

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

Bloom Health

901-947-7282

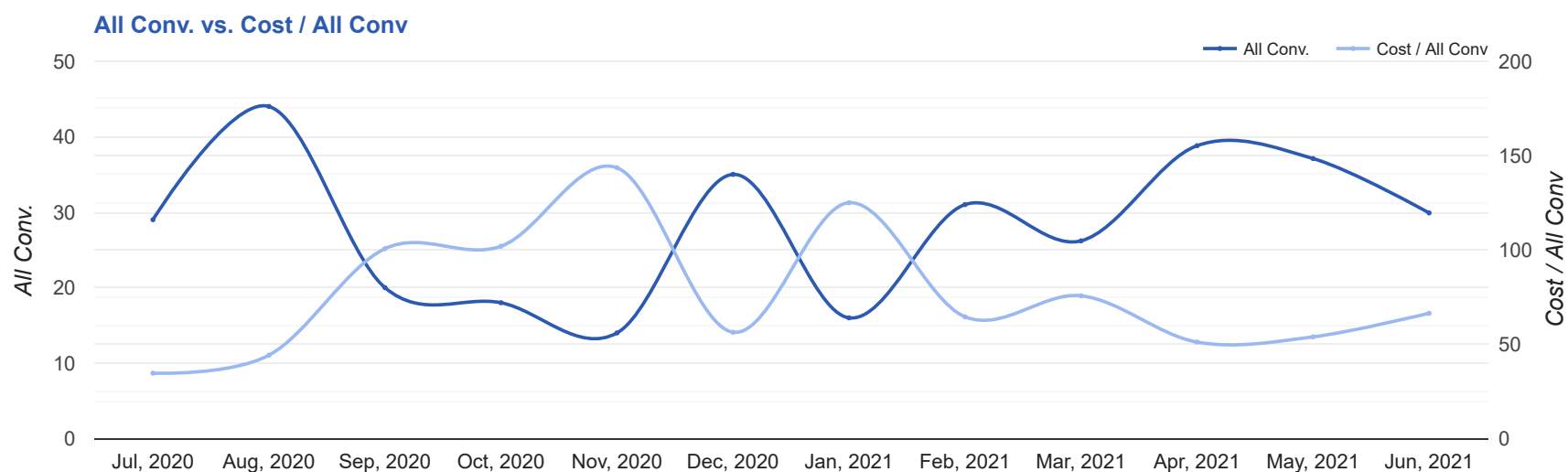
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,988	29.9	6.42%	\$66.42
↓ 1%	↓ 19%	↓ 8%	↑ 23%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	10,172	533	\$1,998.62	\$3.75	5.24%	-	6.95%	\$53.91	37.1
1 Jun 2021 — 30 Jun 2021	10,026	466	\$1,988.10	\$4.27	4.65%	-	6.42%	\$66.42	29.9
Change	146 ↓ 1%	67 ↓ 13%	\$10.52 ↓ 1%	\$0.52 ↑ 14%	0.59% ↓ 11%	0 ↔ -	0.53% ↓ 8%	\$12.51 ↑ 23%	7.14 ↓ 19%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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
May '21	10,172	533	\$1,998.62	\$3.75	5.24%	-	37.1	6.95%	\$53.91
Jun '21	10,026	466	\$1,988.10	\$4.27	4.65%	-	29.9	6.42%	\$66.42
Total	119,007	5,593	\$22,737.34	\$4.07	4.7%	-	339	6.06%	\$67.07

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	10,026	466	\$1,988.10	\$4.27	4.65%	-	29.9	6.42%	\$66.42

Top Keywords - 1 Jun 2021 — 30 Jun 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	31	18	\$143.71	\$7.98	58.06%	-	3	16.67%	\$47.90
thigh lift price	1	1	\$1.44	\$1.44	100.00%	-	1	100.00%	\$1.44
fat reduction	1	2	\$8.60	\$4.30	200.00%	-	1	50.00%	\$8.60
what do i need to do to lose belly fat	1	1	\$2.91	\$2.91	100.00%	-	1	100.00%	\$2.91
cool sculpt near me	1	1	\$7.90	\$7.90	100.00%	-	1	100.00%	\$7.90
does laser lipo work	1	1	\$3.20	\$3.20	100.00%	-	1	100.00%	\$3.20
medical weight loss	1	1	\$7.81	\$7.81	100.00%	-	1	100.00%	\$7.81
double chin liposuction	1	1	\$1.90	\$1.90	100.00%	-	1	100.00%	\$1.90
neck liposuction near me	1	1	\$6.11	\$6.11	100.00%	-	1	100.00%	\$6.11
cool sculpting michigan	1	1	\$7.01	\$7.01	100.00%	-	1	100.00%	\$7.01

Top Performing Ads - 1 Jun 2021 — 30 Jun 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.	1,696	98	\$385.90	\$3.94	5.78%	-	6.9	7.07%	\$55.69
CoolSculpting Bloomfield Hills - Freeze Away Body Fat - New Clients Save 25% bloom.health// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	127	11	\$66.37	\$6.03	8.66%	-	3	27.27%	\$22.12
Bloom Health - Fat Reduction Bloomfield Hills - Non-Surgical Fat Reduction bloom.health/ --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	2,517	105	\$391.10	\$3.72	4.17%	-	3	2.86%	\$130.37
CoolSculpting Bloomfield Hills - Limited Time Offer June 2021 - New Clients Save 25% bloom.health// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	368	24	\$121.92	\$5.08	6.52%	-	2	8.33%	\$60.96
CoolSculpting Bloomfield Hills - Limited Time Offer June 2021 - Hurry Offer Ends In <code>{=COUNTDOWN("2021/06/30 00:00:00","en-US",30)}</code> bloom.health// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	349	14	\$65.98	\$4.71	4.01%	-	2	14.29%	\$32.99

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

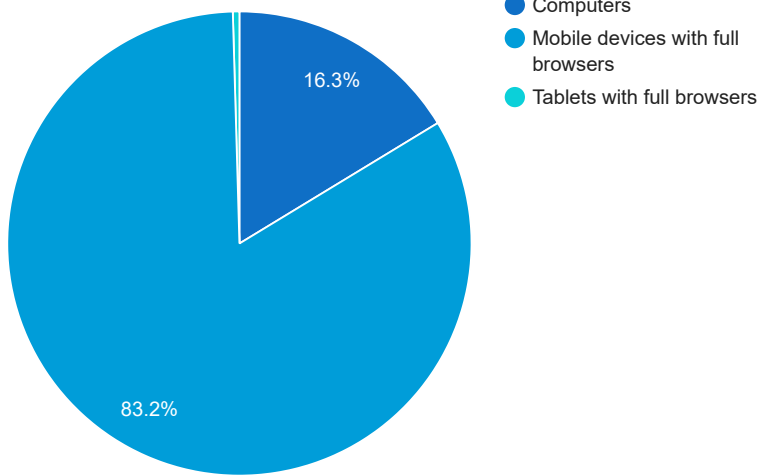
Search Impr Share

24.74%

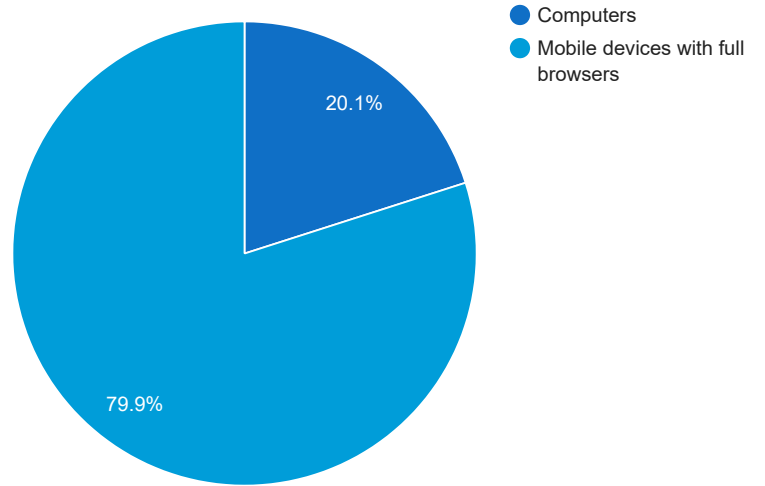
↑ 32%

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	8,246	389	\$1,654.79	\$4.25	4.72%	-	23.9	6.15%	\$69.15
Computers	1,598	72	\$324.26	\$4.50	4.51%	-	6	8.33%	\$54.04
Tablets with full browsers	182	5	\$9.05	\$1.81	2.75%	-	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	10,026	466	\$1,988.10	\$4.27	4.65%	-	29.9	6.42%	\$66.42

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

ALL CONV.

Form Submissions

25.9

Click to Call

4

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