

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

#2 Body Morph MD

321-928-4215

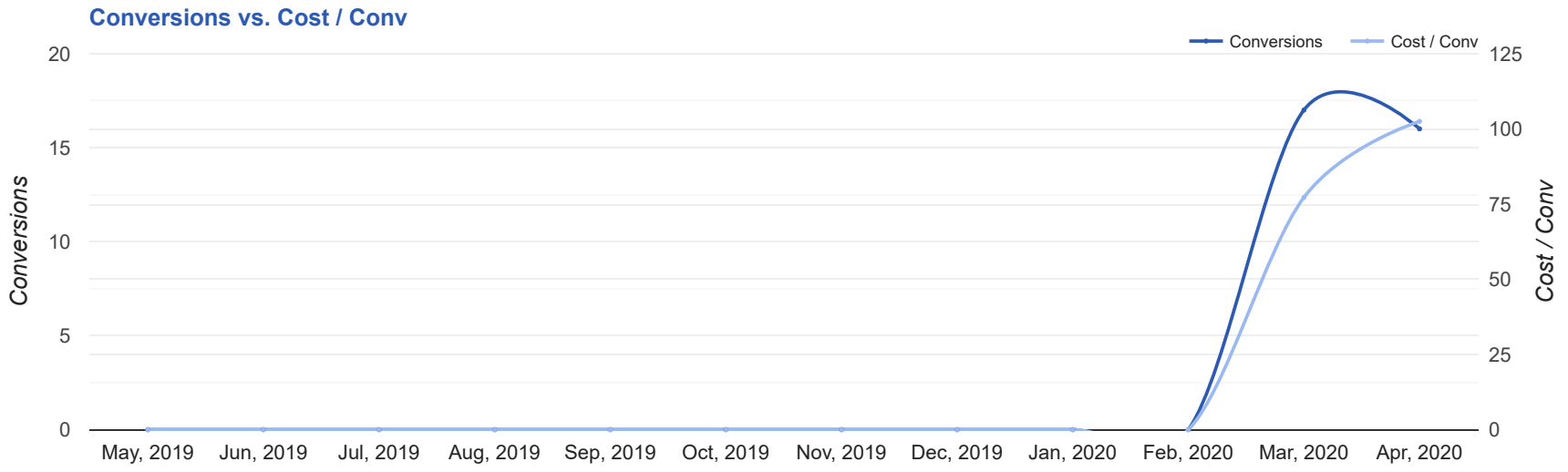
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,640	16	5.82%	\$102.49
↑ 25%	↓ 6%	↓ 15%	↑ 33%

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	2,739	249	\$1,312.28	\$5.27	9.09%	-	17	6.83%	\$77.19	66.47%
1 Apr 2020 — 30 Apr 2020	3,807	275	\$1,639.76	\$5.96	7.22%	-	16	5.82%	\$102.49	65.44%
Change	1,068 ↑ 39%	26 ↑ 10%	\$327.48 ↑ 25%	\$0.69 ↑ 13%	1.87% ↓ 21%	--	1 ↓ 6%	1.01% ↓ 15%	\$25.30 ↑ 33%	1.03% ↓ 2%

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
Feb '20	289	19	\$46.66	\$2.46	6.57%	-	0	0%	\$0.00	70.4%
Mar '20	2,739	249	\$1,312.28	\$5.27	9.09%	-	17	6.83%	\$77.19	66.47%
Apr '20	3,807	275	\$1,639.76	\$5.96	7.22%	-	16	5.82%	\$102.49	65.44%
Total	6,835	543	\$2,998.70	\$5.52	7.94%	-	33	6.08%	\$90.87	66.05%

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 orbera	1,791	122	\$750.44	\$6.15	6.81%	-	12	9.84%	\$62.54	60.86%
search beta hydration iv	914	63	\$304.10	\$4.83	6.89%	-	4	6.35%	\$76.03	59.7%
search beta emtone	1,102	90	\$585.22	\$6.50	8.17%	-	0	0%	\$0.00	82%

Top Performing Ads - 1 Apr 2020 — 30 Apr 2020

Top Text Ads

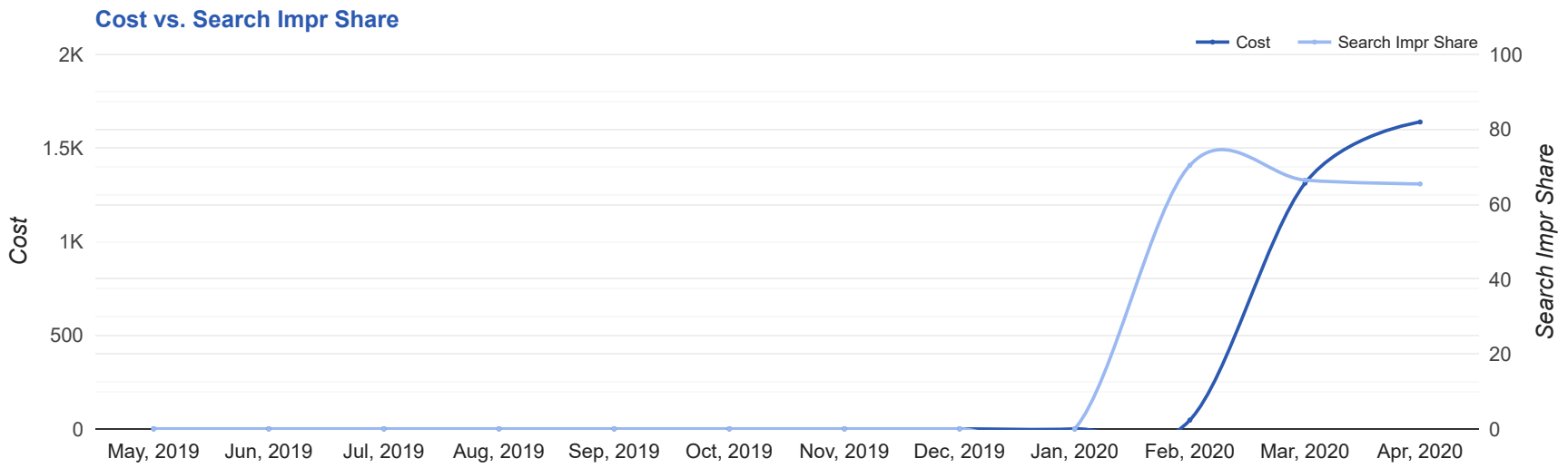
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Orbera by BodyMorph MD} - Top-Rated Provider in Yonkers - FDA Approved bodymorphmd.com/ -- -- Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.	969	67	\$440.94	\$6.58	6.91%	-	4.2	6.30%	\$104.49
World's #1 Weight Loss Balloon - Easy 30-Minute Procedure - Virtual Consultation Available bodymorphmd.com// FDA Approved Non-Surgical Alternative to Gastric Bypass. Long-Term Results. Premium Care.	555	25	\$178.36	\$7.13	4.50%	-	3.8	15.12%	\$47.19
{Keyword:Orbera by BodyMorph MD} - Top-Rated Provider in Yonkers - FDA Approved bodymorphmd.com/ -- -- Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.	85	14	\$62.64	\$4.47	16.47%	-	2	14.29%	\$31.32
{Keyword:BodyMorph MD} - IV Vitamin Therapy In Yonkers - IV Hydration Specialist bodymorphmd.com// IV Drip Cocktail from #1 IV Vitamin Therapy Clinic. Hangover IV, Immunity IV, Hydration IV	214	17	\$80.17	\$4.72	7.94%	-	2	11.76%	\$40.09
{Keyword:Orbera by BodyMorph MD} - Top-Rated Provider in Yonkers - FDA Approved bodymorphmd.com/ -- -- Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.	126	12	\$58.63	\$4.89	9.52%	-	1	8.33%	\$58.63

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2020 — 30 Apr 2020

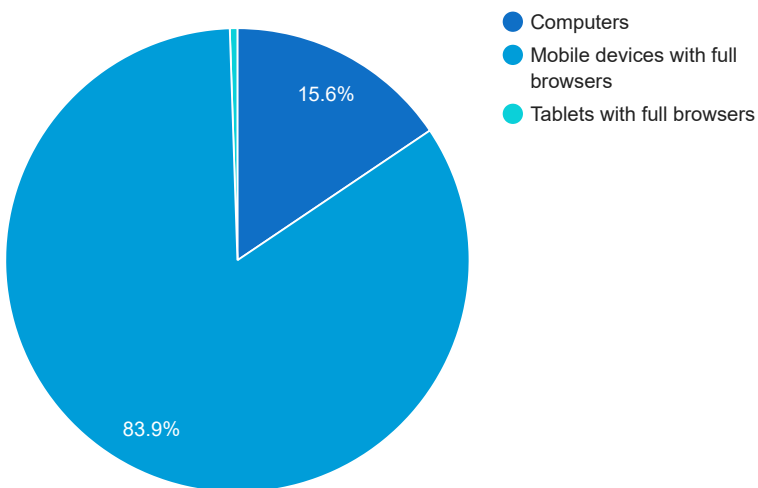
Budget Coverage



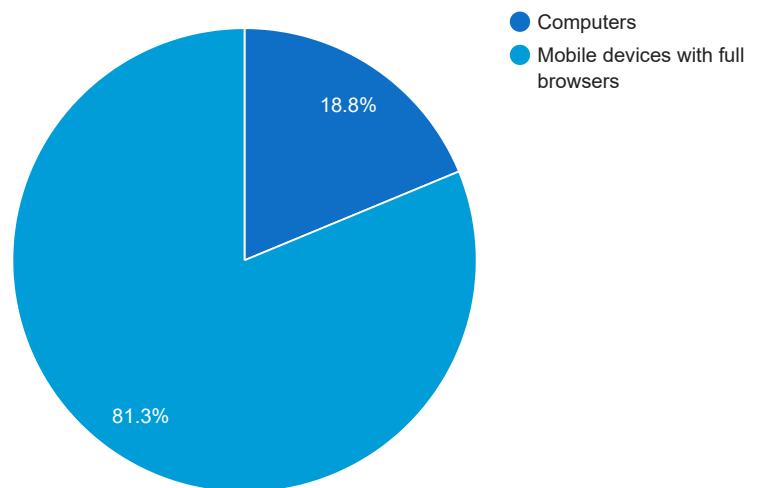
DATE	COST	SEARCH IMPR SHARE
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	46.66	70.40
Mar, 2020	1,312.28	66.47
Apr, 2020	1,639.76	65.44

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	2,967	232	\$1,376.00	\$5.93	7.82%	-	13	5.6%	\$105.85
Computers	763	40	\$255.12	\$6.38	5.24%	-	3	7.5%	\$85.04
Tablets with full browsers	77	3	\$8.64	\$2.88	3.9%	-	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	3,807	275	\$1,639.76	\$5.96	7.22%	-	16	5.82%	\$102.49

Conversion Types - 1 Apr 2020 — 30 Apr 2020

CONVERSION TYPE

CONV

Form Submission

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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