

**Monthly Account  
Performance Report  
1 Jun 2021 — 30 Jun 2021**

Healthy Solutions

115-816-0781

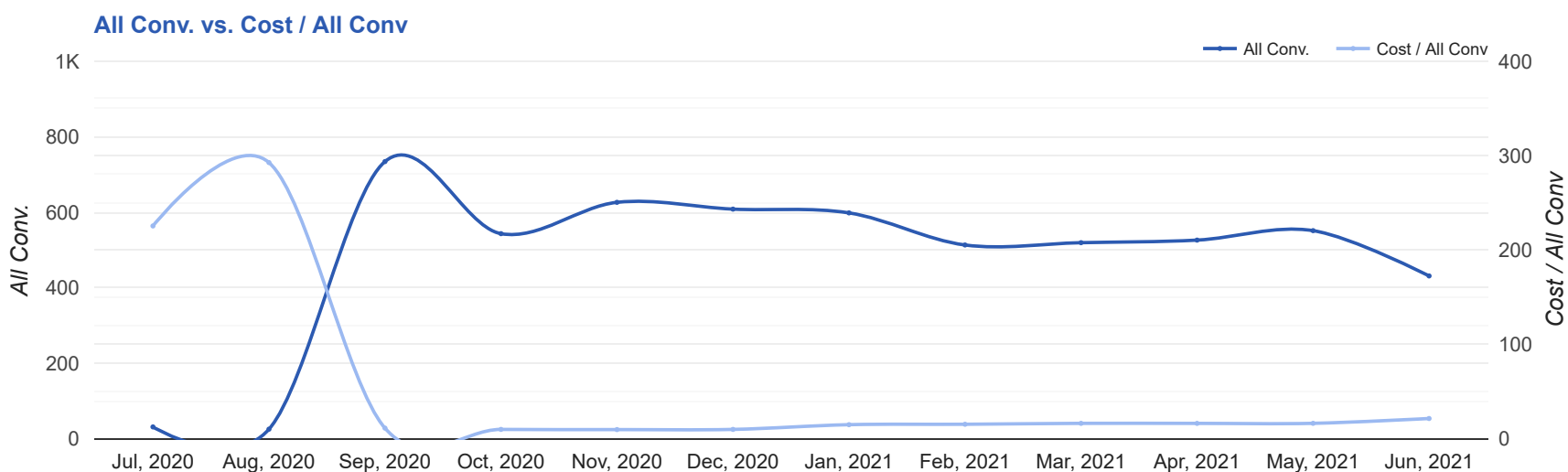
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$9,185	431	47.89%	\$21.31
↑ 3%	↓ 22%	↓ 8%	↑ 32%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	19,801	1,059	\$8,928.90	\$8.43	5.35%	-	52.03%	\$16.20	551
1 Jun 2021 — 30 Jun 2021	17,145	900	\$9,185.24	\$10.21	5.25%	-	47.89%	\$21.31	431
Change	2,656 ↓ 13%	159 ↓ 15%	\$256.34 ↑ 3%	\$1.78 ↑ 21%	0.10% ↓ 2%	0 ↔ -	4.14% ↓ 8%	\$5.11 ↑ 32%	120 ↓ 22%

# Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	551	52.03%	\$16.20
Jun '21	17,145	900	\$9,185.24	\$10.21	5.25%	-	431	47.89%	\$21.31
<b>Total</b>	2,215,592	20,178	\$91,342.73	\$4.53	0.91%	-	5,705	28.27%	\$16.01

## Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	2,883	229	\$4,471.21	\$19.52	7.94%	-	126	55.02%	\$35.49
search   beta   botox	5,862	224	\$1,999.92	\$8.93	3.82%	-	122	54.46%	\$16.39
search   beta   dermal fillers	3,607	174	\$999.79	\$5.75	4.82%	-	87	50%	\$11.49
search   beta   lip fillers	3,217	170	\$981.88	\$5.78	5.28%	-	55	32.35%	\$17.85
search   beta   qwo cellulite	1,576	103	\$732.44	\$7.11	6.54%	-	41	39.81%	\$17.86

# Top Keywords - 1 Jun 2021 — 30 Jun 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	44	18	\$377.46	\$20.97	40.91%	-	17	94.44%	\$22.20
coolsculpting	19	8	\$162.91	\$20.36	42.11%	-	15	187.50%	\$10.86
coolsculpting near me	7	5	\$204.40	\$40.88	71.43%	-	11	220.00%	\$18.58
botox	57	16	\$55.42	\$3.46	28.07%	-	8	50.00%	\$6.93
qwo cellulite treatment cost	14	10	\$94.92	\$9.49	71.43%	-	8	80.00%	\$11.87
coolsculpting cost	3	3	\$97.59	\$32.53	100.00%	-	7.5	250.00%	\$13.01
deep wrinkle filler	2	1	\$4.18	\$4.18	50.00%	-	6	600.00%	\$0.70
botox suppliers	3	1	\$4.47	\$4.47	33.33%	-	5	500.00%	\$0.89
botox near me	108	20	\$173.65	\$8.68	18.52%	-	5	25.00%	\$34.73
cool sculpting	44	10	\$274.87	\$27.49	22.73%	-	5	50.00%	\$54.97

# Top Performing Ads - 1 Jun 2021 — 30 Jun 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
{Keyword:Healthy Solutions   Dr Luciano} - Look Younger & More Energized - #1 Anti-Aging Treatment <a href="https://healthysolutionsdr.com/">healthysolutionsdr.com/ --/ --</a> See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation.	4,667	196	\$1,731.26	\$8.83	4.20%	-	104	\$16.65	53.06%	\$16.65
{Keyword:Healthy Solutions   Dr Luciano} - Dermal Filler Expert - Premier Bucks County Provider <a href="https://healthysolutionsdr.com/dermal_fillers/bucks_county">healthysolutionsdr.com/dermal_fillers/bucks_county</a> See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation.	1,450	75	\$391.34	\$5.22	5.17%	-	33	\$11.86	44.00%	\$11.86
CoolSculpting® Fat Reduction - CoolSculpting in Bucks County - Biggest CoolSculpting® Promo <a href="https://www.healthysolutionsdr.com/">www.healthysolutionsdr.com/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bucks County, PA.	661	55	\$882.29	\$16.04	8.32%	-	32	\$27.57	58.18%	\$27.57
{Keyword:Healthy Solutions} - CoolSculpting in Bucks County - Biggest CoolSculpting® Promo <a href="https://healthysolutionsdr.com/coolsculpting/bucks_county">healthysolutionsdr.com/coolsculpting/bucks_county</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bucks County, PA.	587	49	\$1,067.96	\$21.80	8.35%	-	22	\$48.54	44.90%	\$48.54
{Keyword:Healthy Solutions   Dr Luciano} - Lip Fillers & Injections - Premier Bucks County Provider <a href="https://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.	1,334	61	\$400.54	\$6.57	4.57%	-	21	\$19.07	34.43%	\$19.07

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

## Budget Coverage

Display Impr Share

0%

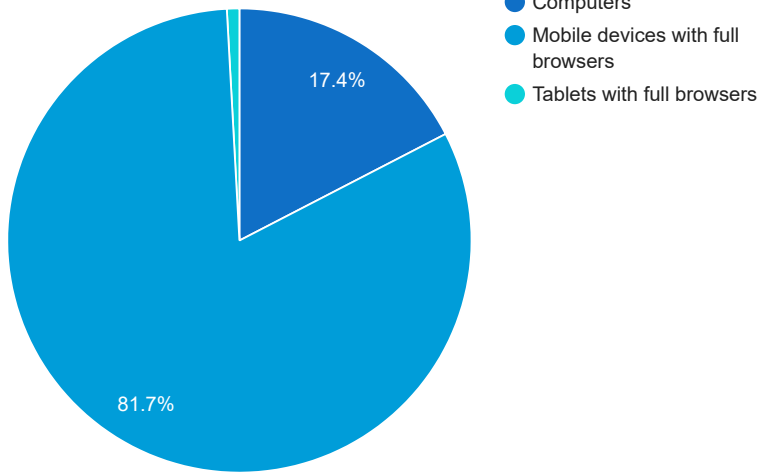
Search Impr Share

49.16%

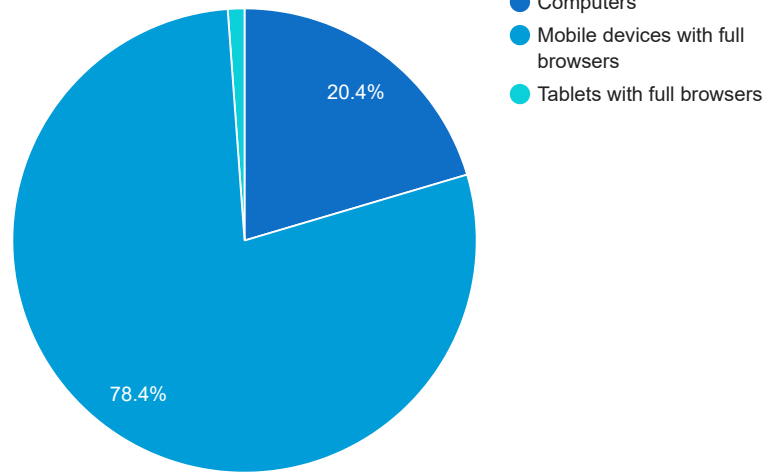
↓ 6%

## 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	13,924	752	\$7,506.63	\$9.98	5.4%	-	338	44.95%	\$22.21
Computers	2,961	131	\$1,598.96	\$12.21	4.42%	-	88	67.18%	\$18.17
Tablets with full browsers	260	17	\$79.65	\$4.69	6.54%	-	5	29.41%	\$15.93

## 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	17,145	900	\$9,185.24	\$10.21	5.25%	-	431	47.89%	\$21.31

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	18
Dermal Fillers Schedule Appointment 9 7 19	3
Calls from ads	1
Call From Ads (New)	1
Botox Landing Page Schedule Appointment 9 7 19	376
Contact Us Medspa Submission Form 9 7 19	2
Local actions - Directions	21
Clicks to call	9

# 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