

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

Health First Medical

465-880-6778

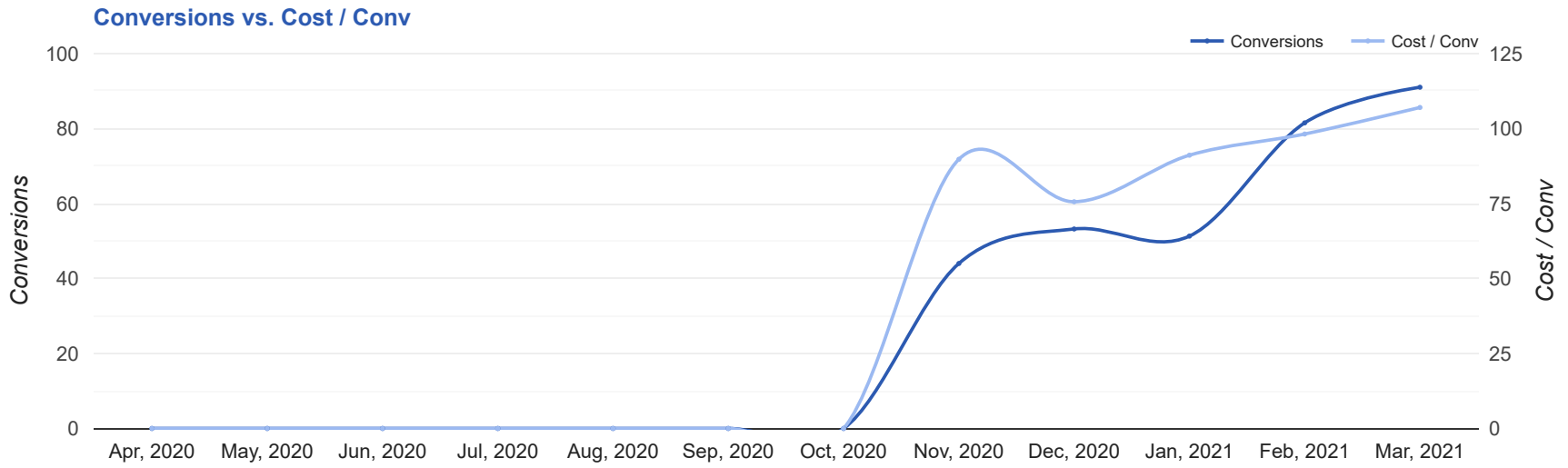
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$9,738	91	10.74%	\$107.01
↑ 22%	↑ 12%	↓ 7%	↑ 9%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	14,162	709	\$7,999.87	\$11.28	5.01%	-	81.5	11.5%	\$98.16	51.85%
1 Mar 2021 — 31 Mar 2021	17,702	847	\$9,737.66	\$11.50	4.78%	-	91	10.74%	\$107.01	56.97%
Change	3,540 ↑ 25%	138 ↑ 19%	\$1,737.79 ↑ 22%	\$0.22 ↑ 2%	0.23% ↓ 5%	0 ↔ -	9.50 ↑ 12%	0.76% ↓ 7%	\$8.85 ↑ 9%	5.12% ↑ 10%

Performance by Month - 1 Apr 2020 — 31 Mar 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%	-	51.3	8.79%	\$91.09	42.09%
Feb '21	14,162	709	\$7,999.87	\$11.28	5.01%	-	81.5	11.5%	\$98.16	51.85%
Mar '21	17,702	847	\$9,737.66	\$11.50	4.78%	-	91	10.74%	\$107.01	56.97%
Total	61,159	2,940	\$30,379.52	\$10.33	4.81%	-	321	10.92%	\$94.64	48.85%

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting hesperia	8,870	478	\$4,846.01	\$10.14	5.39%	-	52	10.88%	\$93.19	57.63%
search beta coolsculpting redlands	8,832	369	\$4,891.65	\$13.26	4.18%	-	39	10.57%	\$125.43	56.33%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

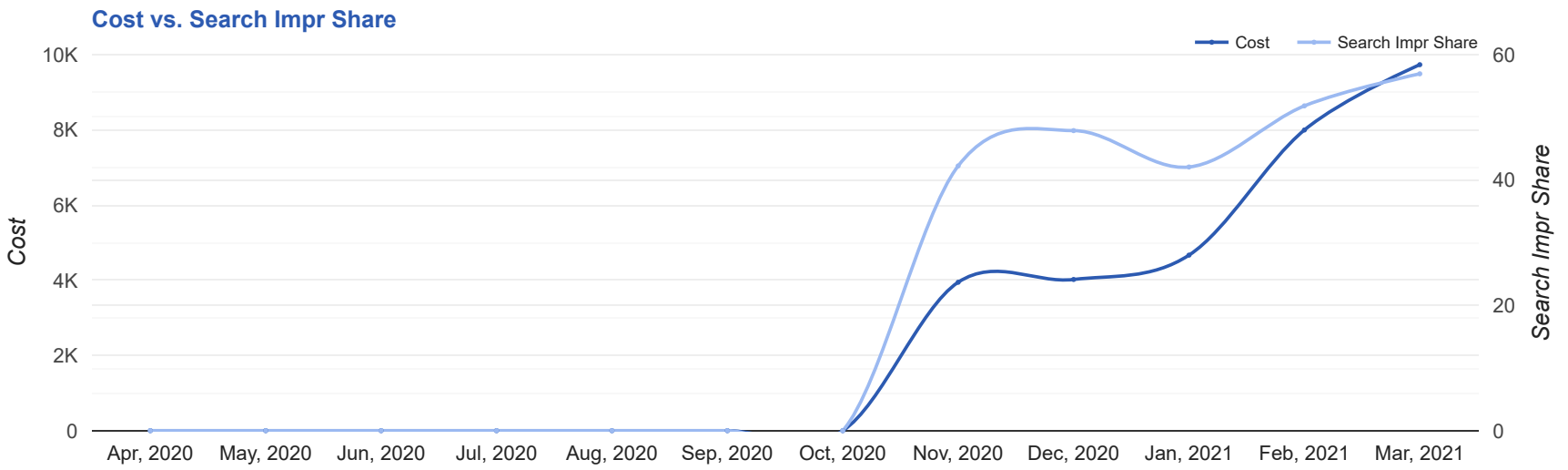
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Hesperia, CA - Biggest CoolSculpting® Promo healthfirstweightcontrol.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Hesperia, CA.	324	51	\$696.28	\$13.65	15.74%	-	8.3	16.33%	\$83.59
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.	165	19	\$216.79	\$11.41	11.52%	-	8.2	43.16%	\$26.44
Health First Medical - Non-Surgical Fat Reduction - Fat Reduction Treatment healthfirstweightcontrol.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,545	95	\$737.85	\$7.77	3.73%	-	5	5.26%	\$147.57
Health First Medical - CoolSculpting® in Redlands, CA - Offering 50% Off 6+ Cycles healthfirstweightcontrol.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	157	10	\$134.71	\$13.47	6.37%	-	5	50.00%	\$26.94
Huge CoolSculpting Promotion - CoolSculpting in Redlands, CA - Biggest CoolSculpting® Promo healthfirstweightcontrol.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Redlands, CA.	324	38	\$832.24	\$21.90	11.73%	-	4.3	11.39%	\$192.20

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

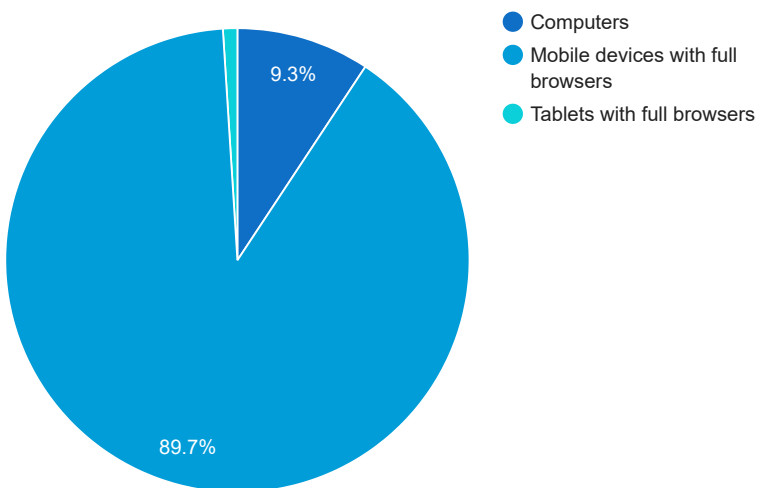
Budget Coverage



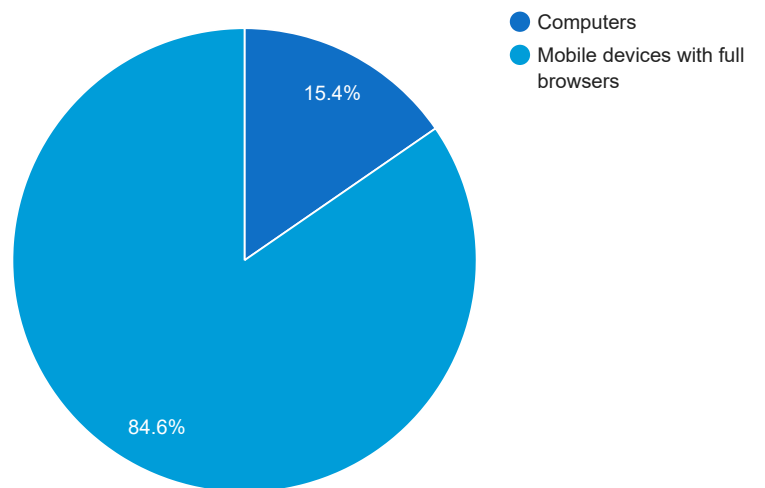
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	3,948.76	42.26
Dec, 2020	4,023	47.90
Jan, 2021	4,670.23	42.09
Feb, 2021	7,999.87	51.85
Mar, 2021	9,737.66	56.97

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	15,431	767	\$8,734.85	\$11.39	4.97%	-	77	10.04%	\$113.44
Computers	2,002	71	\$905.24	\$12.75	3.55%	-	14	19.72%	\$64.66
Tablets with full browsers	269	9	\$97.57	\$10.84	3.35%	-	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	17,702	847	\$9,737.66	\$11.50	4.78%	-	91	10.74%	\$107.01

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Submit lead form	63
Call From Ads (MS)	12
Calls from Website - Hesperia	9
Calls from Website - Redlands	6
Click to Call	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