

**Monthly Account  
Performance Report  
1 Sep 2020 — 30 Sep 2020**

Healthy Solutions

115-816-0781

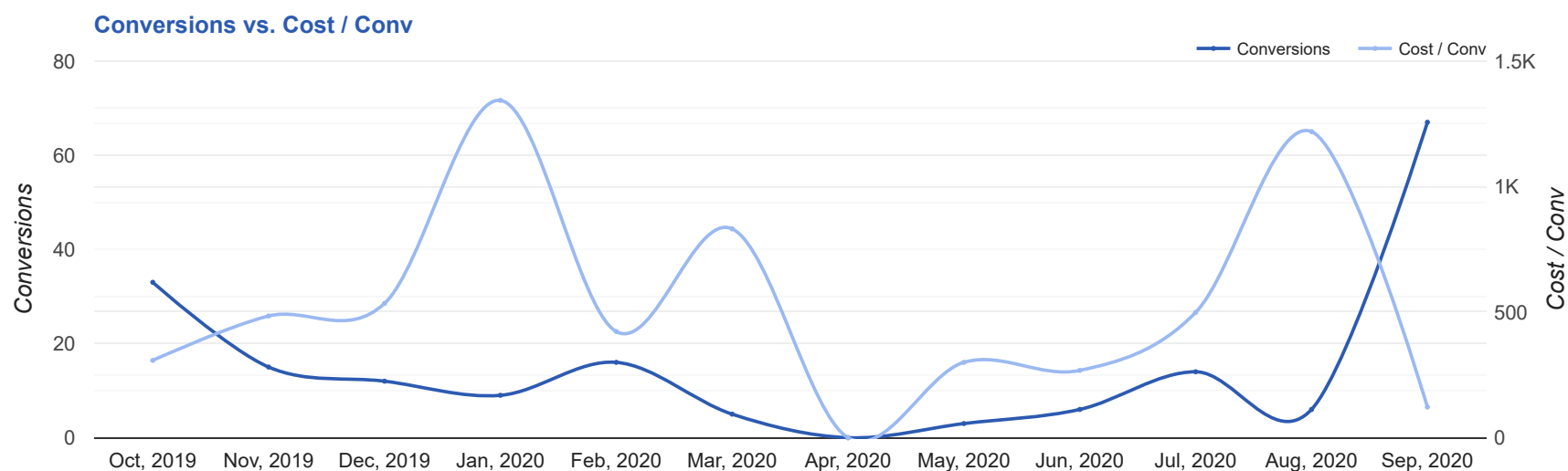
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$8,179	67	1.43%	\$122.08
↑ 12%	↑ 1,017%	↑ 1,489%	↓ 90%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Aug 2020 — 31 Aug 2020</b>	1,063,899	6,820	\$7,313.85	\$1.07	0.64%	-	6	0.09%	\$1,218.97	77.11%
<b>1 Sep 2020 — 30 Sep 2020</b>	969,987	4,675	\$8,179.21	\$1.75	0.48%	-	67	1.43%	\$122.08	41.69%
<b>Change</b>	93,912 ↓ 9%	2,145 ↓ 31%	\$865.36 ↑ 12%	\$0.68 ↑ 64%	0.16% ↓ 25%	- -	61 ↑ 1,017%	1.34% ↑ 1,489%	\$1,096.89 ↓ 90%	35.42% ↓ 46%

# Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Oct '19	11,607	630	\$10,158.31	\$16.12	5.43%	-	33	5.24%	\$307.83	91.64%
Nov '19	38,756	570	\$7,270.98	\$12.76	1.47%	-	15	2.63%	\$484.73	89.73%
Dec '19	9,488	487	\$6,417.29	\$13.18	5.13%	-	12	2.46%	\$534.77	88.42%
Jan '20	284,754	1,421	\$12,089.99	\$8.51	0.5%	-	9	0.63%	\$1,343.33	91.98%
Feb '20	6,415	339	\$6,763.41	\$19.95	5.28%	-	16	4.72%	\$422.71	84.13%
Mar '20	3,271	159	\$4,158.30	\$26.15	4.86%	-	5	3.14%	\$831.66	92.52%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	1,502	58	\$900.33	\$15.52	3.86%	-	3	5.17%	\$300.11	83.29%
Jun '20	2,492	103	\$1,608.26	\$15.61	4.13%	-	6	5.83%	\$268.04	83.98%
Jul '20	8,166	406	\$6,986.24	\$17.21	4.97%	-	14	3.45%	\$499.02	83.81%
Aug '20	1,063,899	6,820	\$7,313.85	\$1.07	0.64%	-	6	0.09%	\$1,218.98	77.11%
Sep '20	969,987	4,675	\$8,179.21	\$1.75	0.48%	-	67	1.43%	\$122.08	41.69%
<b>Total</b>	<b>2,400,337</b>	<b>15,668</b>	<b>\$71,846.17</b>	<b>\$4.59</b>	<b>0.65%</b>	<b>-</b>	<b>186</b>	<b>1.19%</b>	<b>\$386.27</b>	<b>58.43%</b>

# Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	18,574	495	\$3,777.56	\$7.63	2.67%	-	39	7.88%	\$96.86	38.19%
search   beta   botox	3,672	155	\$998.79	\$6.44	4.22%	-	12	7.74%	\$83.23	45.03%
search   beta   dermal fillers	4,733	280	\$973.28	\$3.48	5.92%	-	10	3.57%	\$97.33	50.02%
<b>Botox New</b>	758	25	\$689.97	\$27.60	3.3%	-	5	20%	\$137.99	92.85%
<b>Coolsculpting New</b>	908	65	\$725.33	\$11.16	7.16%	-	1	1.54%	\$725.33	61.51%
<b>Coolsculpting Display Aug 2020 Start</b>	941,342	3,655	\$1,014.28	\$0.28	0.39%	-	0	0%	\$0.00	0%

# Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

## Top Text Ads

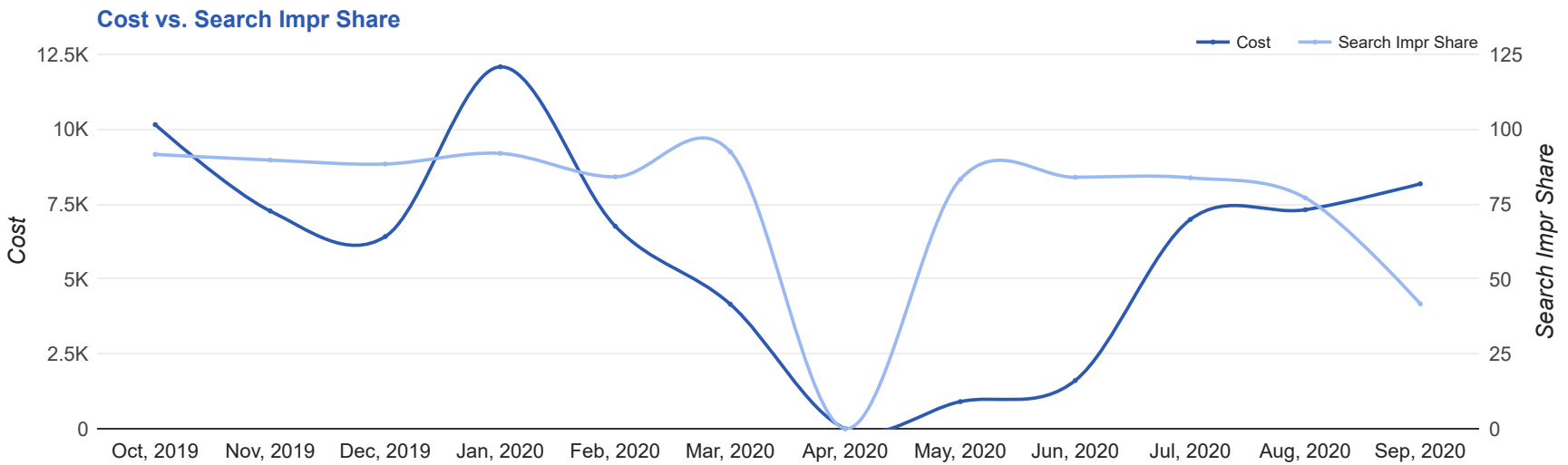
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Top Provider in Bucks County - CoolSculpting in Bucks County - Fat Reduction Treatment</a> <a href="http://www.healthysolutionsdr.com/">www.healthysolutionsdr.com/</a> -- -- Leading CoolSculpting Provider in Bucks County, PA. Schedule a Free Consultation	9,669	193	\$1,649.40	\$8.55	2.00%	-	9	4.66%	\$183.27
{Keyword:Healthy Solutions} - <a href="#">CoolSculpting in Bucks County - Fat Reduction Treatment</a> <a href="http://www.healthysolutionsdr.com/">www.healthysolutionsdr.com/</a> -- -- Leading CoolSculpting Provider in Bucks County, PA. Schedule a Free Consultation	2,233	103	\$548.70	\$5.33	4.61%	-	8	7.77%	\$68.59
{Keyword:Top Botox Provider in PA} - <a href="#">Look Younger &amp; More Energized - September Specials: \$11 a Unit</a> <a href="http://www.healthysolutionsdr.com/">www.healthysolutionsdr.com/</a> -- -- Botox reduces fine lines and wrinkles. Look younger and more energized. Schedule consult.	2,303	96	\$554.64	\$5.78	4.17%	-	6	6.25%	\$92.44
<a href="#">CoolSculpting in Bucks County - Fat Reduction Treatment - Flexible Payment Options</a> <a href="http://www.healthysolutionsdr.com/">www.healthysolutionsdr.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,510	51	\$477.00	\$9.35	1.45%	-	5	9.80%	\$95.40
<a href="#">CoolSculpting Deal \$1,000 Off - Freeze Away Stubborn Fat - Top Provider in Bucks County</a> <a href="http://www.healthysolutionsdr.com/">www.healthysolutionsdr.com/</a> CoolSculpting Deal. Freeze Fat. Top Provider in Bucks County, PA. Book A Free Consultation	234	11	\$75.95	\$6.90	4.70%	-	5	45.45%	\$15.19

## Top Display Ads

IMAGE AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Multi Asset Responsive Ad: Healthy Solutions Medspa Lose Stubborn Without Surgery - CoolSculpting @ Call To Find Out About Our Current Coolsculpting Special <a href="https://www.healthysolutionsdr.com/coolsculpting-bucks-county/">https://www.healthysolutionsdr.com/coolsculpting-bucks-county/</a>	941,342	3,655	\$1,014.28	\$0.28	0.39%	-	0	0.00%	-

# Budget Utilization - 1 Sep 2020 — 30 Sep 2020

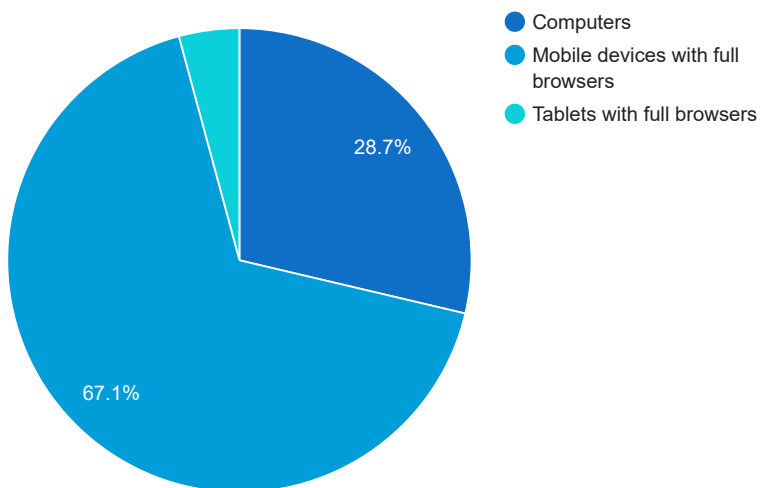
## Budget Coverage



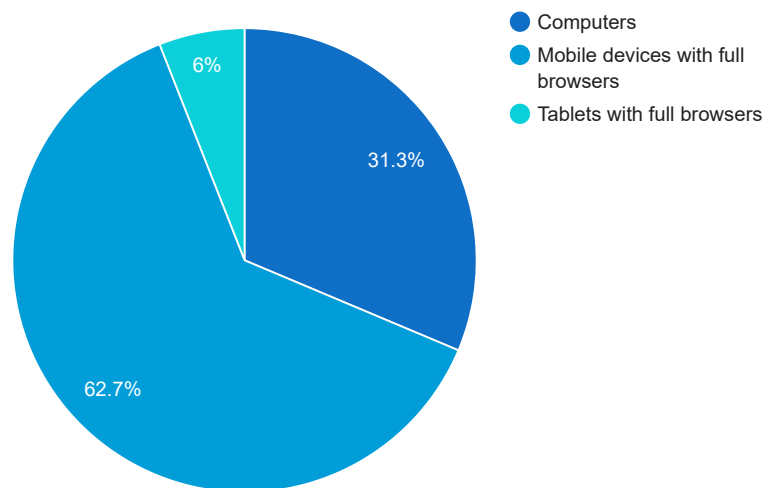
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	10,158.31	91.64
Nov, 2019	7,270.98	89.73
Dec, 2019	6,417.29	88.42
Jan, 2020	12,089.99	91.98
Feb, 2020	6,763.41	84.13
Mar, 2020	4,158.30	92.52
Apr, 2020	0	0
May, 2020	900.33	83.29
Jun, 2020	1,608.26	83.98
Jul, 2020	6,986.24	83.81
Aug, 2020	7,313.85	77.11
Sep, 2020	8,179.21	41.69

## Cost and Conversions by Device

### Cost



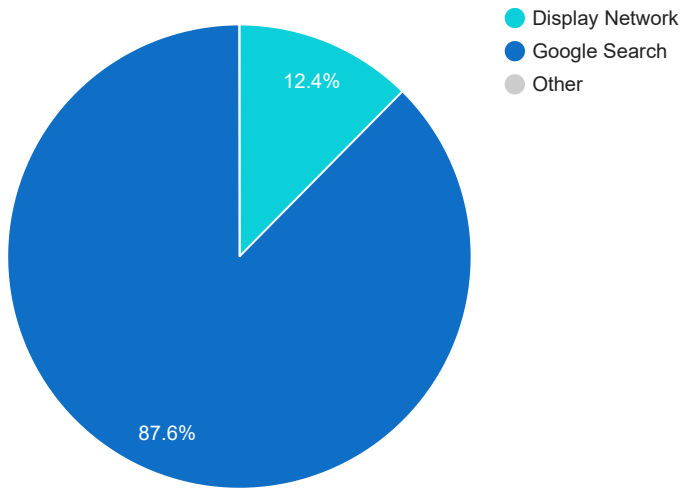
### Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	350,733	3,371	\$5,488.55	\$1.63	0.96%	-	42	1.25%	\$130.68
Computers	538,732	832	\$2,345.95	\$2.82	0.15%	-	21	2.52%	\$111.71
Tablets with full browsers	80,137	471	\$344.33	\$0.73	0.59%	-	4	0.85%	\$86.08

### 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	28,546	1,019	\$7,163.27	\$7.03	3.57%	-	67	6.58%	\$106.91
Display Network	940,957	3,654	\$1,013.91	\$0.28	0.39%	-	0	0%	\$0.00
Search partners	99	1	\$1.66	\$1.66	1.01%	-	0	0%	\$0.00

## Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Botox Landing Page Schedule Appointment 9 7 19	49
Submit lead form	10
Calls from ads	4
Coolsculpting Landing Page Form Submission 9 7 2019	3
Contact Us Medspa Submission Form 9 7 19	1
Click to Call (All Web Site Data)	0
Local actions - Directions	0
Clicks to call	0

## 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