

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Bloom Health

901-947-7282

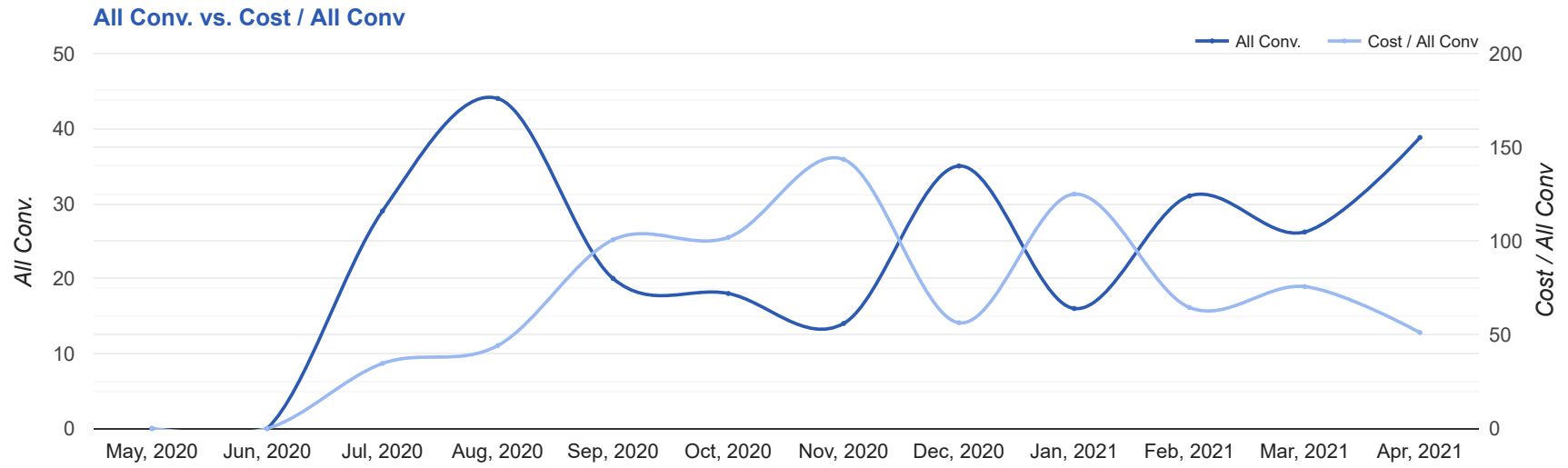
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,982	38.8	7.38%	\$51.15
↔ 0%	↑ 48%	↑ 36%	↓ 32%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	10,009	482	\$1,985.83	\$4.12	4.82%	-	5.44%	\$75.68	26.2
1 Apr 2021 — 30 Apr 2021	9,303	525	\$1,982.44	\$3.78	5.64%	-	7.38%	\$51.15	38.8
Change	706 ↓ 7%	43 ↑ 9%	\$3.39 ↓ 0%	\$0.34 ↓ 8%	0.82% ↑ 17%	0 ↔ -	1.94% ↑ 36%	\$24.53 ↓ 32%	12.52 ↑ 48%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	26.2	5.44%	\$75.68
Apr '21	9,303	525	\$1,982.44	\$3.78	5.64%	-	38.8	7.38%	\$51.15
Total	100,850	4,740	\$19,587.80	\$4.13	4.7%	-	272	5.74%	\$72.01

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
\$1000 vs 25	4,557	262	\$970.01	\$3.70	5.75%	-	20	7.63%	\$48.50
search beta coolsculpting	4,746	263	\$1,012.43	\$3.85	5.54%	-	18.8	7.13%	\$53.97

Top Keywords - 1 Apr 2021 — 30 Apr 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	13	11	\$80.30	\$7.30	84.62%	-	5	45.45%	\$16.06
cool sculpting cost	10	9	\$41.76	\$4.64	90.00%	-	3	33.33%	\$13.92
liposuction cost	7	6	\$14.78	\$2.46	85.71%	-	3	50.00%	\$4.93
weight loss information by mail	2	2	\$12.47	\$6.24	100.00%	-	1	50.00%	\$12.47
coolsculpting cost	4	3	\$12.01	\$4.00	75.00%	-	1	33.33%	\$12.01
coolsculpting arms near me	1	1	\$6.65	\$6.65	100.00%	-	1	100.00%	\$6.65
stomach suction	1	1	\$2.35	\$2.35	100.00%	-	1	100.00%	\$2.35
coolsculpting cost michigan	3	3	\$13.15	\$4.38	100.00%	-	1	33.33%	\$13.15
coolsculpting	10	2	\$7.25	\$3.63	20.00%	-	1	50.00%	\$7.25
cool sculpting	52	19	\$87.57	\$4.61	36.54%	-	1	5.26%	\$87.57

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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.	1,130	69	\$237.49	\$3.44	6.11%	-	5	7.25%	\$47.50
Huge CoolSculpting Promotion - CoolSculpting Bloomfield Hills - Best CoolSculpting Deal Ever bloom.health/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI	463	35	\$171.19	\$4.89	7.56%	-	4	11.43%	\$42.80
Bloom Health - Fat Reduction Bloomfield Hills - Non-Surgical Fat Reduction bloom.health/ --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	721	50	\$173.13	\$3.46	6.93%	-	3	6.00%	\$57.71
Huge CoolSculpting Promotion - CoolSculpting Bloomfield Hills - Best CoolSculpting Deal Ever bloom.health/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI	352	23	\$116.61	\$5.07	6.53%	-	2	8.70%	\$58.30
CoolSculpting Bloomfield Hills - Save \$1,000 Off 8+ Treatments - Our Biggest Discount Ever bloom.health// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	108	13	\$98.17	\$7.55	12.04%	-	2	15.38%	\$49.09

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

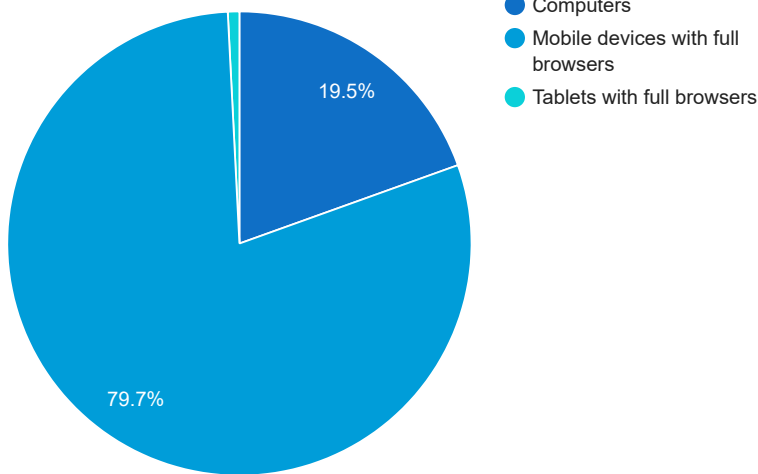
Search Impr Share

20.86%

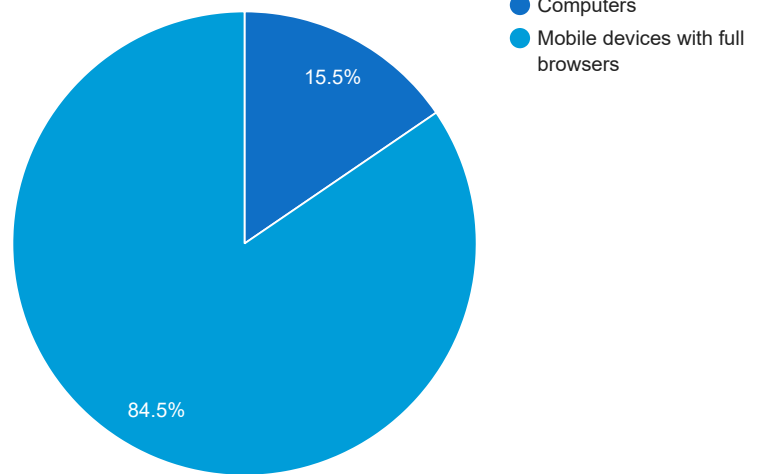
↑ 14%

Cost and Conversions by Device

Cost



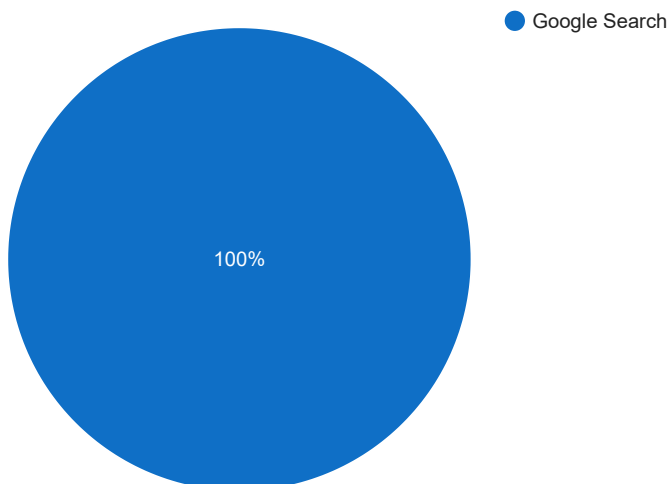
All Conv.



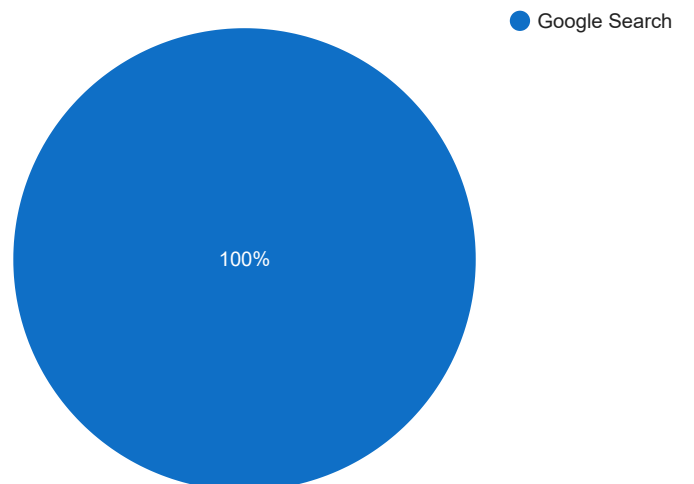
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	7,445	421	\$1,579.60	\$3.75	5.65%	-	32.8	7.78%	\$48.22
Computers	1,689	99	\$386.94	\$3.91	5.86%	-	6	6.06%	\$64.49
Tablets with full browsers	169	5	\$15.90	\$3.18	2.96%	-	0	0%	\$0.00

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	9,303	525	\$1,982.44	\$3.78	5.64%	-	38.8	7.38%	\$51.15

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submissions	33.8
Calls from ads	3
Click to Call	2

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