

**Monthly Account  
Performance Report  
1 Jul 2020 — 31 Jul 2020**

#2 Body Morph MD

321-928-4215

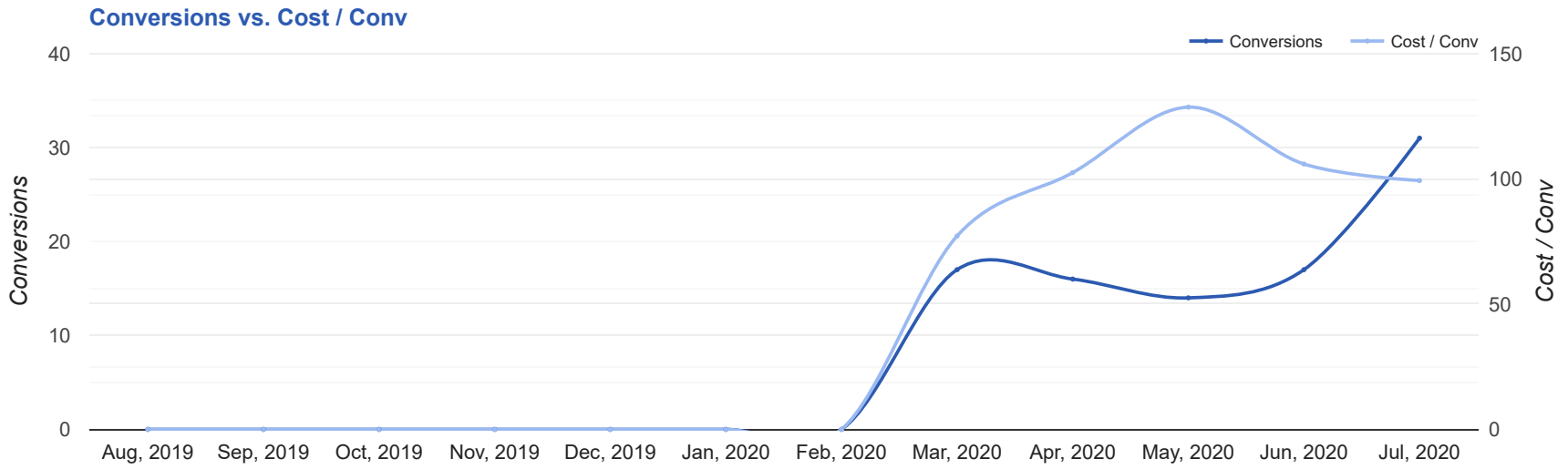
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,079	31	4.39%	\$99.32
↑ 71%	↑ 82%	↓ 2%	↓ 6%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	5,353	380	\$1,800.85	\$4.74	7.1%	-	17	4.47%	\$105.93	58.26%
1 Jul 2020 — 31 Jul 2020	11,374	706	\$3,078.98	\$4.36	6.21%	-	31	4.39%	\$99.32	23.69%
Change	6,021 ↑ 112%	326 ↑ 86%	\$1,278.13 ↑ 71%	\$0.38 ↓ 8%	0.89% ↓ 13%	--	14 ↑ 82%	0.08% ↓ 2%	\$6.61 ↓ 6%	34.57% ↓ 59%

# Performance by Month - 1 Aug 2019 — 31 Jul 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%
May '20	5,625	418	\$1,800.79	\$4.31	7.43%	-	14	3.35%	\$128.63	62.58%
Jun '20	5,353	380	\$1,800.85	\$4.74	7.1%	-	17	4.47%	\$105.93	58.26%
Jul '20	11,374	706	\$3,078.98	\$4.36	6.21%	-	31	4.39%	\$99.32	23.69%
<b>Total</b>	29,187	2,047	\$9,679.32	\$4.73	7.01%	-	95	4.64%	\$101.89	38.13%

# Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   orbera	4,152	250	\$1,021.54	\$4.09	6.02%	-	20.5	8.21%	\$49.76	51.36%
search   beta   hydration iv	1,078	83	\$305.06	\$3.68	7.7%	-	5	6.02%	\$61.01	50.19%
search   beta   gastro	5,026	233	\$998.43	\$4.29	4.64%	-	4	1.72%	\$249.61	13.87%
search   beta   emtone	1,118	140	\$753.95	\$5.39	12.52%	-	1.5	1.05%	\$512.89	73.66%

# Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

## Top Text Ads

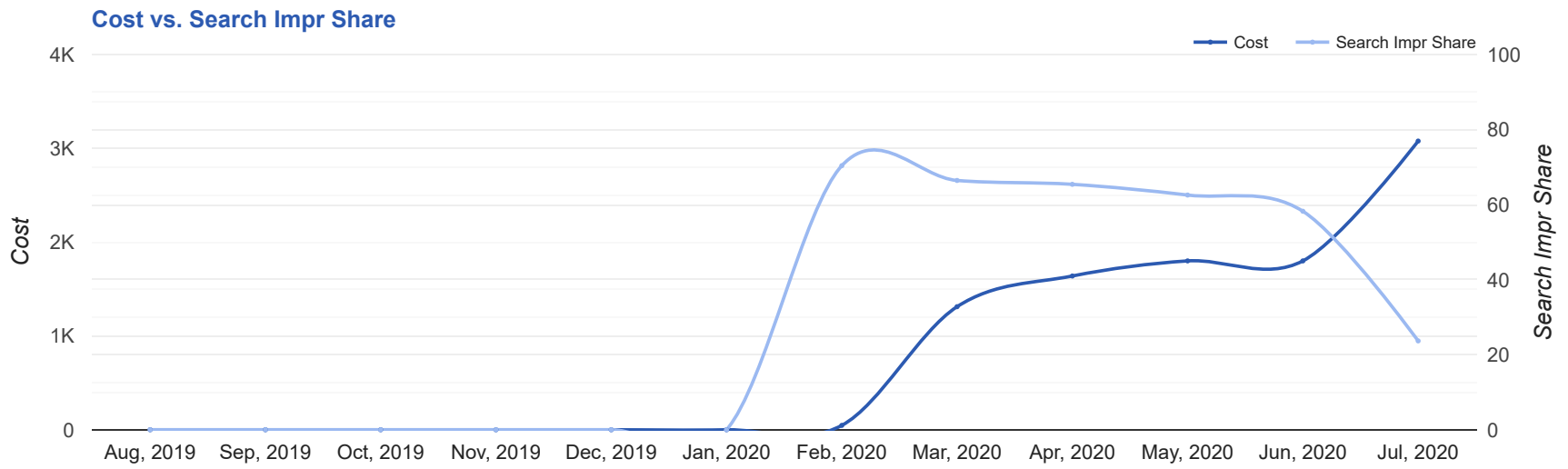
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Orbera by BodyMorph MD} - Top-Rated Provider in Yonkers - FDA Approved <a href="http://bodymorphmd.com/">bodymorphmd.com/</a> --/ -- Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.	2,981	154	\$693.60	\$4.50	5.17%	-	7	4.55%	\$99.09
{Keyword:Orbera by BodyMorph MD} - Top-Rated Provider in Yonkers - FDA Approved <a href="http://bodymorphmd.com/">bodymorphmd.com/</a> --/ -- Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.	342	36	\$99.34	\$2.76	10.53%	-	5.5	15.36%	\$17.96
{Keyword:Orbera by BodyMorph MD} - Top-Rated Provider in Yonkers - FDA Approved <a href="http://bodymorphmd.com/">bodymorphmd.com/</a> --/ -- Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.	252	38	\$135.50	\$3.57	15.08%	-	4.1	10.84%	\$32.89
{Keyword:BodyMorph MD} - IV Vitamin Therapy In Yonkers - IV Hydration Specialist <a href="http://bodymorphmd.com/">bodymorphmd.com/</a> IV Drip Cocktail from #1 IV Vitamin Therapy Clinic. Hangover IV, Immunity IV, Hydration IV	228	26	\$117.67	\$4.53	11.40%	-	3.2	12.46%	\$36.32
{Keyword:Dr. Jose Lantin} - GI Doctor Westchester - Stomach Doctor NY <a href="http://gastroenterologyofwestchesterllc.com/">gastroenterologyofwestchesterllc.com/</a> --/ -- - Leading Gastroenterologist in Harrison and Westchester, NY. State-of-the-Art Facility.	3,741	187	\$805.22	\$4.31	5.00%	-	3	1.60%	\$268.41

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jul 2020 — 31 Jul 2020

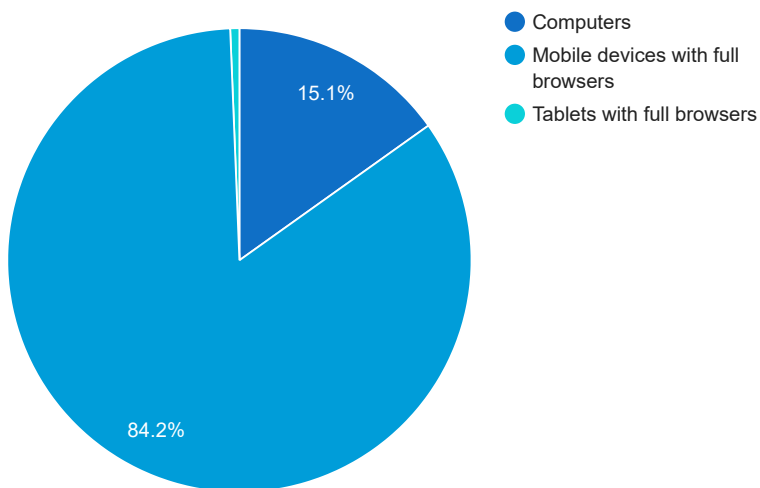
## Budget Coverage



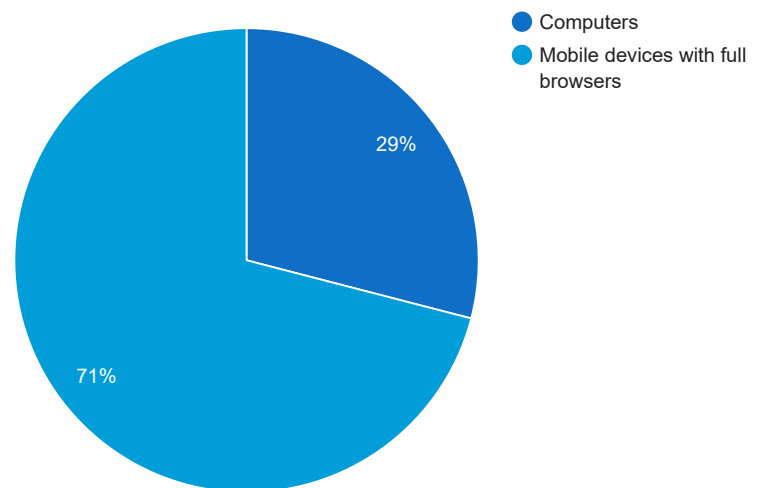
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	46.66	70.40
Mar, 2020	1,312.28	66.47
Apr, 2020	1,639.76	65.44
May, 2020	1,800.79	62.58
Jun, 2020	1,800.85	58.26
Jul, 2020	3,078.98	23.69

## Cost and Conversions by Device

### Cost



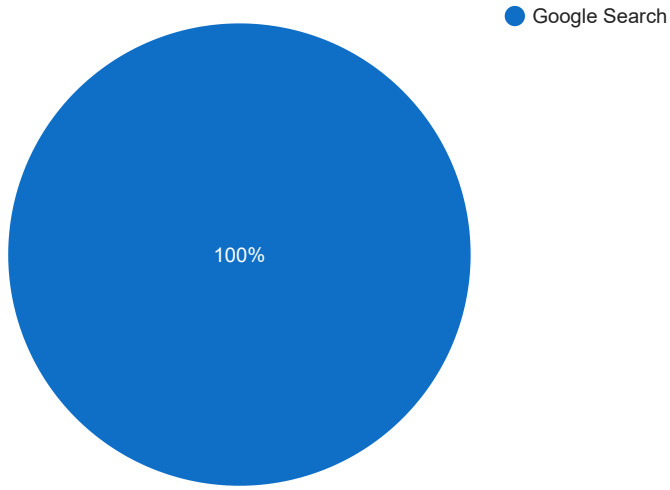
### Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	9,278	598	\$2,593.09	\$4.34	6.45%	-	22	3.68%	\$117.87
Computers	1,893	100	\$466.31	\$4.66	5.28%	-	9	9%	\$51.81
Tablets with full browsers	203	8	\$19.58	\$2.45	3.94%	-	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	11,374	706	\$3,078.98	\$4.36	6.21%	-	31	4.39%	\$99.32

# Conversion Types - 1 Jul 2020 — 31 Jul 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