

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Bloom Health

901-947-7282

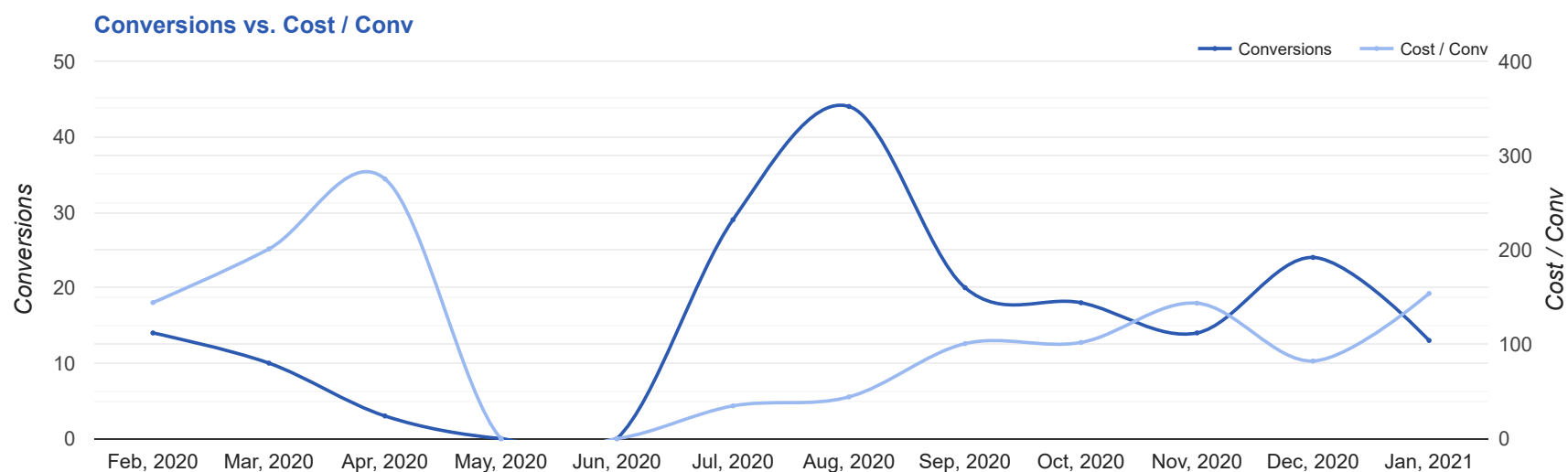
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,000	13	2.45%	\$153.84
↑ 1%	↓ 46%	↓ 57%	↑ 87%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	12,099	417	\$1,973.50	\$4.73	3.45%	-	24	5.76%	\$82.23	19.25%
1 Jan 2021 — 31 Jan 2021	13,081	530	\$1,999.94	\$3.77	4.05%	-	13	2.45%	\$153.84	15.7%
Change	982 ↑ 8%	113 ↑ 27%	\$26.44 ↑ 1%	\$0.96 ↓ 20%	0.60% ↑ 17%	--	11 ↓ 46%	3.31% ↓ 57%	\$71.61 ↑ 87%	3.55% ↓ 18%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	19.25%
Jan '21	13,081	530	\$1,999.94	\$3.77	4.05%	-	13	2.45%	\$153.84	15.7%
Total	83,040	3,900	\$18,472.55	\$4.74	4.7%	-	189	4.85%	\$97.74	24.18%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	11,057	432	\$1,607.45	\$3.72	3.91%	-	13	3.01%	\$123.65	15.52%
\$1000 vs 25	2,024	98	\$392.49	\$4.01	4.84%	-	0	0%	\$0.00	16.78%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

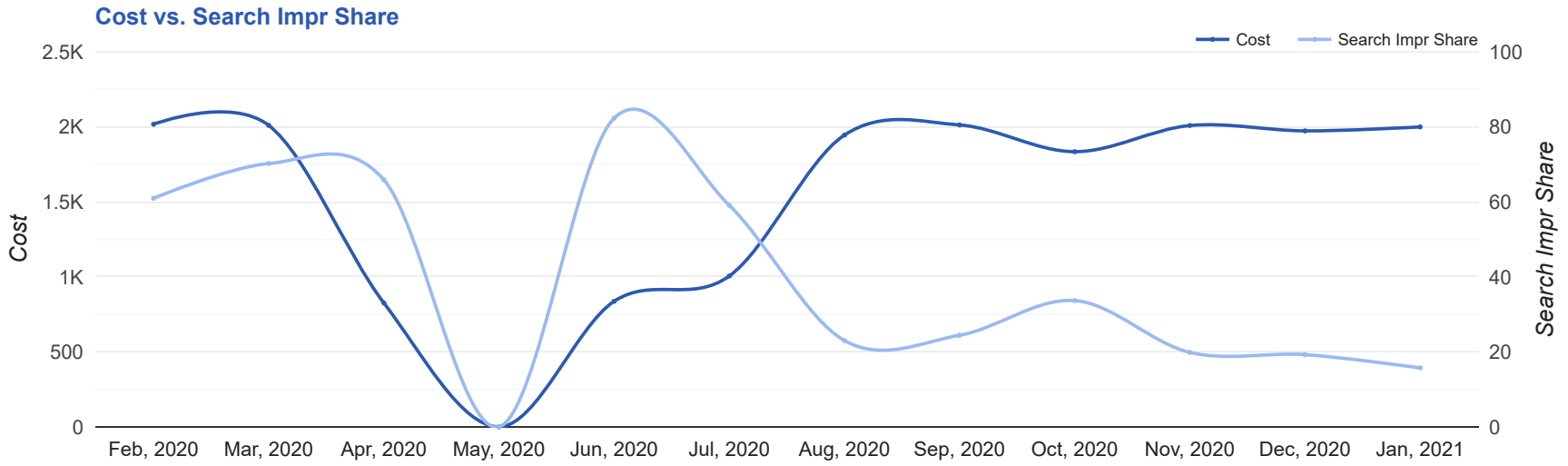
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting Bloomfield Hills - Limited Time Offer Jan 2021 - Our Biggest Discount Ever bloom.health// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	98	6	\$31.94	\$5.32	6.12%	-	2	33.33%	\$15.97
CoolSculpting Bloomfield Hills - Limited Time Offer Jan 2021 - Get \$1,000 Off 8+ Cycles bloom.health// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI	5	1	\$1.42	\$1.42	20.00%	-	1	100.00%	\$1.42
CoolSculpting Bloomfield Hills - Limited Time Offer Jan 2021 - Our Biggest Discount Ever bloom.health// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI	6	1	\$1.12	\$1.12	16.67%	-	1	100.00%	\$1.12
Best CoolSculpting Deal Ever - Limited Time Offer Jan 2021 - Get \$1,000 Off 8+ Cycles bloom.health// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI	3	2	\$23.62	\$11.81	66.67%	-	1	50.00%	\$23.62
CoolSculpting Bloomfield Hills - Limited Time Offer Jan 2021 - Get \$1,000 Off 8+ Cycles bloom.health// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI	23	1	\$3.50	\$3.50	4.35%	-	1	100.00%	\$3.50

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

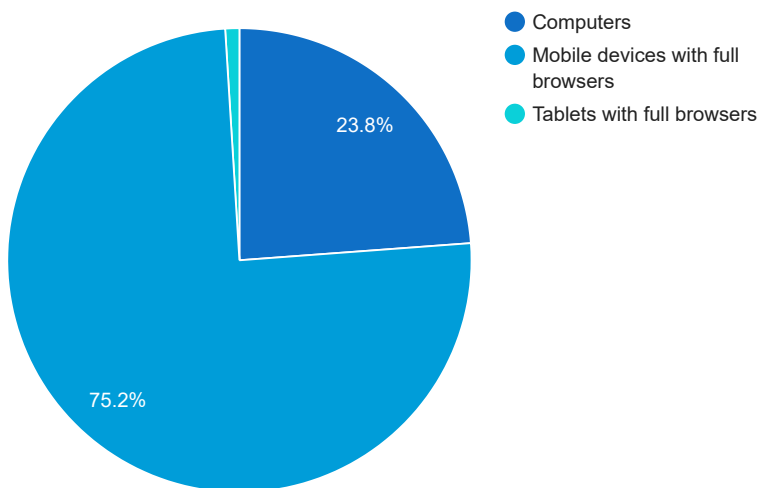
Budget Coverage



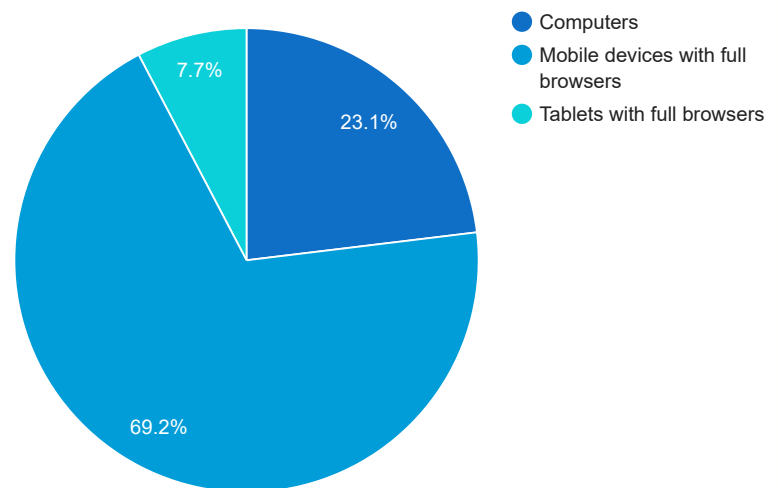
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	2,017.90	60.96
Mar, 2020	2,010.17	70.23
Apr, 2020	825.69	65.87
May, 2020	0	0
Jun, 2020	837.18	82.35
Jul, 2020	1,005.59	59.07
Aug, 2020	1,945.54	23
Sep, 2020	2,013.04	24.42
Oct, 2020	1,834.81	33.67
Nov, 2020	2,009.19	19.84
Dec, 2020	1,973.50	19.25
Jan, 2021	1,999.94	15.70

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	10,227	422	\$1,503.86	\$3.56	4.13%	-	9	2.13%	\$167.10
Computers	2,586	102	\$476.46	\$4.67	3.94%	-	3	2.94%	\$158.82
Tablets with full browsers	268	6	\$19.62	\$3.27	2.24%	-	1	16.67%	\$19.62

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	13,081	530	\$1,999.94	\$3.77	4.05%	-	13	2.45%	\$153.84

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE

CONV

Form Submissions

13

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