

**Monthly Account
Performance Report
1 Mar 2021 — 31 Mar 2021**

Harmony In Health

836-189-1003

Key Performance Indicators (KPIs)

Cost

\$1,489

↑ ∞

Conv

14

↑ ∞

Conv Rate

6.76%

↑ ∞

Cost / Conv

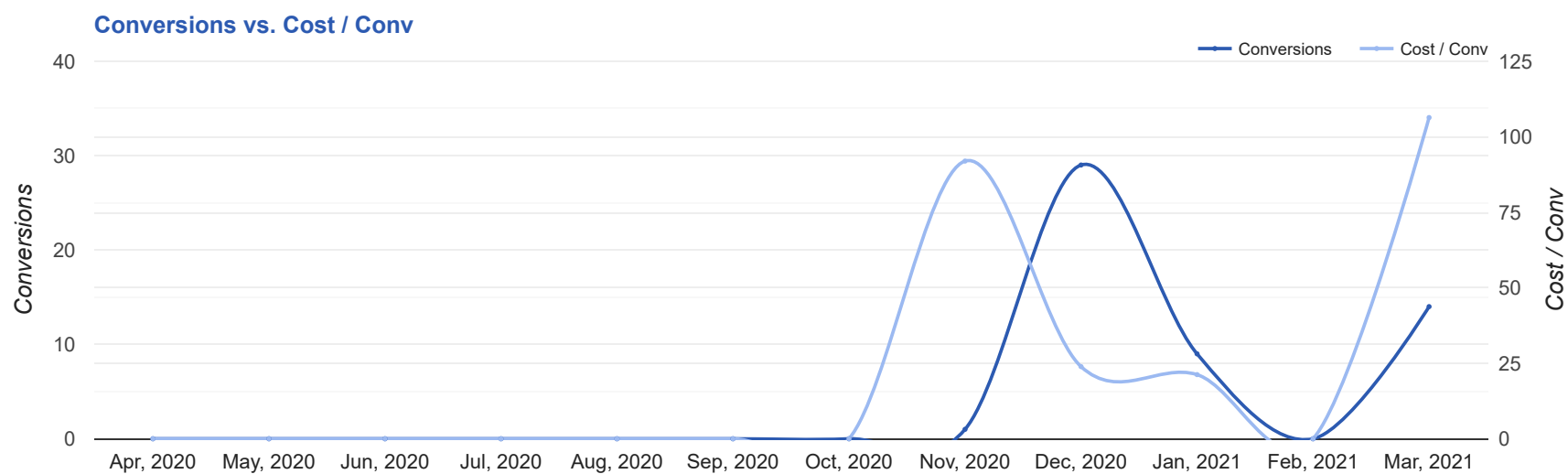
\$106.34

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Mar 2021 — 31 Mar 2021	3,917	207	\$1,488.71	\$7.19	5.28%	-	14	6.76%	\$106.34	35.91%
Change	3,917 ↑ ∞%	207 ↑ ∞%	\$1,488.71 ↑ ∞%	\$7.19 ↑ ∞%	5.28% ↑ ∞%	0 ↔ -	14 ↑ ∞%	6.76% ↑ ∞%	\$106.34 ↑ ∞%	35.91% ↑ ∞%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Nov '20	1,985	30	\$91.93	\$3.06	1.51%	-	1	3.33%	\$91.93	5%
Dec '20	17,874	362	\$692.68	\$1.91	2.03%	-	29	8.01%	\$23.89	5%
Jan '21	4,980	111	\$191.14	\$1.72	2.23%	-	9	8.11%	\$21.24	5%
Feb '21	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Mar '21	3,917	207	\$1,488.71	\$7.19	5.28%	-	14	6.76%	\$106.34	35.91%
Total	28,756	710	\$2,464.46	\$3.47	2.47%	-	53	7.46%	\$46.50	5.66%

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta emsculpt	3,917	207	\$1,488.71	\$7.19	5.28%	-	14	6.76%	\$106.34	35.91%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

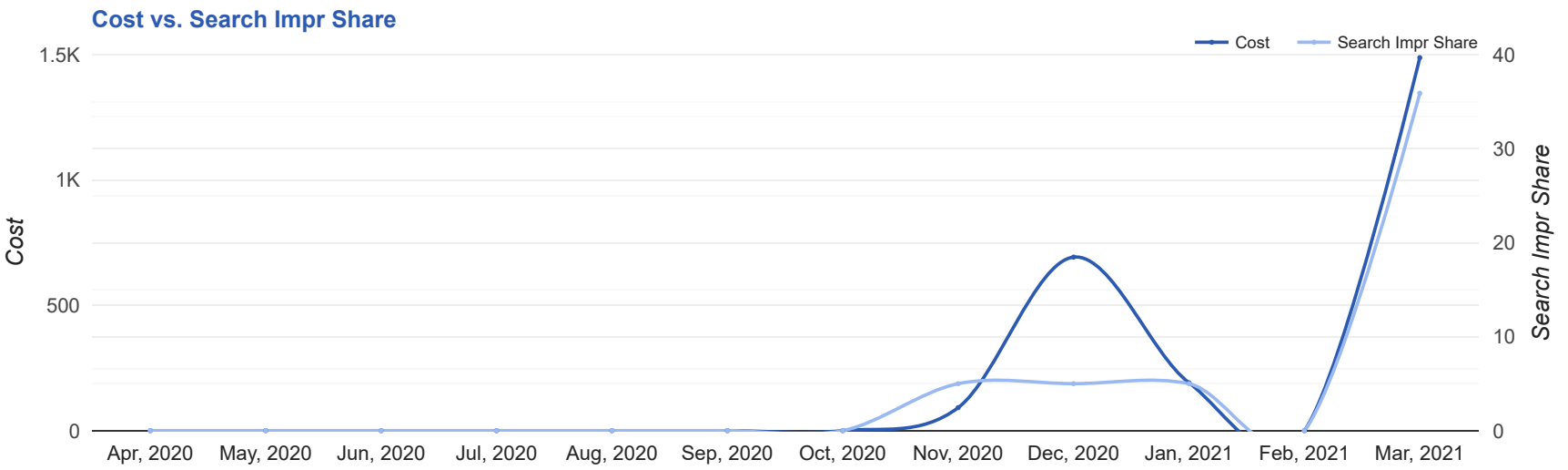
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Emsculpt NEO Fairfax, VA - #1 in Body Contouring - Build Muscle + Burn Fat harmonyinhealth.net/ RF + HIFEM Energy Reduces Belly Fat, Strengthens Your Core & Sculpts Your Abdominals	132	10	\$57.61	\$5.76	7.58%	-	3	30.00%	\$19.20
25% Off Emsculpt NEO® Special - Our Lowest Pricing Ever - Harmony In Health harmonyinhealth.net/ Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles.	192	21	\$80.73	\$3.84	10.94%	-	2	9.52%	\$40.37
Emsculpt NEO in Fairfax, VA - Let the Fat Melt Away - New Client Specials harmonyinhealth.net/ The All Around Best Non-Surgical Body Contouring is Emsculpt NEO. Nothing Else Compares.	185	13	\$89.91	\$6.92	7.03%	-	2	15.38%	\$44.95
{Keyword:Harmony In Health} - Best Emsculpt Price in Fairfax - Top Provider in Fairfax, VA harmonyinhealth.net/emsculpting/ -- Emsculpt NEO Combines 2 Therapies into One 30-min. Treatment to Reduce Fat & Build Muscle.	309	32	\$274.99	\$8.59	10.36%	-	2	6.25%	\$137.50
Emsculpt NEO Fairfax, VA - #1 in Body Contouring - Build Muscle + Burn Fat harmonyinhealth.net/ RF + HIFEM Energy Reduces Belly Fat, Strengthens Your Core & Sculpts Your Abdominals	144	19	\$88.60	\$4.66	13.19%	-	2	10.53%	\$44.30

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

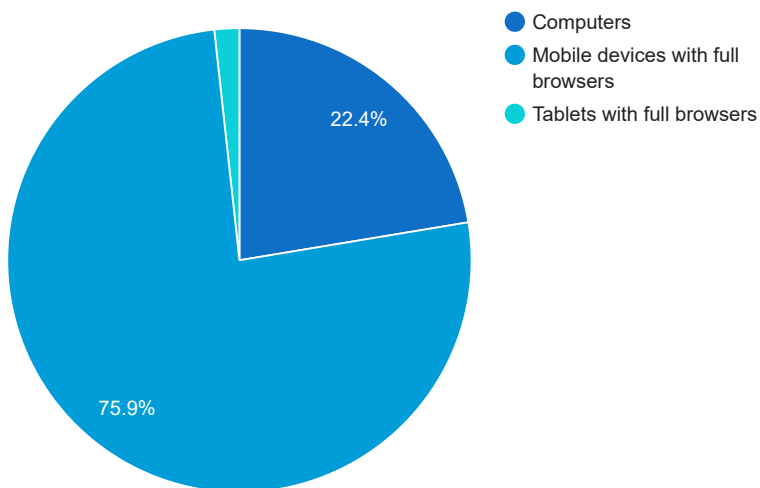
Budget Coverage



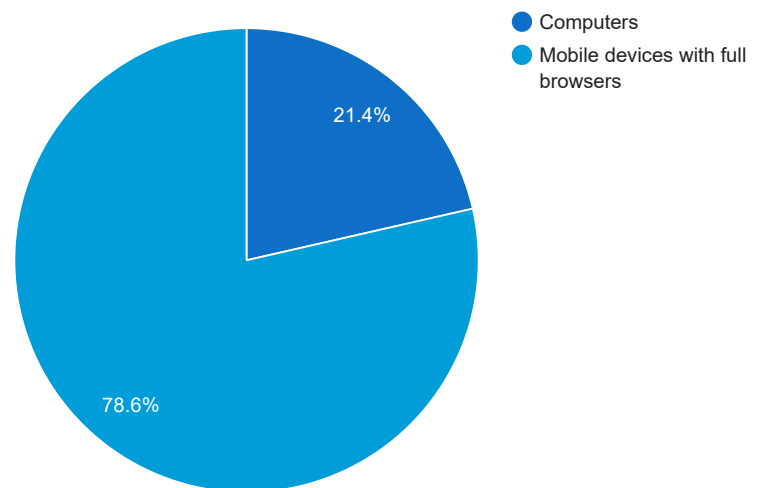
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	91.93	5
Dec, 2020	692.68	5
Jan, 2021	191.14	5
Feb, 2021	0	0
Mar, 2021	1,488.71	35.91

Cost and Conversions by Device

Cost



Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	3,019	167	\$1,129.65	\$6.76	5.53%	-	11	6.59%	\$102.70
Computers	838	39	\$333.23	\$8.54	4.65%	-	3	7.69%	\$111.08
Tablets with full browsers	60	1	\$25.83	\$25.83	1.67%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	3,917	207	\$1,488.71	\$7.19	5.28%	-	14	6.76%	\$106.34

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Submit lead form	6
Click to Call	5
Calls from Website	2
Call From Ads (MS)	1

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