

Bloom Health Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Bloom Health

\$3,089.24

\$1,988.10 **55.39%**

Conversions
Bloom Health

41

29.93 **36.99%**

Clicks
Bloom Health

671

466 **43.99%**

Conv. Rate
Bloom Health

6.11%

6.42% **-4.83%**

Avg CPC
Bloom Health

\$4.60

\$4.27 **7.73%**

Cost / Conv
Bloom Health

\$75.35

\$66.42 **13.44%**

Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary
Bloom Health

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$3,089.24	\$1,988.10	55.39%
Impressions	12,597	10,026	25.64%
Clicks	671	466	43.99%
Avg CPC	\$4.60	\$4.27	7.73%
CTR	5.33%	4.65%	14.62%
Conversions	41	29.93	36.99%
Conv Rate	6.11%	6.42%	-4.83%
Cost / Conv	\$75.35	\$66.42	13.44%

Budget Coverage

Search Impr. Share
Bloom Health

25.83%

24.66% **4.74%**

Search IS Lost (due to Budget)
Bloom Health

14.38%

23.22% **-38.07%**

Search IS Lost (due to Rank)
Bloom Health

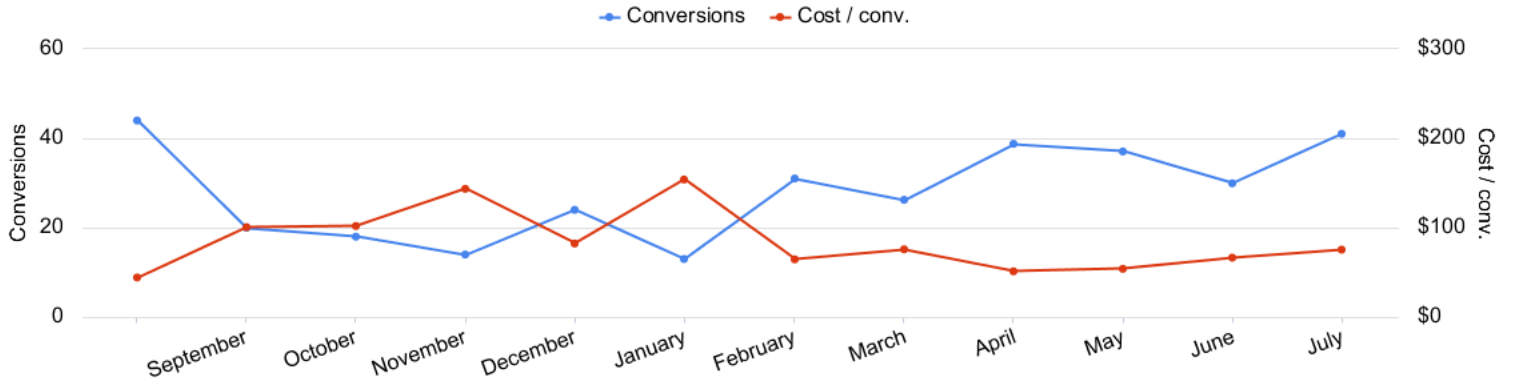
59.79%

52.13% **14.69%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv




Account Performance by Month

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$1,945.54	14,662	752	\$2.59	5.13%	44	5.85%	\$44.22	23.00%	8.31%
09/01/2020	\$2,013.04	12,407	551	\$3.65	4.44%	20	3.63%	\$100.65	24.42%	4.63%
10/01/2020	\$1,834.81	4,896	293	\$6.26	5.98%	18	6.14%	\$101.93	33.67%	18.27%
11/01/2020	\$2,009.19	8,056	334	\$6.02	4.15%	14	4.19%	\$143.51	19.84%	38.33%
12/01/2020	\$1,973.50	12,099	417	\$4.73	3.45%	24	5.76%	\$82.23	19.25%	23.12%
01/01/2021	\$1,999.94	13,081	530	\$3.77	4.05%	13	2.45%	\$153.84	15.72%	12.83%
02/01/2021	\$2,000.74	10,079	481	\$4.16	4.77%	31	6.44%	\$64.54	16.85%	9.23%
03/01/2021	\$1,985.83	10,009	482	\$4.12	4.82%	26.24	5.44%	\$75.68	18.34%	10.30%
04/01/2021	\$1,982.44	9,303	525	\$3.78	5.64%	38.76	7.38%	\$51.15	20.84%	17.52%
05/01/2021	\$1,998.62	10,172	533	\$3.75	5.24%	37.07	6.96%	\$53.91	18.77%	16.43%
06/01/2021	\$1,988.10	10,026	466	\$4.27	4.65%	29.93	6.42%	\$66.43	24.66%	23.22%
07/01/2021	\$3,089.24	12,597	671	\$4.60	5.33%	41	6.11%	\$75.35	25.83%	14.38%
Total	\$24,820.99	127,387	6,035	\$4.11	4.74%	337	5.58%	\$73.65	20.60%	15.41%

Campaign Performance Summary (by Conversions)

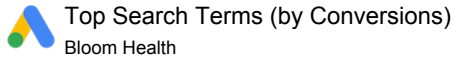
07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Bloom Health

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,972.56	8,993	395	\$4.99	4.39%	24	6.08%	\$82.19
search beta dermal fillers	\$738.28	2,968	241	\$3.06	8.12%	16	6.64%	\$46.14
search beta botox	\$378.40	636	35	\$10.81	5.50%	1	2.86%	\$378.40

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
lip injections near me	\$25.94	6	4	\$6.49	66.67%	2	50.00%	\$12.97
coolsculpting near me	\$125.37	17	12	\$10.45	70.59%	1.5	12.50%	\$83.58
tear trough filler	\$5.33	2	1	\$5.33	50.00%	1	100.00%	\$5.33
juvederm for dark circles	\$1.06	1	1	\$1.06	100.00%	1	100.00%	\$1.06
face fat removal non surgical	\$2.87	1	1	\$2.87	100.00%	1	100.00%	\$2.87
juvederm near me	\$6.65	1	1	\$6.65	100.00%	1	100.00%	\$6.65
chin lipo	\$7.91	1	1	\$7.91	100.00%	1	100.00%	\$7.91
non invasive tummy fat removal	\$9.56	1	2	\$4.78	200.00%	1	50.00%	\$9.56
affordable liposuction	\$4.94	1	1	\$4.94	100.00%	1	100.00%	\$4.94
places to get fillers near me	\$10.05	2	1	\$10.05	50.00%	1	100.00%	\$10.05
coolsculpting	\$28.96	6	4	\$7.24	66.67%	1	25.00%	\$28.96
kybella near me	\$4.89	1	1	\$4.89	100.00%	1	100.00%	\$4.89
cheek filler	\$1.31	1	1	\$1.31	100.00%	1	100.00%	\$1.31
lipo for arms	\$2.19	1	1	\$2.19	100.00%	1	100.00%	\$2.19
liposuction	\$26.58	16	6	\$4.43	37.50%	1	16.67%	\$26.58
lipo 360 bbl cost	\$6.85	1	1	\$6.85	100.00%	1	100.00%	\$6.85
how much are lip fillers	\$4.69	3	3	\$1.56	100.00%	1	33.33%	\$4.69
lipo suction	\$4.49	1	1	\$4.49	100.00%	1	100.00%	\$4.49
best cheek filler	\$3.04	1	1	\$3.04	100.00%	1	100.00%	\$3.04
solo bella weight loss cost	\$9.14	1	1	\$9.14	100.00%	1	100.00%	\$9.14

Top Search Ads (by Conversions)

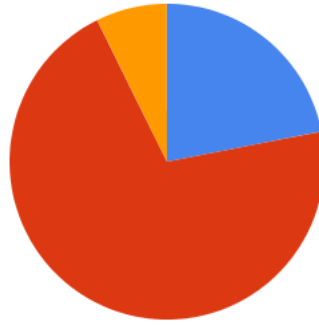
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
Bloom Health

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:Bloom Health} Dermal Fillers in {LOCATION(City)} Smooth Wrinkles Restore Volume bloom.health/juvederm</p> <p>Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Juvederm is the #1 Line of Hyaluronic Acid Fillers & a Leading Anti Aging Treatment</p>	search beta dermal fillers	\$201.34	711	65	\$3.10	9.14%	5	7.69%	\$40.27
<p>Bloom Health Fat Reduction Bloomfield Hills Non-Surgical Fat Reduction bloom.health/</p> <p>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search beta coolsculpting	\$346.93	1,674	78	\$4.45	4.66%	4	5.13%	\$86.73
<p>{Keyword:Bloom Health} Schedule A Free Consultation Dermal Fillers Near Me bloom.health/dermal_fillers</p> <p>Look Younger and More Energized with Dermal Fillers. Leading Provider in {LOCATION(City)} Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation.</p>	search beta dermal fillers	\$254.11	1,208	100	\$2.54	8.28%	3	3.00%	\$84.70
<p>{Keyword:Bloom Health} Dermal Fillers in {LOCATION(City)} Smooth Wrinkles Restore Volume bloom.health/restylane</p> <p>Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Restylane Decreases Signs of Aging and Fills in Smile and Laugh Lines. Feel Younger</p>	search beta dermal fillers	\$64.30	391	26	\$2.47	6.65%	2	7.69%	\$32.15
<p>Bloom Health Fat Reduction Bloomfield Hills Non-Surgical Fat Reduction bloom.health/</p> <p>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search beta coolsculpting	\$510.69	2,233	111	\$4.60	4.97%	2	1.80%	\$255.34

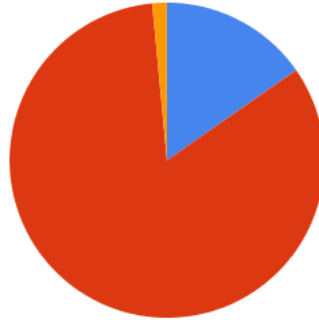
Budget Utilization by Device

Conversions by Device
Bloom Health



■ Computers - Conversions: 9 (21.95%)
 ■ Mobile devices with full browsers - Conversions: 29 (70.73%)
 ■ Tablets with full browsers - Conversions: 3 (7.32%)

Cost by Device
Bloom Health




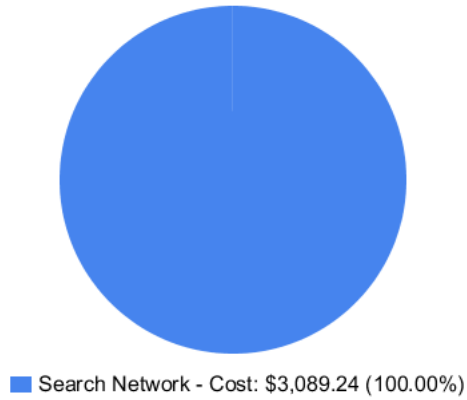
■ Computers - Cost: \$472.77 (15.30%)
 ■ Mobile devices with full browsers - Cost: \$2,570.70 (83.21%)
 ■ Tablets with full browsers - Cost: \$45.77 (1.48%)


Device Performance (by Conversions)
Bloom Health

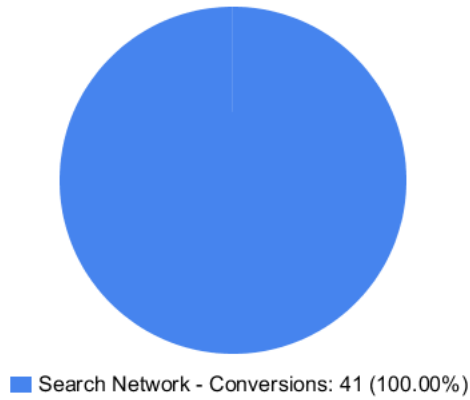
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	10,341	551	\$2,570.70	\$4.67	5.33%	29	5.26%	\$88.64
Computers	1,972	105	\$472.77	\$4.50	5.32%	9	8.57%	\$52.53
Tablets with full browsers	284	15	\$45.77	\$3.05	5.28%	3	20.00%	\$15.26


Budget Utilization by Network

 Cost by Network
Bloom Health



 Conversions by Network
Bloom Health




 Network Performance
Bloom Health

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	12,597	671	\$3,089.24	\$4.60	5.33%	41	6.11%	\$75.35

Conversion Summary

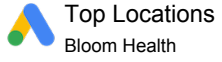
07/01/2021 - 07/31/2021

 Conversion Performance
Bloom Health

Conversion name	All conv.
Form Submissions	38
Click to Call	2
Calls From Ads (MS)	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021



Region	Clicks	Conversions	Cost / conv.
Michigan	671	41	\$75.35

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage