

Health First Medical Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Health First Medical

\$16,259.54

\$15,034.98 **8.14%**

Conversions
Health First Medical

201.89

187.81 **7.50%**

Clicks
Health First Medical

1,623

1,582 **2.59%**

Conv. Rate
Health First Medical

12.44%

11.87% **4.80%**

Avg CPC
Health First Medical

\$10.02

\$9.50 **5.47%**

Cost / Conv
Health First Medical

\$80.54

\$80.05 **0.61%**

Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary
Health First Medical

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$16,259.54	\$15,034.98	8.14%
Impressions	32,988	32,547	1.35%
Clicks	1,623	1,582	2.59%
Avg CPC	\$10.02	\$9.50	5.47%
CTR	4.92%	4.86%	1.23%
Conversions	201.89	187.81	7.50%
Conv Rate	12.44%	11.87%	4.80%
Cost / Conv	\$80.54	\$80.05	0.61%

Budget Coverage

Search Impr. Share
Health First Medical

55.00%

52.77% **4.23%**

Search IS Lost (due to Budget)
Health First Medical

13.76%

13.66% **0.73%**

Search IS Lost (due to Rank)
Health First Medical

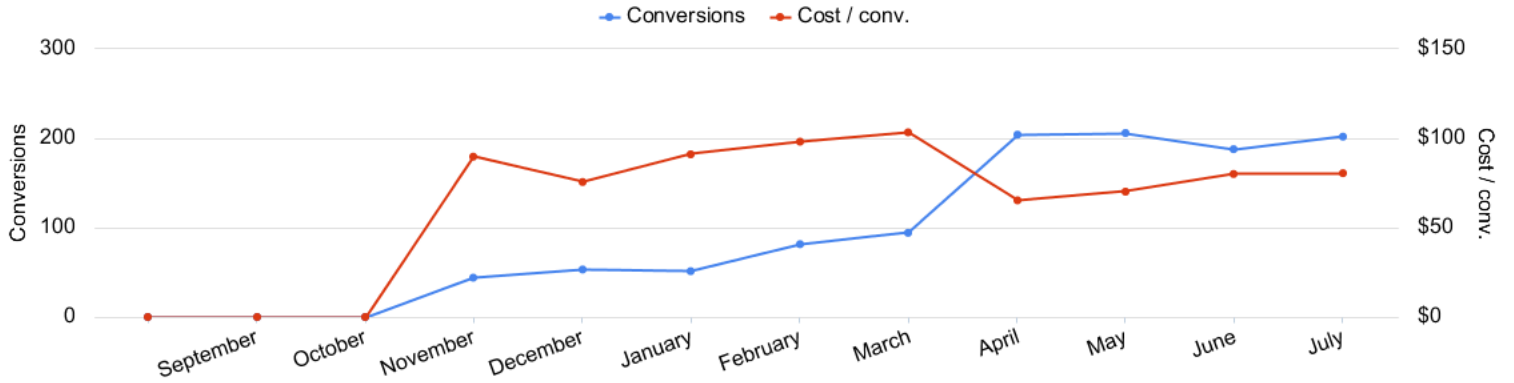
31.24%

33.57% **-6.94%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv




Account Performance by Month

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
11/01/2020	\$3,948.76	8,382	355	\$11.12	4.24%	44	12.39%	\$89.74	42.26%	24.93%
12/01/2020	\$4,023.00	9,401	446	\$9.02	4.74%	53.23	11.94%	\$75.58	47.90%	18.02%
01/01/2021	\$4,670.23	11,512	583	\$8.01	5.06%	51.27	8.79%	\$91.09	42.09%	15.52%
02/01/2021	\$7,999.87	14,162	709	\$11.28	5.01%	81.5	11.50%	\$98.16	51.85%	23.31%
03/01/2021	\$9,737.66	17,702	847	\$11.50	4.78%	94.25	11.13%	\$103.32	56.56%	15.02%
04/01/2021	\$13,340.26	27,507	1,379	\$9.67	5.01%	204.18	14.81%	\$65.34	48.60%	17.27%
05/01/2021	\$14,444.89	32,500	1,682	\$8.59	5.18%	205.87	12.24%	\$70.16	49.35%	15.43%
06/01/2021	\$15,034.98	32,547	1,582	\$9.50	4.86%	187.81	11.87%	\$80.06	52.77%	13.66%
07/01/2021	\$16,259.54	32,988	1,623	\$10.02	4.92%	201.89	12.44%	\$80.54	55.00%	13.76%
Total	\$89,459.19	186,701	9,206	\$9.72	4.93%	1,124	12.21%	\$79.59	50.53%	16.34%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Health First Medical

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta laser tattoo removal	\$3,858.60	7,836	570	\$6.77	7.27%	86	15.09%	\$44.87
search beta coolsculpting hesperia	\$6,267.40	12,351	542	\$11.56	4.39%	72.89	13.45%	\$85.98
search beta coolsculpting redlands	\$6,133.54	12,801	511	\$12.00	3.99%	43	8.41%	\$142.64

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Health First Medical

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
tattoo removal	\$680.67	894	87	\$7.82	9.73%	11	12.64%	\$61.88
tattoo removal cost	\$171.11	281	36	\$4.75	12.81%	5	13.89%	\$34.22
liposuction cost	\$112.60	49	11	\$10.24	22.45%	5	45.45%	\$22.52
weight loss clinic	\$45.86	4	2	\$22.93	50.00%	4	200.00%	\$11.46
tattoo removal near me	\$164.08	315	19	\$8.64	6.03%	3.93	20.68%	\$41.75
coolsculpting near me	\$169.42	32	10	\$16.94	31.25%	3.69	36.90%	\$45.91
cool sculpting cost	\$192.17	18	12	\$16.01	66.67%	3	25.00%	\$64.06
laser tattoo removal	\$75.30	259	12	\$6.27	4.63%	3	25.00%	\$25.10
cool sculpting	\$147.62	53	12	\$12.30	22.64%	3	25.00%	\$49.21
chin liposuction cost	\$32.74	7	3	\$10.91	42.86%	3	100.00%	\$10.91
coolsculpting cost	\$100.88	19	7	\$14.41	36.84%	2.5	35.71%	\$40.35
laser tattoo removal cost	\$61.77	57	10	\$6.18	17.54%	2	20.00%	\$30.89
tattoo removal cost in california	\$62.08	93	12	\$5.17	12.90%	2	16.67%	\$31.04
healthfirstweightcontrol	\$0.63	8	4	\$0.16	50.00%	2	50.00%	\$0.32
double chin removal near me	\$10.24	1	1	\$10.24	100.00%	2	200.00%	\$5.12
pete davidson tattoo removal	\$43.60	142	7	\$6.23	4.93%	2	28.57%	\$21.80
cool sculpting	\$214.77	51	10	\$21.48	19.61%	2	20.00%	\$107.39
health first weight loss redlands	\$8.01	4	2	\$4.00	50.00%	2	100.00%	\$4.00
tattoo removal san bernardino	\$10.91	8	1	\$10.91	12.50%	2	200.00%	\$5.46
do goli gummies burn fat	\$45.10	2	4	\$11.28	200.00%	2	50.00%	\$22.55

Top Search Ads (by Conversions)

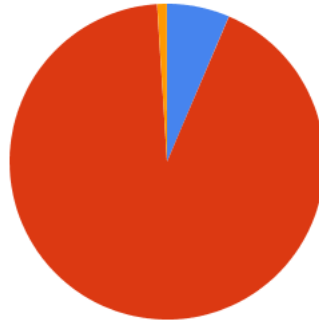
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
Health First Medical

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	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 No Scarring. Safe, Affordable & Fast Picosure Tattoo Removal. 5-Star Results	search beta laser tattoo removal	\$3,055.16	5,714	434	\$7.04	7.60%	65.02	14.98%	\$46.99
Health First Medical Non-Surgical Lipo Alternative Fat Reduction Treatment healthfirstweightcontrol.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Hesperia, CA. Schedule a Free Consultation.	search beta coolsculpting hesperia	\$646.84	1,049	65	\$9.95	6.20%	13.83	21.28%	\$46.77
Health First Medical Non-Surgical Fat Reduction Fat Reduction Treatment healthfirstweightcontrol.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Hesperia, CA. Schedule a Free Consultation.	search beta coolsculpting hesperia	\$1,355.09	4,179	135	\$10.04	3.23%	13.32	9.87%	\$101.73
Health First Medical Non-Surgical Fat Reduction Fat Reduction Treatment healthfirstweightcontrol.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Redlands, CA. Schedule a Free Consultation.	search beta coolsculpting redlands	\$936.17	3,801	108	\$8.67	2.84%	7	6.48%	\$133.74
Huge CoolSculpting Promotion CoolSculpting in Hesperia, CA Biggest CoolSculpting® Promo healthfirstweightcontrol.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Hesperia, CA. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting hesperia	\$637.89	474	43	\$14.83	9.07%	5.88	13.67%	\$108.48

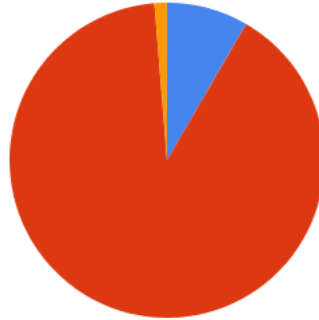
Budget Utilization by Device

Conversions by Device
Health First Medical



■ Computers - Conversions: 13 (6.44%)
 ■ Mobile devices with full browsers - Conversions: 186.89 (92.57%)
 ■ Tablets with full browsers - Conversions: 2 (0.99%)

Cost by Device
Health First Medical




■ Computers - Cost: \$1,364.47 (8.39%)
 ■ Mobile devices with full browsers - Cost: \$14,689.09 (90.34%)
 ■ Tablets with full browsers - Cost: \$205.98 (1.27%)


Device Performance (by Conversions)
Health First Medical

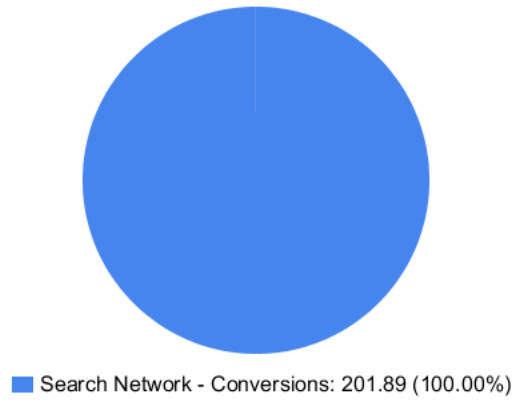
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	29,461	1,487	\$14,689.09	\$9.88	5.05%	186.89	12.57%	\$78.60
Computers	3,045	117	\$1,364.47	\$11.66	3.84%	13	11.11%	\$104.96
Tablets with full browsers	482	19	\$205.98	\$10.84	3.94%	2	10.53%	\$102.99


Budget Utilization by Network

 Cost by Network
Health First Medical



 Conversions by Network
Health First Medical

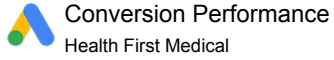


 Network Performance
Health First Medical

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	32,988	1,623	\$16,259.54	\$10.02	4.92%	201.89	12.44%	\$80.54

Conversion Summary

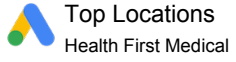
07/01/2021 - 07/31/2021



Conversion name	All conv.
Submit lead form	146
Call From Ads (MS)	20.89
Calls from Website - Hesperia	17
Calls from Website - Redlands	16
Click to Call	2

Geo-Targeting Summary

07/01/2021 - 07/31/2021



Region	Clicks	Conversions	Cost / conv.
California	1,623	201.89	\$80.54

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage