

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

Harmony In Health

836-189-1003

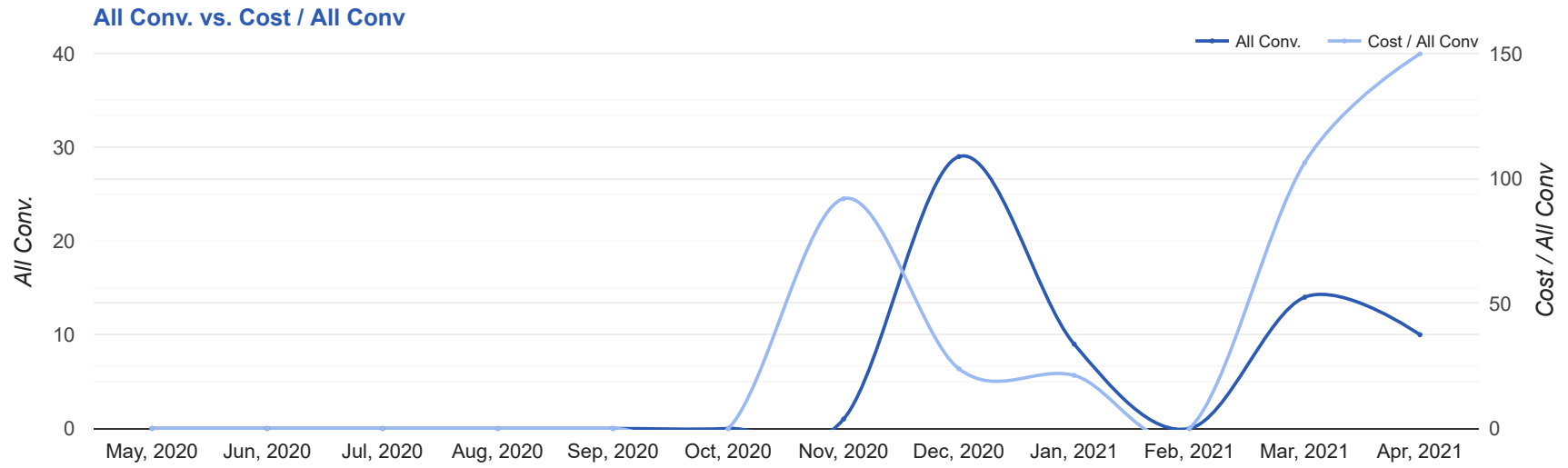
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,498	10	3.34%	\$149.82
↑ 1%	↓ 29%	↓ 51%	↑ 41%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	3,917	207	\$1,488.71	\$7.19	5.28%	-	6.76%	\$106.34	14
1 Apr 2021 — 30 Apr 2021	4,389	299	\$1,498.22	\$5.01	6.81%	-	3.34%	\$149.82	10
Change	472 ↑ 12%	92 ↑ 44%	\$9.51 ↑ 1%	\$2.18 ↓ 30%	1.53% ↑ 29%	0 ↔ -	3.42% ↓ 51%	\$43.48 ↑ 41%	4 ↓ 29%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Nov '20	1,985	30	\$91.93	\$3.06	1.51%	-	1	3.33%	\$91.93
Dec '20	17,874	362	\$692.68	\$1.91	2.03%	-	29	8.01%	\$23.89
Jan '21	4,980	111	\$191.14	\$1.72	2.23%	-	9	8.11%	\$21.24
Feb '21	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Mar '21	3,917	207	\$1,488.71	\$7.19	5.28%	-	14	6.76%	\$106.34
Apr '21	4,389	299	\$1,498.22	\$5.01	6.81%	-	10	3.34%	\$149.82
Total	33,145	1,009	\$3,962.68	\$3.93	3.04%	-	63	6.24%	\$62.90

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta emsculpt	4,389	299	\$1,498.22	\$5.01	6.81%	-	10	3.34%	\$149.82

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
body contouring near me	14	5	\$46.49	\$9.30	35.71%	-	2	40.00%	\$23.25
emsculot	1	1	\$2.43	\$2.43	100.00%	-	1	100.00%	\$2.43
emsculpt neo	41	20	\$128.83	\$6.44	48.78%	-	1	5.00%	\$128.83
vanquish fat removal	1	1	\$4.05	\$4.05	100.00%	-	1	100.00%	\$4.05
emsculpt neo near me	5	6	\$76.59	\$12.77	120.00%	-	1	16.67%	\$76.59
warm sculpting	1	1	\$10.18	\$10.18	100.00%	-	0.5	50.00%	\$20.36
sculpsure	23	6	\$42.92	\$7.15	26.09%	-	0.5	8.33%	\$85.84
bretman ab workout	1	1	\$8.99	\$8.99	100.00%	-	0	0.00%	-
programs to lose weight and gain muscle	1	1	\$3.92	\$3.92	100.00%	-	0	0.00%	-
walk away the pounds the breakthrough 6 week program that helps you burn fat tone muscle and feel great without dieting leslie s	1	1	\$4.08	\$4.08	100.00%	-	0	0.00%	-

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
{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.	878	86	\$375.36	\$4.36	9.79%	-	4.5	5.23%	\$83.41
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	258	15	\$110.88	\$7.39	5.81%	-	3	20.00%	\$36.96
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.	170	14	\$125.67	\$8.98	8.24%	-	1	7.14%	\$125.67
{Keyword:Harmony In Health} - Non-Invasive Body Contouring - Emsculpt NEO® Special harmonyinhealth.net/ Emsculpt NEO is the Only Body Contouring Treatment that Targets Both Muscle and Fat	352	24	\$131.34	\$5.47	6.82%	-	1	4.17%	\$131.34
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.	194	10	\$43.10	\$4.31	5.15%	-	0.5	5.00%	\$86.20

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

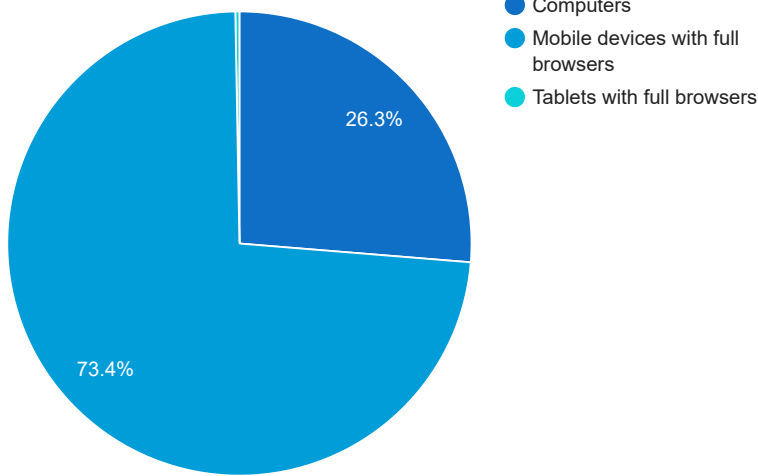
Search Impr Share

27.84%

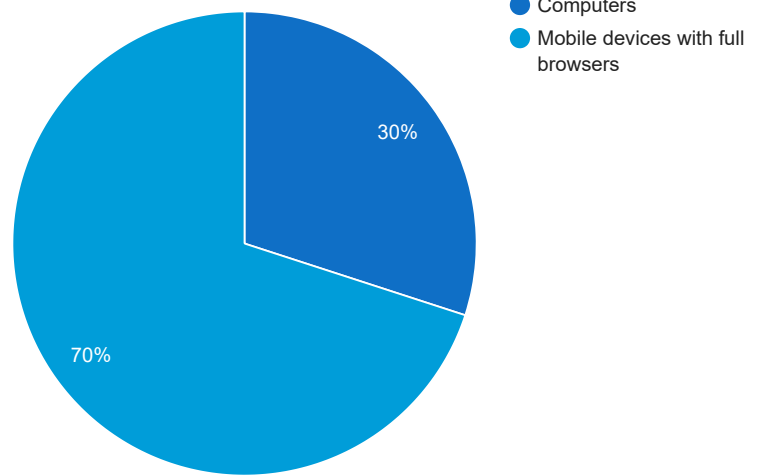
↓ 22%

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	3,197	230	\$1,100.10	\$4.78	7.19%	-	7	3.04%	\$157.16
Computers	1,142	67	\$393.88	\$5.88	5.87%	-	3	4.48%	\$131.29
Tablets with full browsers	50	2	\$4.24	\$2.12	4%	-	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	4,389	299	\$1,498.22	\$5.01	6.81%	-	10	3.34%	\$149.82

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	5
Calls from Website	3
Click to Call	2

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