

# PFBHNC

## Weekly Google Ads Performance Report

February 15 – 21, 2026

### EXECUTIVE SUMMARY

**Improved efficiency across the board this week.** Total spend decreased **4.8%** to **\$2,881.20** while maintaining nearly identical click volume (**4,096** clicks, down just 1.5%). Cost per click improved to **\$0.70** (down 3.4%) and CTR strengthened to **13.76%** (up 4.4%). Standout performers include **Spravato campaigns** with CTR gains of +49% to +59%, and the **NewADHD PMax campaign** which grew interactions by **31.5%**.

### KEY PERFORMANCE INDICATORS

#### TOTAL SPEND

**\$2,881**

-4.80% vs last week (savings)

IMPROVED

#### AVG. COST PER CLICK

**\$0.70**

-3.39% more efficient

#### CLICK-THROUGH RATE

+4.4%

**13.76%**

+4.39% vs last week

STABLE

#### TOTAL CLICKS

**4,096**

-1.47% vs last week

#### IMPRESSIONS

+3.1%

**29,761**

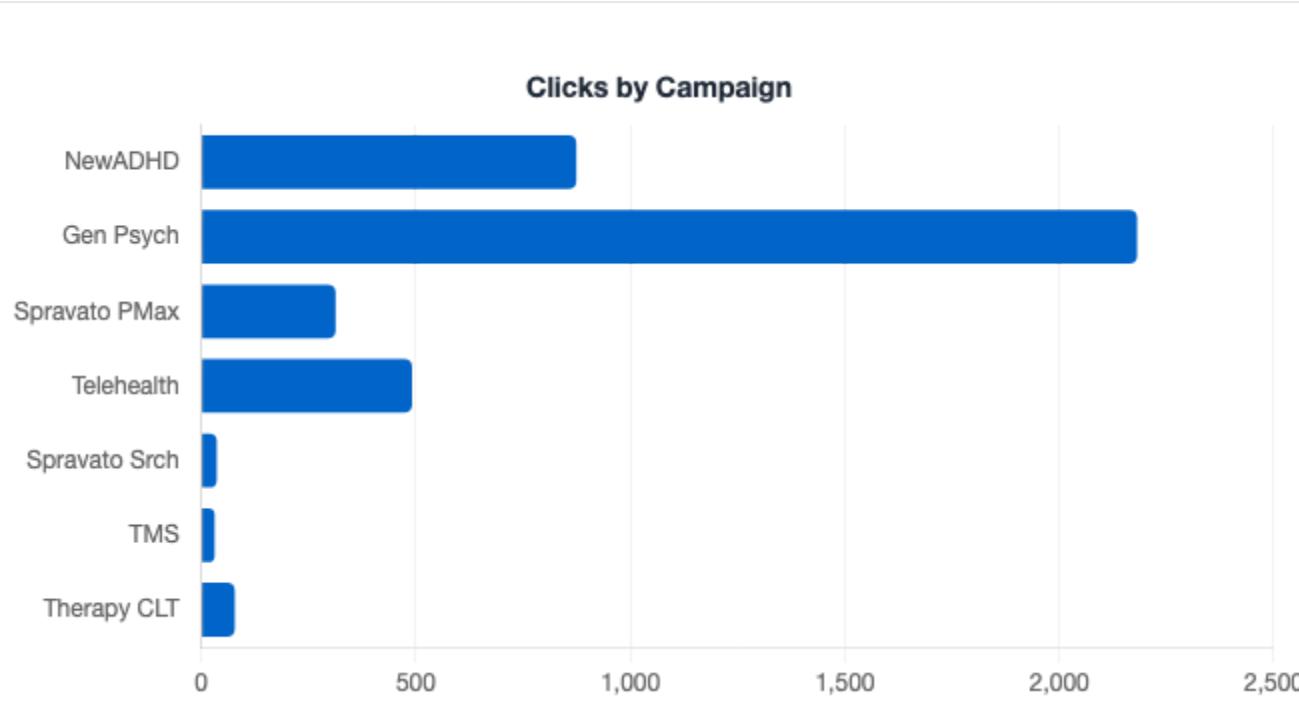
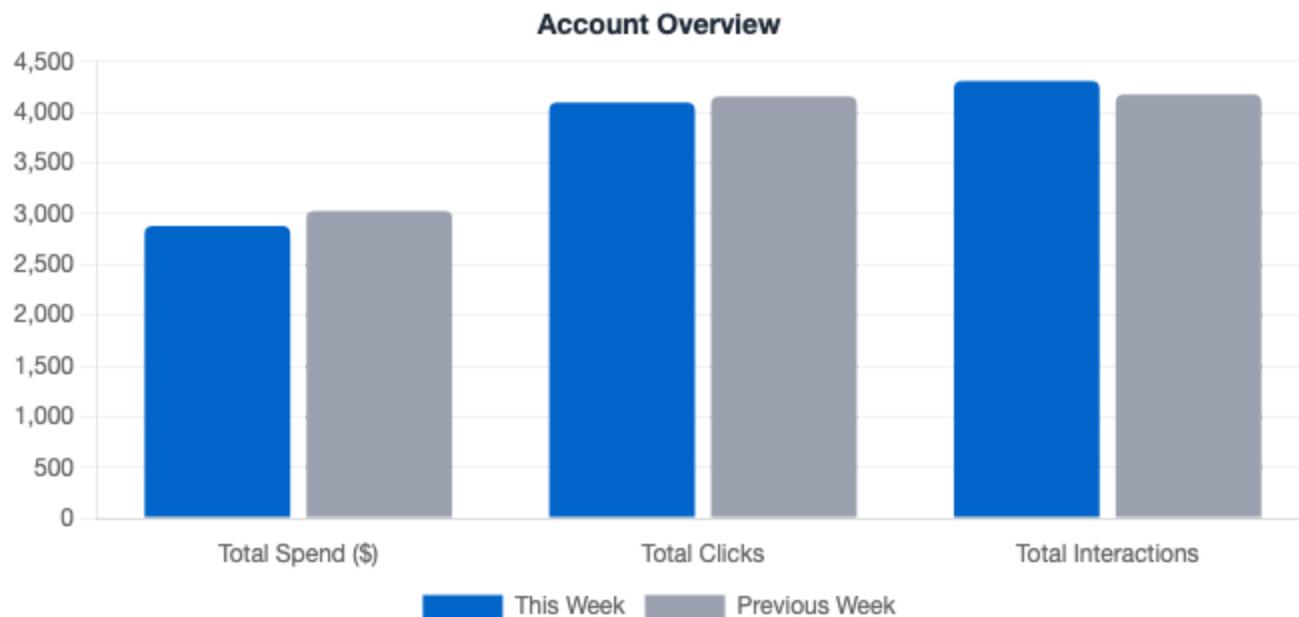
#### TOTAL INTERACTIONS

**4,308**

-5.61% vs last week

+3.14% vs last week

#### WEEK-OVER-WEEK COMPARISON



## CAMPAIGN BREAKDOWN — PERFORMANCE MAX

CAMPAIGN	SPEND	CLICKS	IMPR.	CPC	CTR	CHANGE (SPEND)
NewADHD-PMax	\$672.60	874	12,362	\$0.77	7.07%	+13.34%
General Psychiatry & Counseling	\$1,170.58	2,181	9,946	\$0.54	21.93%	-14.73%
Spravato Leads PMax	\$253.98	313	1,848	\$0.81	16.94%	+4.96%
Morgantown & Hickory Telehealth	\$181.37	491	3,280	\$0.37	14.97%	-6.99%
ADHD PMax (Legacy)	\$71.95	92	758	\$0.78	12.14%	-7.43%
PMax Total	\$2,350.49	3,951	28,194	\$0.59	14.01%	-5.26%

## CAMPAIGN BREAKDOWN — SEARCH

CAMPAIGN	SPEND	CLICKS	IMPR.	CPC	CTR	CHANGE (SPEND)
Spravato Search	\$193.25	36	571	\$5.37	6.30%	+22.08%
NeuroStar TMS Therapy	\$188.19	31	394	\$6.07	7.87%	-1.54%
Therapy Services   Charlotte	\$149.28	78	602	\$1.91	12.96%	-23.93%
Search Total	\$530.72	145	1,567	\$3.66	9.25%	-2.74%

## ACCOUNT SUMMARY — WEEK OVER WEEK

METRIC	THIS WEEK	PREVIOUS WEEK	CHANGE
Total Ad Spend	\$2,881.20	\$3,026.62	-4.80% (savings)
Impressions	29,761	31,531	-5.61%
Clicks	4,096	4,157	-1.47%
Click-Through Rate	13.76%	13.18%	+4.39%
Average CPC	\$0.70	\$0.73	-3.39%
Total Interactions	4,308	4,177	+3.14%
Interaction Rate	14.48%	13.25%	+9.27%

## KEY INSIGHTS &amp; RECOMMENDATIONS

**Spravato Campaigns Gaining Momentum**

Both Spravato campaigns showed impressive CTR improvements—Spravato Search CTR jumped 49% (to 6.30%) and Spravato Leads PMax CTR surged 59.5% (to 16.94%). These gains indicate the messaging is connecting well with users actively searching for Spravato treatment options.

**NewADHD PMax Driving Strong Engagement**

The NewADHD PMax campaign delivered a 31.5% increase in interactions and 15.8% more impressions. The engagement rate climbed dramatically to 83.6%, showing highly relevant audience targeting. This campaign continues to be a strong performer in driving qualified traffic.

**Cost Efficiency Improving**

Overall spend decreased 4.8% while click volume held steady (down only 1.5%). CPC improved 3.4% to \$0.70. The Morgantown & Hickory Telehealth campaign is a standout efficiency winner at just \$0.37 CPC with a strong 14.97% CTR.

### ! Budget & Policy Limitations

Several campaigns are flagged as "limited by budget" and "limited by policy." The General Psychiatry campaign—the largest by spend—may benefit from a budget review to capture additional demand. Addressing policy-flagged asset groups could also unlock more impression share.



### Recommendations

- 1) Review budget caps on the General Psychiatry campaign—it is budget-limited and has strong CTR (21.93%)
- 2) Continue investing in Spravato campaigns given their accelerating CTR performance
- 3) Audit and resolve policy-limited asset groups across PMax campaigns to unlock additional reach
- 4) Consider shifting some budget from the legacy ADHD PMax (\$10/day) into the high-performing NewADHD PMax