

# 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

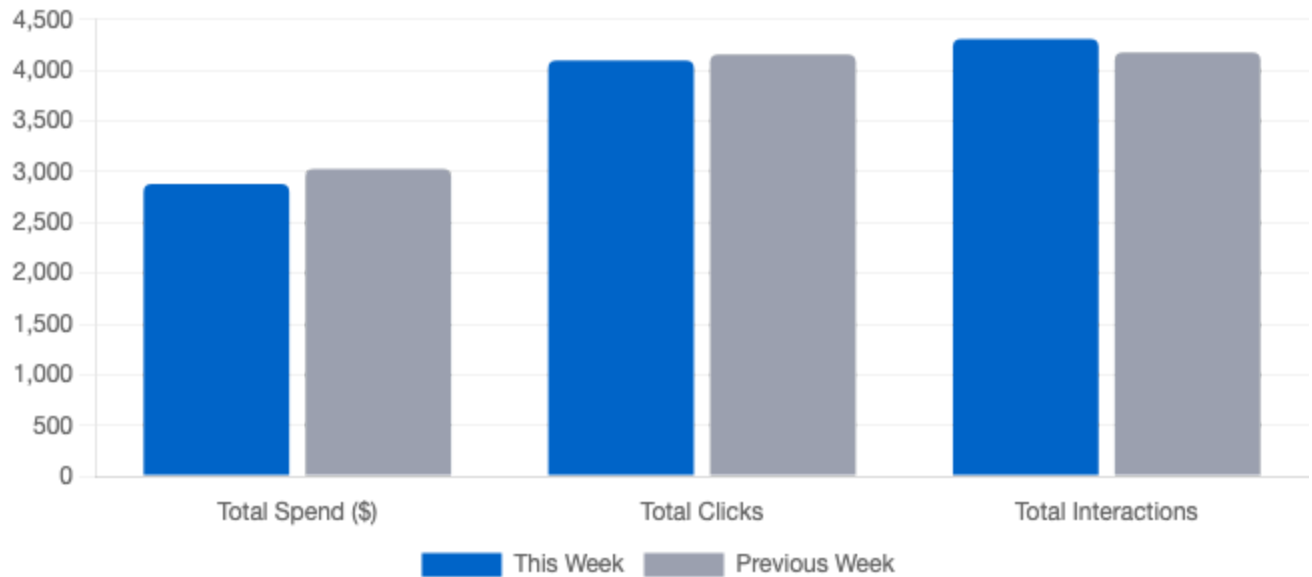
|   |   |
|---|---|
| <div>TOTAL SPEND</div> <div>\$2,881</div> <div>-4.80% vs last week (savings)</div>              | <div>AVG. COST PER CLICK</div> <div>\$0.70</div> <div>-3.39% more efficient</div> <div>IMPROVED</div> |
| <div>CLICK-THROUGH RATE</div> <div>13.76%</div> <div>+4.39% vs last week</div> <div>+4.4%</div> | <div>TOTAL CLICKS</div> <div>4,096</div> <div>-1.47% vs last week</div> <div>STABLE</div>             |
| <div>IMPRESSIONS</div> <div>29,761</div>  | <div>TOTAL INTERACTIONS</div> <div>4,308</div> <div>+3.1%</div>                                       |

-5.61% vs last week

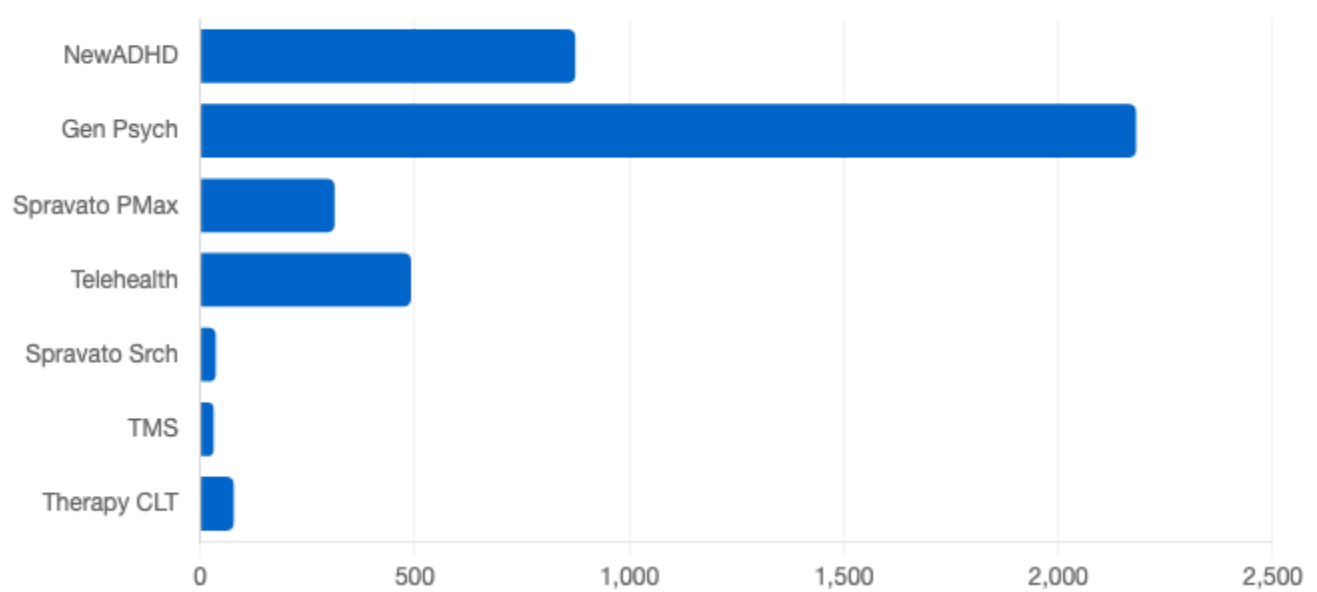
+3.14% vs last week

## WEEK-OVER-WEEK COMPARISON

### Account Overview



### Clicks by Campaign



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%         |

| 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 & 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