Chiropractic Care

Do you experience back pain, neck pain, discomfort in your body?

You may have spinal dysfunction, which can be corrected through chiropractic care.

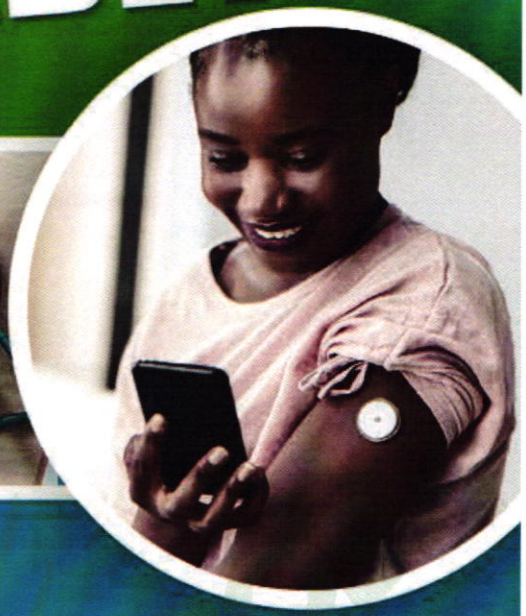
Make an appointment for a spinal evaluation at River Valley Health & Dental with Dr. William Piotrowski. He offers decades of experience in our community and is an expert in locating and fixing areas of spinal dysfunction.

2124867

River Valley
Health & Dental
Your Center for Care

570-567-5400 • rivervalleyhealthanddental.org
471 Hepburn St. (Hepburn Plaza) • Williamsport

Healthy Living WITH DIABETES



People with diabetes may have to check their blood glucose levels regularly and often.

Checking blood sugar often can be hard. But staying on track is crucial to the management of diabetes. While our providers will help in monitoring these glucose levels with various lab tests, a successful plan may include self checks. Let our providers help you with choices such as continuous glucose monitors to help give you the best benefits from regularly monitoring your blood glucose levels. Call us today!

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Google Ads

Nov 28, 2022 - Dec 27, 2022

Overview for the Past 30 Days

Mike Rudins | Mrudins@cgicompany.com | 585-427-0020 Ext. 401

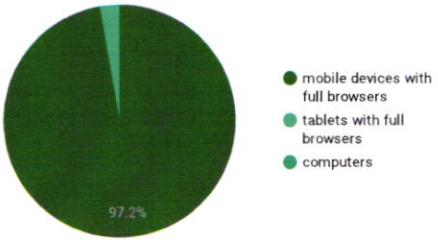
Ads Overview | $5.00/day

Breakdown by Clicks, Impressions, and Cost

Clicks	Impressions	Cost
646	25,426	$152.39

Device Report

Breakdown by Clicks



River Valley Health & Dental
Your Center for Care

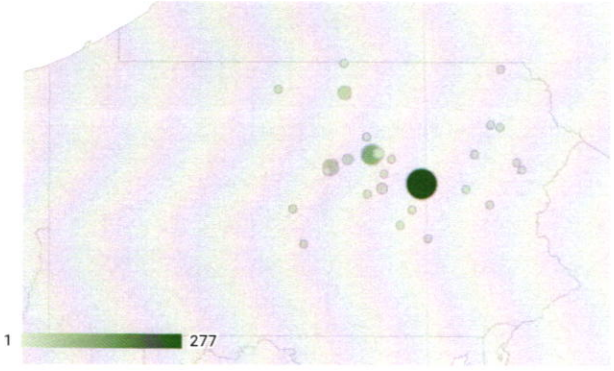
Ad Groups

Breakdown by Clicks, Impressions, CTR, Average Cost-Per-Click, and Top of Page Rate

	Ad group	Clicks	Impressions	CTR	Avg. CPC	Cost
1.	Pediatric Care	354	11,585	3.06%	$0.22	$78.16
2.	Primary Care	159	9,618	1.65%	$0.24	$38.82
3.	Womens Health	70	2,307	3.03%	$0.26	$18.43
4.	Pharmacy	63	1,916	3.29%	$0.27	$16.99

Geographic Report | Top 10

Breakdown by Clicks, Impressions, and CTR



	City	Clicks	Impressions	CTR
1.	Bloomsburg	277	12,547	2.21%
2.	Williamsport	104	2,910	3.57%
3.	Lock Haven	45	1,385	3.25%
4.	Wellsboro	28	1,375	2.04%
5.	Northumberland	20	518	3.86%
6.	Danville	19	450	4.22%
7.	Jersey Shore	17	775	2.19%
8.	Lewisburg	9	240	3.75%
9.	Milton	9	520	1.73%
10.	Montoursville	8	268	2.99%

Google Ads

Nov 28, 2022 - Dec 27, 2022

Performance on Google

Gender

Breakdown by Clicks, Impressions, and CTR

	Gender	Clicks	Impressions	CTR
1.	Male	302	14,106	2.14%
2.	Female	194	7,161	2.71%
3.	Undetermined	150	4,159	3.61%

Age

Breakdown by Clicks, Impressions, and CTR

	Age	Clicks	Impressions	CTR
1.	35to44	220	6,081	3.62%
2.	25to34	165	6,467	2.55%
3.	45to54	112	6,234	1.8%
4.	55to64	74	2,155	3.43%
5.	Undetermined	44	3,177	1.38%
6.	gt64	21	860	2.44%
7.	18to24	10	452	2.21%

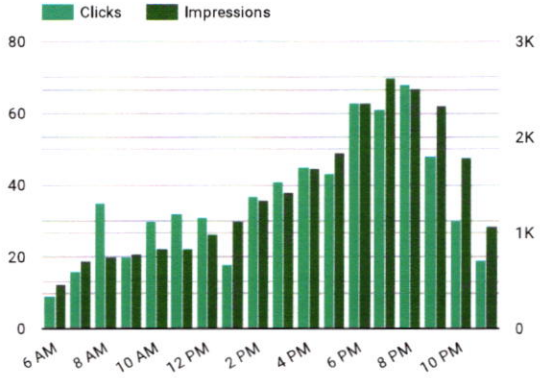
Ad Groups

Breakdown by Clicks, Impressions, CTR, and Position

	Ad group	Clicks	Impressions	CTR
1.	Pediatric Care	354	11,585	3.06%
2.	Primary Care	159	9,618	1.65%
3.	Womens Health	70	2,307	3.03%
4.	Pharmacy	63	1,916	3.29%

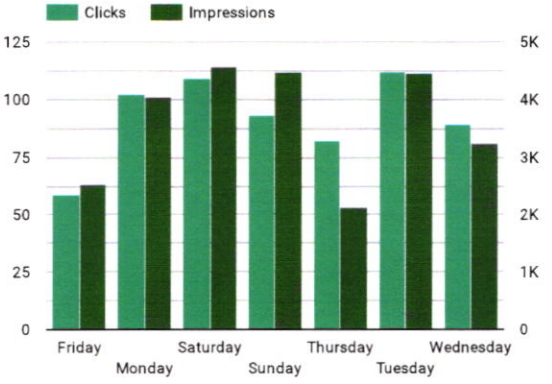
Hour of the Day

Breakdown by Clicks and Impressions



Day of the Week

Breakdown by Clicks and Impressions



Google Ads

Technical Term Glossary

Types of Campaigns.

- **Google Display Network (DN):** Image ads shown to targeted users on over three million partnered websites.

Measurements

- **Clicks:** Number of times your ad was clicked on and the user continued to your site.
- **Impressions:** Count of the number of times your text or image ad was shown.
    - Thought of as "demand" on Search and "brand awareness" on Display and YouTube.
- **Click-Through Rate (CTR):** The percentage of users that saw your ad and clicked on it. [Clicks ÷ Impressions]
    - We think of it as how relevant is your ad when someone sees it.
- **Cost-Per-Click (CPC):** The average amount paid for someone to click your ad. Your total paid divided by clicks.