

Bloom Health Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

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Overall Performance Summary

09/01/2021 - 09/30/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
09/01/2021 - 09/30/2021	\$2,917.30	14,042	650	4.63%	32.8	\$88.93
08/01/2021 - 08/31/2021	\$3,435.42	13,729	680	4.95%	40.2	\$85.47
% Change	-15.08%	2.28%	-4.41%	-6.46%	-18.41%	4.06%
Facebook Ads						
09/01/2021 - 09/30/2021	\$0.00	0	0	0.00%	0	\$0.00
08/01/2021 - 08/31/2021	\$0.00	0	0	0.00%	0	\$0.00
% Change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Bloom Health

\$2,917.30

\$3,435.42 -15.08%

Conversions
Bloom Health

32.8

40.2 -18.41%

Clicks
Bloom Health

650

680 -4.41%

Conv. rate
Bloom Health

5.05%

5.91% -14.55%

Avg. CPC
Bloom Health

\$4.49

\$5.05 -11.16%

Cost / Conv
Bloom Health

\$88.93

\$85.47 4.06%

Google Ads | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
Bloom Health

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,917.30	\$3,435.42	-15.08%
Impressions	14,042	13,729	2.28%
Clicks	650	680	-4.41%
Avg CPC	\$4.49	\$5.05	-11.09%
CTR	4.63%	4.95%	-6.46%
Conversions	32.8	40.2	-18.41%
Conv Rate	5.05%	5.91%	-14.55%
Cost / Conv	\$88.94	\$85.46	4.07%

Google Ads | Budget Coverage

Search Impr. Share
Bloom Health

27.03%

25.36% 6.59%

Search IS Lost (due to Budget)
Bloom Health

15.66%

14.04% 11.54%

Search IS Lost (due to Rank)
Bloom Health

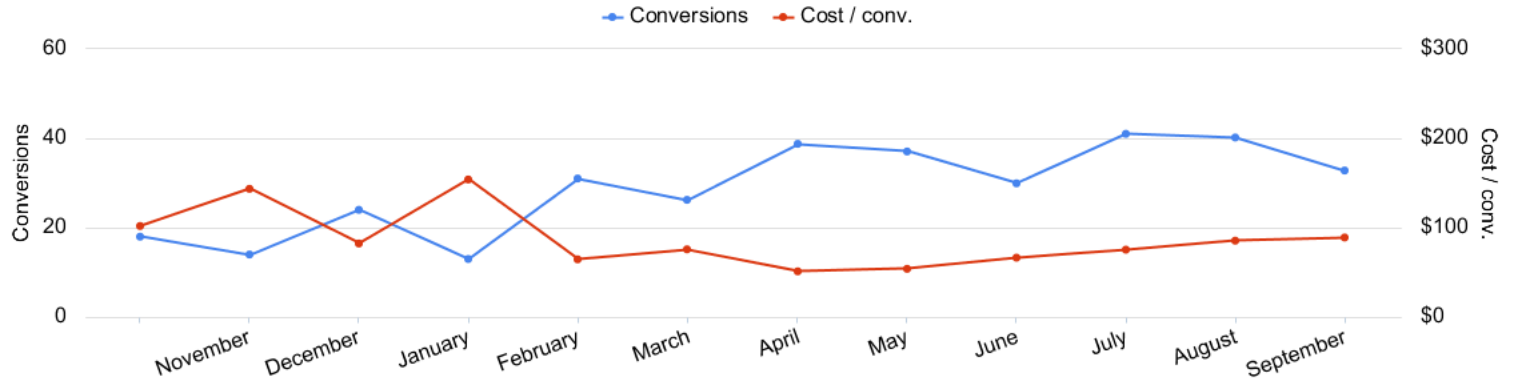
57.30%

60.60% -5.45%

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Bloom Health




Account Performance by Month
Bloom Health

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
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%	14.29%
08/01/2021	\$3,435.42	13,729	680	\$5.05	4.95%	40.2	5.91%	\$85.47	25.36%	14.04%
09/01/2021	\$2,917.30	14,042	650	\$4.49	4.63%	32.8	5.05%	\$88.93	27.03%	15.66%
Total	\$27,215.13	128,089	6,062	\$4.49	4.73%	346	5.71%	\$78.66	21.00%	16.95%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Bloom Health

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta dermal fillers	\$753.09	3,622	284	\$2.65	7.84%	21.86	7.70%	\$34.45
search beta coolsculpting	\$1,974.05	10,266	361	\$5.47	3.52%	10.94	3.03%	\$180.44
search beta botox	\$190.16	154	5	\$38.03	3.25%	0	0.00%	\$0.00

Google Ads | Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Bloom Health

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
lip fillers near me	\$15.56	40	3	\$5.19	7.50%	2	66.67%	\$7.78
hyaluronic lip filler	\$13.33	2	2	\$6.67	100.00%	1	50.00%	\$13.33
hyaluronic acid fillers near me	\$6.89	2	1	\$6.89	50.00%	1	100.00%	\$6.89
lip injections near me prices	\$5.34	4	2	\$2.67	50.00%	1	50.00%	\$5.34
nushape lipo wrap reviews	\$4.10	8	1	\$4.10	12.50%	1	100.00%	\$4.10
lip injections near me	\$13.58	45	2	\$6.79	4.44%	1	50.00%	\$13.58
lip filler near me	\$5.04	13	1	\$5.04	7.69%	1	100.00%	\$5.04
lose belly fat in 1 month	\$4.57	1	1	\$4.57	100.00%	1	100.00%	\$4.57
truuburn keto	\$7.12	2	2	\$3.56	100.00%	1	50.00%	\$7.12
smile lines filler	\$4.68	3	2	\$2.34	66.67%	1	50.00%	\$4.68
how much does liposuction cost	\$7.06	15	2	\$3.53	13.33%	1	50.00%	\$7.06
juvederm before and after	\$1.99	4	1	\$1.99	25.00%	1	100.00%	\$1.99
under eye filler	\$12.66	51	8	\$1.58	15.69%	1	12.50%	\$12.66
juvederm specials near me	\$7.85	2	1	\$7.85	50.00%	1	100.00%	\$7.85
mega liposuction	\$0.00	0	0	\$0.00	0.00%	1	0.00%	\$0.00
allure lip injections	\$12.14	3	1	\$12.14	33.33%	1	100.00%	\$12.14
get rid of lower belly fat	\$5.08	1	1	\$5.08	100.00%	1	100.00%	\$5.08
fat melter	\$2.61	2	1	\$2.61	50.00%	1	100.00%	\$2.61
cool sculpting cost	\$40.64	62	6	\$6.77	9.68%	0.94	15.67%	\$43.23
lip flip gummy smile	\$2.49	2	1	\$2.49	50.00%	0.86	86.00%	\$2.90

Google Ads | Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

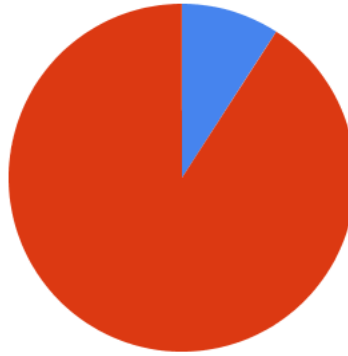
Top Responsive Search Ads (by Conversions)
Bloom Health

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:Bloom Health} Schedule A Free Consultation Dermal Fillers Near Me</p> <p>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	\$317.99	1,528	131	\$2.43	8.57%	8.86	6.76%	\$35.89
<p>{Keyword:Bloom Health} Dermal Fillers in {LOCATION(City)} Smooth Wrinkles Restore Volume</p> <p>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	\$125.73	657	54	\$2.33	8.22%	4	7.41%	\$31.43
<p>Bloom Health Fat Reduction Bloomfield Hills Non-Surgical Fat Reduction</p> <p>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	\$313.39	1,450	62	\$5.05	4.28%	3	4.84%	\$104.46
<p>{Keyword:Bloom Health} Dermal Fillers in {LOCATION(City)} Smooth Wrinkles Restore Volume</p> <p>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	\$114.53	592	52	\$2.20	8.78%	2.5	4.81%	\$45.81
<p>Bloom Health Fat Reduction Bloomfield Hills Non-Surgical Fat Reduction</p> <p>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	\$355.64	1,967	75	\$4.74	3.81%	2	2.67%	\$177.82

Google Ads | Budget Utilization by Device

Conversions by Device

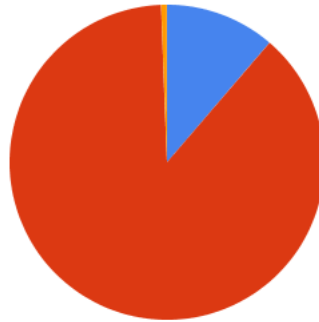
Bloom Health



■ Computers - Conversions: 3 (9.15%)
 ■ Mobile devices with full browsers - Conversions: 29.8 (90.85%)

Cost by Device

Bloom Health




■ Computers - Cost: \$329.34 (11.29%)
 ■ Mobile devices with full browsers - Cost: \$2,570.63 (88.12%)
 ■ Tablets with full browsers - Cost: \$17.33 (0.59%)

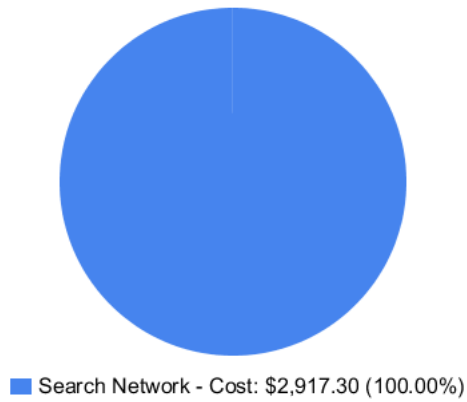
Device Performance (by Conversions)


Bloom Health

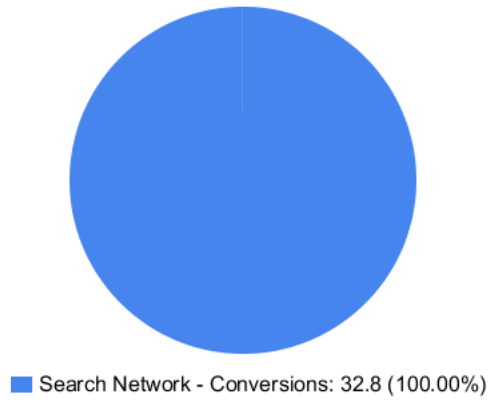
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,784	567	\$2,570.63	\$4.53	4.81%	29.8	5.26%	\$86.25
Computers	2,020	73	\$329.34	\$4.51	3.61%	3	4.11%	\$109.78
Tablets with full browsers	238	10	\$17.33	\$1.73	4.20%	0	0.00%	\$0.00


Google Ads | 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	14,042	650	\$2,917.30	\$4.49	4.63%	32.8	5.05%	\$88.93

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Bloom Health

Conversion name	All conv.
Form Submissions	31.8
Click to Call	1

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Bloom Health

Region	Clicks	Conversions	Cost / conv.
Michigan	650	32.8	\$88.94

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Bloom Health

\$0.00
\$0.00 0.00%

Impressions
Bloom Health

0
0 0.00%

Reach
Bloom Health

0
0 0.00%

Clicks (Link)
Bloom Health

0
0 0.00%

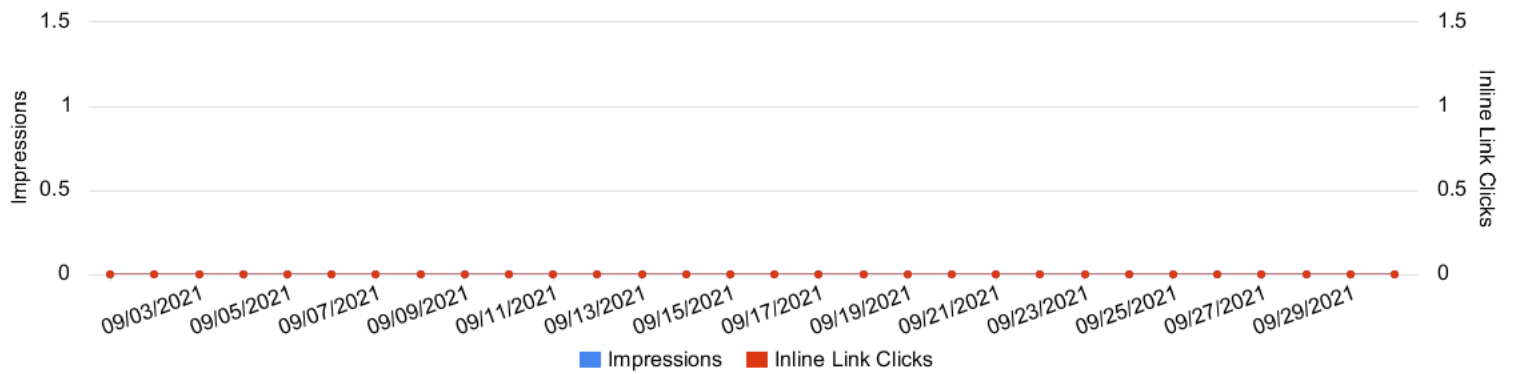
Leads
Bloom Health

0
0 0.00%

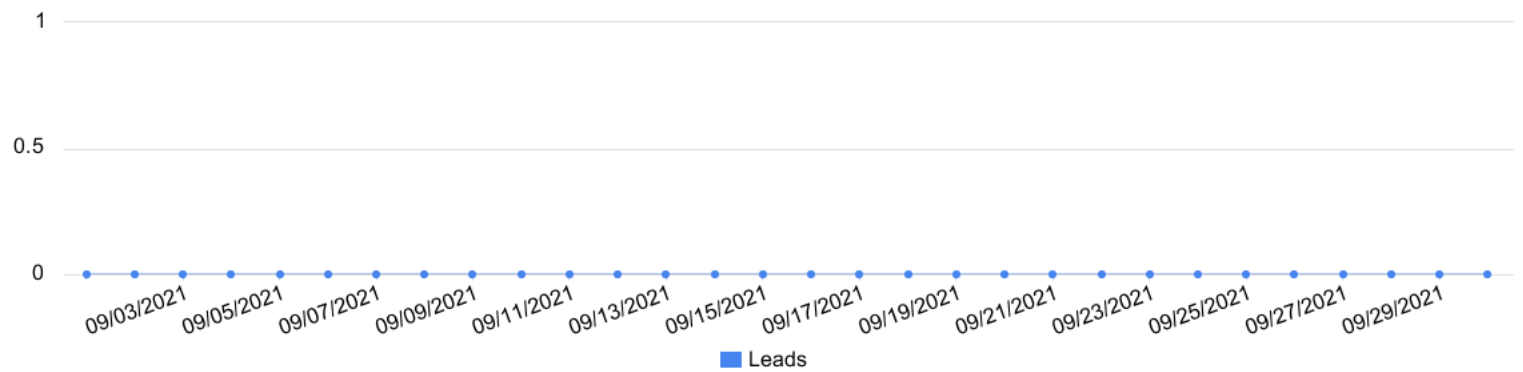
Cost / Lead
Bloom Health

\$0.00
\$0.00 0.00%

Impressions vs Inline Link Clicks
Bloom Health



Conversions by day
Bloom Health



Facebook | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary Bloom Health


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$0.00	\$0.00	0.00%
Impressions	0	0	0.00%
Reach	0	0	0.00%
Clicks	0	0	0.00%
CTR	0.00%	0.00%	0.00%
Frequency	0	0	0.00%
Leads	0	0	0.00%
Cost / Lead	\$0.00	\$0.00	0.00%

Engagement Summary Bloom Health


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	0	0.00%
Post Reactions	0	0	0.00%
Post Shares	0	0	0.00%

Facebook | Placement Performance Summary

09/01/2021 - 09/30/2021

 Reach Summary (by Placement)
Bloom Health


There are no results

 Placement Performance (by Leads)
Bloom Health

There are no results

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021


 Device Performance Chart
Bloom Health

There are no results


 Device Platform Performance
Bloom Health

There are no results

09/01/2021 - 09/30/2021

 Time of Day (Viewer)
Bloom Health

There are no results

 Time of Day (Ad Account)
Bloom Health

There are no results

Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021



Campaign Performance Breakdown
Bloom Health

There are no results

Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021




Top Performing Ad Sets
Bloom Health

There are no results


Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021


 Top Performing Ads (by Leads)
Bloom Health

There are no results

09/01/2021 - 09/30/2021


 Age Performance Chart
Bloom Health

There are no results


 Age Performance Summary
Bloom Health

There are no results

09/01/2021 - 09/30/2021

 Gender Performance Chart
Bloom Health

There are no results

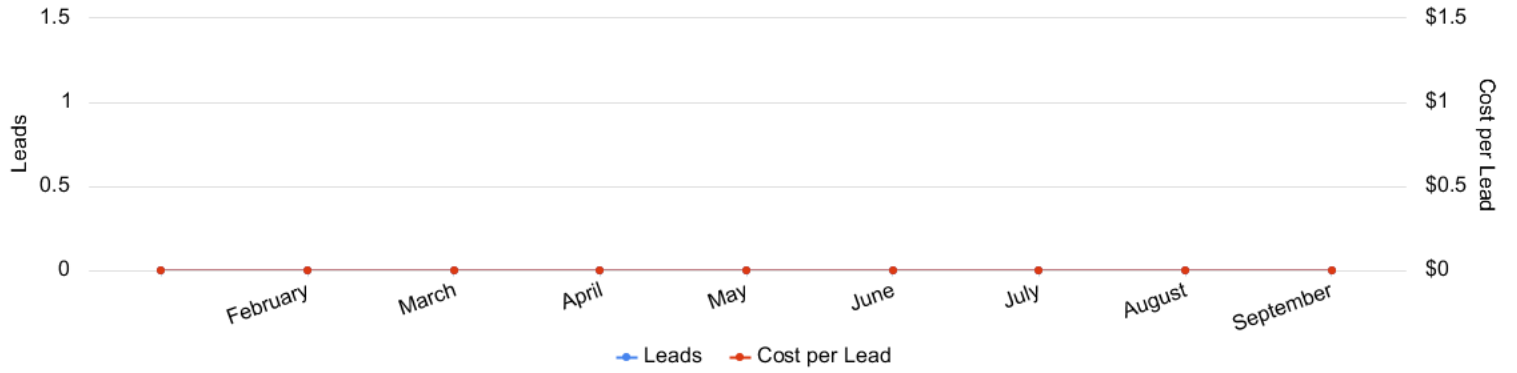
 Gender Performance Summary
Bloom Health

There are no results

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend Bloom Health



Historical table (by month) Bloom Health

There are no results

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