

**Monthly Account
Performance Report
1 Nov 2020 — 30 Nov 2020**

Health First Medical

465-880-6778

Key Performance Indicators (KPIs)

Cost

\$3,949

↑ ∞

Conv

42

↑ ∞

Conv Rate

11.83%

↑ ∞

Cost / Conv

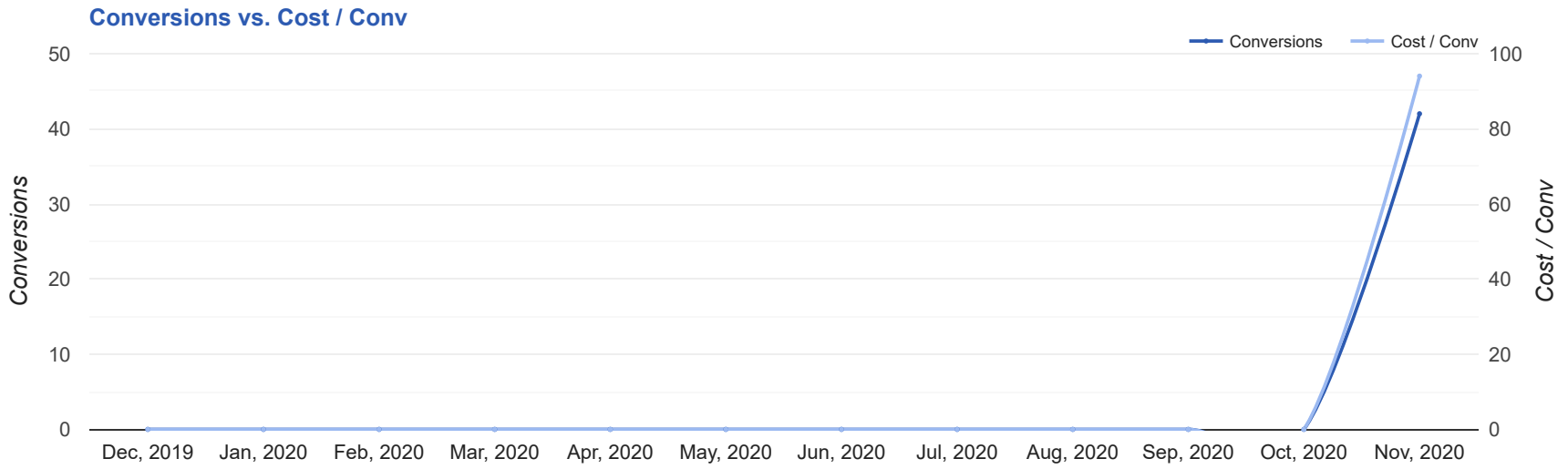
\$94.02

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Nov 2020 — 30 Nov 2020	8,382	355	\$3,948.76	\$11.12	4.24%	-	42	11.83%	\$94.02	42.05%
Change	8,382 ↑ ∞%	355 ↑ ∞%	\$3,948.76 ↑ ∞%	\$11.12 ↑ ∞%	4.24% ↑ ∞%	--	42 ↑ ∞%	11.83% ↑ ∞%	\$94.02 ↑ ∞%	42.05% ↑ ∞%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Nov '20	8,382	355	\$3,948.76	\$11.12	4.24%	-	42	11.83%	\$94.02	42.05%
Total	8,382	355	\$3,948.76	\$11.12	4.24%	-	42	11.83%	\$94.02	42.05%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting hesperia	4,060	178	\$1,962.72	\$11.03	4.38%	-	26	14.61%	\$75.49	42.85%
search beta coolsculpting redlands	4,322	177	\$1,986.04	\$11.22	4.1%	-	16	9.04%	\$124.13	41.32%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

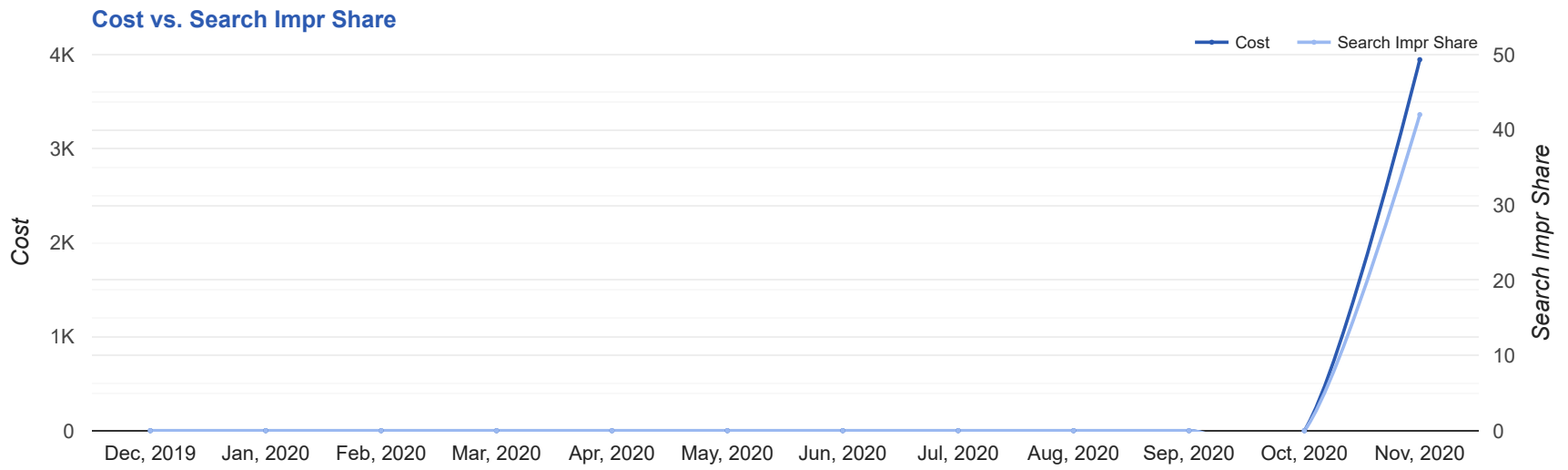
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® in Hesperia, CA - Dec Only \$1,000 Off 8+ Cycles - Flexible Payment Options healthfirstweightcontrol.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	26	7	\$80.86	\$11.55	26.92%	-	4	57.14%	\$20.21
Health First Medical - Non-Surgical Fat Reduction - Fat Reduction Treatment healthfirstweightcontrol.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	782	30	\$195.53	\$6.52	3.84%	-	3	10.00%	\$65.18
Fat Reduction in Hesperia, CA - Freezing Fat Really Works - Safe + Effective Fat Reduction healthfirstweightcontrol.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	145	4	\$24.99	\$6.25	2.76%	-	2.7	66.75%	\$9.36
Fat Reduction in Redlands, CA - Freezing Fat Really Works - Offering \$1000 Off 8+ Cycles healthfirstweightcontrol.com// Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo.	14	1	\$38.23	\$38.23	7.14%	-	2	200.00%	\$19.11
Health First Medical - Non-Surgical Fat Reduction - Fat Reduction Treatment healthfirstweightcontrol.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	409	17	\$175.86	\$10.34	4.16%	-	2	11.76%	\$87.93

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

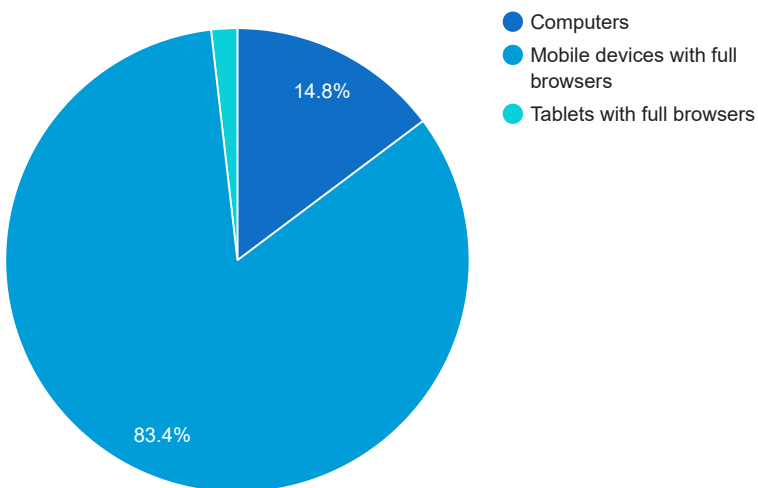
Budget Coverage



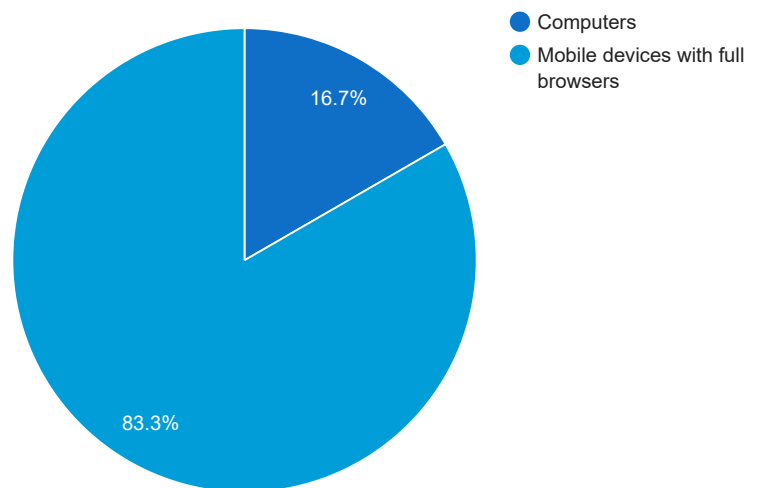
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	3,948.76	42.05

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	7,101	303	\$3,294.31	\$10.87	4.27%	-	35	11.55%	\$94.12
Computers	1,117	43	\$582.61	\$13.55	3.85%	-	7	16.28%	\$83.23
Tablets with full browsers	164	9	\$71.84	\$7.98	5.49%	-	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	8,382	355	\$3,948.76	\$11.12	4.24%	-	42	11.83%	\$94.02

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Submit lead form	24
Click to Call	17
Call From Ads (SQDM)	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