

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

Health First Medical

465-880-6778

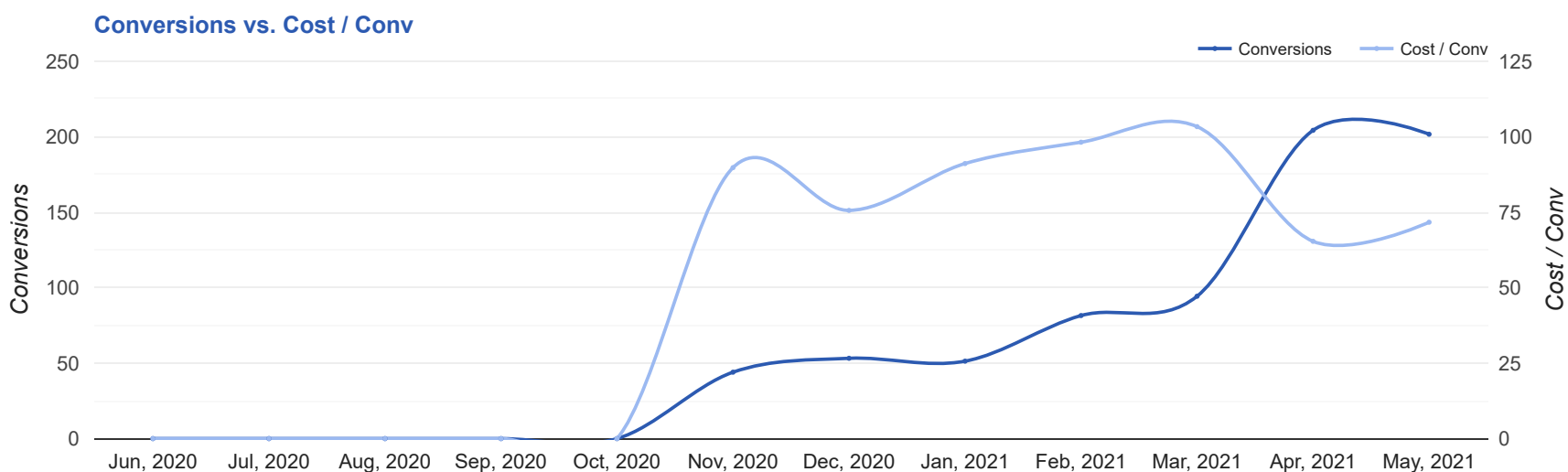
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$14,445	201.6	11.98%	\$71.66
↑ 8%	↓ 1%	↓ 19%	↑ 10%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	27,507	1,379	\$13,340.26	\$9.67	5.01%	-	204.2	14.81%	\$65.34	48.6%
1 May 2021 — 31 May 2021	32,500	1,682	\$14,444.89	\$8.59	5.18%	-	201.6	11.98%	\$71.66	49.16%
Change	4,993 ↑ 18%	303 ↑ 22%	\$1,104.63 ↑ 8%	\$1.08 ↓ 11%	0.17% ↑ 3%	0 ↔ -	2.61 ↓ 1%	2.83% ↓ 19%	\$6.32 ↑ 10%	0.56% ↑ 1%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	204.2	14.81%	\$65.34	48.6%
May '21	32,500	1,682	\$14,444.89	\$8.59	5.18%	-	201.6	11.98%	\$71.66	49.16%
Total	121,166	6,001	\$58,164.67	\$9.69	4.95%	-	730	12.16%	\$79.68	48.83%

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting hesperia	13,212	659	\$5,916.99	\$8.98	4.99%	-	88.6	13.44%	\$66.81	49.76%
search beta laser tattoo removal	4,202	341	\$991.22	\$2.91	8.12%	-	55.5	16.28%	\$17.86	46.14%
search beta coolsculpting redlands	14,182	601	\$5,999.46	\$9.98	4.24%	-	53.5	8.9%	\$112.14	48.06%
search beta laser skin revitalization	904	81	\$1,537.22	\$18.98	8.96%	-	4	4.94%	\$384.31	95.57%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

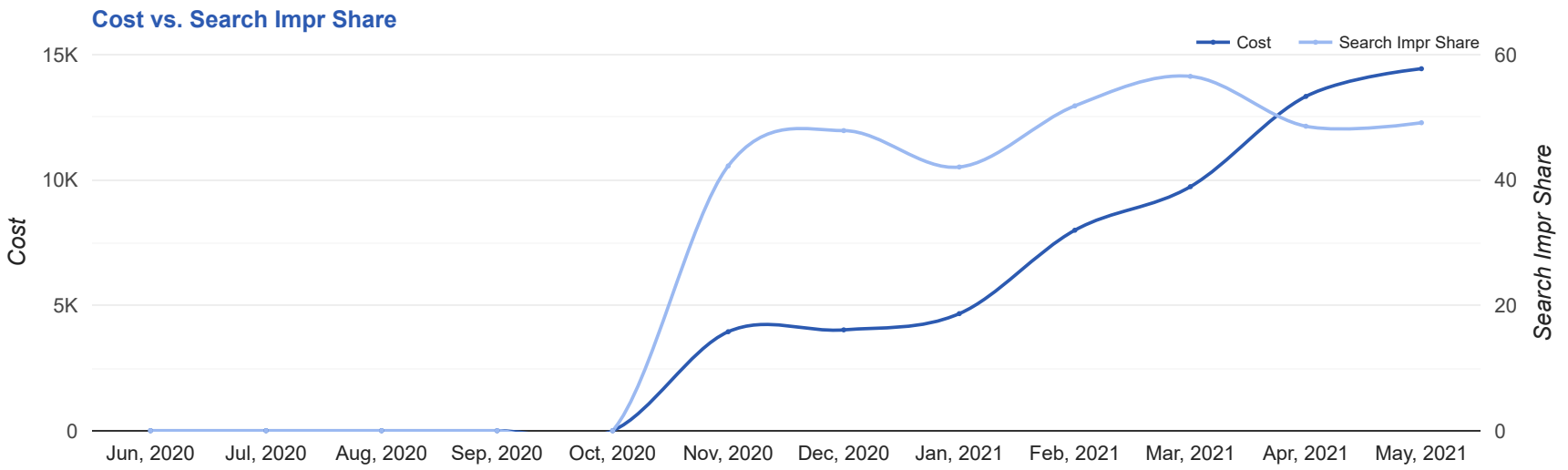
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:PicoSure Tattoo Removal} - Flat Rate for Complete Removal - State Of-The-Art Lasers healthfirstweightcontrol.com/ --/ -- Laser Tattoo Removal is an Effective, Non-Invasive Method of Safe Tattoo Removal	3,073	264	\$764.13	\$2.89	8.59%	-	46.5	17.61%	\$16.43
Health First Medical - Non-Surgical Fat Reduction - Fat Reduction Treatment healthfirstweightcontrol.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	4,506	165	\$1,307.90	\$7.93	3.66%	-	19.6	11.88%	\$66.73
Huge CoolSculpting Promotion - CoolSculpting in Redlands, CA - Biggest CoolSculpting® Promo healthfirstweightcontrol.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Redlands, CA.	506	40	\$551.93	\$13.80	7.91%	-	8.5	21.25%	\$64.93
Health First Medical - Non-Surgical Fat Reduction - Fat Reduction Treatment healthfirstweightcontrol.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,442	83	\$661.45	\$7.97	2.41%	-	8	9.64%	\$82.68
Health First Medical - CoolSculpting® in Hesperia, CA - Up to 50% Off healthfirstweightcontrol.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	149	16	\$103.07	\$6.44	10.74%	-	7.8	48.88%	\$13.18

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

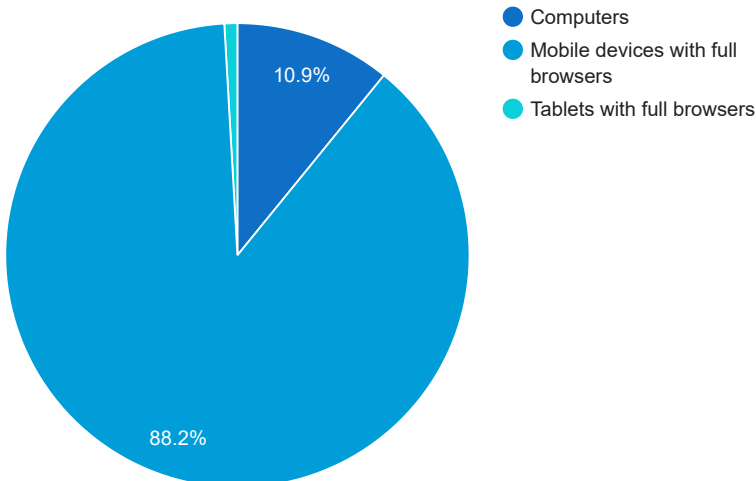
Budget Coverage



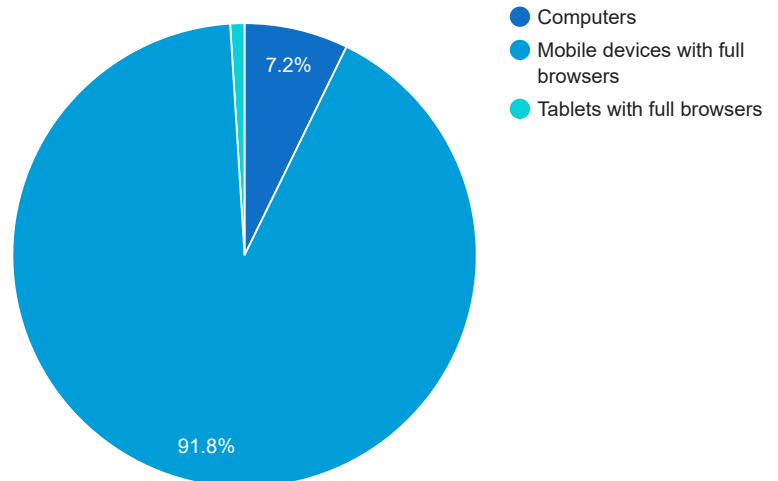
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	3,948.76	42.26
Dec, 2020	4,023	47.90
Jan, 2021	4,670.23	42.09
Feb, 2021	7,999.87	51.85
Mar, 2021	9,737.66	56.56
Apr, 2021	13,340.26	48.60
May, 2021	14,444.89	49.16

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	28,511	1,510	\$12,743.52	\$8.44	5.3%	-	185	12.25%	\$68.90
Computers	3,494	152	\$1,570.97	\$10.34	4.35%	-	14.6	9.61%	\$107.60
Tablets with full browsers	495	20	\$130.40	\$6.52	4.04%	-	2	10%	\$65.20

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	32,500	1,682	\$14,444.89	\$8.59	5.18%	-	201.6	11.98%	\$71.66

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Submit lead form	145
Calls from Website - Hesperia	23.6
Call From Ads (MS)	18
Calls from Website - Redlands	12
Click to Call	3

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 page 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