

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

Bloom Health

901-947-7282

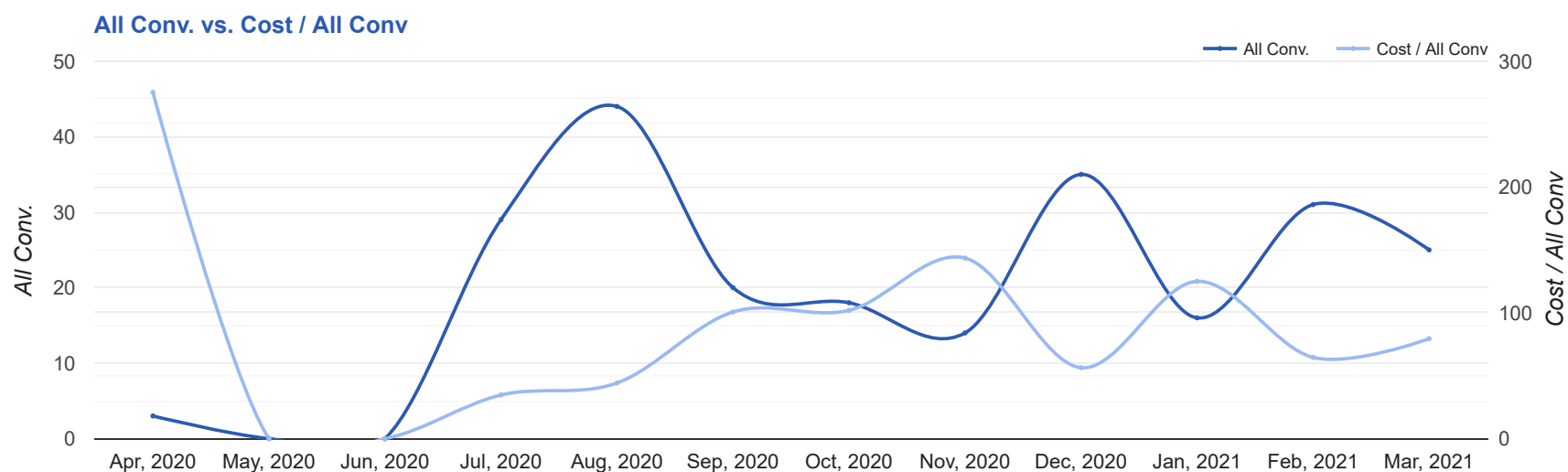
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,986	25	5.19%	\$79.43
↓ 1%	↓ 19%	↓ 19%	↑ 23%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	10,079	481	\$2,000.74	\$4.16	4.77%	-	6.44%	\$64.54	31
1 Mar 2021 — 31 Mar 2021	10,009	482	\$1,985.83	\$4.12	4.82%	-	5.19%	\$79.43	25
Change	70 ↓ 1%	1 ↑ 0%	\$14.91 ↓ 1%	\$0.04 ↓ 1%	0.05% ↑ 1%	0 ↔ -	1.25% ↓ 19%	\$14.89 ↑ 23%	6 ↓ 19%

# Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Apr '20	1,179	81	\$825.69	\$10.19	6.87%	-	3	3.7%	\$275.23
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Jun '20	2,041	146	\$837.18	\$5.73	7.15%	-	0	0%	\$0.00
Jul '20	4,217	229	\$1,005.59	\$4.39	5.43%	-	29	12.66%	\$34.68
Aug '20	14,662	752	\$1,945.54	\$2.59	5.13%	-	44	5.85%	\$44.22
Sep '20	12,407	551	\$2,013.04	\$3.65	4.44%	-	20	3.63%	\$100.65
Oct '20	4,896	293	\$1,834.81	\$6.26	5.98%	-	18	6.14%	\$101.93
Nov '20	8,056	334	\$2,009.19	\$6.02	4.15%	-	14	4.19%	\$143.51
Dec '20	12,099	417	\$1,973.50	\$4.73	3.45%	-	35	8.39%	\$56.39
Jan '21	13,081	530	\$1,999.94	\$3.77	4.05%	-	16	3.02%	\$125.00
Feb '21	10,079	481	\$2,000.74	\$4.16	4.77%	-	31	6.44%	\$64.54
Mar '21	10,009	482	\$1,985.83	\$4.12	4.82%	-	25	5.19%	\$79.43
<b>Total</b>	<b>92,726</b>	<b>4,296</b>	<b>\$18,431.05</b>	<b>\$4.29</b>	<b>4.63%</b>	<b>-</b>	<b>235</b>	<b>5.47%</b>	<b>\$78.43</b>

# Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	5,054	250	\$1,015.10	\$4.06	4.95%	-	13	5.2%	\$78.08
\$1000 vs 25	4,955	232	\$970.73	\$4.18	4.68%	-	12	5.17%	\$80.89

# Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	10	7	\$59.40	\$8.49	70.00%	-	1.2	17.14%	\$49.50
cool sculpting	16	10	\$51.85	\$5.19	62.50%	-	1	10.00%	\$51.85
laser liposuction	1	1	\$6.21	\$6.21	100.00%	-	1	100.00%	\$6.21
coolsculpting in michigan	1	1	\$14.47	\$14.47	100.00%	-	1	100.00%	\$14.47
coolsculpting financing	1	1	\$14.10	\$14.10	100.00%	-	1	100.00%	\$14.10
laser fat removal near me	1	2	\$11.72	\$5.86	200.00%	-	1	50.00%	\$11.72
cool sculpting reviews	4	4	\$20.55	\$5.14	100.00%	-	1	25.00%	\$20.55
lipodissolve injections near me	3	2	\$6.80	\$3.40	66.67%	-	1	50.00%	\$6.80
freeze fat cells	1	1	\$8.53	\$8.53	100.00%	-	1	100.00%	\$8.53
fat cell freezing	1	1	\$6.36	\$6.36	100.00%	-	1	100.00%	\$6.36

## Top Display Placements

No Data Found for this account

# Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
CoolSculpting Bloomfield Hills - Limited Time Offer   Mar 2021 - Our Biggest Discount Ever <a href="#">bloom.health//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	112	6	\$32.55	\$5.42	5.36%	-	3	50.00%	\$10.85
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	126	8	\$54.56	\$6.82	6.35%	-	2	25.00%	\$27.28
Fat Reduction Bloomfield Hills - Our Biggest Discount Ever - Get Rid of Unwanted Fat <a href="#">bloom.health//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	202	10	\$59.76	\$5.98	4.95%	-	2	20.00%	\$29.88
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.	550	37	\$144.82	\$3.91	6.73%	-	1.9	5.22%	\$75.04
CoolSculpting Bloomfield Hills - Save \$1,000 Off 8+ Treatments - Hurry Offer Ends In {=COUNTDOWN("2021/04/30 00:00:00","en-US",31)} <a href="#">bloom.health//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	164	7	\$51.58	\$7.37	4.27%	-	1.3	18.57%	\$39.68

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

## Budget Coverage

Display Impr Share

0%

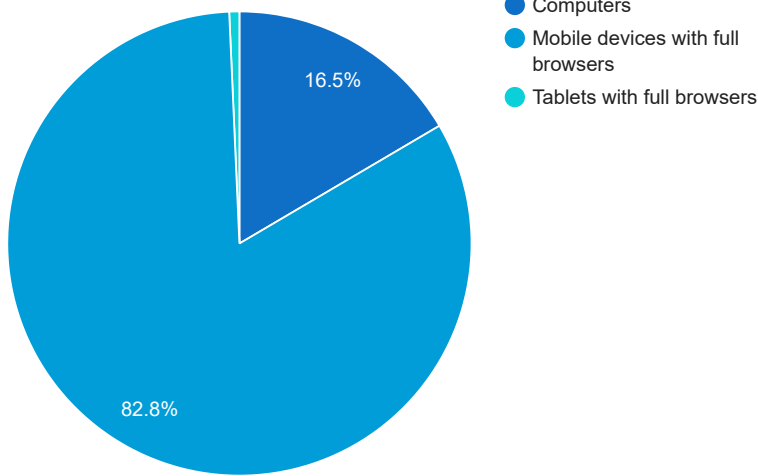
Search Impr Share

18.57%

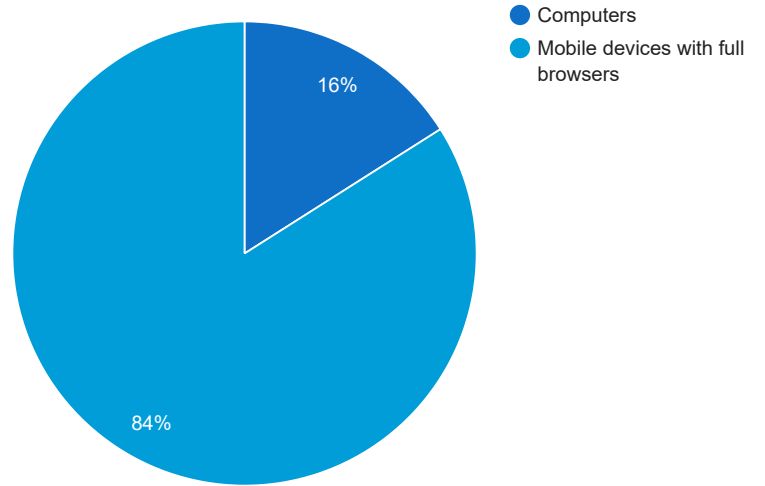
↑ 10%

## Cost and Conversions by Device

### Cost



### All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	7,778	399	\$1,643.58	\$4.12	5.13%	-	21	5.26%	\$78.27
Computers	2,059	81	\$328.27	\$4.05	3.93%	-	4	4.94%	\$82.07
Tablets with full browsers	172	2	\$13.98	\$6.99	1.16%	-	0	0%	\$0.00

## Cost and Conversions by Network (Search vs. Display)

### Cost



### All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	10,009	482	\$1,985.83	\$4.12	4.82%	-	25	5.19%	\$79.43

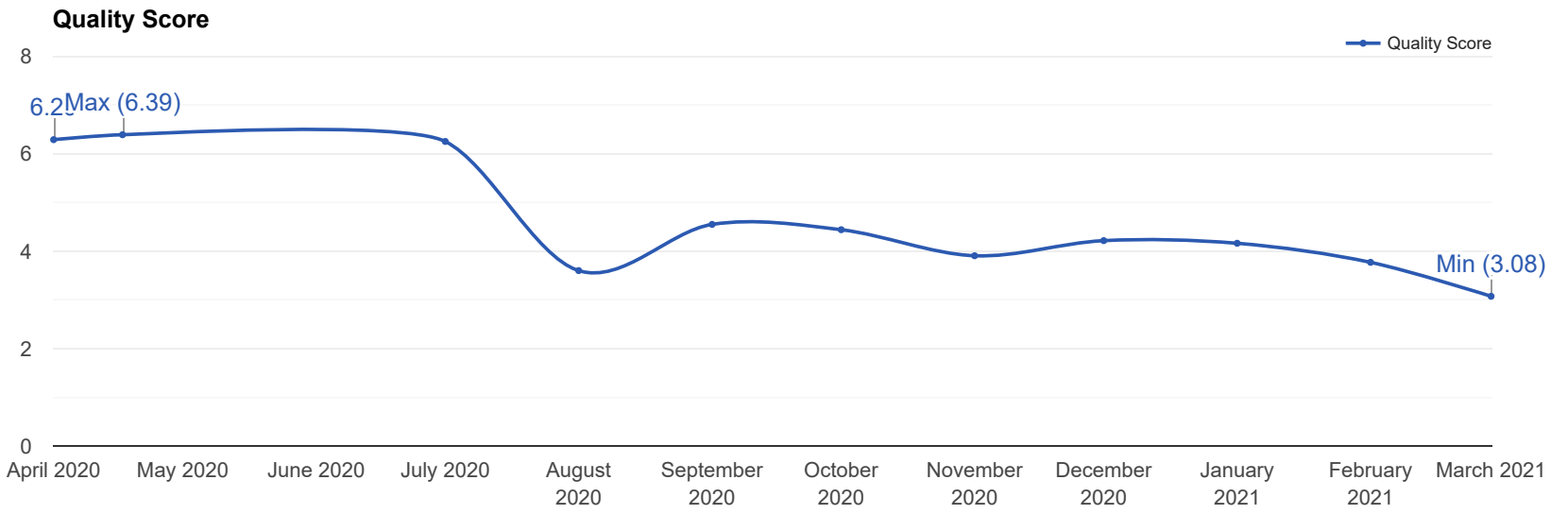
# Account Health - Quality Score

Current Quality Score

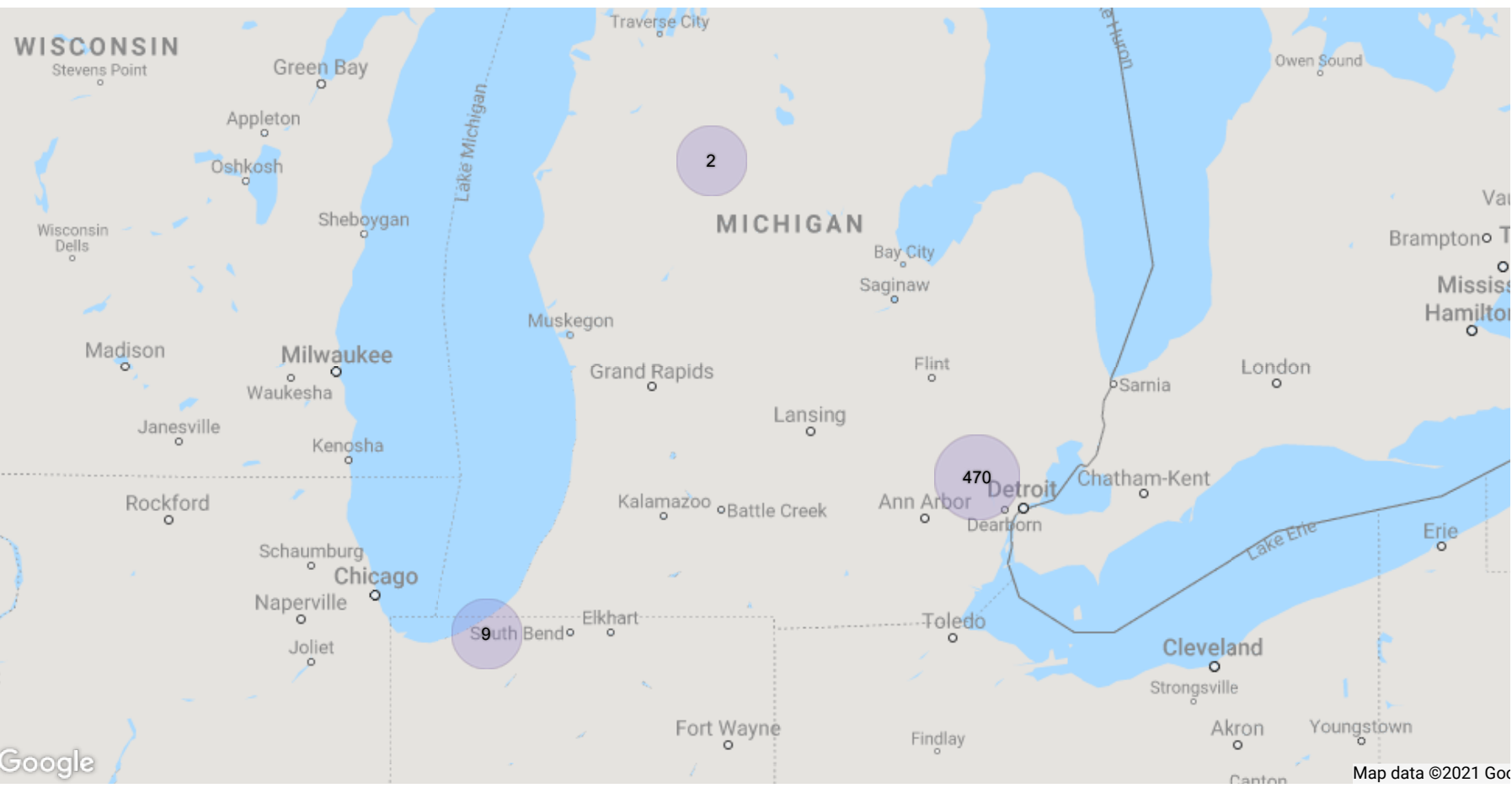
3.6

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



# Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



# Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE

ALL CONV.

Form Submissions

24

Calls from ads

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