

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

Healthy Solutions

115-816-0781

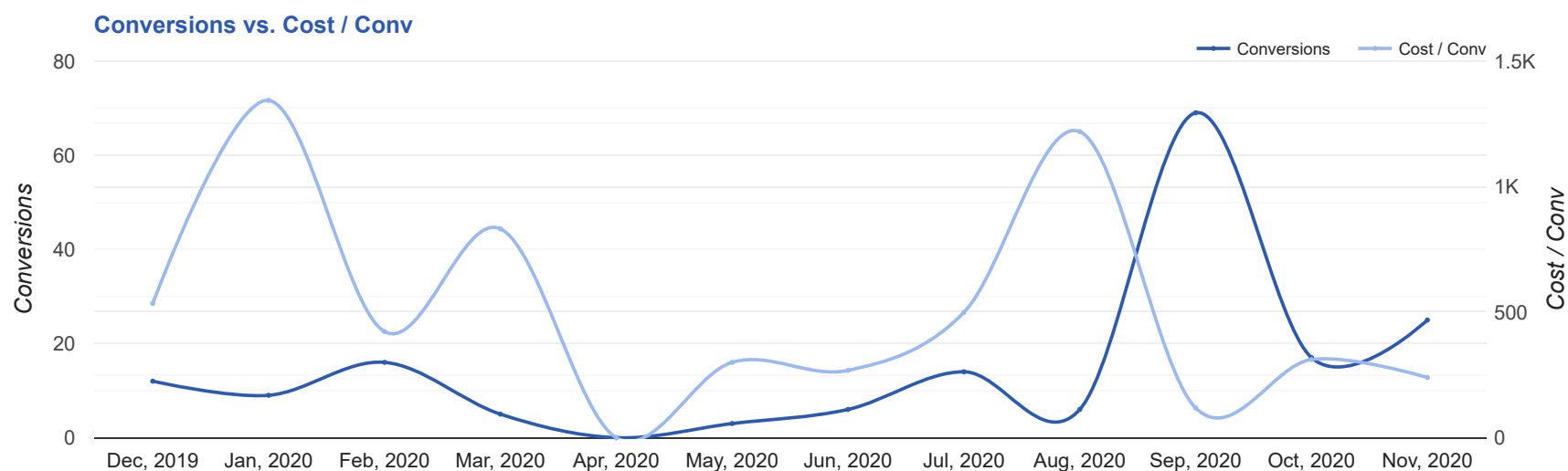
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,989	25	2.8%	\$239.55
↑ 13%	↑ 47%	↑ 42%	↓ 23%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	17,943	865	\$5,293.92	\$6.12	4.82%	-	17	1.97%	\$311.41	41.34%
1 Nov 2020 — 30 Nov 2020	20,352	894	\$5,988.70	\$6.70	4.39%	-	25	2.8%	\$239.55	33.26%
Change	2,409 ↑ 13%	29 ↑ 3%	\$694.78 ↑ 13%	\$0.58 ↑ 9%	0.43% ↓ 9%	--	8 ↑ 47%	0.83% ↑ 42%	\$71.86 ↓ 23%	8.08% ↓ 20%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Dec '19	9,488	487	\$6,417.29	\$13.18	5.13%	-	12	0.92%	\$534.77	88.19%
Jan '20	284,754	1,421	\$12,089.99	\$8.51	0.5%	-	9	0.18%	\$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	41.34%
Nov '20	20,352	894	\$5,988.70	\$6.70	4.39%	-	25	2.8%	\$239.55	33.26%
Total	2,388,269	16,227	\$65,699.50	\$4.05	0.68%	-	182	0.88%	\$360.99	57.6%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta botox	4,660	200	\$1,000.00	\$5.00	4.29%	-	9.7	4.83%	\$103.52	35.78%
search beta coolsculpting	2,400	152	\$1,984.91	\$13.06	6.33%	-	7	4.61%	\$283.56	65.42%
search beta coolsculpting exp reach	8,042	200	\$2,003.79	\$10.02	2.49%	-	5	2.5%	\$400.76	27.67%
search beta dermal fillers	5,250	342	\$1,000.00	\$2.92	6.51%	-	3.3	0.98%	\$299.40	35.07%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

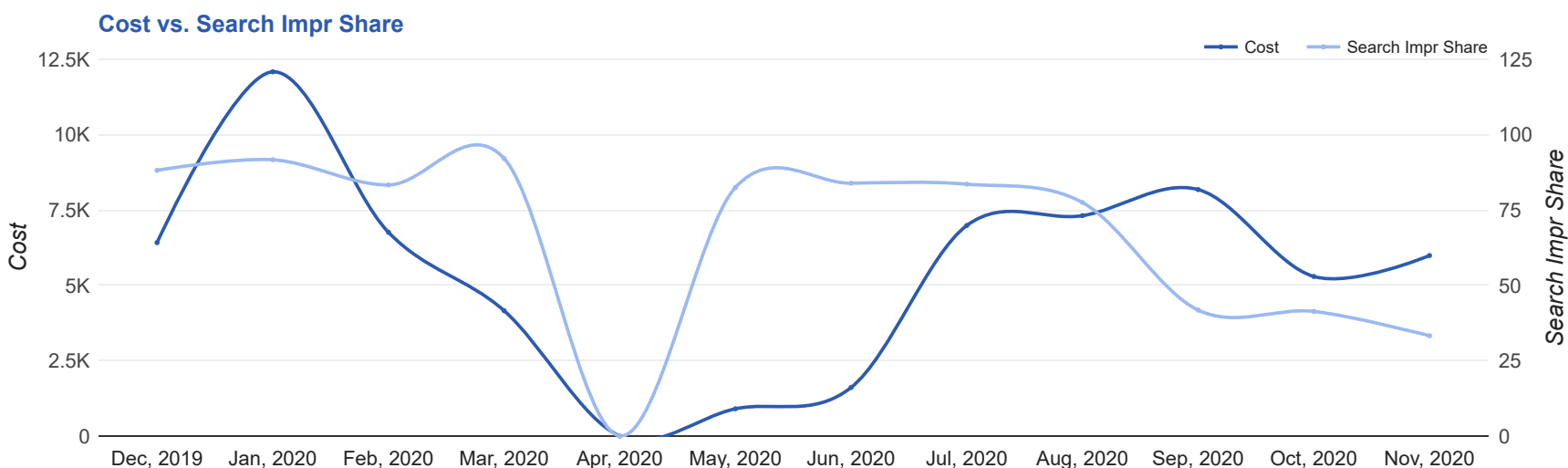
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Top Botox Provider in PA} - Look Younger & More Energized - #1 Anti-Aging Treatment www.healthysolutionsdr.com/ -- Botox reduces fine lines and wrinkles. Look younger and more energized. Schedule consult.	4,066	168	\$873.88	\$5.20	4.13%	-	6	3.57%	\$145.65
{Keyword:Healthy Solutions} - CoolSculpting in Bucks County - Fat Reduction Treatment www.healthysolutionsdr.com/ -- Leading CoolSculpting Provider in Bucks County, PA. Schedule a Free Consultation.	1,766	120	\$1,730.87	\$14.42	6.80%	-	6	5.00%	\$288.48
Healthy Solutions - CoolSculpting in Bucks County - Fat Reduction Treatment www.healthysolutionsdr.com/ -- Leading CoolSculpting Provider in Bucks County, PA. Schedule a Free Consultation.	857	44	\$454.75	\$10.34	5.13%	-	2	4.55%	\$227.38
Juvederm Dermal Fillers - Save on Juvederm Cost - Juvederm Before and After Pics www.healthysolutionsdr.com/juvederm/ Juvederm Decreases Signs of Aging and Magnifies Attractive Contours Like Lip Injections	86	4	\$10.34	\$2.58	4.65%	-	2	50.00%	\$5.17
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.	4,788	113	\$1,136.17	\$10.05	2.36%	-	2	1.77%	\$568.09

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

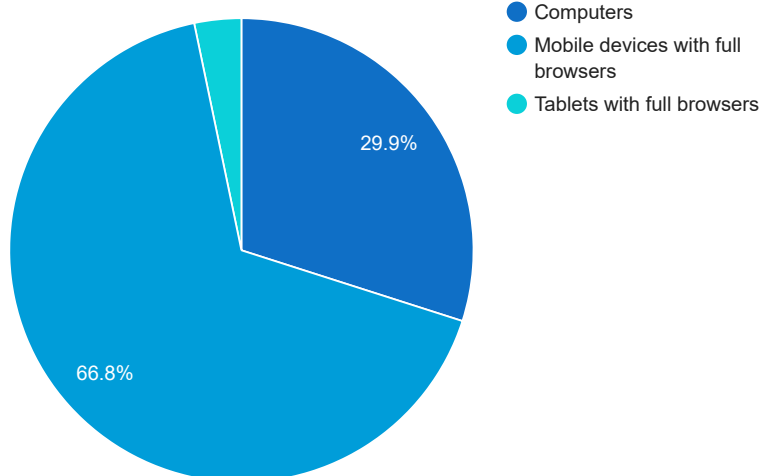
Budget Coverage



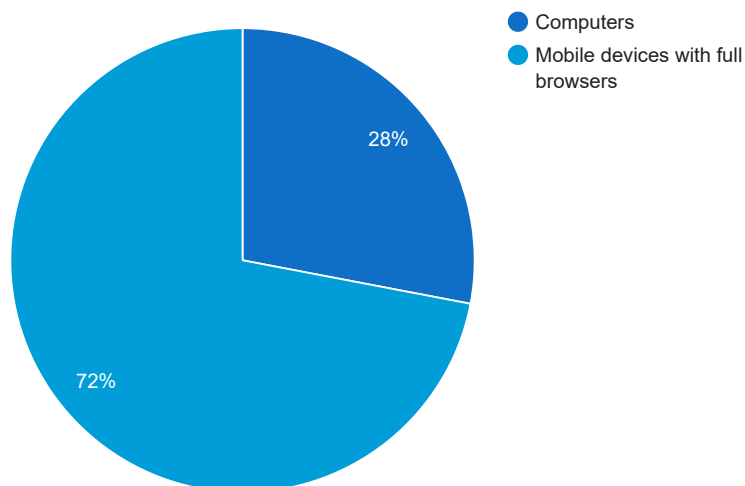
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	6,417.29	88.19
Jan, 2020	12,089.99	91.70
Feb, 2020	6,763.41	83.34
Mar, 2020	4,158.30	92.13
Apr, 2020	0	0
May, 2020	900.33	82.50
Jun, 2020	1,608.26	83.91
Jul, 2020	6,986.24	83.59
Aug, 2020	7,313.85	77.50
Sep, 2020	8,179.21	41.78
Oct, 2020	5,293.92	41.34
Nov, 2020	5,988.70	33.26

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	14,449	691	\$4,000.44	\$5.79	4.78%	-	18	2.6%	\$222.25
Computers	5,271	183	\$1,792.55	\$9.80	3.47%	-	7	3.83%	\$256.08
Tablets with full browsers	632	20	\$195.71	\$9.79	3.16%	-	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	20,352	894	\$5,988.70	\$6.70	4.39%	-	25	2.8%	\$239.55

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Submit lead form	17
Call From Ads (New)	4
Dermal Fillers Schedule Appointment 9 7 19	2
Calls from ads	2
Clicks to call	0
Coolsculpting Landing Page Form Submission 9 7 2019	0
Contact Us Medspa Submission Form 9 7 19	0
Local actions - Directions	0
Botox Landing Page Schedule Appointment 9 7 19	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