

**Monthly Account
Performance Report
1 Apr 2020 — 30 Apr 2020**

#1 Body Moprh MD

579-667-9346

Key Performance Indicators (KPIs)

Cost

\$1,097

↓ 1%

Conv

4

↑ 100%

Conv Rate

5.41%

↑ 154%

Cost / Conv

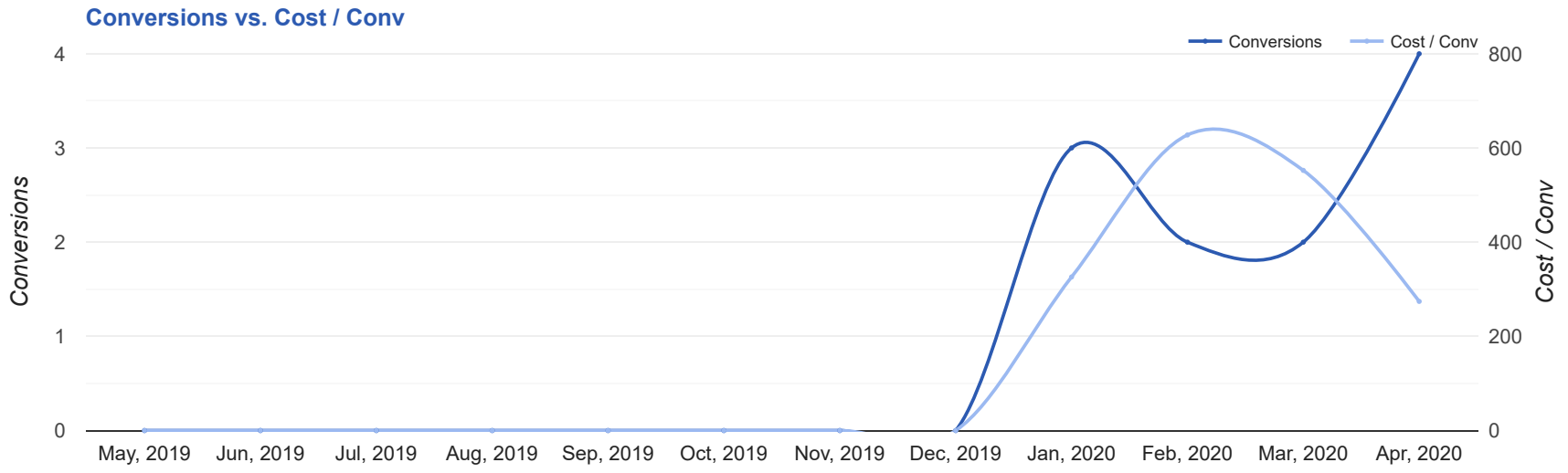
\$274.17

↓ 50%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2020 — 31 Mar 2020	1,024	94	\$1,104.74	\$11.75	9.18%	-	2	2.13%	\$552.37	71.07%
1 Apr 2020 — 30 Apr 2020	742	74	\$1,096.67	\$14.82	9.97%	-	4	5.41%	\$274.17	78.83%
Change	282 ↓ 28%	20 ↓ 21%	\$8.07 ↓ 1%	\$3.07 ↑ 26%	0.79% ↑ 9%	--	2 ↑ 100%	3.28% ↑ 154%	\$278.20 ↓ 50%	7.76% ↑ 11%

Performance by Month - 1 May 2019 — 30 Apr 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jan '20	1,379	94	\$978.09	\$10.41	6.82%	-	3	3.19%	\$326.03	71.47%
Feb '20	2,814	158	\$1,255.10	\$7.94	5.61%	-	2	1.27%	\$627.55	51.78%
Mar '20	1,024	94	\$1,104.74	\$11.75	9.18%	-	2	2.13%	\$552.37	71.07%
Apr '20	742	74	\$1,096.67	\$14.82	9.97%	-	4	5.41%	\$274.17	78.83%
Total	5,959	420	\$4,434.60	\$10.56	7.05%	-	11	2.62%	\$403.15	61.14%

Campaign Summary - 1 Apr 2020 — 30 Apr 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta emsculpt	742	74	\$1,096.67	\$14.82	9.97%	-	4	5.41%	\$274.17	78.83%

Top Performing Ads - 1 Apr 2020 — 30 Apr 2020

Top Text Ads

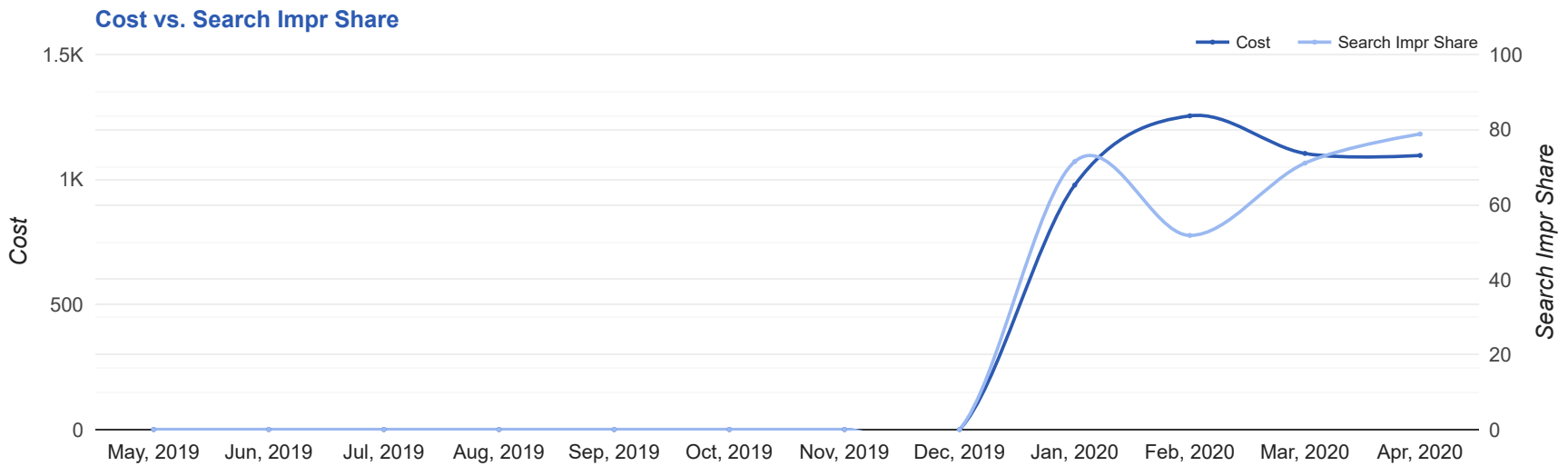
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Emsculpt Body Contouring} - Build Muscle & Burn Fat - Save On Emsculpt bodymorphmd.com/--/ -- Frustrated By Stubborn Bulges? Melt Them Away and Build Muscle with Emsculpting.	366	58	\$892.18	\$15.38	15.85%	-	4	6.90%	\$223.04
25% Off Emsculpt Cost - New Client Special - Book A Virtual Consultation bodymorphmd.com/cost/ Emsculpt Is the Natural Looking and Long Lasting Way to a Six Pack or a Better Butt.	13	2	\$4.03	\$2.02	15.38%	-	0	0.00%	-
Body Morph MD Emsculpting - Best Emsculpting in Yonkers - Virtual Consultation Available bodymorphmd.com/emsculpting/ Frustrated By Stubborn Bulges? Melt Them Away and Build Muscle with Emsculpting.	21	1	\$12.53	\$12.53	4.76%	-	0	0.00%	-
Book A Virtual Consultation - 25% Off Emsculpt Special - Build Muscle & Burn Fat bodymorphmd.com/emsculpting/ Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	13	1	\$14.28	\$14.28	7.69%	-	0	0.00%	-
{Keyword:Emsculpt Body Contouring} - Build Muscle & Burn Fat - Save On Emsculpt bodymorphmd.com/--/ -- Fast Treatments. No Downtime. Long Lasting. Natural Looking. Book a Free Consult Here.	194	3	\$16.29	\$5.43	1.55%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2020 — 30 Apr 2020

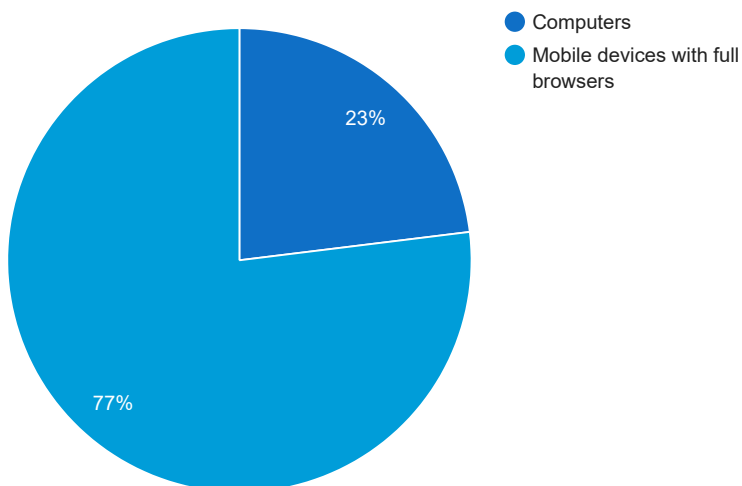
Budget Coverage



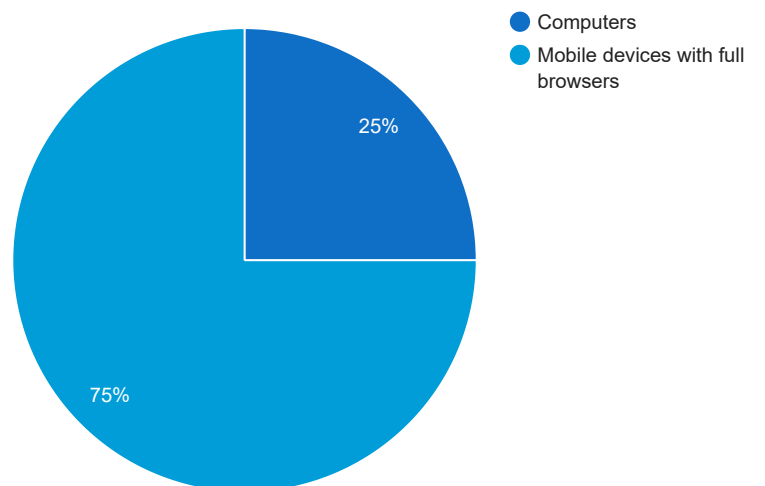
DATE	COST	SEARCH IMPR SHARE
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	978.09	71.47
Feb, 2020	1,255.10	51.78
Mar, 2020	1,104.74	71.07
Apr, 2020	1,096.67	78.83

Cost and Conversions by Device

Cost



Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	391	56	\$843.90	\$15.07	14.32%	-	3	5.36%	\$281.30
Computers	346	18	\$252.77	\$14.04	5.2%	-	1	5.56%	\$252.77
Tablets with full browsers	5	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	742	74	\$1,096.67	\$14.82	9.97%	-	4	5.41%	\$274.17

Conversion Types - 1 Apr 2020 — 30 Apr 2020

CONVERSION TYPE

CONV

Form Submission

3

Calls from Ads

1

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