3	12.50%	\$45.60
Fat Reduction Bloomfield Hills - Our Biggest Discount Ever - Get Rid of Unwanted Fat bloom.health// Easy And Convenient. Long- Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	130	7	\$42.18	\$6.03	5.38%	-	2	28.57%	\$21.09
CoolSculpting Bloomfield Hills - Dec Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN(2020/12/31 00:00:00en-US31)} bloom.health// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	96	4	\$20.71	\$5.18	4.17%	-	1	25.00%	\$20.71
CoolSculpting Bloomfield Hills - Limited Time Offer Dec 2020 - Hurry Offer Ends In {=COUNTDOWN(2020/12/31 00:00:00en-US31)} bloom.health// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI	10	1	\$8.55	\$8.55	10.00%	-	1	100.00%	\$8.55
CoolSculpting Bloomfield Hills - Dec Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN(2020/12/31 00:00:00en-US31)} bloom.health// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	10	1	\$8.42	\$8.42	10.00%	-	1	100.00%	\$8.42

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

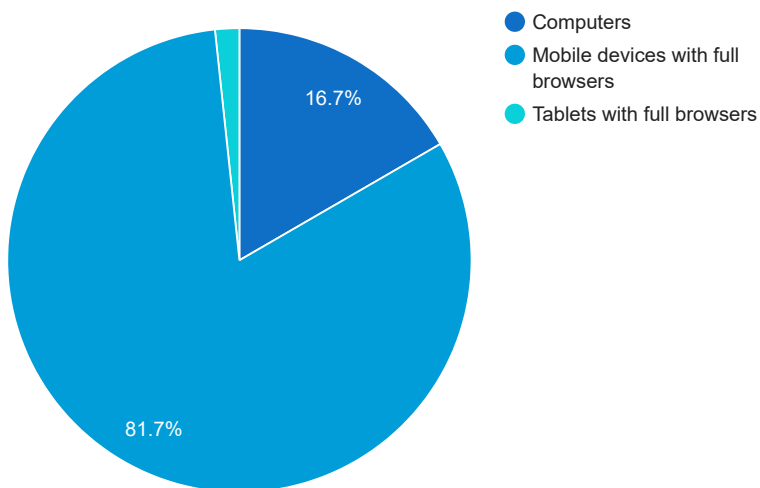
Budget Coverage



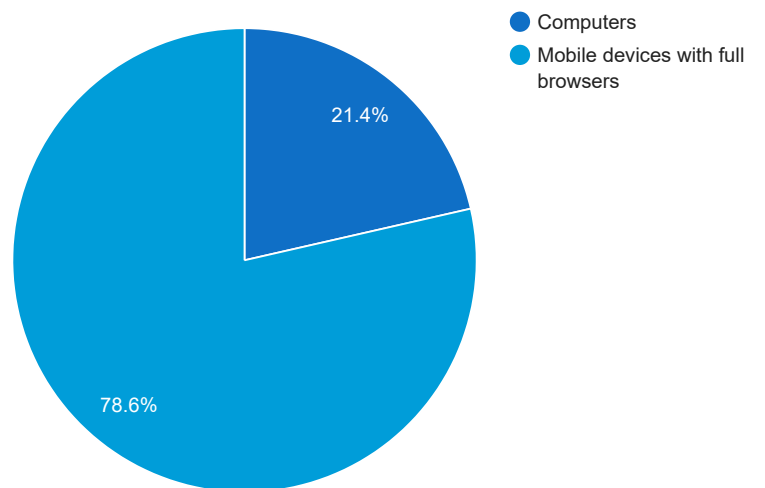
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	568.79	74.48
Jan, 2020	1,505.92	76.38
Feb, 2020	2,017.90	60.96
Mar, 2020	2,010.17	70.23
Apr, 2020	825.69	65.87
May, 2020	0	0
Jun, 2020	837.18	82.35
Jul, 2020	1,005.59	59.07
Aug, 2020	1,945.54	23
Sep, 2020	2,013.04	24.42
Oct, 2020	1,834.81	33.67
Nov, 2020	2,009.19	20.16

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	6,292	273	\$1,640.75	\$6.01	4.34%	-	11	4.03%	\$149.16
Computers	1,511	54	\$334.54	\$6.20	3.57%	-	3	5.56%	\$111.51
Tablets with full browsers	253	7	\$33.90	\$4.84	2.77%	-	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	8,056	334	\$2,009.19	\$6.02	4.15%	-	14	4.19%	\$143.51

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE

CONV

Form Submissions

13

Click to Call

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