

**Monthly Account
Performance Report
1 Dec 2020 — 31 Dec 2020**

Health First Medical

465-880-6778

Key Performance Indicators (KPIs)

Cost

\$4,023

↑ 2%

Conv

53

↑ 20%

Conv Rate

11.88%

↓ 4%

Cost / Conv

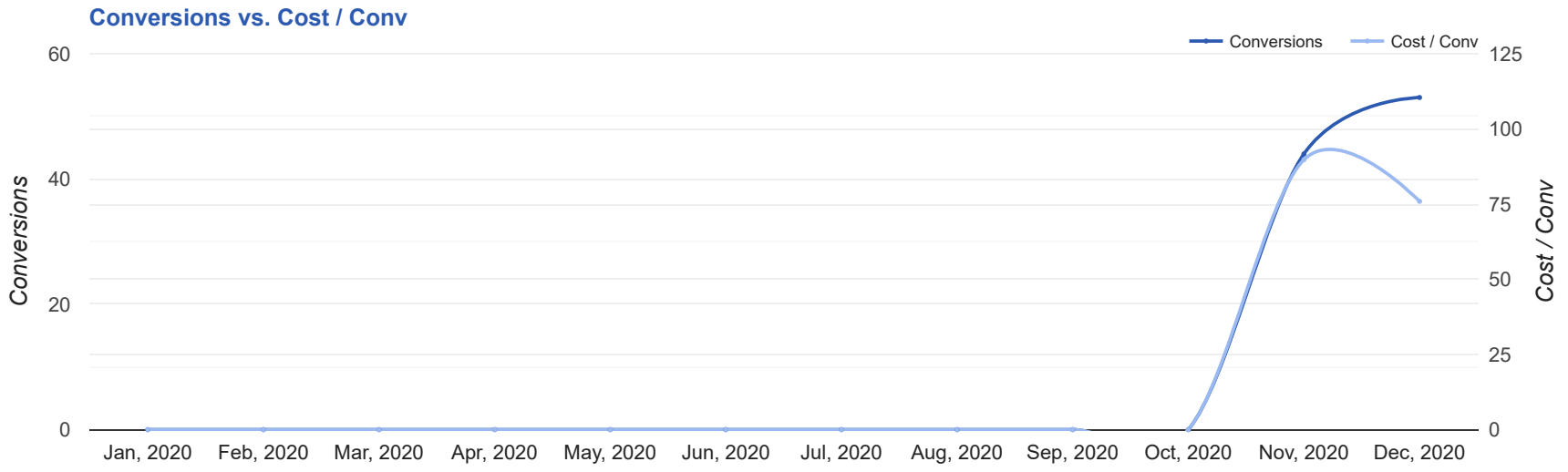
\$75.91

↓ 15%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	8,382	355	\$3,948.76	\$11.12	4.24%	-	44	12.39%	\$89.74	42.26%
1 Dec 2020 — 31 Dec 2020	9,401	446	\$4,023.00	\$9.02	4.74%	-	53	11.88%	\$75.91	48.17%
Change	1,019 ↑ 12%	91 ↑ 26%	\$74.24 ↑ 2%	\$2.10 ↓ 19%	0.50% ↑ 12%	--	9 ↑ 20%	0.51% ↓ 4%	\$13.83 ↓ 15%	5.91% ↑ 14%

Performance by Month - 1 Jan 2020 — 31 Dec 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%	-	44	12.39%	\$89.74	42.26%
Dec '20	9,401	446	\$4,023.00	\$9.02	4.74%	-	53	11.88%	\$75.91	48.17%
Total	17,783	801	\$7,971.76	\$9.95	4.5%	-	97	12.11%	\$82.18	45.19%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting hesperia	4,494	245	\$1,999.53	\$8.16	5.45%	-	35.5	14.49%	\$56.32	45.94%
search beta coolsculpting redlands	4,907	201	\$2,023.47	\$10.07	4.1%	-	17.5	8.71%	\$115.63	50.39%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

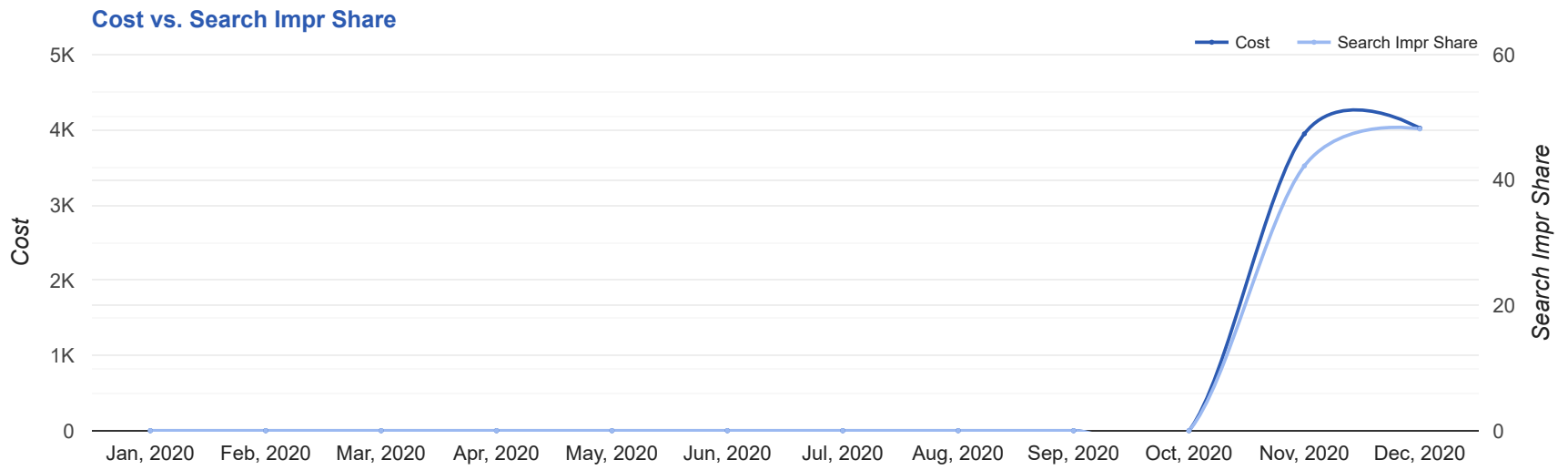
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Fat Reduction in Hesperia, CA - Our Biggest Discount Ever - Freeze Away Body Fat healthfirstweightcontrol.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	278	7	\$90.42	\$12.92	2.52%	-	4	57.14%	\$22.61
Health First Medical - CoolSculpting® in Hesperia, CA - Get Rid of Unwanted Fat healthfirstweightcontrol.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	152	17	\$145.79	\$8.58	11.18%	-	4	23.53%	\$36.45
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.	47	5	\$40.42	\$8.08	10.64%	-	3	60.00%	\$13.47
CoolSculpting® in Hesperia, CA - Limited Time Offer Dec 2020 - Hurry Offer Ends In {=COUNTDOWN("2020/12/31 00:00:00","en-US",31)} healthfirstweightcontrol.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	17	4	\$33.01	\$8.25	23.53%	-	2.5	62.50%	\$13.20
Health First Medical - Our Biggest Discount Ever - Get Rid of Unwanted Fat healthfirstweightcontrol.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	63	5	\$22.23	\$4.45	7.94%	-	2	40.00%	\$11.12

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

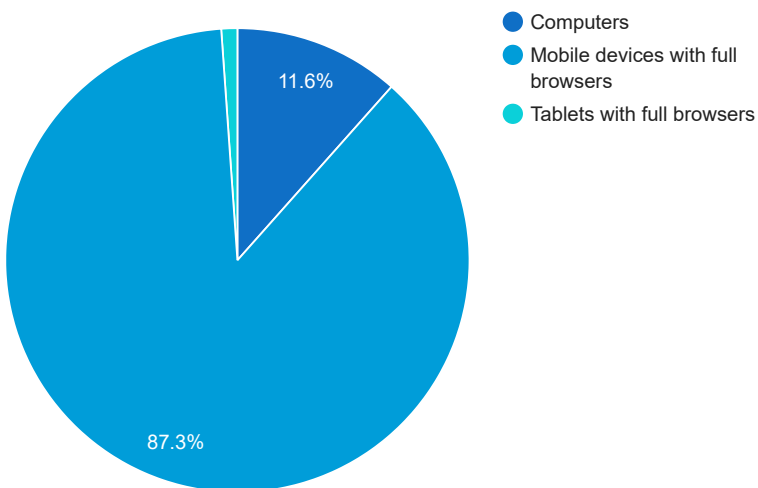
Budget Coverage



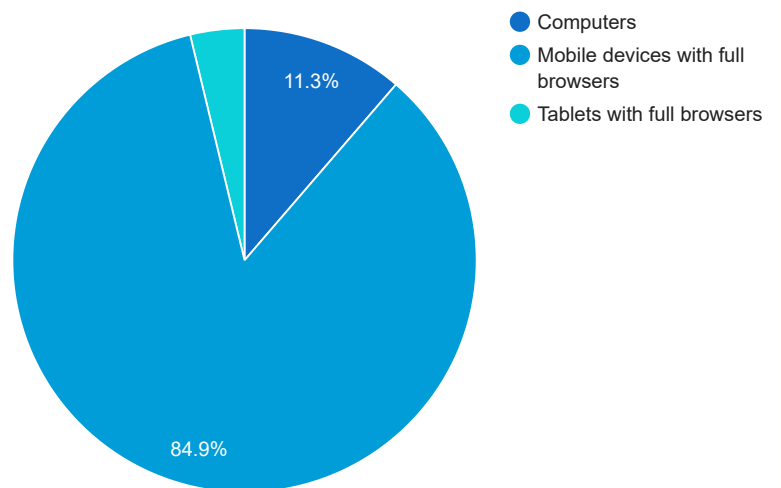
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	3,948.76	42.26
Dec, 2020	4,023	48.17

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	7,985	398	\$3,513.10	\$8.83	4.98%	-	45	11.31%	\$78.07
Computers	1,198	43	\$465.01	\$10.81	3.59%	-	6	13.95%	\$77.50
Tablets with full browsers	218	5	\$44.89	\$8.98	2.29%	-	2	40%	\$22.45

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	9,401	446	\$4,023.00	\$9.02	4.74%	-	53	11.88%	\$75.91

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Submit lead form	27.5
Click to Call	16.5
Call From Ads (SQDM)	9

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