

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Healthy Solutions

115-816-0781

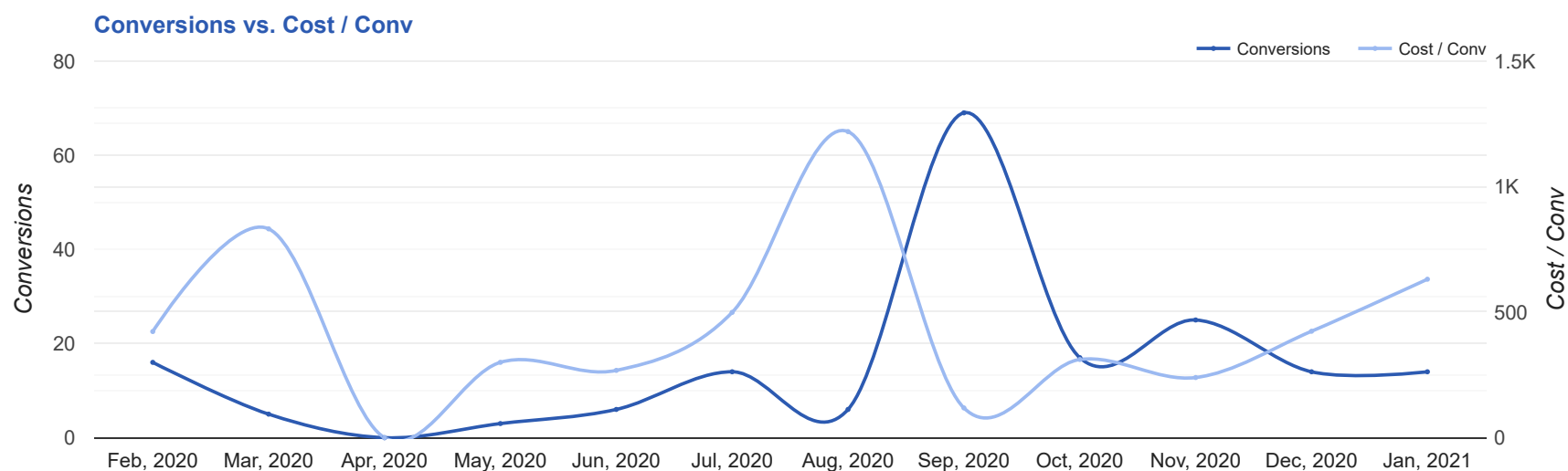
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$8,835	14	1.4%	\$631.10
↑ 49%	↔ 0%	↓ 16%	↑ 49%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	18,474	845	\$5,934.59	\$7.02	4.57%	-	14	1.66%	\$423.90	34.32%
1 Jan 2021 — 31 Jan 2021	22,715	1,002	\$8,835.34	\$8.82	4.41%	-	14	1.4%	\$631.10	36.53%
Change	4,241 ↑ 23%	157 ↑ 19%	\$2,900.75 ↑ 49%	\$1.80 ↑ 26%	0.16% ↓ 4%	--	0 ↔ 0%	0.26% ↓ 16%	\$207.20 ↑ 49%	2.21% ↑ 6%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	33.18%
Dec '20	18,474	845	\$5,934.59	\$7.02	4.57%	-	14	1.66%	\$423.90	34.32%
Jan '21	22,715	1,002	\$8,835.34	\$8.82	4.41%	-	14	1.4%	\$631.10	36.53%
Total	2,135,216	16,166	\$61,962.15	\$3.83	0.76%	-	189	1.17%	\$327.84	54.18%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	3,078	210	\$3,434.89	\$16.36	6.82%	-	5	2.38%	\$686.98	77.69%
search beta dermal fillers	4,992	270	\$1,000.00	\$3.70	5.41%	-	4.3	1.6%	\$230.95	36.71%
search beta botox	5,662	202	\$1,999.96	\$9.90	3.57%	-	4	1.98%	\$499.99	43.44%
search beta coolsculpting exp reach	6,463	219	\$1,493.26	\$6.82	3.39%	-	0.7	0.31%	\$2,228.75	24.49%
search beta lip fillers	2,520	101	\$907.23	\$8.98	4.01%	-	0	0%	\$0.00	55.33%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

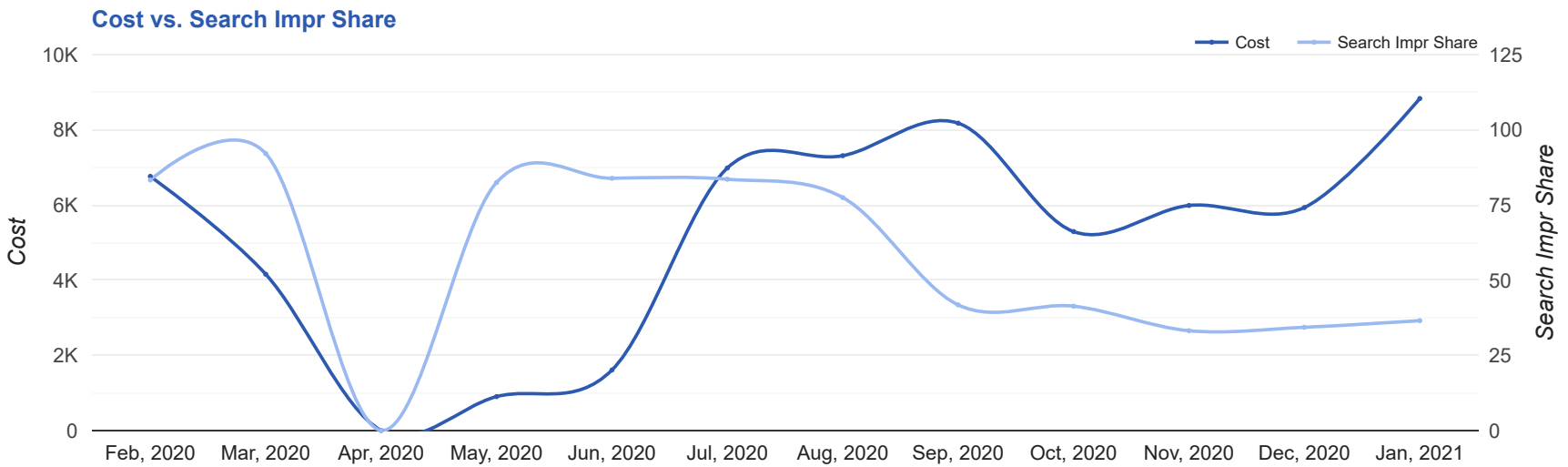
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Healthy Solutions Dr Luciano} - Look Younger & More Energized - #1 Anti-Aging Treatment healthysolutionsdr.com/botox/bucks_county See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation.	3,862	150	\$1,486.14	\$9.91	3.88%	-	3	2.00%	\$495.38
[Dynamic Headline] [Dynamic Display URL] Restylane Decreases Signs of Aging and Fills in Smile and Laugh Lines. Feel Younger.	19	2	\$6.29	\$3.15	10.53%	-	2	100.00%	\$3.15
CoolSculpting® Fat Reduction - CoolSculpting in Bucks County - Biggest CoolSculpting® Promo www.healthysolutionsdr.com/--/-- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bucks County, PA.	906	61	\$888.30	\$14.56	6.73%	-	2	3.28%	\$444.15
Longest Lasting Facial Fillers - Smooth Away Smile Lines - See Before & After Photos healthysolutionsdr.com/dermal_fillers/bucks_county Smooth Wrinkles, Restore Volume, and Stimulate Collagen Production for Long-Term Results	211	16	\$74.30	\$4.64	7.58%	-	2	12.50%	\$37.15
Botox Cosmetic Treatments - Top Botox Provider in PA - Reduce Crow's Feet + Wrinkles www.healthysolutionsdr.com// Botox is the Most Popular Cosmetic Treatment in the World. Smooth Wrinkles and Fine Lines	58	3	\$49.58	\$16.53	5.17%	-	1	33.33%	\$49.58

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

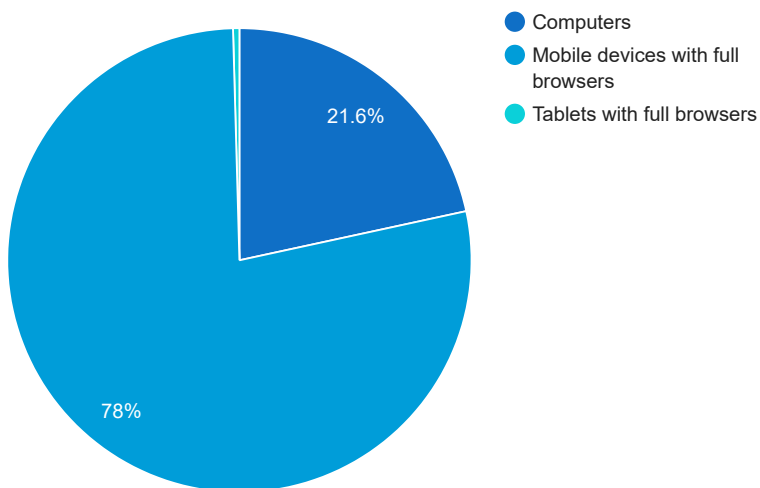
Budget Coverage



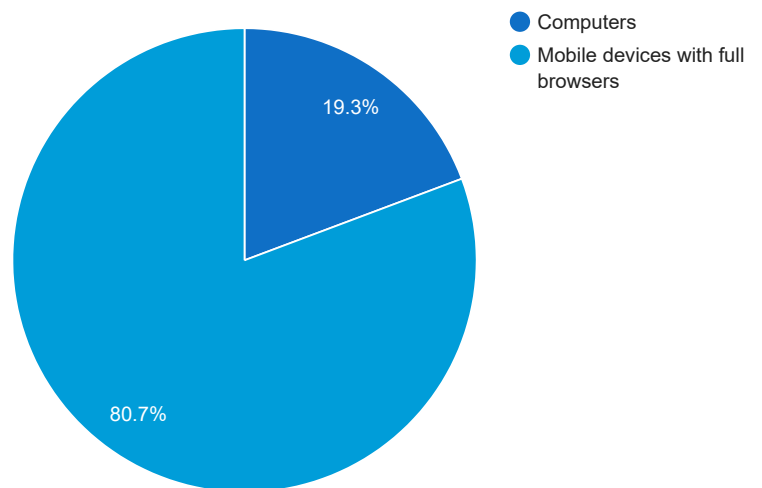
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	6,763.41	83.34
Mar, 2020	4,158.30	92.13
Apr, 2020	0	0
May, 2020	900.33	82.50
Jun, 2020	1,608.26	83.91
Jul, 2020	6,986.24	83.59
Aug, 2020	7,313.85	77.50
Sep, 2020	8,179.21	41.78
Oct, 2020	5,293.92	41.34
Nov, 2020	5,988.70	33.18
Dec, 2020	5,934.59	34.32
Jan, 2021	8,835.34	36.53

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	16,771	791	\$6,887.59	\$8.71	4.72%	-	11.3	1.43%	\$607.91
Computers	5,432	197	\$1,908.75	\$9.69	3.63%	-	2.7	1.36%	\$714.89
Tablets with full browsers	512	14	\$39.00	\$2.79	2.73%	-	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	22,715	1,002	\$8,835.34	\$8.82	4.41%	-	14	1.4%	\$631.10

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Submit lead form	11
Dermal Fillers Schedule Appointment 9 7 19	3
Botox Landing Page Schedule Appointment 9 7 19	0
Local actions - Directions	0
Coolsculpting Landing Page Form Submission 9 7 2019	0
Contact Us Medspa Submission Form 9 7 19	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