

Health First Medical Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

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Overall Performance Summary

09/01/2021 - 09/30/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
09/01/2021 - 09/30/2021	\$15,069.84	28,328	1,190	4.20%	122.96	\$122.55
08/01/2021 - 08/31/2021	\$13,260.02	26,031	1,327	5.10%	134.37	\$98.68
% Change	13.65%	8.82%	-10.32%	-17.65%	-8.49%	24.19%
Facebook Ads						
09/01/2021 - 09/30/2021	\$0.00	0	0	0.00%	0	\$0.00
08/01/2021 - 08/31/2021	\$4,362.77	41,317	610	1.48%	76	\$57.40
% Change	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Health First Medical

\$15,069.84
\$13,260.02 **13.65%**

Clicks
Health First Medical

1,190
1,327 **-10.32%**

Avg. CPC
Health First Medical

\$12.66
\$9.99 **26.73%**

Conversions
Health First Medical

122.96
134.37 **-8.49%**

Conv. rate
Health First Medical

10.33%
10.13% **1.97%**

Cost / Conv
Health First Medical

\$122.55
\$98.68 **24.19%**

Google Ads | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
Health First Medical

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$15,069.84	\$13,260.02	13.65%
Impressions	28,328	26,031	8.82%
Clicks	1,190	1,327	-10.32%
Avg CPC	\$12.66	\$9.99	26.73%
CTR	4.20%	5.10%	-17.65%
Conversions	122.96	134.37	-8.49%
Conv Rate	10.33%	10.13%	1.97%
Cost / Conv	\$122.56	\$98.68	24.20%

Google Ads | Budget Coverage

Search Impr. Share
Health First Medical

56.07%
54.36% **3.15%**

Search IS Lost (due to Budget)
Health First Medical

16.33%
13.09% **24.75%**

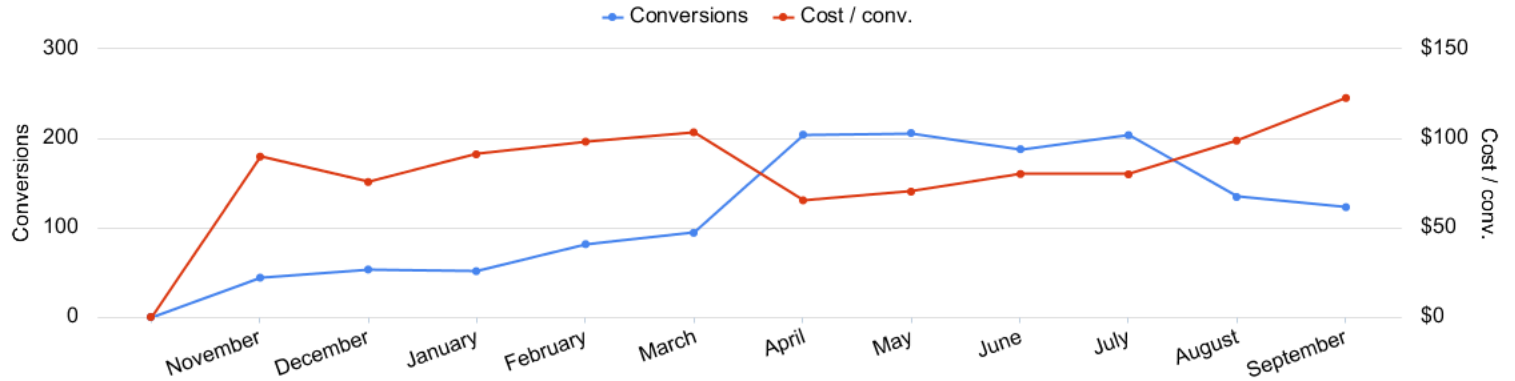
Search IS Lost (due to Rank)
Health First Medical

27.60%
32.55% **-15.21%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Health First Medical




Account Performance by Month
Health First Medical

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%	203.56	12.54%	\$79.88	54.92%	14.10%
08/01/2021	\$13,260.02	26,031	1,327	\$9.99	5.10%	134.37	10.13%	\$98.68	54.36%	13.09%
09/01/2021	\$15,069.84	28,328	1,190	\$12.66	4.20%	122.96	10.33%	\$122.55	56.07%	16.33%
Total	\$117,789.05	241,060	11,723	\$10.05	4.86%	1,383	11.80%	\$85.17	51.51%	16.05%

Google Ads | Campaign Performance Summary (by Conversions)

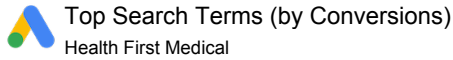
09/01/2021 - 09/30/2021

 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	\$3,044.23	7,001	445	\$6.84	6.36%	59.96	13.47%	\$50.77
search beta coolsculpting redlands	\$5,945.66	11,973	370	\$16.07	3.09%	33	8.92%	\$180.17
search beta coolsculpting hesperia	\$6,079.95	9,354	375	\$16.21	4.01%	30	8.00%	\$202.66

Google Ads | Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
tattoo removal	\$474.41	826	67	\$7.08	8.11%	10	14.93%	\$47.44
tattoo removal near me	\$116.97	243	12	\$9.75	4.94%	5.5	45.83%	\$21.27
weight loss clinic	\$119.67	40	4	\$29.92	10.00%	3	75.00%	\$39.89
weight loss clinic near me	\$165.53	19	4	\$41.38	21.05%	2	50.00%	\$82.77
cool sculpting	\$147.61	69	12	\$12.30	17.39%	2	16.67%	\$73.81
fast tattoo removal	\$13.80	3	2	\$6.90	66.67%	2	100.00%	\$6.90
tattoo removal cost	\$128.93	229	35	\$3.68	15.28%	2	5.71%	\$64.47
weight clinic near me	\$46.94	2	1	\$46.94	50.00%	2	200.00%	\$23.47
health first victorville	\$27.50	11	2	\$13.75	18.18%	2	100.00%	\$13.75
treatments for double chin	\$28.71	1	1	\$28.71	100.00%	2	200.00%	\$14.36
lazer tattoo removal	\$12.02	8	1	\$12.02	12.50%	1.73	173.00%	\$6.95
coolsculpting hesperia	\$32.27	4	3	\$10.76	75.00%	1.5	50.00%	\$21.51
nutri system	\$19.29	1	1	\$19.29	100.00%	1	100.00%	\$19.29
health first redlands	\$110.00	6	1	\$110.00	16.67%	1	100.00%	\$110.00
how much does laser tattoo removal cost	\$10.00	15	2	\$5.00	13.33%	1	50.00%	\$10.00
body sculpting victorville	\$26.06	7	3	\$8.69	42.86%	1	33.33%	\$26.06
removal double chin	\$49.52	1	1	\$49.52	100.00%	1	100.00%	\$49.52
cryo weight loss near me	\$61.90	1	1	\$61.90	100.00%	1	100.00%	\$61.90
tattoo removal victorville	\$23.81	12	2	\$11.90	16.67%	1	50.00%	\$23.81
eon fat reduction cost	\$35.74	1	1	\$35.74	100.00%	1	100.00%	\$35.74

Google Ads | Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

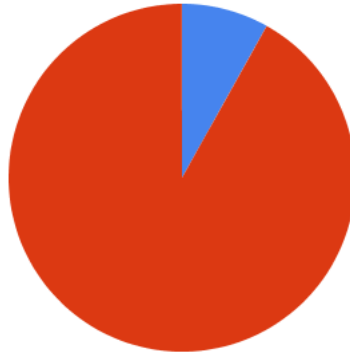
 Top Responsive Search Ads (by Conversions)
Health First Medical

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/tattoo_removal 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	\$2,247.74	4,857	334	\$6.73	6.88%	44.73	13.39%	\$50.25
Health First Medical Non-Surgical Fat Reduction Fat Reduction Treatment healthfirstweightcontrol.com/coolsculpting/hesperia 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	\$1,299.20	3,648	97	\$13.39	2.66%	7	7.22%	\$185.60
Health First Medical Non-Surgical Fat Reduction Fat Reduction Treatment healthfirstweightcontrol.com/coolsculpting/redlands 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	\$747.21	2,627	60	\$12.45	2.28%	4	6.67%	\$186.80
{Keyword:Health First Medical} CoolSculpting in Hesperia, CA 2021 CoolSculpting Discount healthfirstweightcontrol.com/coolsculpting/hesperia 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	\$124.90	93	10	\$12.49	10.75%	2.5	25.00%	\$49.96
Health First Medical Non-Surgical Lipo Alternative Fat Reduction Treatment healthfirstweightcontrol.com/coolsculpting/redlands 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	\$255.22	399	16	\$15.95	4.01%	2	12.50%	\$127.61

Google Ads | Budget Utilization by Device

Conversions by Device

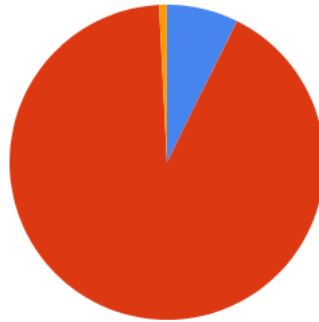
Health First Medical



■ Computers - Conversions: 10 (8.13%) ■ Mobile devices with full browsers - Conversions: 112.96 (91.87%)

Cost by Device

Health First Medical




■ Computers - Cost: \$1,105.28 (7.33%) ■ Mobile devices with full browsers - Cost: \$13,846.14 (91.88%)
 ■ Tablets with full browsers - Cost: \$118.42 (0.79%)

Device Performance (by Conversions)


Health First Medical

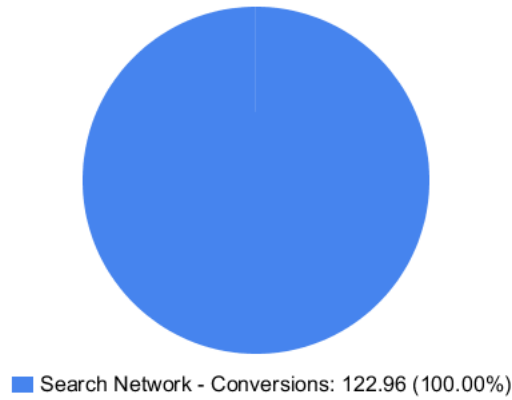
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	24,744	1,093	\$13,846.14	\$12.67	4.42%	112.96	10.34%	\$122.57
Computers	3,179	83	\$1,105.28	\$13.32	2.61%	10	12.05%	\$110.53
Tablets with full browsers	405	14	\$118.42	\$8.46	3.46%	0	0.00%	\$0.00


Google Ads | 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	28,328	1,190	\$15,069.84	\$12.66	4.20%	122.96	10.33%	\$122.55

Google Ads | Conversion Summary

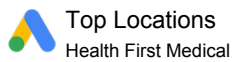
09/01/2021 - 09/30/2021



Conversion name	All conv.
Submit lead form	84.71
Calls from Website - Redlands	15.25
Call From Ads (MS)	13
Calls from Website - Hesperia	8
Click to Call	2

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021



Region	Clicks	Conversions	Cost / conv.
California	1,190	122.96	\$122.56

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Health First

\$0.00

\$4,362.77 -100.00%

Impressions
Health First

0

41,317 -100.00%

Reach
Health First

0

21,214 -100.00%

Clicks (Link)
Health First

0

610 -100.00%

Leads
Health First

0

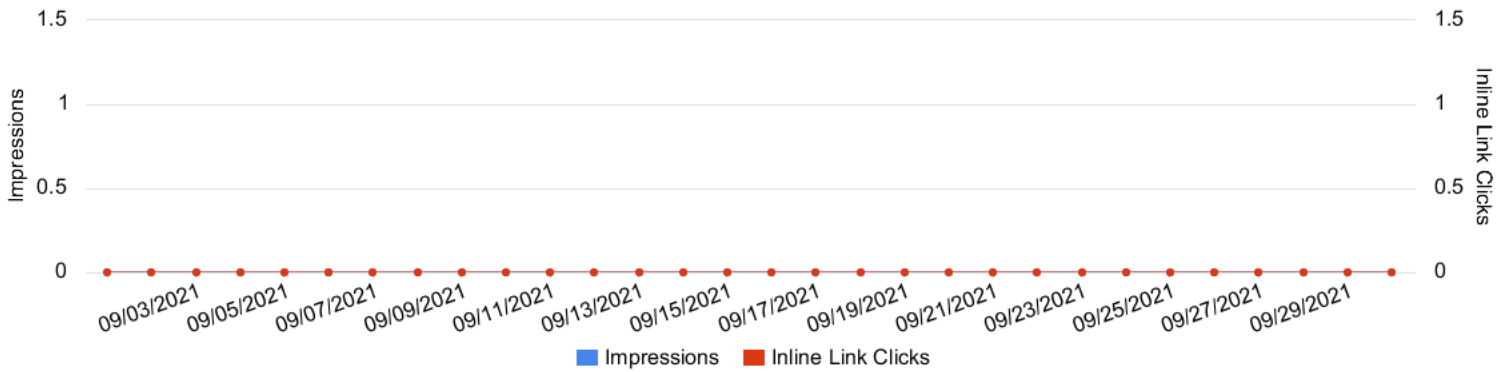
80 -100.00%

Cost / Lead
Health First

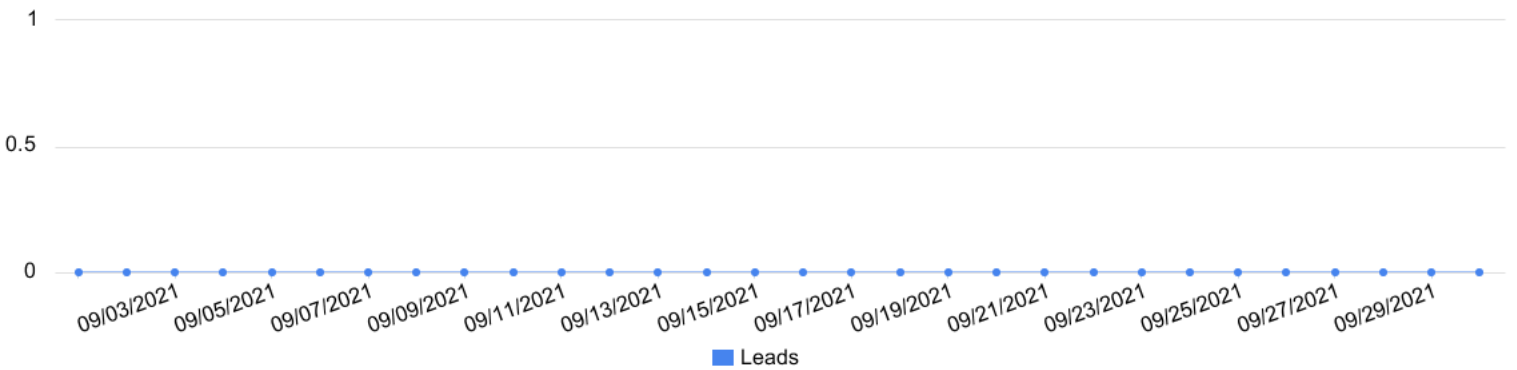
\$0.00

\$54.53 -100.00%

Impressions vs Inline Link Clicks
Health First



Conversions by day
Health First



Facebook | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary Health First


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$0.00	\$4,362.77	-100.00%
Impressions	0	41,317	-100.00%
Reach	0	21,214	-100.00%
Clicks	0	610	-100.00%
CTR	0.00%	1.48%	-100.00%
Frequency	0	1.95	-100.00%
Leads	0	80	-100.00%
Cost / Lead	\$0.00	\$54.53	-100.00%

Engagement Summary Health First


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	13	-100.00%
Post Reactions	0	104	-100.00%
Post Shares	0	12	-100.00%

Facebook | Placement Performance Summary

09/01/2021 - 09/30/2021


 Reach Summary (by Placement)
Health First

There are no results

 Placement Performance (by Leads)
Health First

There are no results

09/01/2021 - 09/30/2021

 Device Performance Chart
Health First

There are no results


 Device Platform Performance
Health First

There are no results

09/01/2021 - 09/30/2021

 Time of Day (Viewer)
Health First

There are no results

 Time of Day (Ad Account)
Health First

There are no results

Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown Health First

There are no results

Facebook | Ad Set Performance Summary (by Leads)


09/01/2021 - 09/30/2021

Top Performing Ad Sets Health First

There are no results


Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021


 Top Performing Ads (by Leads)
Health First

There are no results

09/01/2021 - 09/30/2021


 Age Performance Chart
Health First

There are no results


 Age Performance Summary
Health First

There are no results

09/01/2021 - 09/30/2021

 Gender Performance Chart
Health First

There are no results

 Gender Performance Summary
Health First

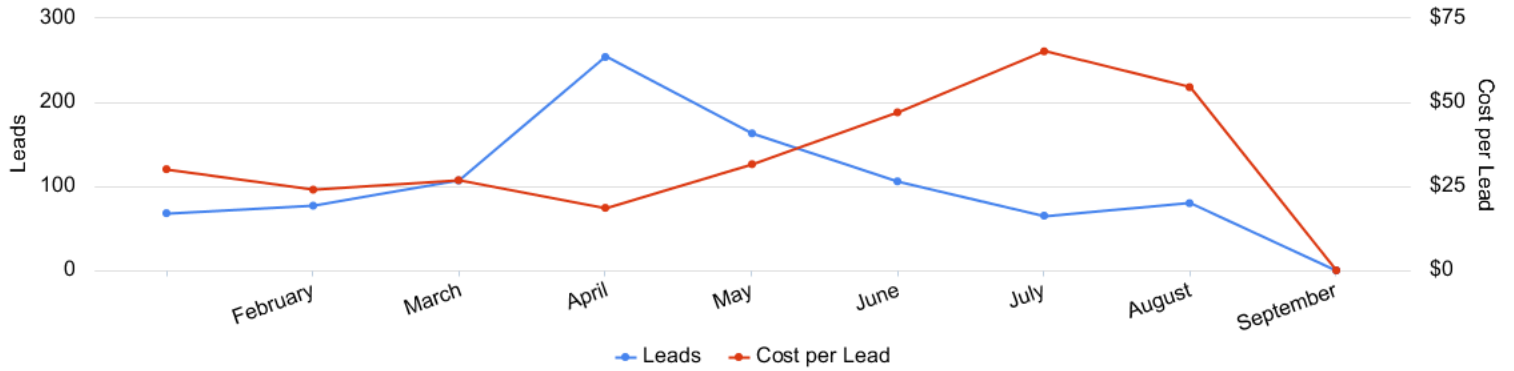
There are no results

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend

Health First



Historical table (by month)

Health First

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Health First	\$30,224.07	6,835	437,309	103,147	4.24	3.38%	920
> 2021-01-01 - 2021-01-31	\$2,045.86	708	43,597	20,452	2.13	3.59%	68
> 2021-02-01 - 2021-02-28	\$1,848.04	556	34,166	17,480	1.95	3.80%	77
> 2021-03-01 - 2021-03-31	\$2,873.58	830	48,317	24,831	1.95	3.69%	107
> 2021-04-01 - 2021-04-30	\$4,722.99	1,419	73,022	36,308	2.01	3.70%	254
> 2021-05-01 - 2021-05-31	\$5,151.44	1,300	83,860	38,327	2.19	3.22%	163
> 2021-06-01 - 2021-06-30	\$4,981.62	809	65,700	32,433	2.03	2.84%	106
> 2021-07-01 - 2021-07-31	\$4,237.77	603	47,330	23,976	1.97	2.97%	65
> 2021-08-01 - 2021-08-31	\$4,362.77	610	41,317	21,214	1.95	3.51%	80

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