

**Monthly Account  
Performance Report  
1 Apr 2021 — 30 Apr 2021**

Health First Medical

465-880-6778

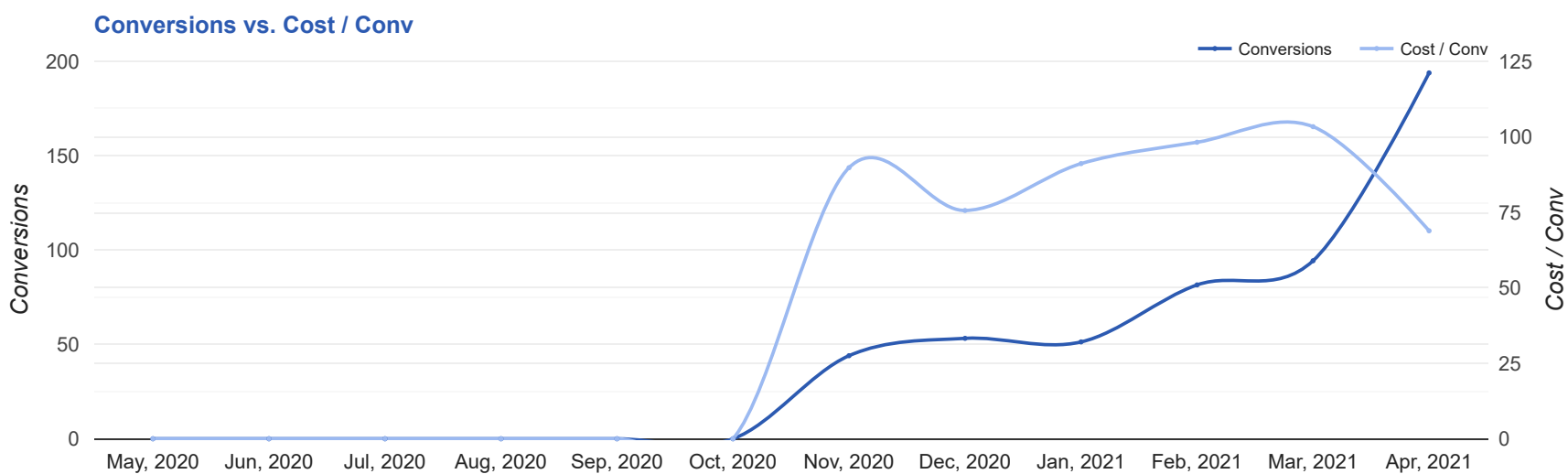
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$13,340	193.8	14.05%	\$68.85
↑ 37%	↑ 106%	↑ 26%	↓ 33%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	17,702	847	\$9,737.66	\$11.50	4.78%	-	94.3	11.13%	\$103.32	56.56%
1 Apr 2021 — 30 Apr 2021	27,507	1,379	\$13,340.26	\$9.67	5.01%	-	193.8	14.05%	\$68.85	48.69%
<b>Change</b>	9,805 ↑ 55%	532 ↑ 63%	\$3,602.60 ↑ 37%	\$1.83 ↓ 16%	0.23% ↑ 5%	0 ↔ -	99.50 ↑ 106%	2.92% ↑ 26%	\$34.47 ↓ 33%	7.87% ↓ 14%

# Performance by Month - 1 May 2020 — 30 Apr 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%	-	94.3	11.13%	\$103.32	56.56%
Apr '21	27,507	1,379	\$13,340.26	\$9.67	5.01%	-	193.8	14.05%	\$68.85	48.69%
<b>Total</b>	<b>88,666</b>	<b>4,319</b>	<b>\$43,719.78</b>	<b>\$10.12</b>	<b>4.87%</b>	<b>-</b>	<b>518</b>	<b>11.99%</b>	<b>\$84.40</b>	<b>48.74%</b>

# Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting   hesperia	12,320	631	\$5,983.91	\$9.48	5.12%	-	100.5	15.93%	\$59.54	48.02%
search   beta   coolsculpting   redlands	12,307	541	\$5,999.27	\$11.09	4.4%	-	58.3	10.77%	\$102.99	47.39%
search   beta   laser tattoo removal	2,438	177	\$977.42	\$5.52	7.26%	-	31	17.51%	\$31.53	56.04%
search   beta   laser skin revitalization	442	30	\$379.66	\$12.66	6.79%	-	4	13.33%	\$94.92	90.13%

# Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

## Top Text Ads

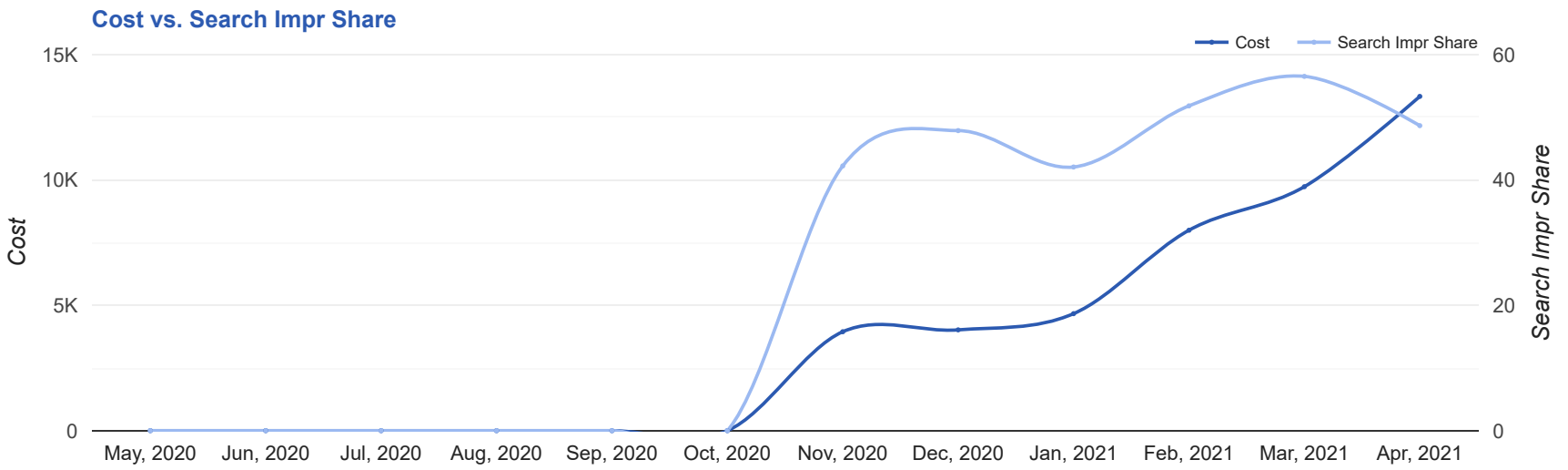
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:PicoSure Tattoo Removal} - Flat Rate for Complete Removal - State Of-The-Art Lasers <a href="http://healthfirstweightcontrol.com/">healthfirstweightcontrol.com/</a> --/ -- Laser Tattoo Removal is an Effective, Non-Invasive Method of Safe Tattoo Removal	1,617	121	\$674.45	\$5.57	7.48%	-	23	19.01%	\$29.32
Health First Medical - Non-Surgical Fat Reduction - Fat Reduction Treatment <a href="http://healthfirstweightcontrol.com/">healthfirstweightcontrol.com/</a> --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,199	123	\$975.38	\$7.93	3.84%	-	20	16.26%	\$48.77
Huge CoolSculpting Promotion - CoolSculpting in Hesperia, CA - Biggest CoolSculpting® Promo <a href="http://healthfirstweightcontrol.com/">healthfirstweightcontrol.com/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Hesperia, CA.	504	51	\$627.91	\$12.31	10.12%	-	12	23.53%	\$52.33
Huge CoolSculpting Promotion - CoolSculpting in Redlands, CA - Biggest CoolSculpting® Promo <a href="http://healthfirstweightcontrol.com/">healthfirstweightcontrol.com/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Redlands, CA.	734	70	\$1,206.44	\$17.23	9.54%	-	10.3	14.71%	\$117.13
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.	152	20	\$253.82	\$12.69	13.16%	-	7.7	38.35%	\$33.09

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

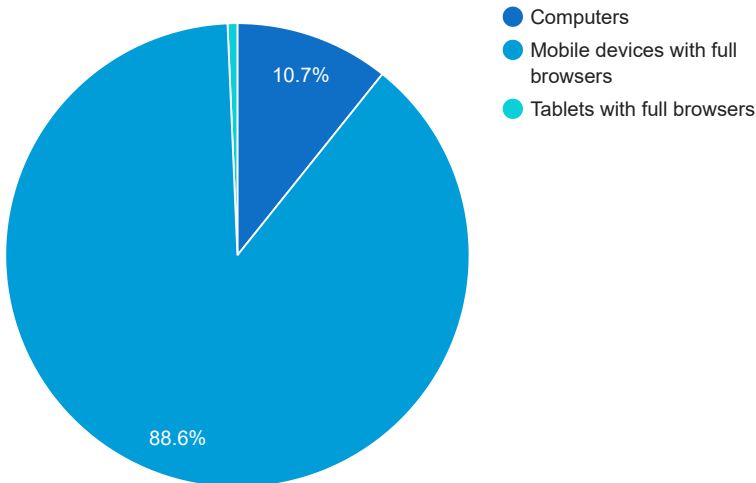
## Budget Coverage



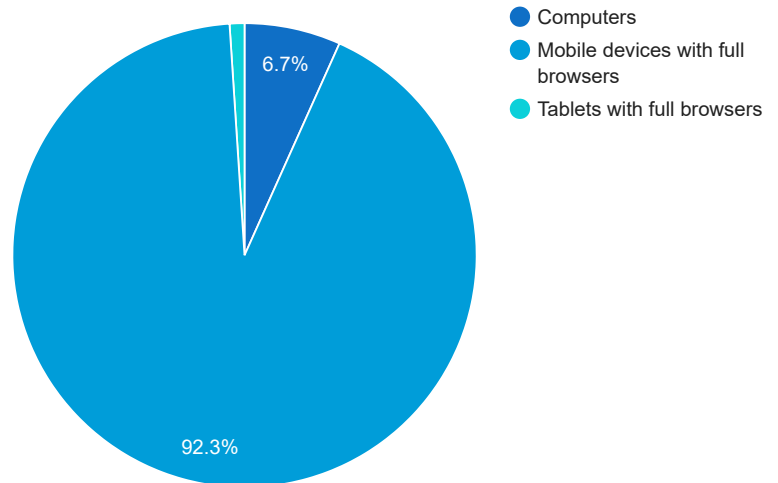
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	3,948.76	42.26
Dec, 2020	4,023	47.90
Jan, 2021	4,670.23	42.09
Feb, 2021	7,999.87	51.85
Mar, 2021	9,737.66	56.56
Apr, 2021	13,340.26	48.69

## 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	23,787	1,245	\$11,816.82	\$9.49	5.23%	-	178.8	14.36%	\$66.09
Computers	3,329	124	\$1,432.57	\$11.55	3.72%	-	13	10.44%	\$110.62
Tablets with full browsers	391	10	\$90.87	\$9.09	2.56%	-	2	20%	\$45.44

### 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	27,507	1,379	\$13,340.26	\$9.67	5.01%	-	193.8	14.05%	\$68.85

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Submit lead form	150.8
Call From Ads (MS)	19
Calls from Website - Hesperia	16
Calls from Website - Redlands	7
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