

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

Health First Medical

465-880-6778

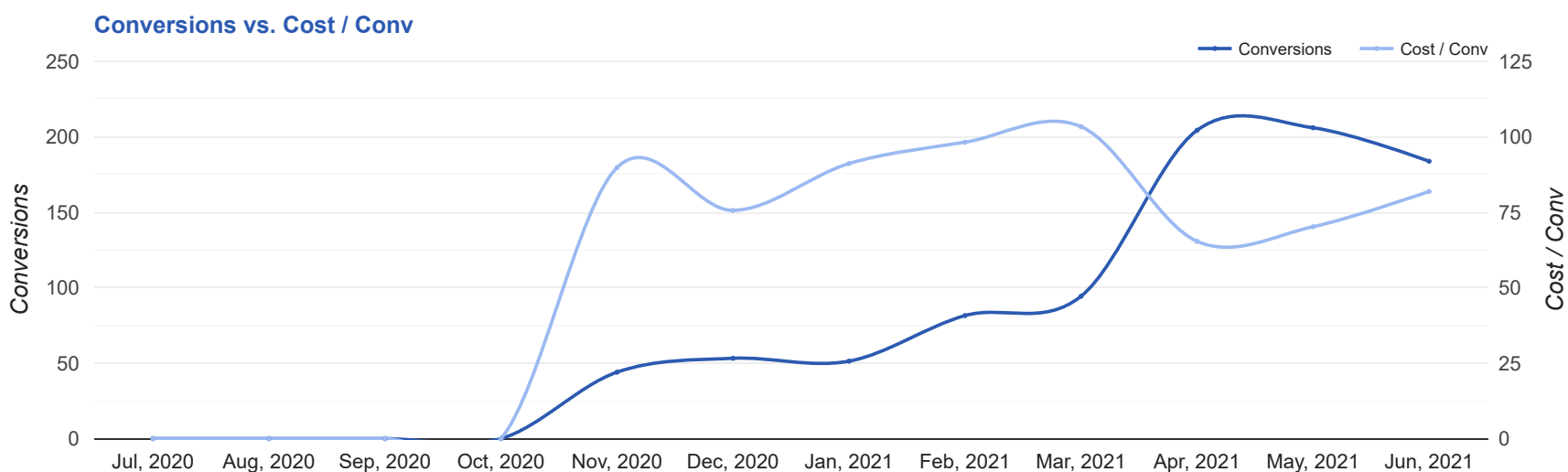
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$15,035	183.7	11.61%	\$81.85
↑ 4%	↓ 11%	↓ 5%	↑ 17%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	32,500	1,682	\$14,444.89	\$8.59	5.18%	-	205.9	12.24%	\$70.17	49.35%
1 Jun 2021 — 30 Jun 2021	32,547	1,582	\$15,034.98	\$9.50	4.86%	-	183.7	11.61%	\$81.85	52.68%
Change	47 ↑ 0%	100 ↓ 6%	\$590.09 ↑ 4%	\$0.91 ↑ 11%	0.32% ↓ 6%	0 ↔ -	22.17 ↓ 11%	0.63% ↓ 5%	\$11.68 ↑ 17%	3.33% ↑ 7%

Performance by Month - 1 Jul 2020 — 30 Jun 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%	-	205.9	12.24%	\$70.17	49.35%
Jun '21	32,547	1,582	\$15,034.98	\$9.50	4.86%	-	183.7	11.61%	\$81.85	52.68%
Total	153,713	7,583	\$73,199.65	\$9.65	4.93%	-	918	12.11%	\$79.74	49.64%

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting hesperia	12,581	580	\$5,992.52	\$10.33	4.61%	-	80.7	13.91%	\$74.28	52.2%
search beta laser tattoo removal	6,533	481	\$2,996.22	\$6.23	7.36%	-	62.3	12.96%	\$48.07	61.71%
search beta coolsculpting redlands	13,399	519	\$5,959.85	\$11.48	3.87%	-	39.7	7.65%	\$150.12	49.49%
search beta laser skin revitalization	34	2	\$86.39	\$43.20	5.88%	-	1	50%	\$86.39	100%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

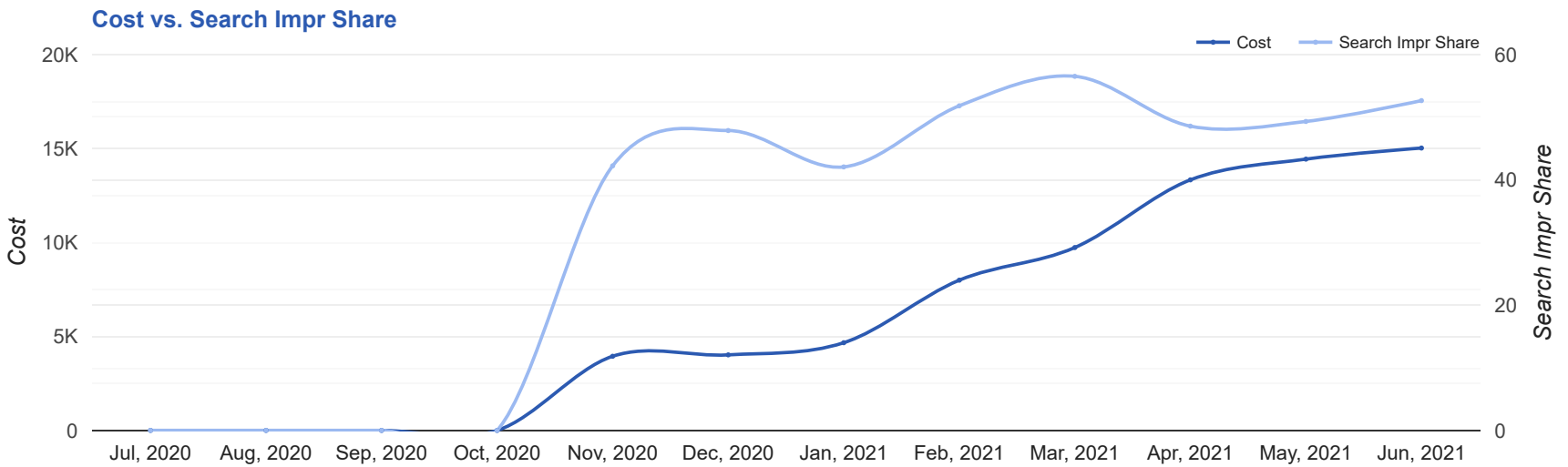
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:PicoSure Tattoo Removal} - Flat Rate for Complete Removal - State Of-The-Art Lasers healthfirstweightcontrol.com/ -- -- Laser Tattoo Removal is an Effective, Non-Invasive Method of Safe Tattoo Removal	4,816	355	\$2,305.38	\$6.49	7.37%	-	46.5	13.10%	\$49.58
Huge CoolSculpting Promotion - CoolSculpting in Hesperia, CA - Biggest CoolSculpting@ Promo healthfirstweightcontrol.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Hesperia, CA.	395	45	\$569.43	\$12.65	11.39%	-	11.3	25.18%	\$50.26
Health First Medical - Non-Surgical Fat Reduction - Fat Reduction Treatment healthfirstweightcontrol.com/ -- -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	4,313	125	\$928.19	\$7.43	2.90%	-	10.5	8.40%	\$88.40
Health First Medical - Non-Surgical Fat Reduction - Fat Reduction Treatment healthfirstweightcontrol.com/ -- -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	4,155	112	\$1,121.99	\$10.02	2.70%	-	9.8	8.78%	\$114.14
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	1,089	65	\$383.06	\$5.89	5.97%	-	9.7	14.88%	\$39.61

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

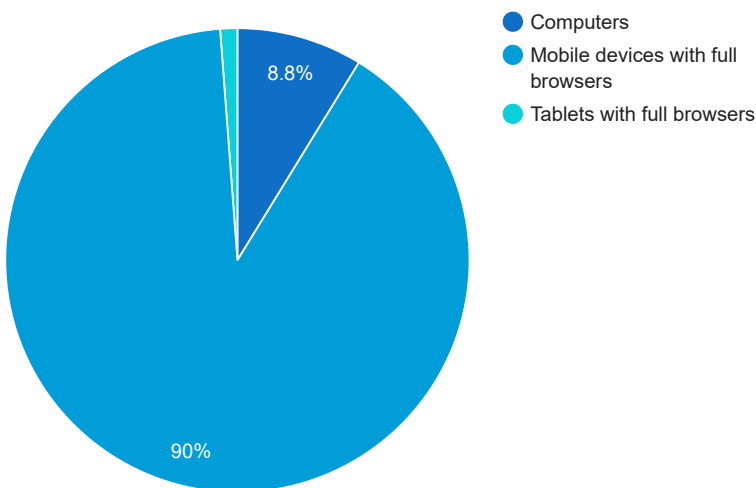
Budget Coverage



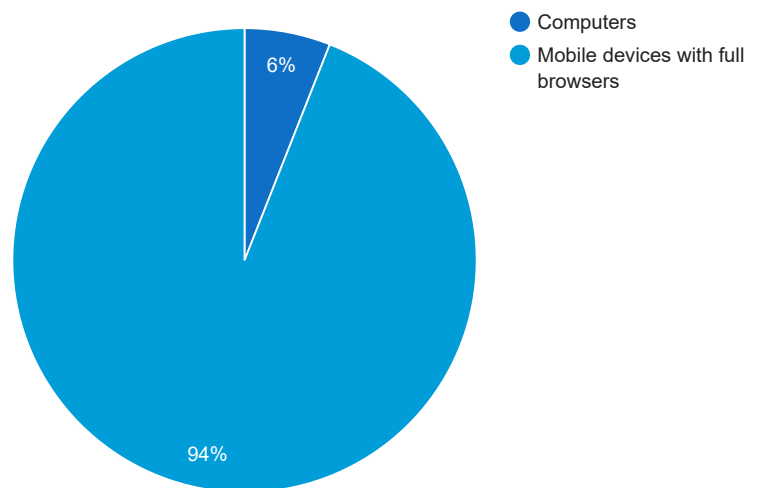
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	3,948.76	42.26
Dec, 2020	4,023	47.90
Jan, 2021	4,670.23	42.09
Feb, 2021	7,999.87	51.85
Mar, 2021	9,737.66	56.56
Apr, 2021	13,340.26	48.60
May, 2021	14,444.89	49.35
Jun, 2021	15,034.98	52.68

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	28,674	1,438	\$13,536.70	\$9.41	5.01%	-	172.7	12.01%	\$78.38
Computers	3,396	124	\$1,318.75	\$10.64	3.65%	-	11	8.87%	\$119.89
Tablets with full browsers	477	20	\$179.53	\$8.98	4.19%	-	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	32,547	1,582	\$15,034.98	\$9.50	4.86%	-	183.7	11.61%	\$81.85

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Submit lead form	131.9
Calls from Website - Hesperia	18
Call From Ads (MS)	17.8
Calls from Website - Redlands	10
Click to Call	6

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