

**Monthly Account
Performance Report
1 Oct 2020 — 31 Oct 2020**

Healthy Solutions

115-816-0781

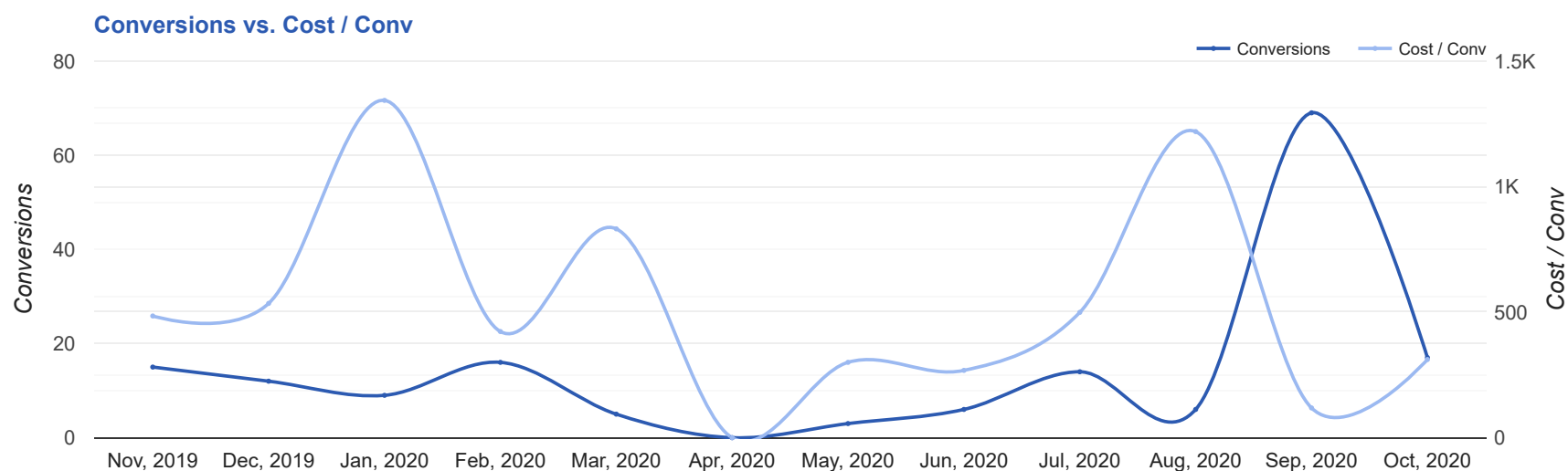
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,294	17	1.97%	\$311.41
↓ 35%	↓ 75%	↑ 33%	↑ 163%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	969,987	4,675	\$8,179.21	\$1.75	0.48%	-	69	1.48%	\$118.54	41.78%
1 Oct 2020 — 31 Oct 2020	17,943	865	\$5,293.92	\$6.12	4.82%	-	17	1.97%	\$311.41	41.31%
Change	952,044 ↓ 98%	3,810 ↓ 81%	\$2,885.29 ↓ 35%	\$4.37 ↑ 250%	4.34% ↑ 904%	--	52 ↓ 75%	0.49% ↑ 33%	\$192.87 ↑ 163%	0.47% ↓ 1%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Nov '19	38,756	570	\$7,270.98	\$12.76	1.47%	-	15	2.63%	\$484.73	89.72%
Dec '19	9,488	487	\$6,417.29	\$13.18	5.13%	-	12	2.46%	\$534.77	88.19%
Jan '20	284,754	1,421	\$12,089.99	\$8.51	0.5%	-	9	0.63%	\$1,343.33	91.7%
Feb '20	6,415	339	\$6,763.41	\$19.95	5.28%	-	16	4.72%	\$422.71	83.34%
Mar '20	3,271	159	\$4,158.30	\$26.15	4.86%	-	5	3.14%	\$831.66	92.13%
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	82.5%
Jun '20	2,492	103	\$1,608.26	\$15.61	4.13%	-	6	5.83%	\$268.04	83.91%
Jul '20	8,166	406	\$6,986.24	\$17.21	4.97%	-	14	3.45%	\$499.02	83.59%
Aug '20	1,063,899	6,820	\$7,313.85	\$1.07	0.64%	-	6	0.09%	\$1,218.98	77.5%
Sep '20	969,987	4,675	\$8,179.21	\$1.75	0.48%	-	69	1.48%	\$118.54	41.78%
Oct '20	17,943	865	\$5,293.92	\$6.12	4.82%	-	17	1.97%	\$311.41	41.31%
Total	2,406,673	15,903	\$66,981.78	\$4.21	0.66%	-	172	1.08%	\$389.43	58.3%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,725	263	\$2,984.64	\$11.35	5.57%	-	12	4.56%	\$248.72	58.44%
search beta botox	4,934	186	\$947.95	\$5.10	3.77%	-	2	1.08%	\$473.98	38.89%
search beta coolsculpting exp reach	1,081	29	\$269.37	\$9.29	2.68%	-	2	6.9%	\$134.69	28.26%
search beta dermal fillers	6,397	376	\$992.76	\$2.64	5.88%	-	1	0.27%	\$992.76	42.2%
search beta coolsculpting exp reach	806	11	\$99.20	\$9.02	1.36%	-	0	0%	\$0.00	21.9%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

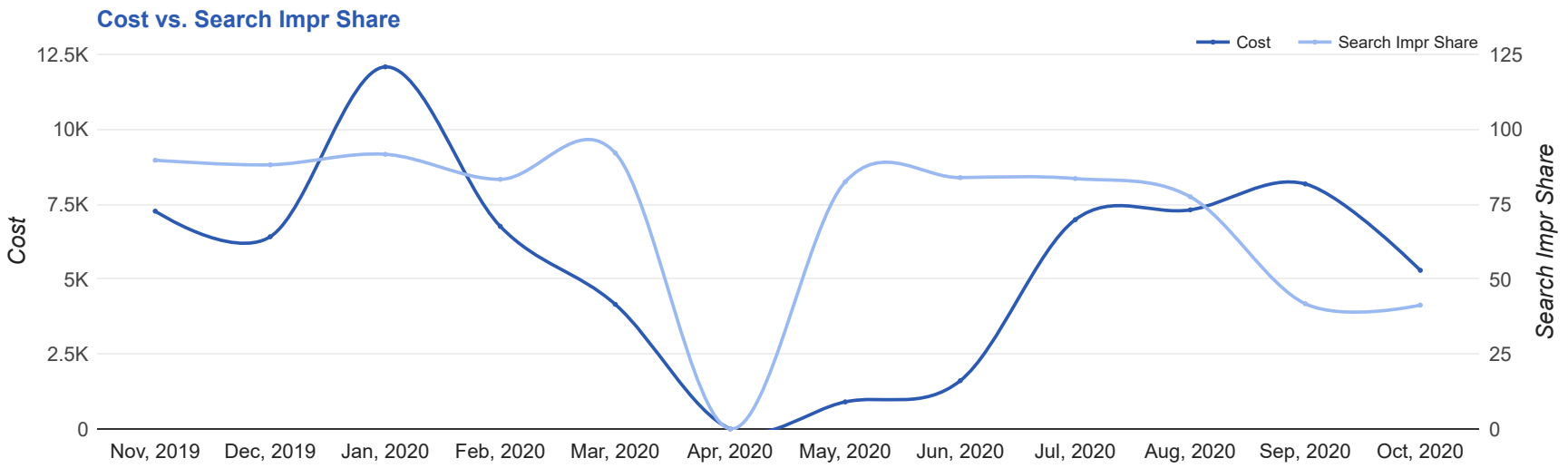
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Healthy Solutions} - CoolSculpting in Bucks County - Fat Reduction Treatment www.healthysolutionsdr.com/--/ -- Leading CoolSculpting Provider in Bucks County, PA. Schedule a Free Consultation	2,106	141	\$2,108.51	\$14.95	6.70%	-	10	7.09%	\$210.85
Top Provider in Bucks County - CoolSculpting in Bucks County - Fat Reduction Treatment www.healthysolutionsdr.com/--/ -- Leading CoolSculpting Provider in Bucks County, PA. Schedule a Free Consultation	465	11	\$88.85	\$8.08	2.37%	-	2	18.18%	\$44.42
{Keyword:Top Botox Provider in PA} - Look Younger & More Energized - #1 Anti-Aging Treatment www.healthysolutionsdr.com/--/ -- Botox reduces fine lines and wrinkles. Look younger and more energized. Schedule consult.	3,765	145	\$713.53	\$4.92	3.85%	-	1	0.69%	\$713.53
Top Botox Provider in PA - October Specials: \$11 a Unit - Book a Free Consultation www.healthysolutionsdr.com/ Look Younger and More Energized with Botox from Leading Bucks County, PA Provider.	549	17	\$102.33	\$6.02	3.10%	-	1	5.88%	\$102.33
{Keyword:Healthy Solutions} - CoolSculpting in Bucks County - Fat Reduction Treatment www.healthysolutionsdr.com/--/ -- Leading CoolSculpting Provider in Bucks County, PA. Schedule a Free Consultation	253	17	\$163.86	\$9.64	6.72%	-	1	5.88%	\$163.86

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

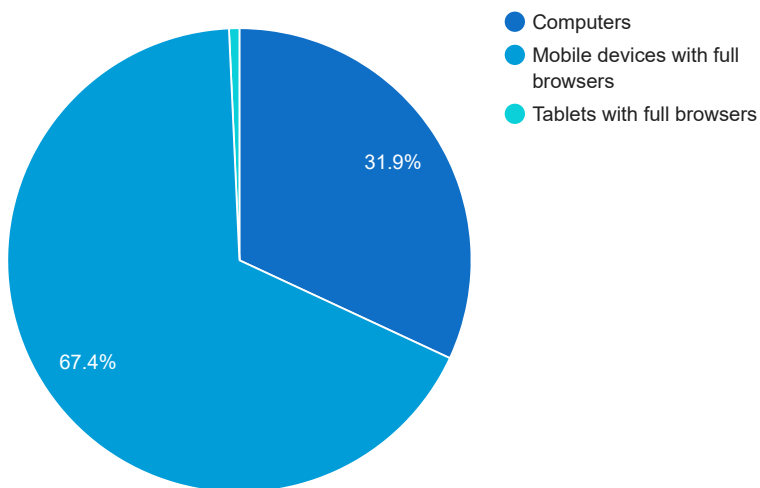
Budget Coverage



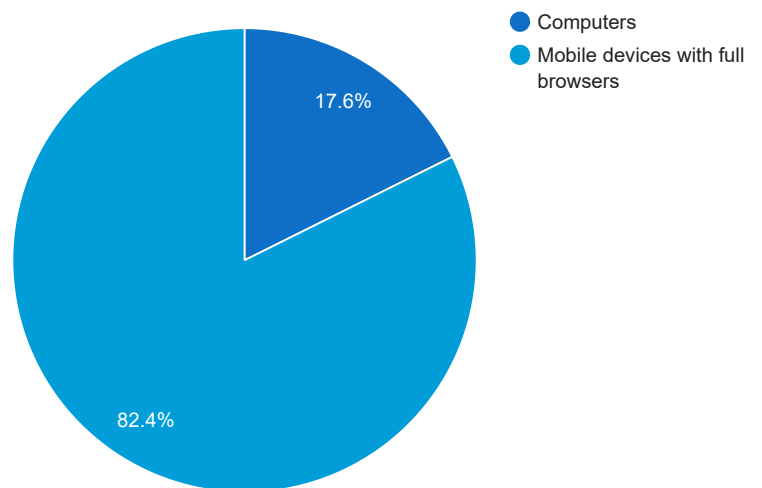
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	7,270.98	89.72
Dec, 2019	6,417.29	88.19
Jan, 2020	12,089.99	91.70
Feb, 2020	6,763.41	83.34
Mar, 2020	4,158.30	92.13
Apr, 2020	0	0
May, 2020	900.33	82.50
Jun, 2020	1,608.26	83.91
Jul, 2020	6,986.24	83.59
Aug, 2020	7,313.85	77.50
Sep, 2020	8,179.21	41.78
Oct, 2020	5,293.92	41.31

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	13,283	684	\$3,565.57	\$5.21	5.15%	-	14	2.05%	\$254.68
Computers	4,110	169	\$1,690.23	\$10.00	4.11%	-	3	1.78%	\$563.41
Tablets with full browsers	550	12	\$38.12	\$3.18	2.18%	-	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	17,943	865	\$5,293.92	\$6.12	4.82%	-	17	1.97%	\$311.41

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Submit lead form	12
Call From Ads (New)	2
Dermal Fillers Schedule Appointment 9 7 19	1
Click to Call	1
Specials Submission Form 9 2 19	1
Contact Us Medspa Submission Form 9 7 19	0
Clicks to call	0
Coolsculpting Landing Page Form Submission 9 7 2019	0
Botox Landing Page Schedule Appointment 9 7 19	0
Local actions - Directions	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 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