

Bloom Health Monthly Google Ads Performance Summary

09/01/2022 - 09/30/2022

Key Performance Indicators

09/01/2022 - 09/30/2022

Cost
Bloom Health

\$5,016.53
\$5,044.94 -0.56%

Conversions
Bloom Health

48.37
48.63 -0.55%

Clicks
Bloom Health

990
994 -0.40%

Conv. Rate
Bloom Health

4.89%
4.89% -0.15%

Avg. CPC
Bloom Health

\$5.07
\$5.08 -0.16%

Cost / Conv.
Bloom Health

\$103.72
\$103.73 -0.01%

Month-Over-Month Performance Comparison

09/01/2022 - 09/30/2022 - Comparing to 08/01/2022 - 08/31/2022

Overall performance
Bloom Health

Metric	09/01/2022 - 09/30/2022	08/01/2022 - 08/31/2022	% Change
Cost	\$5,016.53	\$5,044.94	-0.56%
Impressions	15,432	15,121	2.06%
Clicks	990	994	-0.40%
Avg CPC	\$5.07	\$5.08	-0.16%
CTR	6.42%	6.57%	-2.41%
Conversions	48.37	48.63	-0.55%
Cost / Conv	\$103.72	\$103.73	-0.01%

Budget Coverage

Search Impr. Share
Bloom Health

14.30%
14.38% -0.53%

Search IS Lost (Due to Budget)
Bloom Health

21.28%
32.90% -35.32%

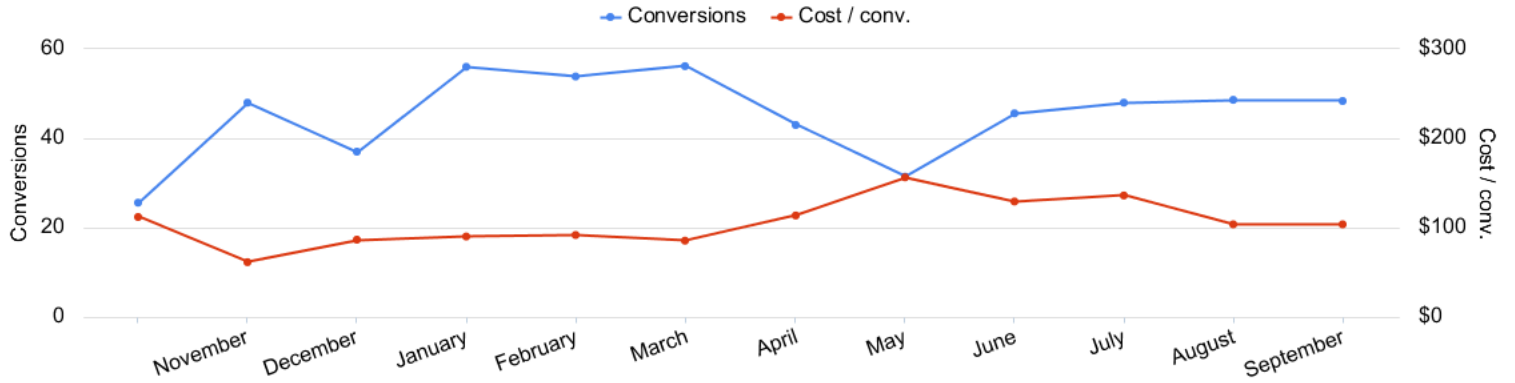
Search IS Lost (Due to Rank)
Bloom Health

64.42%
52.72% 22.19%

Monthly Performance Trends

10/01/2021 - 09/30/2022

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)
10/01/2021	\$2,867.49	10,140	540	\$5.31	5.33%	25.6	4.74%	\$112.02	32.15%	14.43%
11/01/2021	\$2,943.00	8,100	509	\$5.78	6.28%	48	9.43%	\$61.31	34.27%	17.22%
12/01/2021	\$3,199.89	13,726	762	\$4.20	5.55%	37	4.86%	\$86.48	14.01%	7.40%
01/01/2022	\$5,042.20	47,912	1,567	\$3.22	3.27%	56	3.57%	\$90.04	9.99%	20.38%
02/01/2022	\$4,938.77	33,879	1,415	\$3.49	4.18%	53.85	3.81%	\$91.71	12.49%	26.87%
03/01/2022	\$4,796.03	41,504	1,501	\$3.20	3.62%	56.15	3.74%	\$85.41	11.76%	20.96%
04/01/2022	\$4,882.78	49,483	1,418	\$3.44	2.87%	43	3.03%	\$113.55	11.40%	27.46%
05/01/2022	\$4,908.82	64,382	1,630	\$3.01	2.53%	31.41	1.93%	\$156.26	11.84%	21.15%
06/01/2022	\$5,890.36	40,180	1,703	\$3.46	4.24%	45.59	2.68%	\$129.22	10.91%	22.97%
07/01/2022	\$6,528.33	39,812	1,827	\$3.57	4.59%	48	2.63%	\$136.01	10.28%	19.66%
08/01/2022	\$5,044.94	15,121	994	\$5.08	6.57%	48.63	4.89%	\$103.73	14.38%	32.90%
09/01/2022	\$5,016.53	15,432	990	\$5.07	6.42%	48.37	4.89%	\$103.72	14.30%	21.28%

Campaign Performance Summary


09/01/2022 - 09/30/2022

 Campaign Performance Breakdown
Bloom Health

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search dermal fillers	\$1,499.16	5,170	358	\$4.19	6.92%	25.54	7.13%	\$58.70
search signature facials	\$1,504.97	8,650	488	\$3.08	5.64%	15.83	3.24%	\$95.09
search coolsculpting	\$2,012.40	1,612	144	\$13.98	8.93%	7	4.86%	\$287.49

Top Search Terms

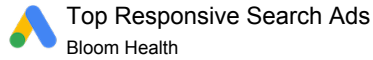
09/01/2022 - 09/30/2022

 Top Search Terms (by Conversions)
Bloom Health

Search term	Cost	Impressions	Clicks	Avg. CPC	Conversions	Cost / conv.
chin coolsculpting cost	\$108.84	2	3	\$36.28	2	\$54.42
spas near me	\$2.59	45	1	\$2.59	1	\$2.59
medical spa near me	\$5.16	22	3	\$1.72	1	\$5.16
facials near me	\$88.92	188	19	\$4.68	1	\$88.92
facial near me	\$159.51	509	46	\$3.47	1	\$159.51
crawford cosmetics	\$19.36	34	3	\$6.45	1	\$19.36
lip injections	\$40.01	117	8	\$5.00	1	\$40.01
lip flip near me	\$28.23	34	4	\$7.06	1	\$28.23
lip filp	\$2.22	1	1	\$2.22	1	\$2.22
lip fillers near me	\$44.79	83	4	\$11.20	1	\$44.79
lip filler specials near me	\$3.13	1	1	\$3.13	1	\$3.13
lio filler	\$4.58	1	1	\$4.58	1	\$4.58
how much do lip injections cost in michigan	\$5.75	1	1	\$5.75	1	\$5.75
how much are lip injections	\$18.70	16	5	\$3.74	1	\$18.70
nose injection	\$3.90	1	1	\$3.90	1	\$3.90
laugh line fillers cost	\$6.13	1	1	\$6.13	1	\$6.13
juvederm fillers	\$1.60	3	1	\$1.60	1	\$1.60
dermal fillers near me	\$12.92	9	1	\$12.92	1	\$12.92
dermal fillers	\$6.47	21	3	\$2.16	1	\$6.47
chin filler	\$10.94	12	2	\$5.47	1	\$10.94

Top Responsive Search Ads

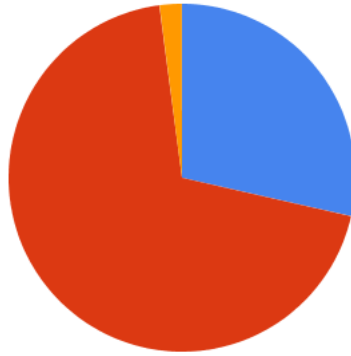
09/01/2022 - 09/30/2022



Ad	Campaign	Cost	Impressions	Clicks	CTR	Conversions	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 dermal fillers	\$939.34	2,867	229	7.99%	13.54	\$69.38
<p>{Keyword:Bloom Health} Bloom's Signature Facial Customized Facials + Skincare</p> <p>bloom.health/signature/facial</p> <p>Bloom's Signature Facial: Customized for Your Skin by Our Board Certified Aesthetician 7-Step Facial: Cleanses, Tones, Exfoliates, Masques, Extracts, Massages, Moisturizes</p>	search signature facials	\$941.18	5,418	307	5.67%	10.25	\$91.80
<p>{Keyword:Bloom Health Dr. Crawford} Lip Fillers & Injections Premier Metro Detroit Provider</p> <p>bloom.health/lip_fillers</p> <p>See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation. Certified & Experienced Injector, Dr. Crawford will Select the Best Filler for Your Needs.</p>	search dermal fillers	\$433.40	1,837	98	5.33%	9	\$48.16
<p>{Keyword:Bloom Health} Bloom's Signature Facial Customized Facials + Skincare</p> <p>bloom.health/signature/facial</p> <p>Bloom's Signature Facial: Customized for Your Skin by Our Board Certified Aesthetician 7-Step Facial: Cleanses, Tones, Exfoliates, Masques, Extracts, Massages, Moisturizes</p>	search signature facials	\$537.44	3,017	170	5.63%	5.57	\$96.43
<p>{Keyword:Bloom Health} CoolSculpting in {LOCATION(City)} Freeze Away Body Fat</p> <p>bloom.health/coolsculpting</p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search coolsculpting	\$1,229.22	902	85	9.42%	4	\$307.31

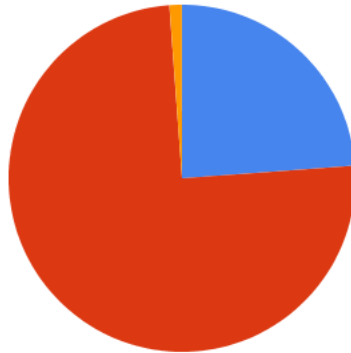
Budget Utilization by Device

Conversions by Device
Bloom Health



■ Desktop - Conversions: 13.81 (28.55%) ■ Mobile - Conversions: 33.56 (69.39%) ■ Tablet - Conversions: 1 (2.07%)

Cost by Device
Bloom Health




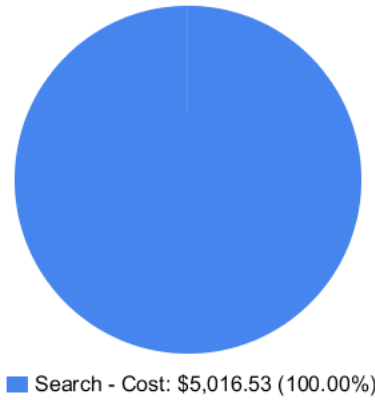
■ Desktop - Cost: \$1,195.94 (23.84%) ■ Mobile - Cost: \$3,762.62 (75.00%) ■ Tablet - Cost: \$57.97 (1.16%)


Device performance
Bloom Health

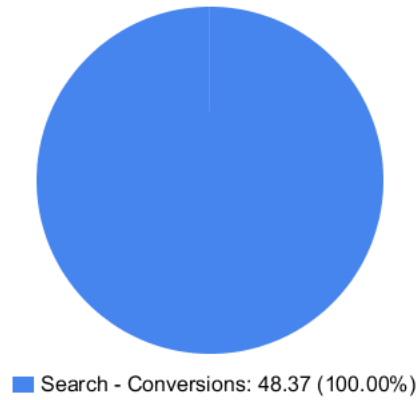
Device	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Desktop	\$1,195.94	4,579	240	\$4.98	5.24%	13.81	5.75%	\$86.62
Mobile	\$3,762.62	10,667	738	\$5.10	6.92%	33.56	4.55%	\$112.12
Tablet	\$57.97	186	12	\$4.83	6.45%	1	8.33%	\$57.97


Budget Utilization by Network

 Cost by Network
Bloom Health



 Conversions by Network
Bloom Health




 Network Performance
Bloom Health

Network (with search partners)	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search	\$5,016.53	15,432	990	\$5.07	6.42%	48.37	4.89%	\$103.72

Conversion Summary


09/01/2022 - 09/30/2022

 Conversion Breakdown
Bloom Health

Conversion name	All conv.	% Change
Calls From Ads (MS)	5	66.67%
Click to Call	15.97	6.25%
Form Submissions	32.4	-3.59%

Geo-Targeting Summary

09/01/2022 - 09/30/2022

 Top Locations (State)
Bloom Health

Geo target state	Cost	Conversions	Cost / conv.
Michigan	\$4,999.64	48.37	\$103.37

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