

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

#2 Body Morph MD

321-928-4215

Key Performance Indicators (KPIs)

Cost

\$3,545

↑ 1%

Conv

32.7

↑ 30%

Conv Rate

3.4%

↑ 21%

Cost / Conv

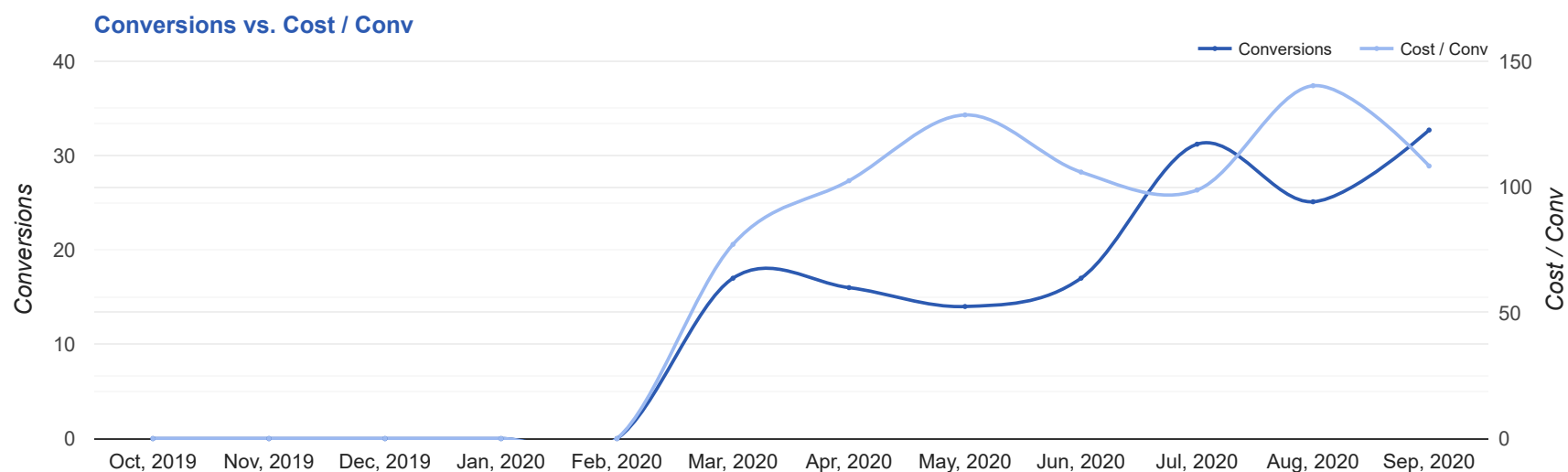
\$108.34

↓ 23%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	14,014	891	\$3,521.46	\$3.95	6.36%	-	25.1	2.82%	\$140.24	26.16%
1 Sep 2020 — 30 Sep 2020	15,823	962	\$3,544.77	\$3.68	6.08%	-	32.7	3.4%	\$108.34	28.21%
Change	1,809 ↑ 13%	71 ↑ 8%	\$23.31 ↑ 1%	\$0.27 ↓ 7%	0.28% ↓ 4%	--	7.61 ↑ 30%	0.58% ↑ 21%	\$31.90 ↓ 23%	2.05% ↑ 8%

Performance by Month - 1 Oct 2019 — 30 Sep 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%	-	31.2	4.42%	\$98.78	23.68%	
Aug '20	14,014	891	\$3,521.46	\$3.95	6.36%	-	25.1	2.82%	\$140.24	26.16%	
Sep '20	15,823	962	\$3,544.77	\$3.68	6.08%	-	32.7	3.4%	\$108.34	28.21%	
Total	59,024	3,900	\$16,745.55	\$4.29	6.61%	-	153	3.92%	\$109.45	31.7%	

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta orbera	4,904	278	\$1,501.52	\$5.40	5.67%	-	16.2	5.83%	\$92.57	57.04%
search beta gastro	7,121	416	\$992.08	\$2.38	5.84%	-	10	2.4%	\$99.21	19.21%
search beta hydration iv	1,954	100	\$301.10	\$3.01	5.12%	-	4	4%	\$75.28	26.8%
search beta emtone	1,844	168	\$750.07	\$4.46	9.11%	-	2.5	1.49%	\$300.03	57.84%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

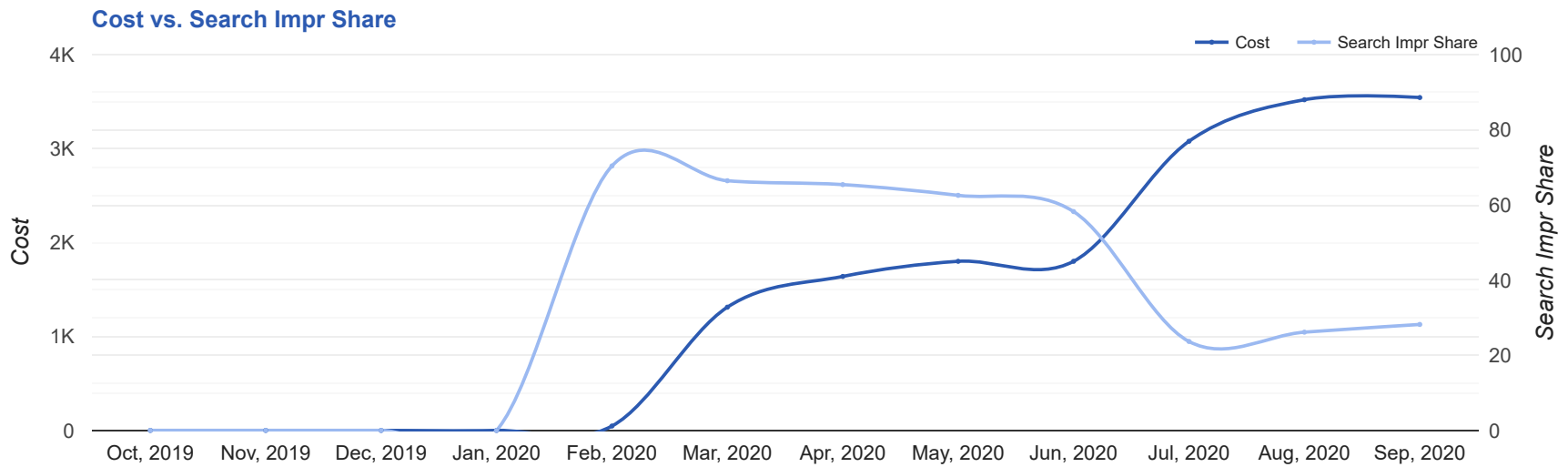
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Orbera by BodyMorph MD} - Top-Rated Provider in Yonkers - FDA Approved bodymorphmd.com/ --/ -- Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.	398	44	\$257.74	\$5.86	11.06%	-	6.5	14.77%	\$39.65
{Keyword:Dr. Jose Lantin} - GI Doctor Westchester - Stomach Doctor NY gastroenterologyofwestchesterllc.com/ --/ -- - Leading Gastroenterologist in Harrison and Westchester, NY. State-of-the-Art Facility.	2,394	183	\$418.30	\$2.29	7.64%	-	4	2.19%	\$104.58
Dr. Jose Lantin - GI Doctor Westchester - Stomach Doctor NY gastroenterologyofwestchesterllc.com/ --/ -- - Leading Gastroenterologist in Harrison and Westchester, NY. State-of-the-Art Facility.	2,248	121	\$311.66	\$2.58	5.38%	-	3.5	2.89%	\$89.05
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.	1,183	48	\$251.93	\$5.25	4.06%	-	3.2	6.71%	\$78.24
{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.	2,985	158	\$833.66	\$5.28	5.29%	-	3	1.90%	\$277.89

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

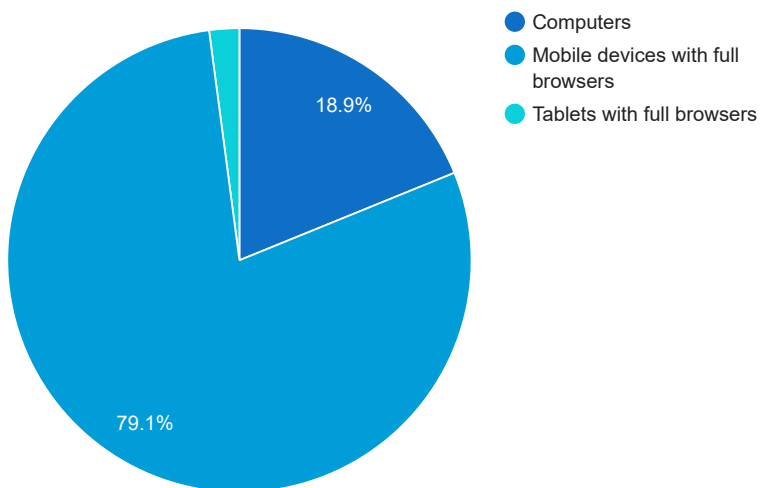
Budget Coverage



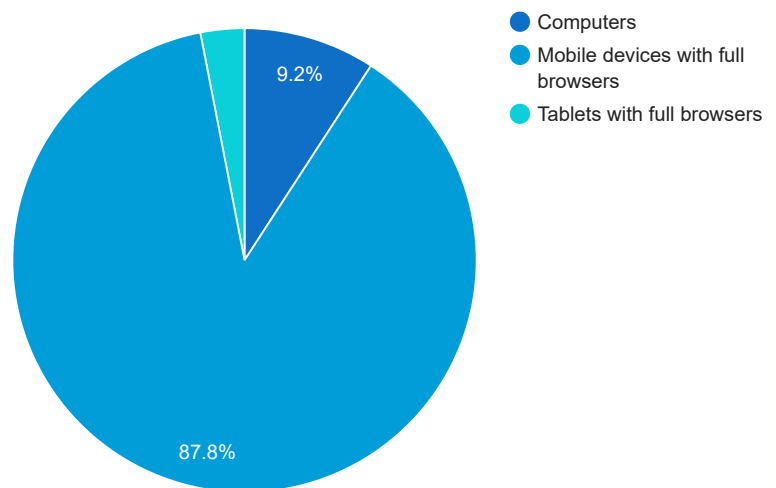
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	46.66	70.40
Mar, 2020	1,312.28	66.47
Apr, 2020	1,639.76	65.44
May, 2020	1,800.79	62.58
Jun, 2020	1,800.85	58.26
Jul, 2020	3,078.98	23.68
Aug, 2020	3,521.46	26.16
Sep, 2020	3,544.77	28.21

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	11,323	725	\$2,802.38	\$3.87	6.4%	-	28.7	3.96%	\$97.58
Computers	3,917	202	\$668.21	\$3.31	5.16%	-	3	1.49%	\$222.74
Tablets with full browsers	583	35	\$74.18	\$2.12	6%	-	1	2.86%	\$74.18

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	15,823	962	\$3,544.77	\$3.68	6.08%	-	32.7	3.4%	\$108.34

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE

CONV

Form Submission

29.7

Click to Call

3

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