

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

#1 Body Moprh MD

579-667-9346

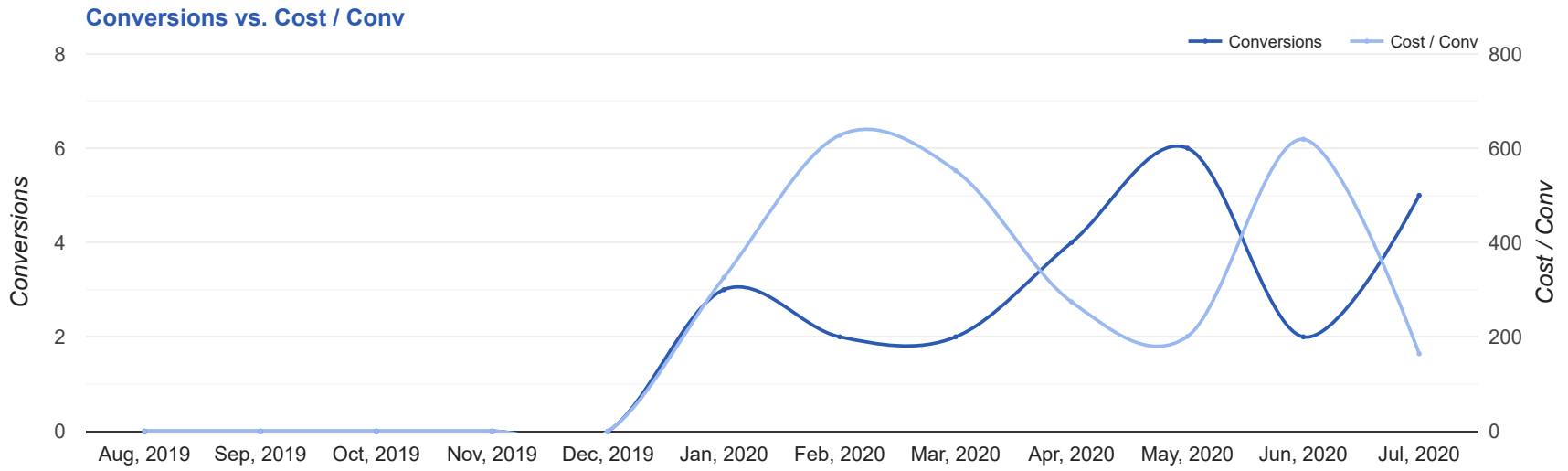
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$821	5	3.11%	\$164.23
↓ 34%	↑ 150%	↑ 112%	↓ 73%

## 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	1,044	136	\$1,237.95	\$9.10	13.03%	-	2	1.47%	\$618.98	69.53%
1 Jul 2020 — 31 Jul 2020	1,182	161	\$821.17	\$5.10	13.62%	-	5	3.11%	\$164.23	70.75%
Change	138 ↑ 13%	25 ↑ 18%	\$416.78 ↓ 34%	\$4.00 ↓ 44%	0.59% ↑ 5%	--	3 ↑ 150%	1.64% ↑ 112%	\$454.75 ↓ 73%	1.22% ↑ 2%

# 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	
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	78.9%	
May '20	682	127	\$1,205.72	\$9.49	18.62%	-	6	4.72%	\$200.95	74.02%	
Jun '20	1,044	136	\$1,237.95	\$9.10	13.03%	-	2	1.47%	\$618.98	69.53%	
Jul '20	1,182	161	\$821.17	\$5.10	13.62%	-	5	3.11%	\$164.23	70.75%	
<b>Total</b>	8,867	844	\$7,699.44	\$9.12	9.52%	-	24	2.84%	\$320.81	64.07%	

# 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   emsculpt	1,182	161	\$821.17	\$5.10	13.62%	-	5	3.11%	\$164.23	70.75%

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

## Top Text Ads

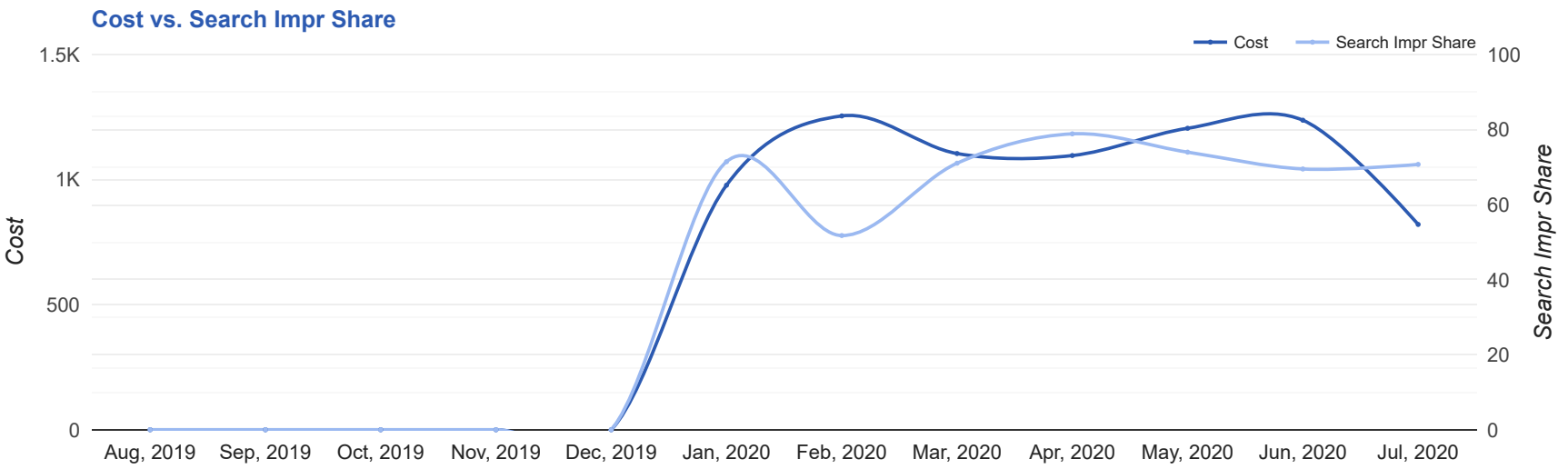
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Emsculpt Body Contouring} - Build Muscle & Burn Fat - Save On Emsculpt <a href="http://bodymorphmd.com/--/">bodymorphmd.com/--/</a> -- Frustrated By Stubborn Bulges? Melt Them Away and Build Muscle with Emsculpting.	666	94	\$390.69	\$4.16	14.11%	-	1	1.06%	\$390.69
Body Contouring with Emsculpt - Top Body Contouring Procedure - Book A Virtual Consultation <a href="http://bodymorphmd.com//">bodymorphmd.com//</a> Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks	16	2	\$21.46	\$10.73	12.50%	-	1	50.00%	\$21.46
Emsculpting In Westchester - Virtual Consultation Available - Non-Invasive Body Contouring <a href="http://bodymorphmd.com/emsculpt/Westchester">bodymorphmd.com/emsculpt/Westchester</a> Emsculpt Treatments from Leading Med Spa in Westchester. Book a Free Virtual Consultation	6	3	\$5.83	\$1.94	50.00%	-	1	33.33%	\$5.83
{Keyword:Body Morph MD} - Best Emsculpt Price in Yonkers - Save On Emsculpting Cost <a href="http://bodymorphmd.com/cost/--/">bodymorphmd.com/cost/--/</a> -- Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	73	11	\$49.63	\$4.51	15.07%	-	1	9.09%	\$49.63
Best Price in Westchester - 25% Off Emsculpt® Special - Virtual Consultation Available <a href="http://bodymorphmd.com/emsculpt/Westchester">bodymorphmd.com/emsculpt/Westchester</a> Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	18	1	\$15.23	\$15.23	5.56%	-	1	100.00%	\$15.23

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jul 2020 — 31 Jul 2020

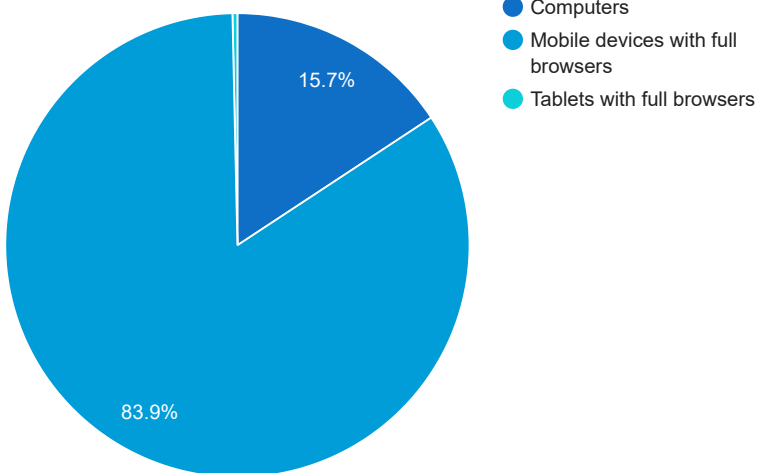
## Budget Coverage



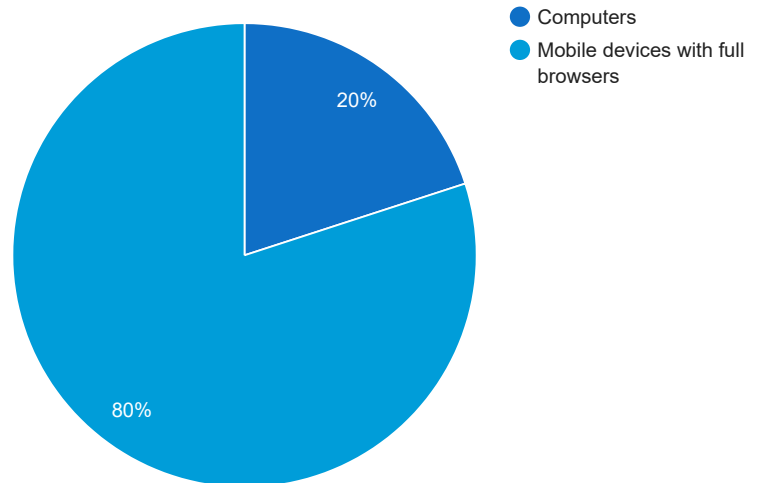
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	978.09	71.47
Feb, 2020	1,255.10	51.78
Mar, 2020	1,104.74	71.07
Apr, 2020	1,096.67	78.90
May, 2020	1,205.72	74.02
Jun, 2020	1,237.95	69.53
Jul, 2020	821.17	70.75

## Cost and Conversions by Device

### Cost



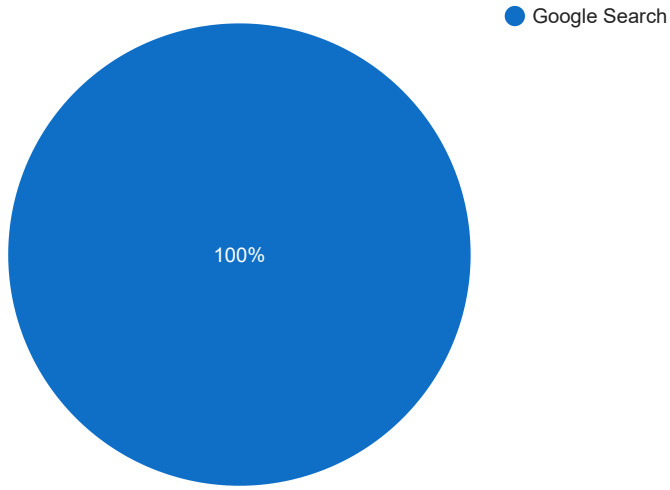
### Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	888	132	\$689.18	\$5.22	14.86%	-	4	3.03%	\$172.30
Computers	279	28	\$129.17	\$4.61	10.04%	-	1	3.57%	\$129.17
Tablets with full browsers	15	1	\$2.82	\$2.82	6.67%	-	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	1,182	161	\$821.17	\$5.10	13.62%	-	5	3.11%	\$164.23

# 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