

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

Healthy Solutions

115-816-0781

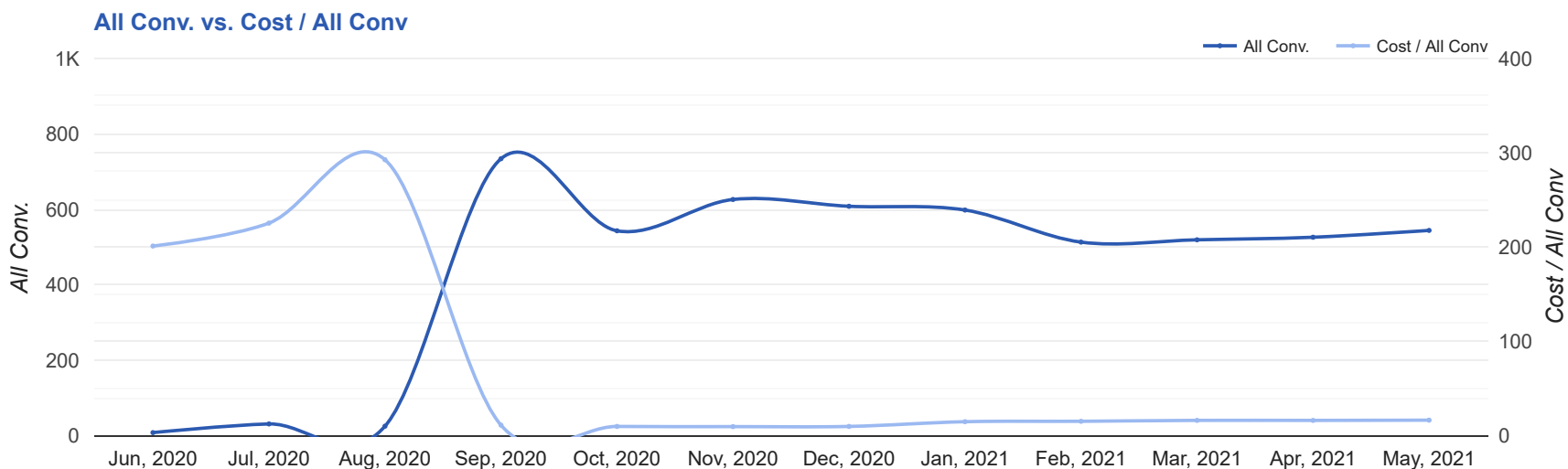
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$8,929	544	51.37%	\$16.41
↑ 5%	↑ 3%	↓ 6%	↑ 2%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	18,051	959	\$8,492.47	\$8.86	5.31%	-	54.84%	\$16.15	525.9
1 May 2021 — 31 May 2021	19,801	1,059	\$8,928.90	\$8.43	5.35%	-	51.37%	\$16.41	544
Change	1,750 ↑ 10%	100 ↑ 10%	\$436.43 ↑ 5%	\$0.43 ↓ 5%	0.04% ↑ 1%	0 ↔ -	3.47% ↓ 6%	\$0.26 ↑ 2%	18.06 ↑ 3%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	519.1	54.35%	\$16.18
Apr '21	18,051	959	\$8,492.47	\$8.86	5.31%	-	525.9	54.84%	\$16.15
May '21	19,801	1,059	\$8,928.90	\$8.43	5.35%	-	544	51.37%	\$16.41
Total	2,200,939	19,381	\$83,765.75	\$4.32	0.88%	-	5,275	27.22%	\$15.88

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	3,749	317	\$4,279.66	\$13.50	8.46%	-	202	63.72%	\$21.19
search beta botox	7,065	238	\$1,986.81	\$8.35	3.37%	-	119	50%	\$16.70
search beta dermal fillers	4,036	192	\$985.42	\$5.13	4.76%	-	99	51.56%	\$9.95
search beta lip fillers	3,874	222	\$955.54	\$4.30	5.73%	-	80	36.04%	\$11.94
search beta qwo cellulite	1,077	90	\$721.47	\$8.02	8.36%	-	44	48.89%	\$16.40

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	135	48	\$677.23	\$14.11	35.56%	-	35	72.92%	\$19.35
cool sculpting cost	19	14	\$135.16	\$9.65	73.68%	-	18.7	133.21%	\$7.25
coolsculpting	72	24	\$417.71	\$17.40	33.33%	-	15	62.50%	\$27.85
botox near me	56	13	\$230.45	\$17.73	23.21%	-	11	84.62%	\$20.95
coolsculpting near me	38	25	\$555.67	\$22.23	65.79%	-	11	44.00%	\$50.52
botox	58	11	\$97.67	\$8.88	18.97%	-	7	63.64%	\$13.95
how much is a syringe of juvederm	1	1	\$3.17	\$3.17	100.00%	-	6	600.00%	\$0.53
get rid of cellulite on legs	2	3	\$15.46	\$5.15	150.00%	-	6	200.00%	\$2.58
how much is botox	25	6	\$30.20	\$5.03	24.00%	-	6	100.00%	\$5.03
restylane lip filler	2	2	\$10.81	\$5.41	100.00%	-	5	250.00%	\$2.16

Top Performing Ads - 1 May 2021 — 31 May 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.
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.	2,140	158	\$2,158.78	\$13.66	7.38%	-	105.4	66.68%	\$20.49	
{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.	5,455	193	\$1,712.95	\$8.88	3.54%	-	96	49.74%	\$17.84	
{Keyword:Healthy Solutions Dr Luciano} - Dermal Filler Expert - Premier Bucks County Provider healthysolutionsdr.com/dermal_fillers/bucks_county See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation.	1,230	58	\$311.01	\$5.36	4.72%	-	43	74.14%	\$7.23	
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.	238	32	\$327.08	\$10.22	13.45%	-	28	87.50%	\$11.68	
{Keyword:Healthy Solutions Dr Luciano} - Premier Bucks County Provider - Experienced Lip Injector healthysolutionsdr.com/lip_fillers/bucks_county Get Your Lips Done by An Experienced Lip Injector. Plump, Natural Lines and Volume.	1,061	65	\$244.78	\$3.77	6.13%	-	27.6	42.46%	\$8.87	

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

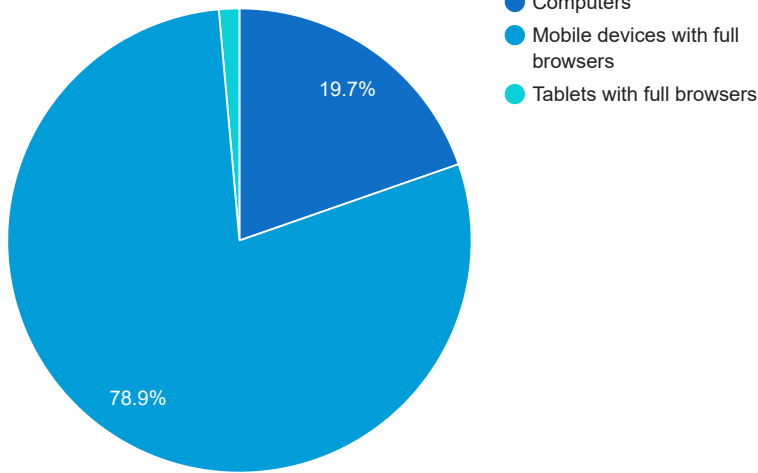
Search Impr Share

52.05%

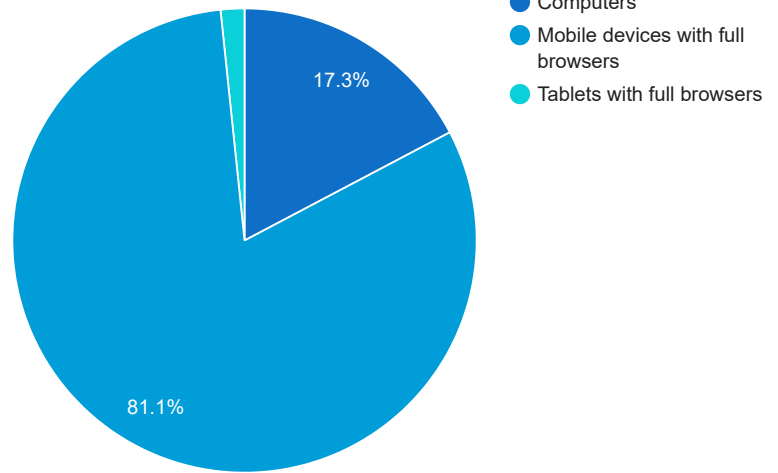
↑ 8%

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	16,167	876	\$7,045.71	\$8.04	5.42%	-	441	50.34%	\$15.98
Computers	3,258	167	\$1,756.13	\$10.52	5.13%	-	94	56.29%	\$18.68
Tablets with full browsers	376	16	\$127.06	\$7.94	4.26%	-	9	56.25%	\$14.12

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	19,801	1,059	\$8,928.90	\$8.43	5.35%	-	544	51.37%	\$16.41

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	29
Dermal Fillers Schedule Appointment 9 7 19	11
Call From Ads (New)	3
Specials Submission Form 9 2 19	1
Clicks to call	7
Contact Us Medspa Submission Form 9 7 19	3
Botox Landing Page Schedule Appointment 9 7 19	479
Local actions - Directions	11

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