

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

#2 Body Morph MD

321-928-4215

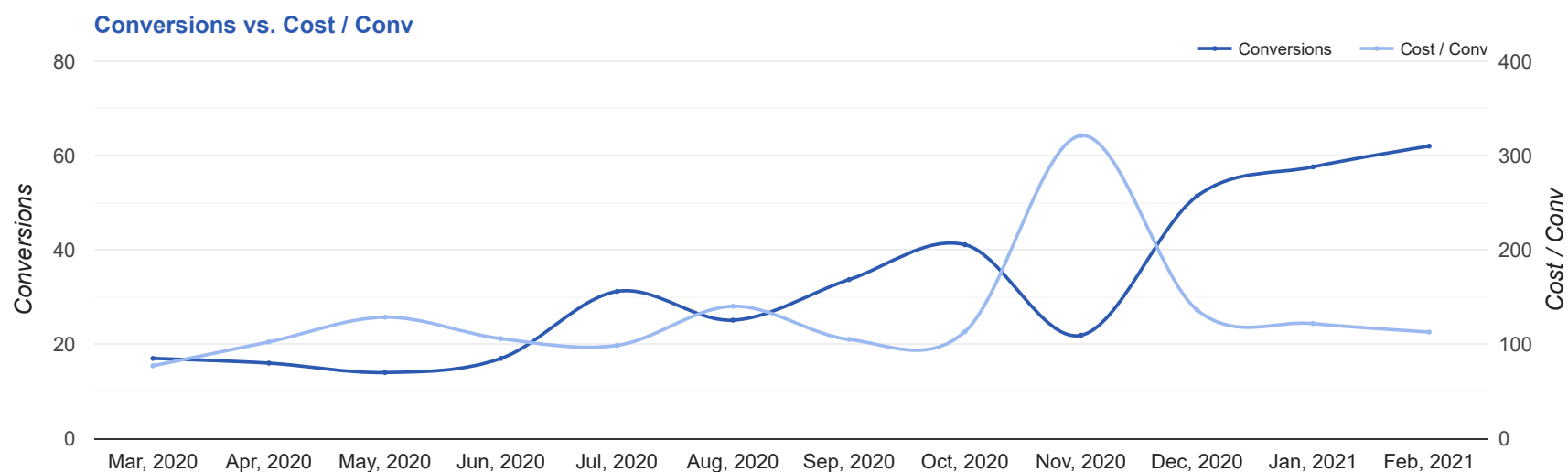
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$7,002	62	5.81%	\$112.93
↔ 0%	↑ 8%	↑ 22%	↓ 7%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	17,032	1,208	\$7,026.47	\$5.82	7.09%	-	57.6	4.77%	\$121.90	28.54%
1 Feb 2021 — 28 Feb 2021	15,954	1,067	\$7,001.84	\$6.56	6.69%	-	62	5.81%	\$112.93	31.03%
Change	1,078 ↓ 6%	141 ↓ 12%	\$24.63 ↓ 0%	\$0.74 ↑ 13%	0.40% ↓ 6%	--	4.36 ↑ 8%	1.04% ↑ 22%	\$8.97 ↓ 7%	2.49% ↑ 9%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	41.1	3.96%	\$113.41	29.2%
Nov '20	15,711	880	\$7,033.43	\$7.99	5.6%	-	21.9	2.49%	\$321.16	31.28%
Dec '20	15,606	975	\$7,003.10	\$7.18	6.25%	-	51.4	5.27%	\$136.35	26.94%
Jan '21	17,032	1,208	\$7,026.47	\$5.82	7.09%	-	57.6	4.77%	\$121.90	28.54%
Feb '21	15,954	1,067	\$7,001.84	\$6.56	6.69%	-	62	5.81%	\$112.93	31.03%
Total	141,144	9,050	\$49,424.77	\$5.46	6.41%	-	388	4.29%	\$127.38	30.21%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta gastro	4,869	277	\$1,272.99	\$4.60	5.69%	-	19	6.86%	\$67.00	17.95%
search brand	334	73	\$123.91	\$1.70	21.86%	-	19	26.03%	\$6.52	46.52%
search beta orbera	5,168	327	\$3,881.41	\$11.87	6.33%	-	12	3.67%	\$323.45	67.43%
search beta emtone	1,932	200	\$661.84	\$3.31	10.35%	-	6	3%	\$110.31	57.96%
search beta hydration iv	2,499	140	\$629.88	\$4.50	5.6%	-	5	3.57%	\$125.98	24.7%
search beta nutrition	1,152	50	\$431.81	\$8.64	4.34%	-	1	2%	\$431.81	45.09%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

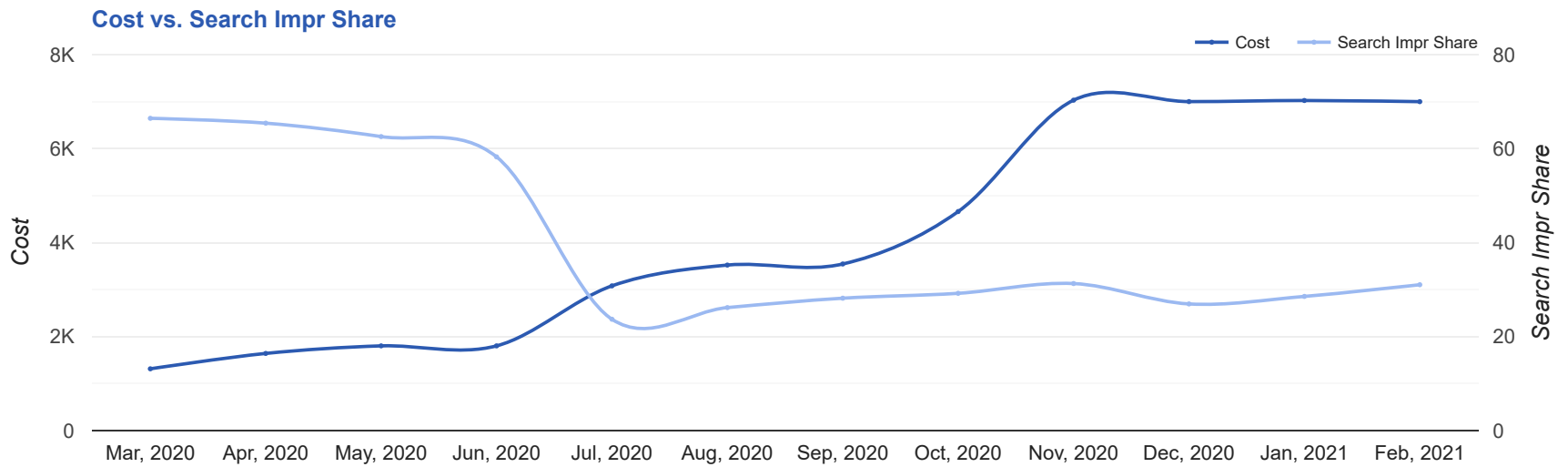
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Orbera by BodyMorph MD} - Top-Rated Provider in Harrison - FDA Approved bodymorphmd.com/ --/ -- Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.	3,481	199	\$2,411.19	\$12.12	5.72%	-	10	5.03%	\$241.12
Dr. Jose Lantin - GI Doctor Westchester - Improve GI Conditions gastroenterologyofwestchesterllc.com/ Leading Gastroenterologist in Harrison and Westchester, NY. State-of-the-Art Facility.	123	31	\$42.21	\$1.36	25.20%	-	8	25.81%	\$5.28
Dr. Lantin Gastroenterologist - Diagnose Digestive Disorders - Gastroenterology Treatments gastroenterologyofwestchesterllc.com/ Dr. Jose Lantin Diagnoses and Treats Bloating and Gas, Crohn's Disease, IBS, and More	87	22	\$29.20	\$1.33	25.29%	-	7	31.82%	\$4.17
Dr. Jose Lantin - GI Doctor Westchester - Stomach Doctor NY gastroenterologyofwestchesterllc.com/ --/ -- Leading Gastroenterologist in Harrison and Westchester, NY. State-of-the-Art Facility.	1,108	77	\$333.29	\$4.33	6.95%	-	7	9.09%	\$47.61
{Keyword:Dr. Jose Lantin} - GI Doctor Westchester - Stomach Doctor NY gastroenterologyofwestchesterllc.com/ --/ -- Leading Gastroenterologist in Harrison and Westchester, NY. State-of-the-Art Facility.	811	50	\$215.28	\$4.31	6.17%	-	3	6.00%	\$71.76

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

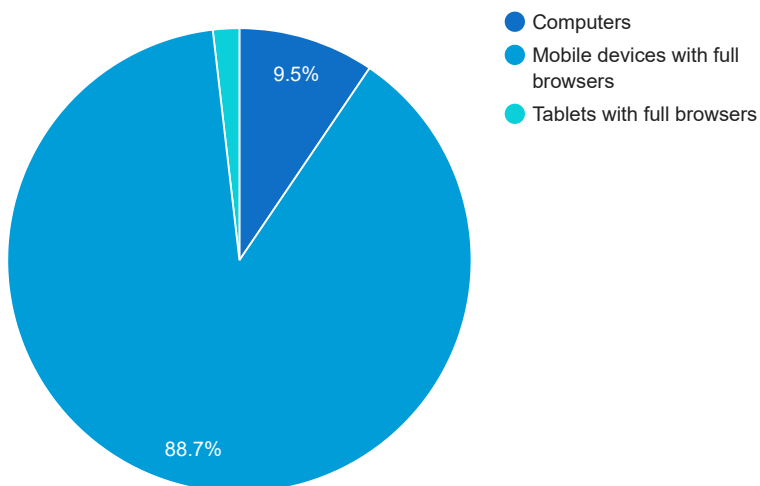
Budget Coverage



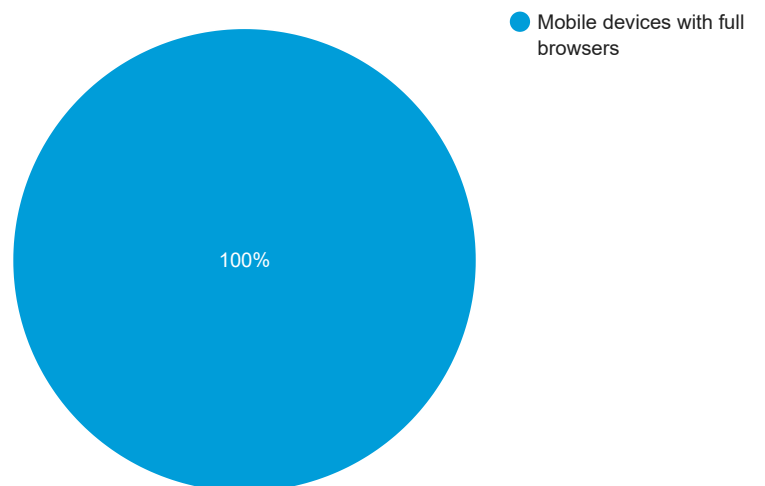
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	1,312.28	66.47
Apr, 2020	1,639.76	65.44
May, 2020	1,800.79	62.58
Jun, 2020	1,800.85	58.26
Jul, 2020	3,078.98	23.68
Aug, 2020	3,521.46	26.16
Sep, 2020	3,544.77	28.16
Oct, 2020	4,661.04	29.20
Nov, 2020	7,033.43	31.28
Dec, 2020	7,003.10	26.94
Jan, 2021	7,026.47	28.54
Feb, 2021	7,001.84	31.03

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	13,057	960	\$6,209.89	\$6.47	7.35%	-	62	6.46%	\$100.16
Computers	2,626	91	\$663.35	\$7.29	3.47%	-	0	0%	\$0.00
Tablets with full browsers	271	16	\$128.60	\$8.04	5.9%	-	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	15,954	1,067	\$7,001.84	\$6.56	6.69%	-	62	5.81%	\$112.93

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Calls from Ads	35
Form Submission	24
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