

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

#2 Body Morph MD

321-928-4215

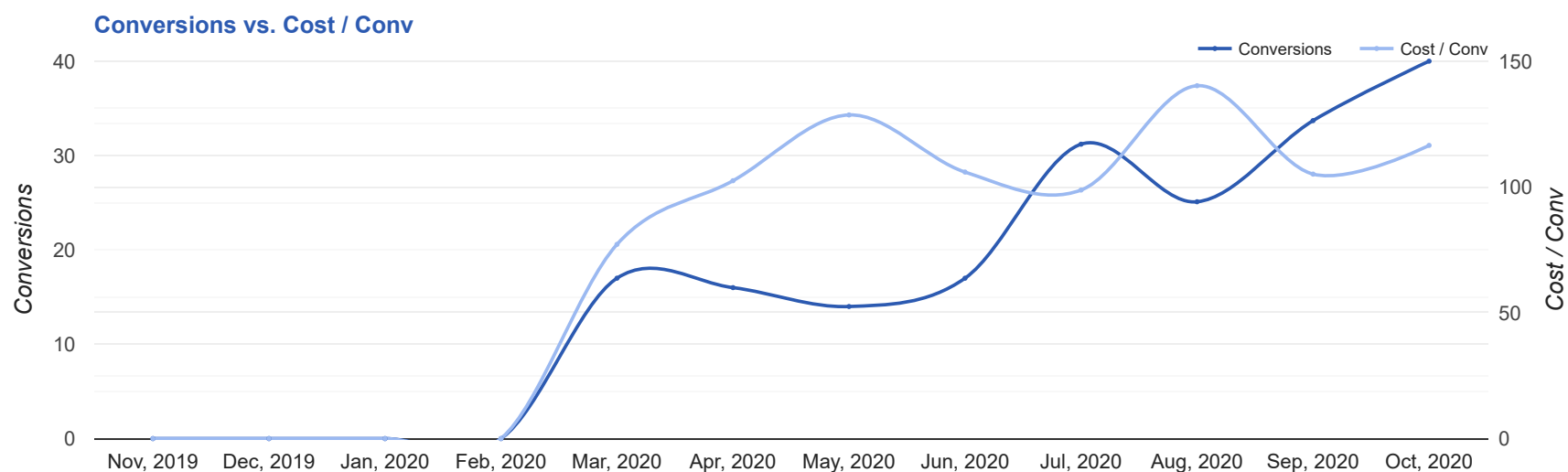
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,661	40	3.85%	\$116.53
↑ 31%	↑ 19%	↑ 10%	↑ 11%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	15,823	962	\$3,544.77	\$3.68	6.08%	-	33.7	3.51%	\$105.12	28.16%
1 Oct 2020 — 31 Oct 2020	18,106	1,039	\$4,661.04	\$4.49	5.74%	-	40	3.85%	\$116.53	29.08%
Change	2,283 ↑ 14%	77 ↑ 8%	\$1,116.27 ↑ 31%	\$0.81 ↑ 22%	0.34% ↓ 6%	--	6.28 ↑ 19%	0.34% ↑ 10%	\$11.41 ↑ 11%	0.92% ↑ 3%

Performance by Month - 1 Nov 2019 — 31 Oct 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%	-	33.7	3.51%	\$105.12	28.16%
Oct '20	18,106	1,039	\$4,661.04	\$4.49	5.74%	-	40	3.85%	\$116.53	29.08%
Total	77,130	4,939	\$21,406.59	\$4.33	6.4%	-	194	3.93%	\$110.34	31.03%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta orbera	5,957	315	\$2,309.21	\$7.33	5.29%	-	16	5.08%	\$144.33	54.76%
search beta gastro	6,981	407	\$968.06	\$2.38	5.83%	-	9	2.21%	\$107.56	17.97%
search beta hydration iv	2,892	133	\$643.45	\$4.84	4.6%	-	8	6.02%	\$80.43	32.04%
search beta emtone	2,276	184	\$740.32	\$4.02	8.08%	-	7	3.8%	\$105.76	62.86%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

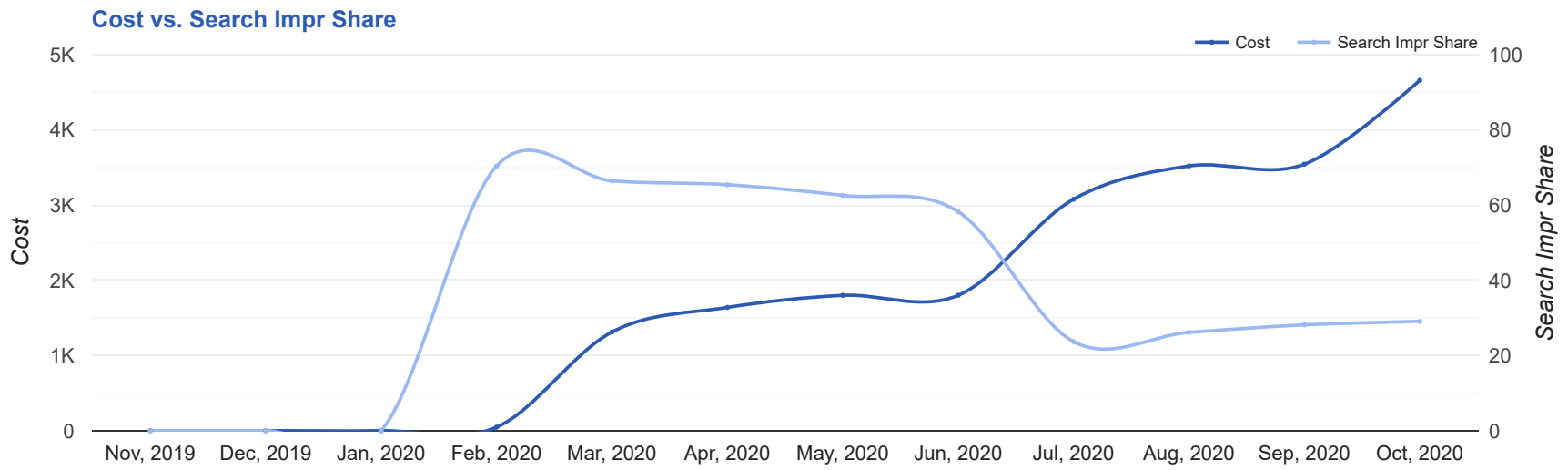
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Cellulite Treatment - See Before & After Photos - No Surgery or Downtime bodymorphmd.com// Emtone Remodels Collagen, Reduces Fat, Restores Elasticity, Smooths Skin. Reduce Cellulite	902	84	\$315.86	\$3.76	9.31%	-	6.7	7.94%	\$47.36
{Keyword:Orbera by BodyMorph MD} - Top-Rated Provider in Harrison - FDA Approved bodymorphmd.com/--/ -- Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.	3,588	177	\$1,180.23	\$6.67	4.93%	-	6.4	3.63%	\$183.84
{Keyword:Orbera by BodyMorph MD} - Top-Rated Provider in Harrison - FDA Approved bodymorphmd.com/--/ -- Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.	495	50	\$288.48	\$5.77	10.10%	-	4	8.00%	\$72.12
BodyMorph MD - IV Vitamin Therapy In Harrison - IV Hydration Specialist bodymorphmd.com// IV Drip Cocktail from #1 IV Vitamin Therapy Clinic. Hangover IV, Immunity IV, Hydration IV	632	20	\$111.14	\$5.56	3.16%	-	3	15.00%	\$37.05
{Keyword:Orbera by BodyMorph MD} - Top-Rated Provider in Harrison - FDA Approved bodymorphmd.com/--/ -- Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.	308	36	\$232.96	\$6.47	11.69%	-	2.6	7.14%	\$90.65

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

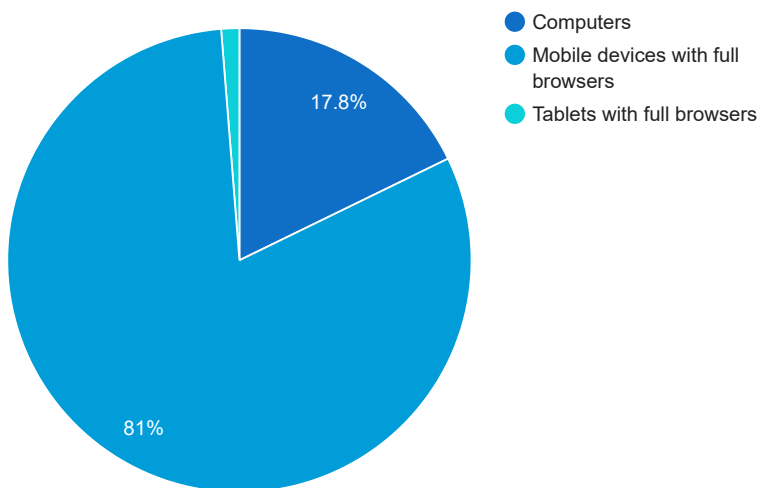
Budget Coverage



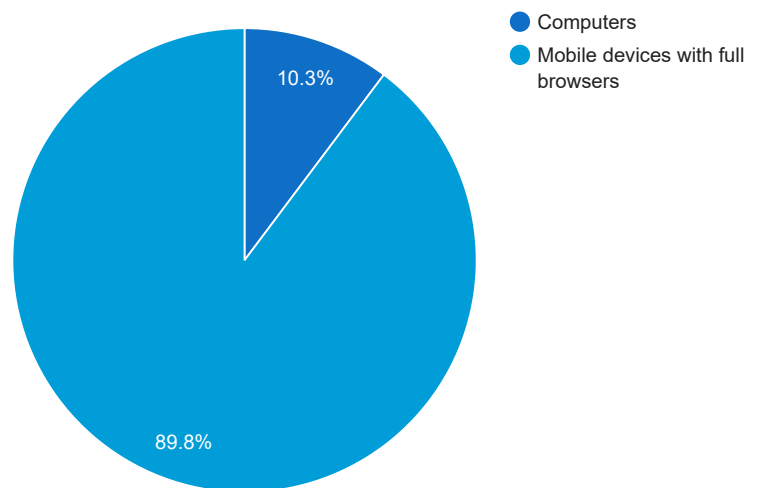
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	46.66	70.40
Mar, 2020	1,312.28	66.47
Apr, 2020	1,639.76	65.44
May, 2020	1,800.79	62.58
Jun, 2020	1,800.85	58.26
Jul, 2020	3,078.98	23.68
Aug, 2020	3,521.46	26.16
Sep, 2020	3,544.77	28.16
Oct, 2020	4,661.04	29.08

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	13,014	797	\$3,773.28	\$4.73	6.12%	-	35.9	4.5%	\$105.11
Computers	4,518	217	\$829.01	\$3.82	4.8%	-	4.1	1.89%	\$202.20
Tablets with full browsers	574	25	\$58.75	\$2.35	4.36%	-	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	18,106	1,039	\$4,661.04	\$4.49	5.74%	-	40	3.85%	\$116.53

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE

CONV

Form Submission

37

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 page 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