

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

Bloom Health

901-947-7282

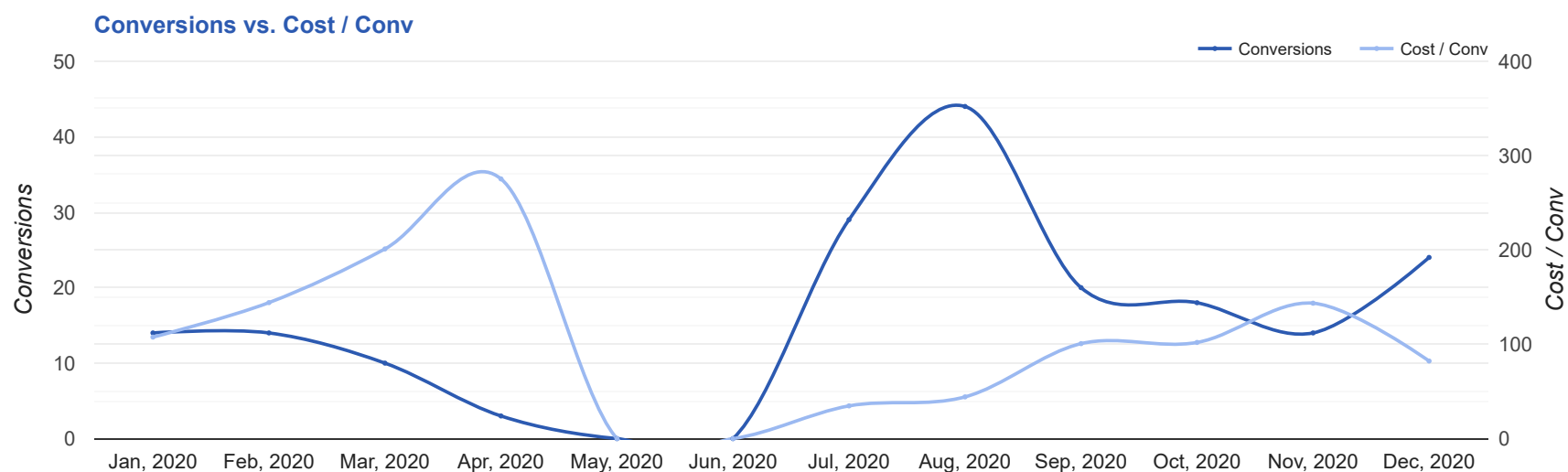
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,974	24	5.76%	\$82.23
↓ 2%	↑ 71%	↑ 37%	↓ 43%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Nov 2020 — 30 Nov 2020</b>	8,056	334	\$2,009.19	\$6.02	4.15%	-	14	4.19%	\$143.51	19.84%
<b>1 Dec 2020 — 31 Dec 2020</b>	12,099	417	\$1,973.50	\$4.73	3.45%	-	24	5.76%	\$82.23	19.31%
<b>Change</b>	4,043 ↑ 50%	83 ↑ 25%	\$35.69 ↓ 2%	\$1.29 ↓ 21%	0.70% ↓ 17%	--	10 ↑ 71%	1.57% ↑ 37%	\$61.28 ↓ 43%	0.53% ↓ 3%

# Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	19.84%
Dec '20	12,099	417	\$1,973.50	\$4.73	3.45%	-	24	5.76%	\$82.23	19.31%
<b>Total</b>	<b>72,899</b>	<b>3,524</b>	<b>\$17,978.53</b>	<b>\$5.10</b>	<b>4.83%</b>	<b>-</b>	<b>190</b>	<b>5.39%</b>	<b>\$94.62</b>	<b>27.64%</b>

## Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	12,099	417	\$1,973.50	\$4.73	3.45%	-	24	5.76%	\$82.23	19.31%

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

## Top Text Ads

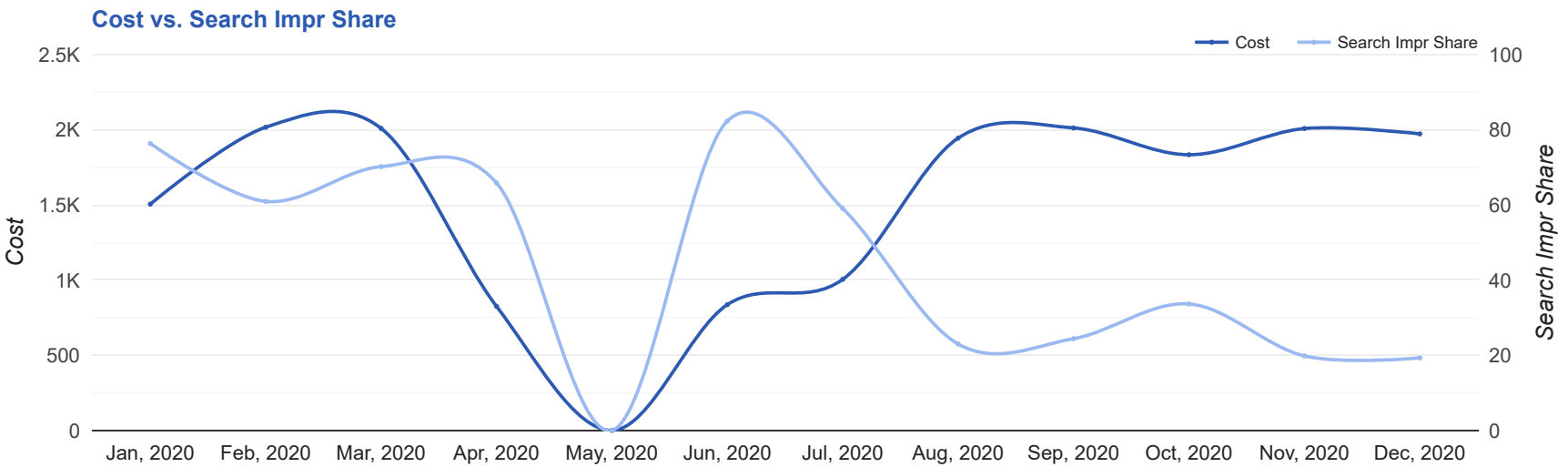
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Bloom Health - CoolSculpting Bloomfield Hills - Fat Reduction Treatment bloom.health/ --/ -- CoolSculpting Treatments Near Me in Bloomfield Hills, MI. Schedule a Free Consultation</a>	90	7	\$81.57	\$11.65	7.78%	-	2	28.57%	\$40.78
<a href="#">CoolSculpting Bloomfield Hills - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever bloom.health// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI</a>	93	6	\$41.32	\$6.89	6.45%	-	1.2	20.17%	\$34.15
<a href="#">CoolSculpting Bloomfield Hills - Dec Only \$1,000 Off 8+ Cycles - Flexible Payment Options bloom.health// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI</a>	33	1	\$4.64	\$4.64	3.03%	-	1	100.00%	\$4.64
<a href="#">CoolSculpting Bloomfield Hills - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever bloom.health// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI</a>	36	2	\$11.08	\$5.54	5.56%	-	1	50.00%	\$11.08
<a href="#">CoolSculpting Bloomfield Hills - Limited Time Offer   Dec 2020 - Our Biggest Discount Ever bloom.health// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</a>	41	2	\$25.26	\$12.63	4.88%	-	1	50.00%	\$25.26

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Dec 2020 — 31 Dec 2020

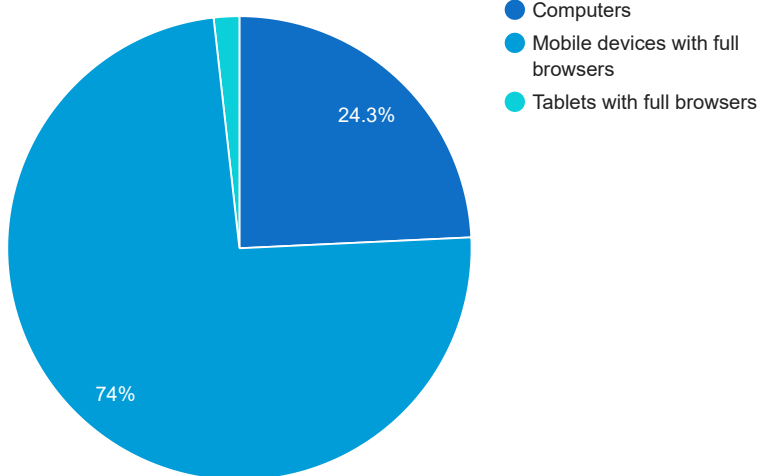
## Budget Coverage



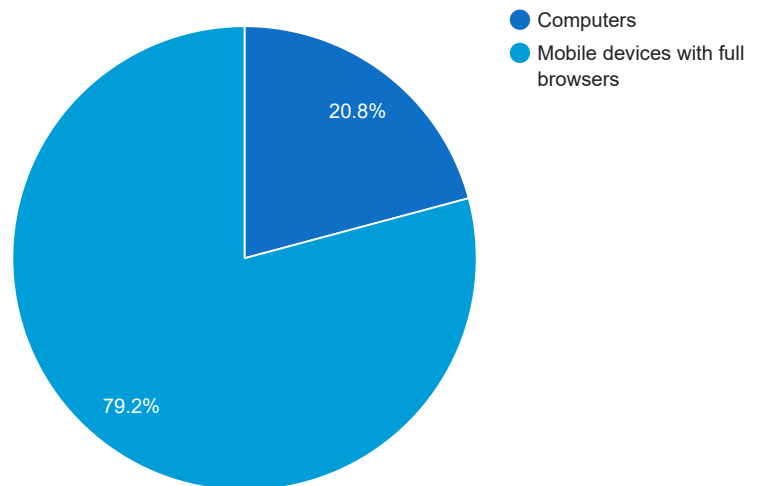
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	1,505.92	76.38
Feb, 2020	2,017.90	60.96
Mar, 2020	2,010.17	70.23
Apr, 2020	825.69	65.87
May, 2020	0	0
Jun, 2020	837.18	82.35
Jul, 2020	1,005.59	59.07
Aug, 2020	1,945.54	23
Sep, 2020	2,013.04	24.42
Oct, 2020	1,834.81	33.67
Nov, 2020	2,009.19	19.84
Dec, 2020	1,973.50	19.31

## 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	8,973	327	\$1,459.82	\$4.46	3.64%	-	19	5.81%	\$76.83
Computers	2,765	82	\$478.58	\$5.84	2.97%	-	5	6.1%	\$95.72
Tablets with full browsers	361	8	\$35.10	\$4.39	2.22%	-	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	12,099	417	\$1,973.50	\$4.73	3.45%	-	24	5.76%	\$82.23

# Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE

CONV

Form Submissions

24

Calls from ads

0

## 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