

**Monthly Account  
Performance Report  
1 Feb 2021 — 28 Feb 2021**

Bloom Health

901-947-7282

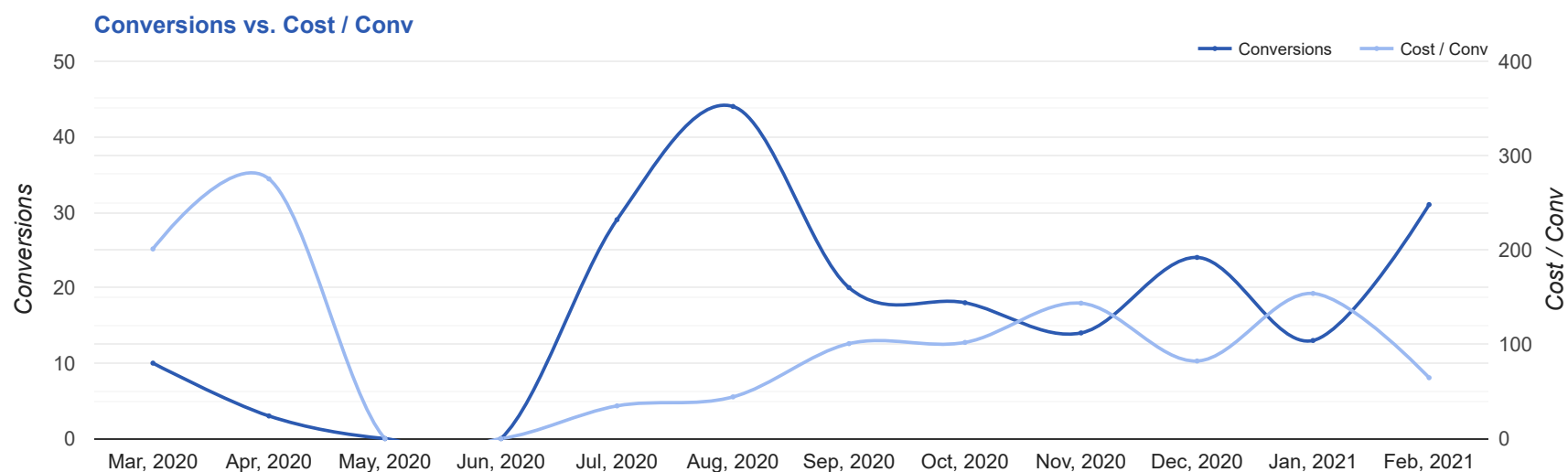
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,001	31	6.44%	\$64.54
↔ 0%	↑ 138%	↑ 163%	↓ 58%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	13,081	530	\$1,999.94	\$3.77	4.05%	-	13	2.45%	\$153.84	15.72%
1 Feb 2021 — 28 Feb 2021	10,079	481	\$2,000.74	\$4.16	4.77%	-	31	6.44%	\$64.54	16.84%
Change	3,002 ↓ 23%	49 ↓ 9%	\$0.80 ↑ 0%	\$0.39 ↑ 10%	0.72% ↑ 18%	--	18 ↑ 138%	3.99% ↑ 163%	\$89.30 ↓ 58%	1.12% ↑ 7%

# Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	15.72%
Feb '21	10,079	481	\$2,000.74	\$4.16	4.77%	-	31	6.44%	\$64.54	16.84%
<b>Total</b>	87,191	4,039	\$18,455.39	\$4.57	4.63%	-	206	5.1%	\$89.59	22.16%

# Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	4,615	242	\$954.88	\$3.95	5.24%	-	16	6.61%	\$59.68	16.09%
\$1000 vs 25	5,464	239	\$1,045.86	\$4.38	4.37%	-	15	6.28%	\$69.72	17.54%

# Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

## Top Text Ads

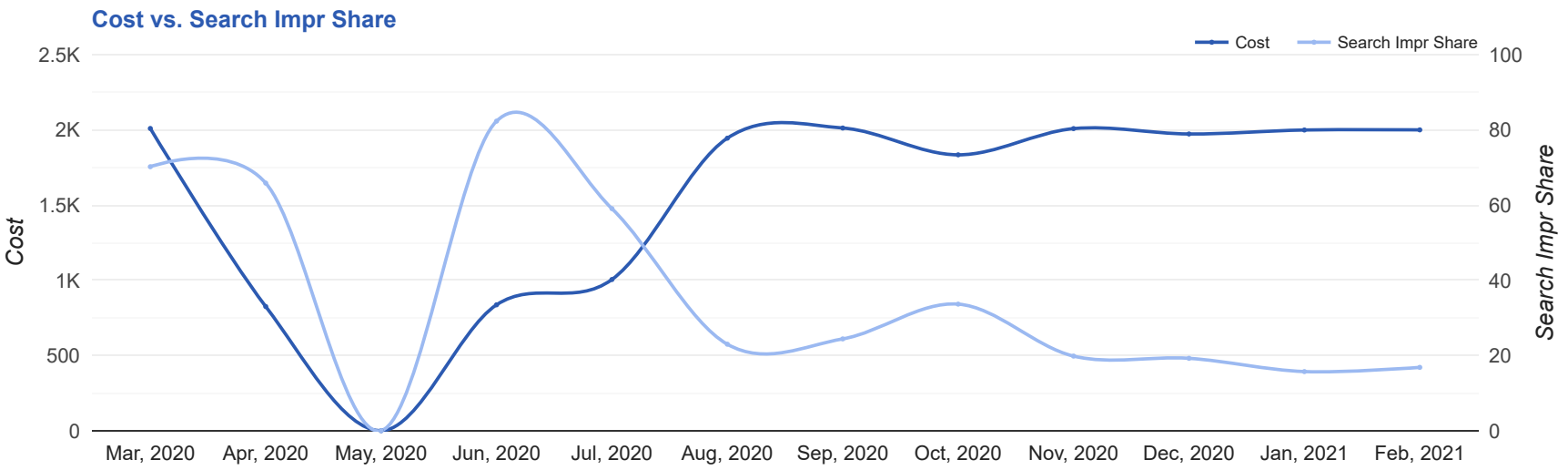
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting Bloomfield Hills - Feb Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In <code>{=COUNTDOWN("2021/02/28 00:00:00","en-US",31)}</code> <a href="#">bloom.health//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	167	14	\$72.90	\$5.21	8.38%	-	2.7	19.21%	\$27.10
Huge CoolSculpting Promotion - CoolSculpting Bloomfield Hills - Best CoolSculpting Deal Ever <a href="#">bloom.health/ -- --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI	180	13	\$81.26	\$6.25	7.22%	-	2	15.38%	\$40.63
Bloom Health - Fat Reduction Bloomfield Hills - Non-Surgical Fat Reduction <a href="#">bloom.health/ --/ --</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	432	27	\$88.23	\$3.27	6.25%	-	2	7.41%	\$44.12
Bloom Health - Fat Reduction Bloomfield Hills - Non-Surgical Fat Reduction <a href="#">bloom.health/ --/ --</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	857	35	\$131.54	\$3.76	4.08%	-	1.2	3.43%	\$109.62
Huge CoolSculpting Promotion - CoolSculpting Bloomfield Hills - Best CoolSculpting Deal Ever <a href="#">bloom.health/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI	68	6	\$40.73	\$6.79	8.82%	-	1	16.67%	\$40.73

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2021 — 28 Feb 2021

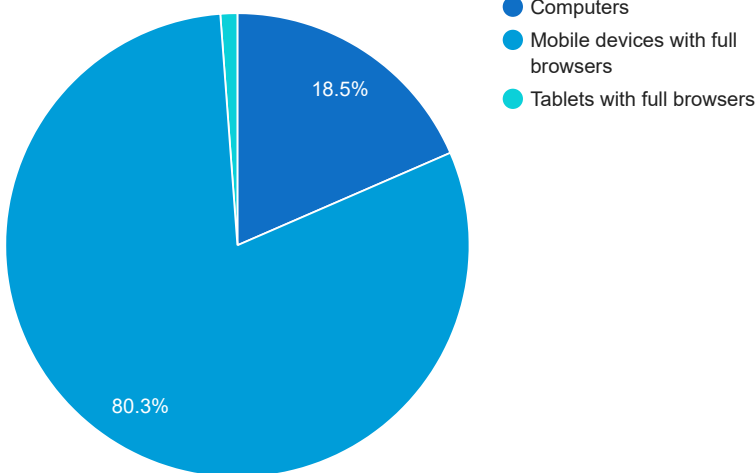
## Budget Coverage



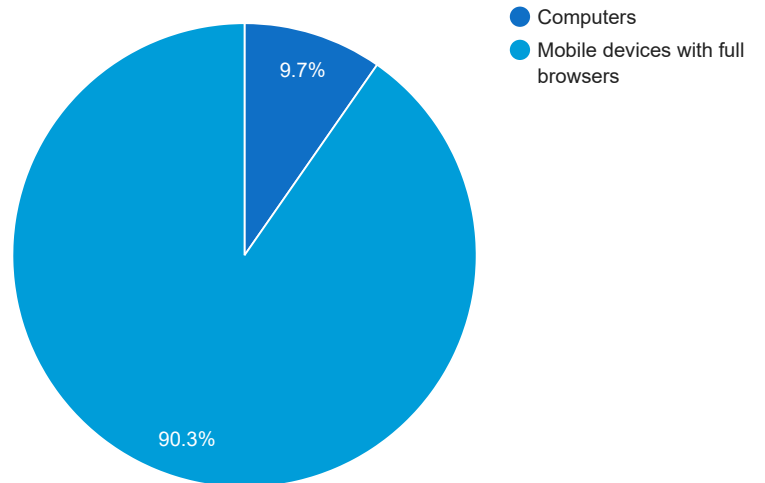
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	2,010.17	70.23
Apr, 2020	825.69	65.87
May, 2020	0	0
Jun, 2020	837.18	82.35
Jul, 2020	1,005.59	59.07
Aug, 2020	1,945.54	23
Sep, 2020	2,013.04	24.42
Oct, 2020	1,834.81	33.67
Nov, 2020	2,009.19	19.84
Dec, 2020	1,973.50	19.25
Jan, 2021	1,999.94	15.72
Feb, 2021	2,000.74	16.84

## 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	7,981	392	\$1,607.43	\$4.10	4.91%	-	28	7.14%	\$57.41
Computers	1,845	79	\$369.74	\$4.68	4.28%	-	3	3.8%	\$123.25
Tablets with full browsers	253	10	\$23.57	\$2.36	3.95%	-	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	10,079	481	\$2,000.74	\$4.16	4.77%	-	31	6.44%	\$64.54

# Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE

CONV

Form Submissions

31

## 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