

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

Health First Medical

465-880-6778

# Key Performance Indicators (KPIs)

Cost

\$4,670

↑ 16%

Conv

49.8

↓ 7%

Conv Rate

8.54%

↓ 28%

Cost / Conv

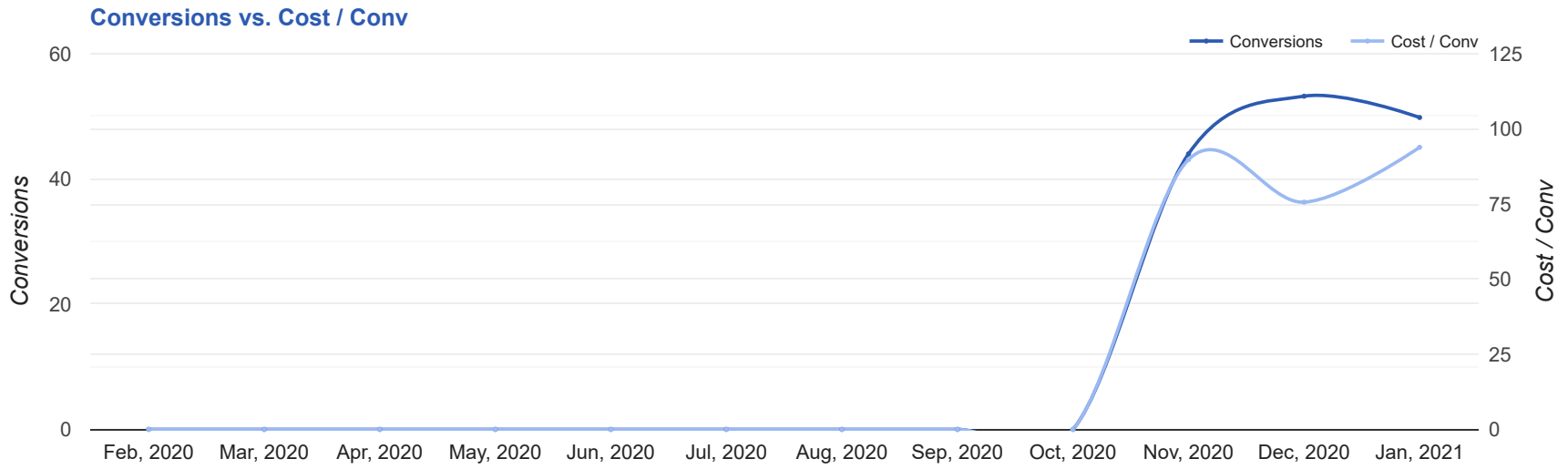
\$93.84

↑ 24%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Dec 2020 — 31 Dec 2020</b>	9,401	446	\$4,023.00	\$9.02	4.74%	-	53.2	11.93%	\$75.58	47.9%
<b>1 Jan 2021 — 31 Jan 2021</b>	11,512	583	\$4,670.23	\$8.01	5.06%	-	49.8	8.54%	\$93.84	41.23%
<b>Change</b>	2,111 ↑ 22%	137 ↑ 31%	\$647.23 ↑ 16%	\$1.01 ↓ 11%	0.32% ↑ 7%	--	3.46 ↓ 7%	3.39% ↓ 28%	\$18.26 ↑ 24%	6.67% ↓ 14%

# Performance by Month - 1 Feb 2020 — 31 Jan 2021



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%	-	53.2	11.93%	\$75.58	47.9%
Jan '21	11,512	583	\$4,670.23	\$8.01	5.06%	-	49.8	8.54%	\$93.84	41.23%
<b>Total</b>	29,295	1,384	\$12,641.99	\$9.13	4.72%	-	147	10.62%	\$86.00	43.48%

# Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting   hesperia	5,646	303	\$2,227.28	\$7.35	5.37%	-	34	11.22%	\$65.51	41.34%
search   beta   coolsculpting   redlands	5,866	280	\$2,442.95	\$8.72	4.77%	-	15.8	5.63%	\$154.91	41.12%

# Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

## Top Text Ads

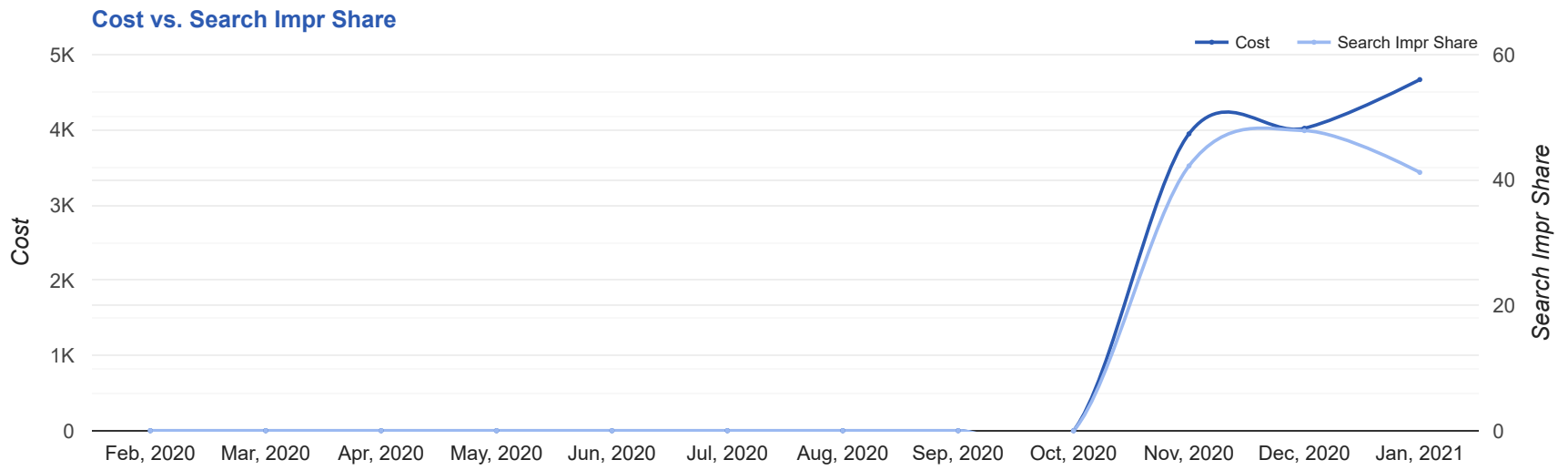
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Health First Medical - CoolSculpting® in Hesperia, CA - Offering \$1,000 Off 8+ Cycles <a href="http://healthfirstweightcontrol.com/">healthfirstweightcontrol.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	143	11	\$114.05	\$10.37	7.69%	-	4.5	40.91%	\$25.34
Fat Reduction in Redlands, CA - Our Biggest Discount Ever - Get Rid of Unwanted Fat <a href="http://healthfirstweightcontrol.com/">healthfirstweightcontrol.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	361	12	\$194.94	\$16.25	3.32%	-	3	25.00%	\$64.98
Health First Medical - CoolSculpting® in Hesperia, CA - Freeze Away Body Fat <a href="http://healthfirstweightcontrol.com/">healthfirstweightcontrol.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	137	7	\$42.97	\$6.14	5.11%	-	2	28.57%	\$21.48
CoolSculpting® in Hesperia, CA - Limited Time Offer   Jan 2021 - Flexible Payment Options <a href="http://healthfirstweightcontrol.com/">healthfirstweightcontrol.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	13	3	\$52.83	\$17.61	23.08%	-	2	66.67%	\$26.41
Health First Medical - Non-Surgical Lipo Alternative - Fat Reduction Treatment <a href="http://healthfirstweightcontrol.com/">healthfirstweightcontrol.com/ --/ --</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	117	10	\$54.03	\$5.40	8.55%	-	2	20.00%	\$27.02

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2021 — 31 Jan 2021

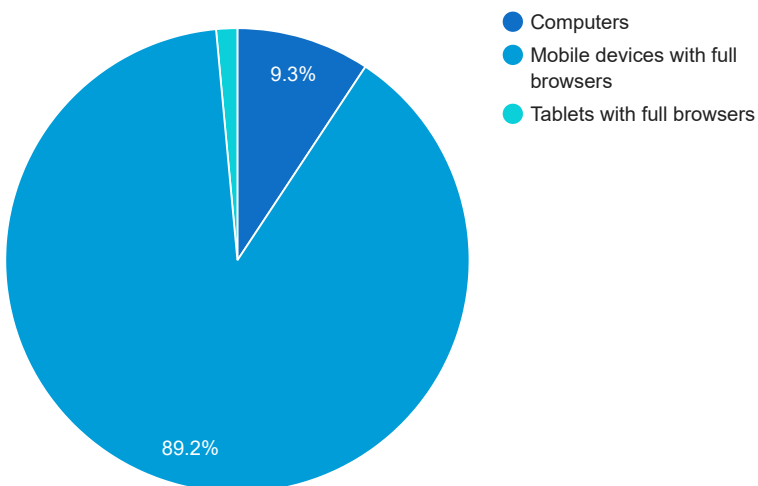
## Budget Coverage



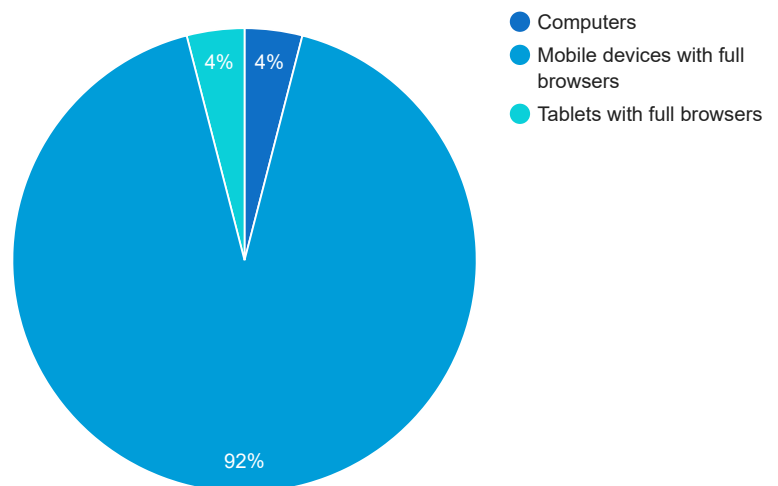
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	3,948.76	42.26
Dec, 2020	4,023	47.90
Jan, 2021	4,670.23	41.23

## 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	10,074	525	\$4,167.18	\$7.94	5.21%	-	45.8	8.72%	\$91.05
Computers	1,230	48	\$434.29	\$9.05	3.9%	-	2	4.17%	\$217.15
Tablets with full browsers	208	10	\$68.76	\$6.88	4.81%	-	2	20%	\$34.38

### 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	11,512	583	\$4,670.23	\$8.01	5.06%	-	49.8	8.54%	\$93.84

## Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Submit lead form	34
Click to Call	8
Call From Ads (SQDM)	7.8

## 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