

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Health First Medical

465-880-6778

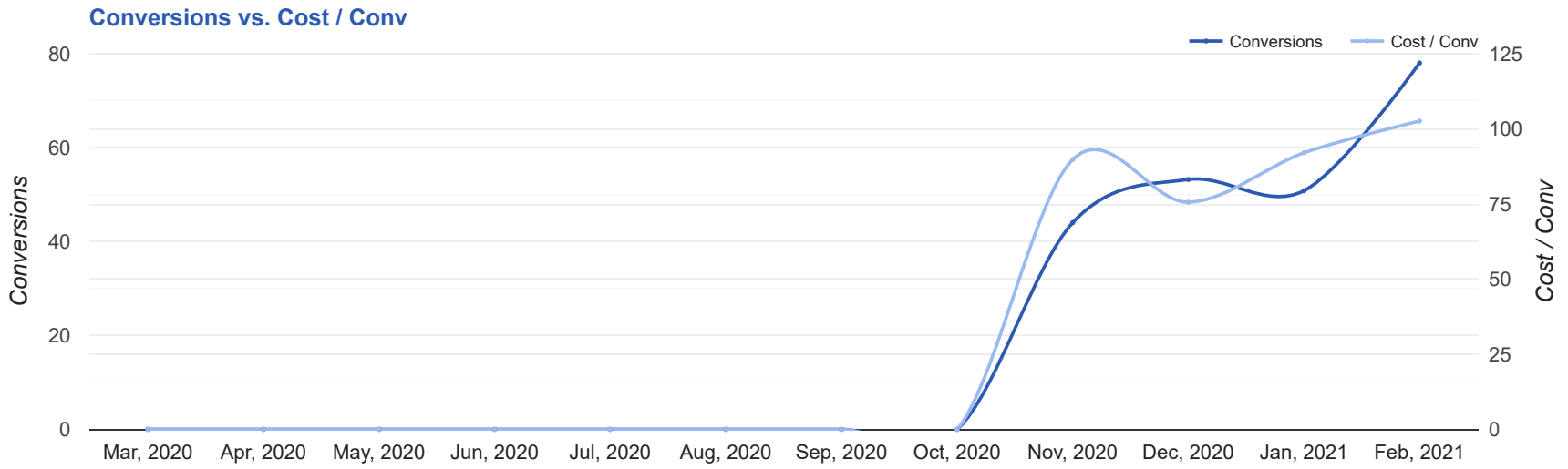
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$8,000	78	11%	\$102.56
↑ 71%	↑ 54%	↑ 26%	↑ 11%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	11,512	583	\$4,670.23	\$8.01	5.06%	-	50.8	8.71%	\$91.99	42.09%
1 Feb 2021 — 28 Feb 2021	14,162	709	\$7,999.87	\$11.28	5.01%	-	78	11%	\$102.56	51.58%
Change	2,650 ↑ 23%	126 ↑ 22%	\$3,329.64 ↑ 71%	\$3.27 ↑ 41%	0.05% ↓ 1%	--	27.23 ↑ 54%	2.29% ↑ 26%	\$10.57 ↑ 11%	9.49% ↑ 23%

Performance by Month - 1 Mar 2020 — 28 Feb 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%	-	50.8	8.71%	\$91.99	42.09%
Feb '21	14,162	709	\$7,999.87	\$11.28	5.01%	-	78	11%	\$102.56	51.58%
Total	43,457	2,093	\$20,641.86	\$9.86	4.82%	-	226	10.8%	\$91.34	46.1%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting hesperia	6,826	380	\$3,999.94	\$10.53	5.57%	-	53	13.95%	\$75.47	51.99%
search beta coolsculpting redlands	7,336	329	\$3,999.93	\$12.16	4.48%	-	25	7.6%	\$160.00	51.2%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

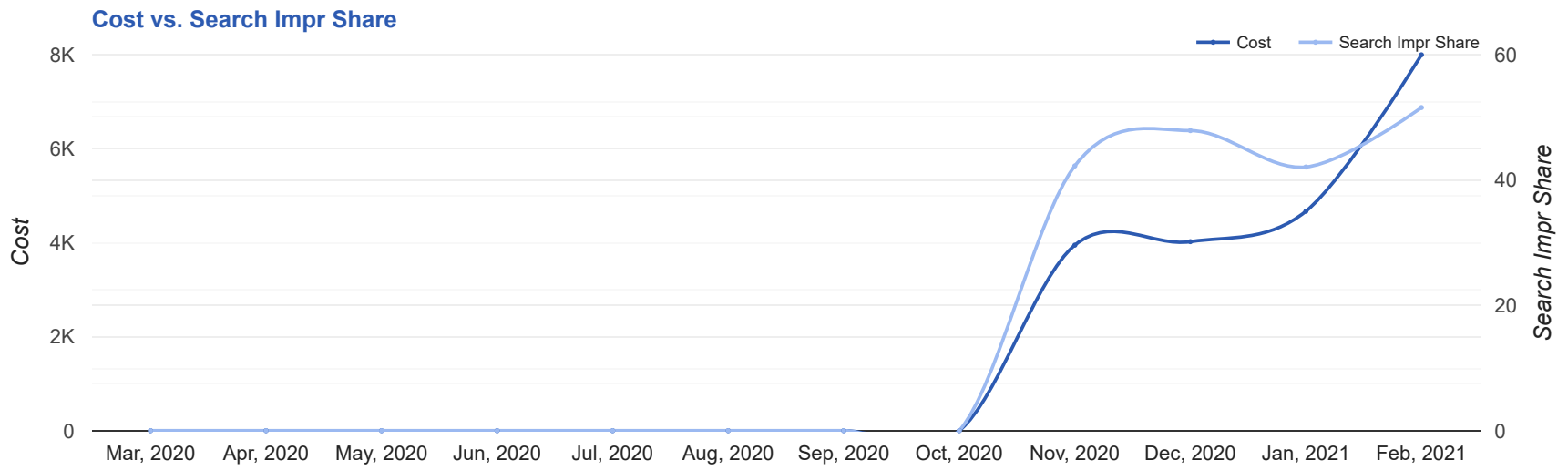
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Hesperia, CA - Biggest CoolSculpting® Promo healthfirstweightcontrol.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Hesperia, CA.	228	35	\$395.86	\$11.31	15.35%	-	7.3	20.94%	\$54.01
Health First Medical - Non-Surgical Fat Reduction - Fat Reduction Treatment healthfirstweightcontrol.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,239	58	\$593.40	\$10.23	4.68%	-	6.3	10.91%	\$93.74
Huge CoolSculpting Promotion - CoolSculpting in Redlands, CA - Biggest CoolSculpting® Promo healthfirstweightcontrol.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Redlands, CA.	229	32	\$503.51	\$15.73	13.97%	-	5.5	17.19%	\$91.55
Health First Medical - CoolSculpting® in Hesperia, CA - Freeze Away Body Fat healthfirstweightcontrol.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	155	15	\$255.49	\$17.03	9.68%	-	5	33.33%	\$51.10
Fat Reduction in Redlands, CA - Our Biggest Discount Ever - Offering 50% Off 6+ Cycles healthfirstweightcontrol.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	380	17	\$183.62	\$10.80	4.47%	-	3	17.65%	\$61.21

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

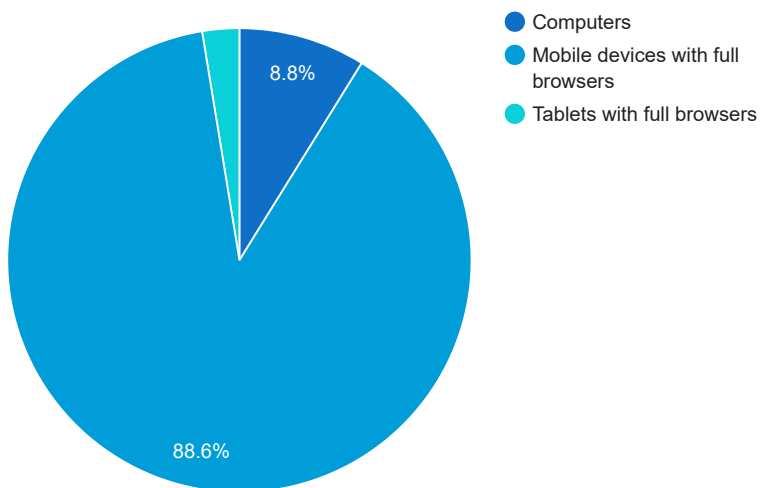
Budget Coverage



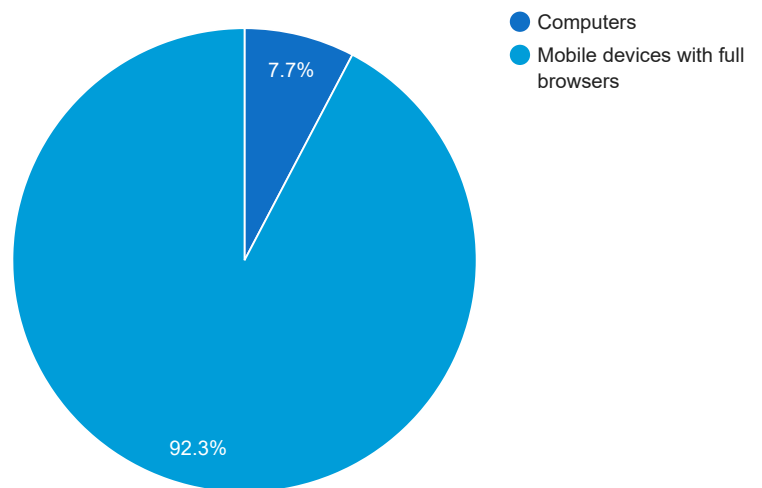
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	3,948.76	42.26
Dec, 2020	4,023	47.90
Jan, 2021	4,670.23	42.09
Feb, 2021	7,999.87	51.58

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	12,254	645	\$7,086.75	\$10.99	5.26%	-	72	11.16%	\$98.43
Computers	1,679	52	\$706.94	\$13.60	3.1%	-	6	11.54%	\$117.82
Tablets with full browsers	229	12	\$206.18	\$17.18	5.24%	-	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	14,162	709	\$7,999.87	\$11.28	5.01%	-	78	11%	\$102.56

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Submit lead form	50
Click to Call	19
Call From Ads (MS)	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