

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

Healthy Solutions

115-816-0781

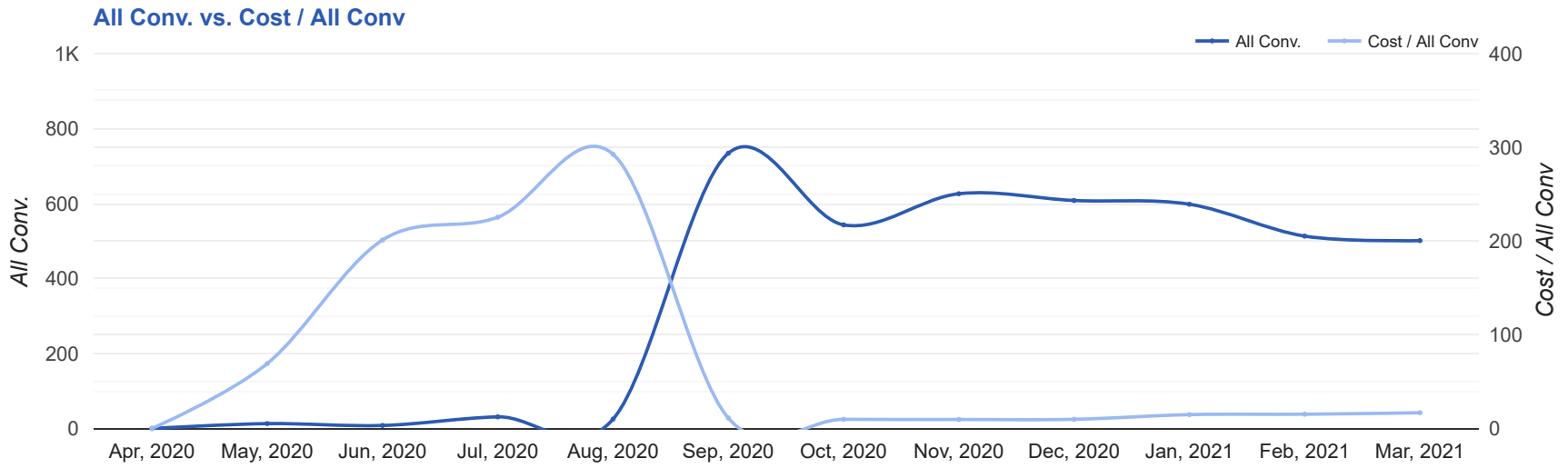
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$8,401	501	52.46%	\$16.77
↑ 8%	↓ 2%	↓ 18%	↑ 10%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	18,781	798	\$7,803.35	\$9.78	4.25%	-	64.29%	\$15.21	513
1 Mar 2021 — 31 Mar 2021	20,278	955	\$8,400.92	\$8.80	4.71%	-	52.46%	\$16.77	501
Change	1,497 ↑ 8%	157 ↑ 20%	\$597.57 ↑ 8%	\$0.98 ↓ 10%	0.46% ↑ 11%	0 ↔ -	11.83% ↓ 18%	\$1.56 ↑ 10%	12 ↓ 2%

# Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
May '20	1,502	58	\$900.33	\$15.52	3.86%	-	13	22.41%	\$69.26
Jun '20	2,492	103	\$1,608.26	\$15.61	4.13%	-	8	7.77%	\$201.03
Jul '20	8,166	406	\$6,986.24	\$17.21	4.97%	-	31	7.64%	\$225.36
Aug '20	1,063,899	6,820	\$7,313.85	\$1.07	0.64%	-	25	0.37%	\$292.55
Sep '20	969,987	4,675	\$8,179.21	\$1.75	0.48%	-	734	15.7%	\$11.14
Oct '20	17,943	865	\$5,293.92	\$6.12	4.82%	-	543	62.77%	\$9.75
Nov '20	20,352	894	\$5,988.70	\$6.70	4.39%	-	626	70.02%	\$9.57
Dec '20	18,474	845	\$5,934.59	\$7.02	4.57%	-	608	71.95%	\$9.76
Jan '21	22,715	1,002	\$8,835.34	\$8.82	4.41%	-	598	59.68%	\$14.77
Feb '21	18,781	798	\$7,803.35	\$9.78	4.25%	-	513	64.29%	\$15.21
Mar '21	20,278	955	\$8,400.92	\$8.80	4.71%	-	501	52.46%	\$16.77
<b>Total</b>	<b>2,164,589</b>	<b>17,421</b>	<b>\$67,244.71</b>	<b>\$3.86</b>	<b>0.8%</b>	<b>-</b>	<b>4,200</b>	<b>24.11%</b>	<b>\$16.01</b>

## Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	4,143	289	\$4,403.41	\$15.24	6.98%	-	164.9	57.04%	\$26.71
search   beta   lip fillers	4,575	232	\$1,017.80	\$4.39	5.07%	-	119.1	51.35%	\$8.54
search   beta   botox	8,046	246	\$1,979.77	\$8.05	3.06%	-	118	47.97%	\$16.78
search   beta   dermal fillers	3,514	188	\$999.94	\$5.32	5.35%	-	99	52.66%	\$10.10

# Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	31	27	\$477.61	\$17.69	87.10%	-	23.5	86.96%	\$20.34
coolsculpting	37	18	\$389.45	\$21.64	48.65%	-	22	122.22%	\$17.70
cool sculpting	132	56	\$841.32	\$15.02	42.42%	-	21	37.50%	\$40.06
lip injections near me	41	13	\$84.36	\$6.49	31.71%	-	9	69.23%	\$9.37
lip fillers near me	18	10	\$44.84	\$4.48	55.56%	-	8	80.00%	\$5.61
restylane	10	4	\$25.40	\$6.35	40.00%	-	8	200.00%	\$3.17
cool sculpting reviews	3	3	\$61.40	\$20.47	100.00%	-	8	266.67%	\$7.67
how much is lip filler	4	4	\$12.18	\$3.04	100.00%	-	8	200.00%	\$1.52
cool sculpting cost	17	12	\$151.14	\$12.59	70.59%	-	6	50.00%	\$25.19
coolsculpting philadelphia	8	7	\$111.36	\$15.91	87.50%	-	6	85.71%	\$18.56

## Top Display Placements

No Data Found for this account

# Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	COST / ALL CONV.	ALL CONV. RATE	ALL CONV. COST / ALL CONV. CONV
CoolSculpting® Fat Reduction - CoolSculpting in Bucks County - Biggest CoolSculpting® Promo <a href="http://www.healthysolutionsdr.com/">www.healthysolutionsdr.com/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bucks County, PA.	1,698	128	\$2,212.61	\$17.29	7.54%	-	92.6	72.36%	\$23.89	
{Keyword:Healthy Solutions   Dr Luciano} - Look Younger & More Energized - #1 Anti-Aging Treatment <a href="http://healthysolutionsdr.com/botox/bucks_county">healthysolutionsdr.com/botox/bucks_county</a> See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation.	4,837	166	\$1,301.34	\$7.84	3.43%	-	90	54.22%	\$14.46	
{Keyword:Healthy Solutions   Dr Luciano} - Lip Fillers & Injections - Premier Bucks County Provider <a href="http://healthysolutionsdr.com/lip_fillers/bucks_county">healthysolutionsdr.com/lip_fillers/bucks_county</a> See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation.	1,580	64	\$333.95	\$5.22	4.05%	-	35	54.69%	\$9.54	
{Keyword:Healthy Solutions   Dr Luciano} - Premier Bucks County Provider - Experienced Lip Injector <a href="http://healthysolutionsdr.com/lip_fillers/bucks_county">healthysolutionsdr.com/lip_fillers/bucks_county</a> Get Your Lips Done by An Experienced Lip Injector. Plump, Natural Lines and Volume.	1,111	60	\$231.67	\$3.86	5.40%	-	34	56.67%	\$6.81	
Lip Fillers in Bucks County - Plump & Increase Lip Fullness - Free Consultation Available <a href="http://healthysolutionsdr.com/lip_fillers/bucks_county">healthysolutionsdr.com/lip_fillers/bucks_county</a> Certified & Experienced Injector, Dr. Luciano will Select the Best Filler for Your Needs.	1,123	67	\$297.71	\$4.44	5.97%	-	31.1	46.48%	\$9.56	

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

## Budget Coverage

Display Impr Share

0%

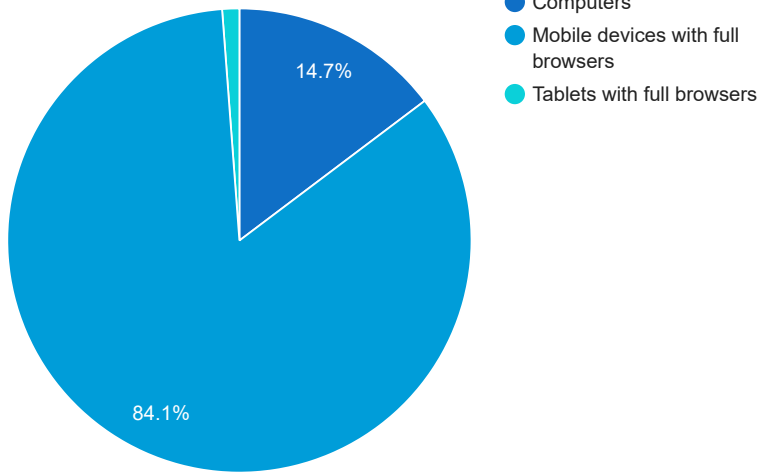
Search Impr Share

50.91%

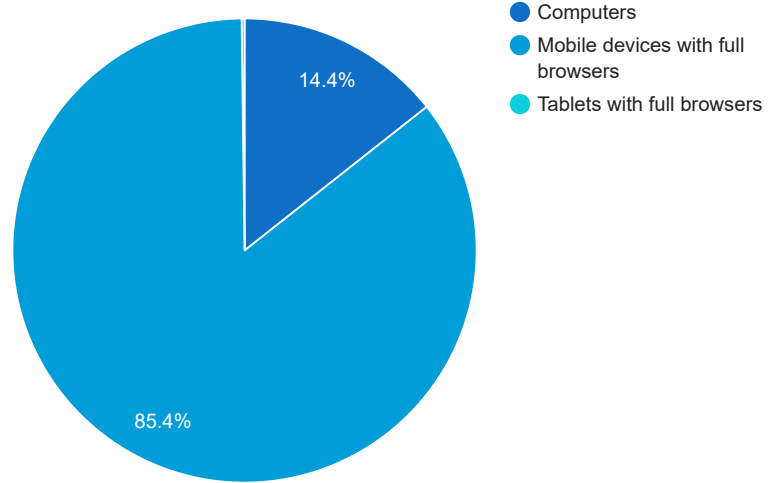
↑ 21%

## Cost and Conversions by Device

### Cost



### All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	16,588	822	\$7,064.10	\$8.59	4.96%	-	428	52.07%	\$16.50
Computers	3,377	116	\$1,236.61	\$10.66	3.44%	-	72	62.07%	\$17.18
Tablets with full browsers	313	17	\$100.21	\$5.89	5.43%	-	1	5.88%	\$100.21

## Cost and Conversions by Network (Search vs. Display)

### Cost



### All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	20,278	955	\$8,400.92	\$8.80	4.71%	-	501	52.46%	\$16.77

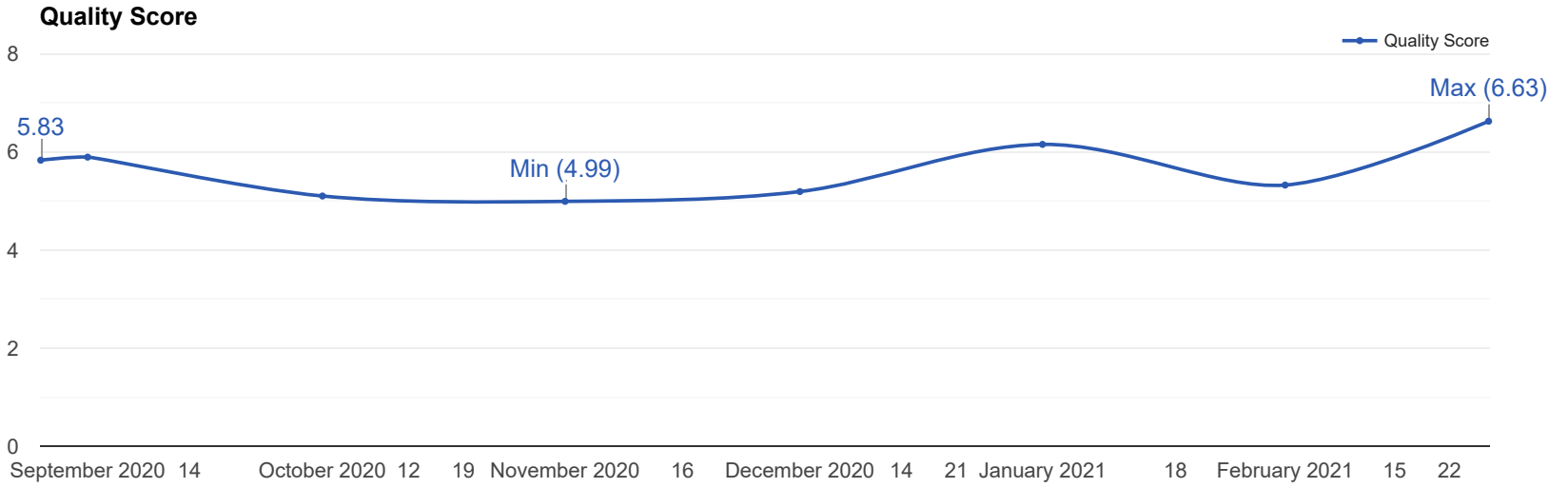
# Account Health - Quality Score

Current Quality Score

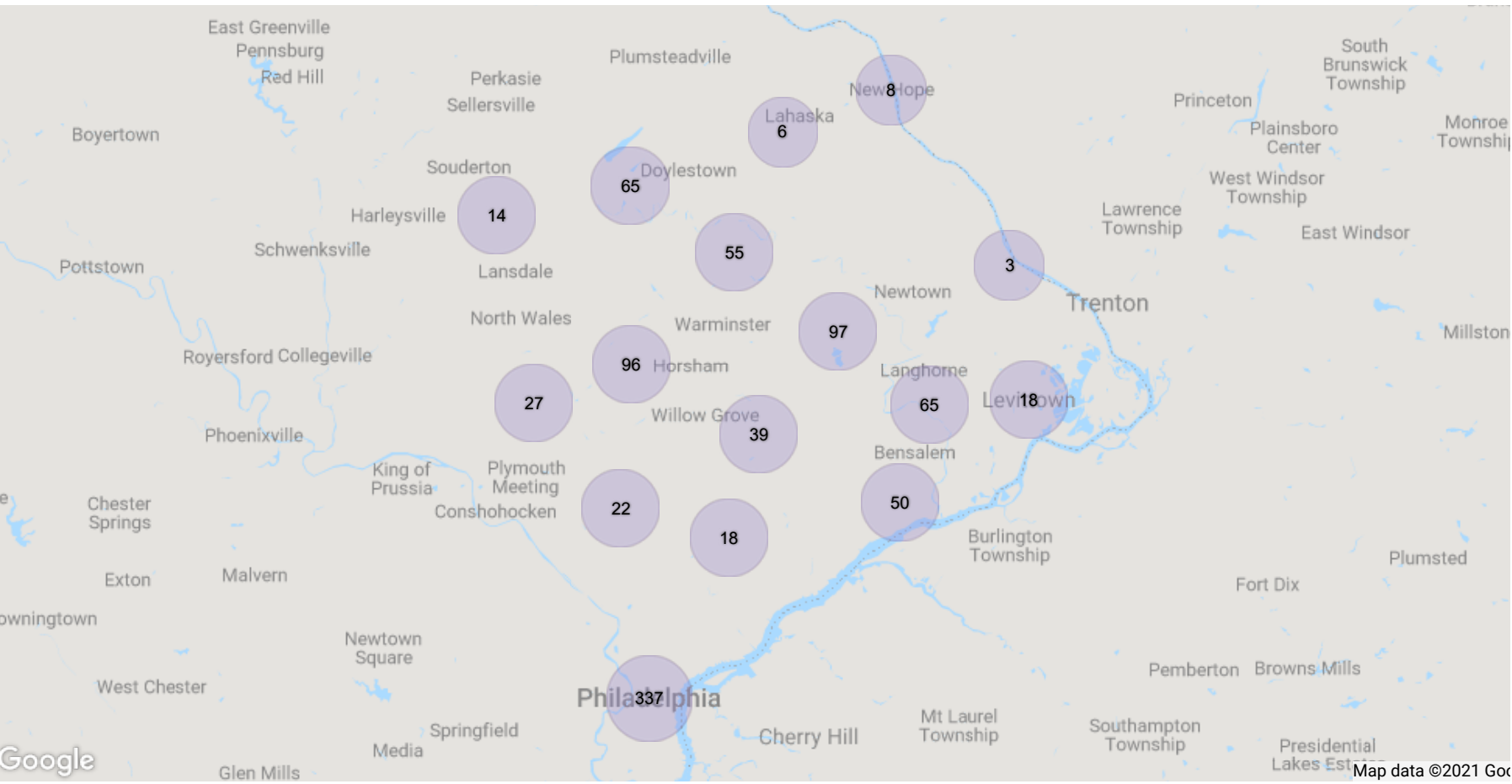
6.6

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



# Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



# Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	27
Dermal Fillers Schedule Appointment 9 7 19	9
Call From Ads (New)	3
Calls from ads	3
Double Chin Reduction Submission Form 9 7 19	1
Hydrafacial Schedule Appointment 9 7 19	1
Specials Submission Form 9 2 19	1
Botox Landing Page Schedule Appointment 9 7 19	420
Local actions - Directions	18
Contact Us Medspa Submission Form 9 7 19	5
Coolsculpting Landing Page Form Submission 9 7 2019	7
Clicks to call	6

# 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