

**Monthly Account
Performance Report
1 Mar 2021 — 31 Mar 2021**

#2 Body Morph MD

321-928-4215

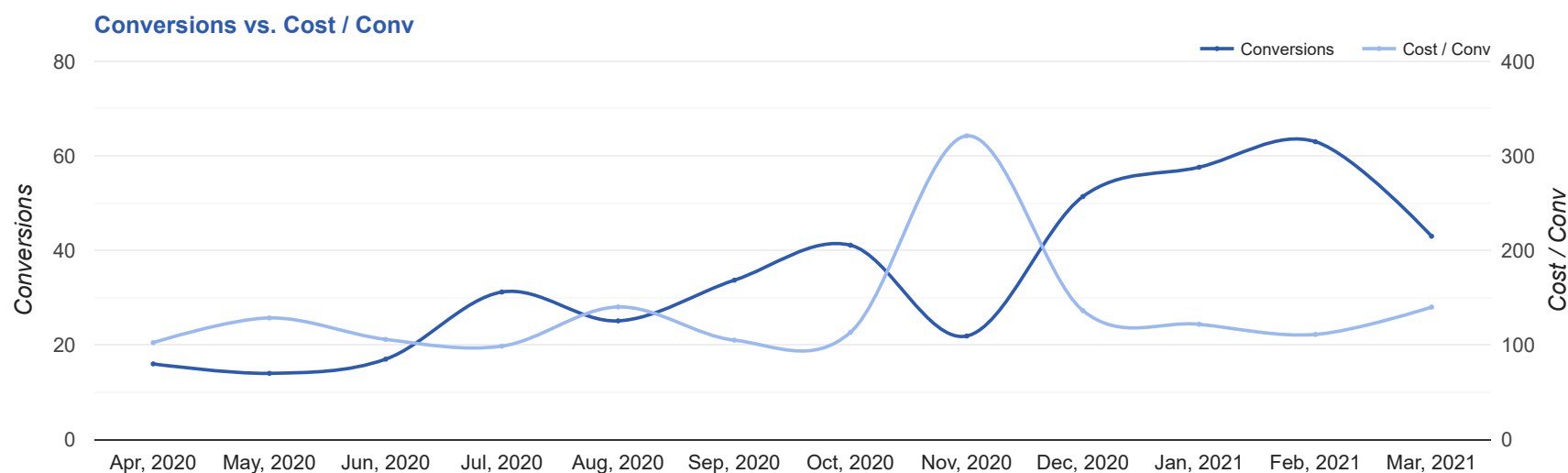
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$6,021	43	4.55%	\$140.03
↓ 14%	↓ 32%	↓ 23%	↑ 26%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	15,954	1,067	\$7,001.84	\$6.56	6.69%	-	63	5.9%	\$111.14	31.02%
1 Mar 2021 — 31 Mar 2021	12,722	945	\$6,021.16	\$6.37	7.43%	-	43	4.55%	\$140.03	41.73%
Change	3,232 ↓ 20%	122 ↓ 11%	\$980.68 ↓ 14%	\$0.19 ↓ 3%	0.74% ↑ 11%	0 ↔ -	20 ↓ 32%	1.35% ↓ 23%	\$28.89 ↑ 26%	10.71% ↑ 35%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	63	5.9%	\$111.14	31.02%
Mar '21	12,722	945	\$6,021.16	\$6.37	7.43%	-	43	4.55%	\$140.03	41.73%
Total	151,127	9,746	\$54,133.65	\$5.55	6.45%	-	415	4.26%	\$130.44	30.62%

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta orbera	4,315	342	\$3,162.80	\$9.25	7.93%	-	13	3.8%	\$243.29	66.3%
search beta gastro	3,150	211	\$1,322.19	\$6.27	6.7%	-	11	5.21%	\$120.20	34.25%
search beta hydration iv	2,815	159	\$638.06	\$4.01	5.65%	-	10	6.29%	\$63.81	28.32%
search brand	121	30	\$52.09	\$1.74	24.79%	-	5	16.67%	\$10.42	65.8%
search beta emtone	1,653	171	\$572.20	\$3.35	10.34%	-	4	2.34%	\$143.05	47.69%
search beta nutrition	668	32	\$273.82	\$8.56	4.79%	-	0	0%	\$0.00	48.38%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

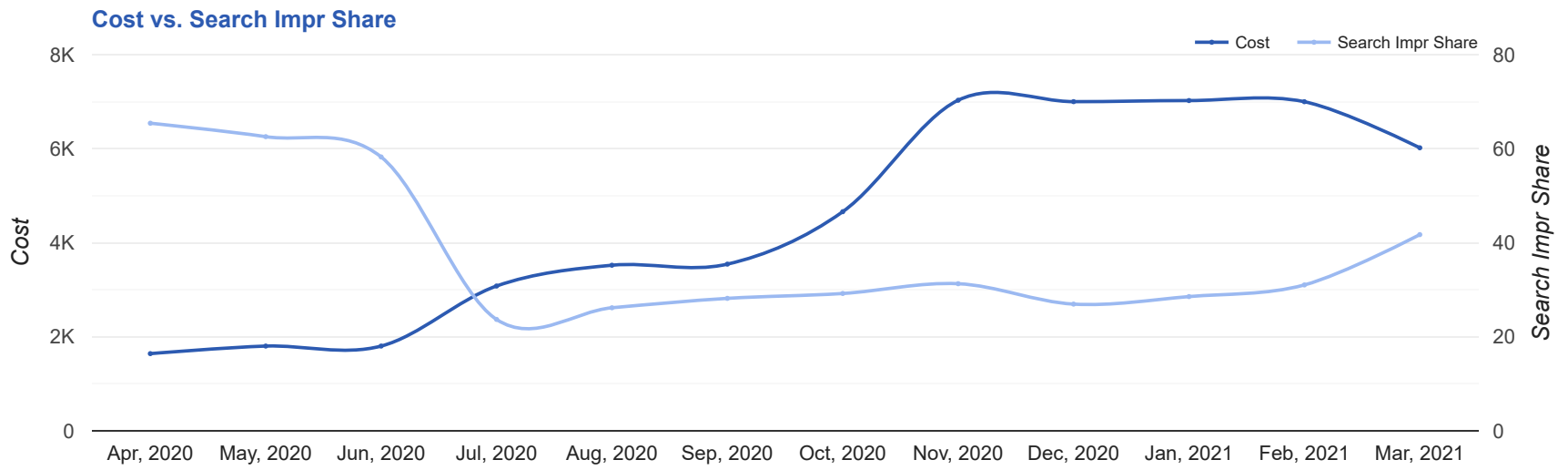
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:BodyMorph MD} - IV Vitamin Therapy In Harrison - IV Hydration Specialist bodymorphmd.com// IV Drip Cocktail from #1 IV Vitamin Therapy Clinic. Hangover IV, Immunity IV, Hydration IV	592	53	\$165.38	\$3.12	8.95%	-	7	13.21%	\$23.63
{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.	2,931	197	\$1,957.66	\$9.94	6.72%	-	6	3.05%	\$326.28
Dr. Jose Lantin - GI Doctor Westchester - Stomach Doctor NY gastroenterologyofwestchesterllc.com/ --/-- - Leading Gastroenterologist in Harrison and Westchester, NY. State-of-the-Art Facility.	740	58	\$388.55	\$6.70	7.84%	-	4	6.90%	\$97.14
Cellulite Treatment - See Before & After Photos - No Surgery or Downtime bodymorphmd.com// Emtone Remodels Collagen, Reduces Fat, Restores Elasticity, Smooths Skin. Reduce Cellulite	230	24	\$64.71	\$2.70	10.43%	-	3	12.50%	\$21.57
{Keyword:Dr. Jose Lantin} - GI Doctor Westchester - Stomach Doctor NY gastroenterologyofwestchesterllc.com/ --/-- - Leading Gastroenterologist in Harrison and Westchester, NY. State-of-the-Art Facility.	602	53	\$242.88	\$4.58	8.80%	-	3	5.66%	\$80.96

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

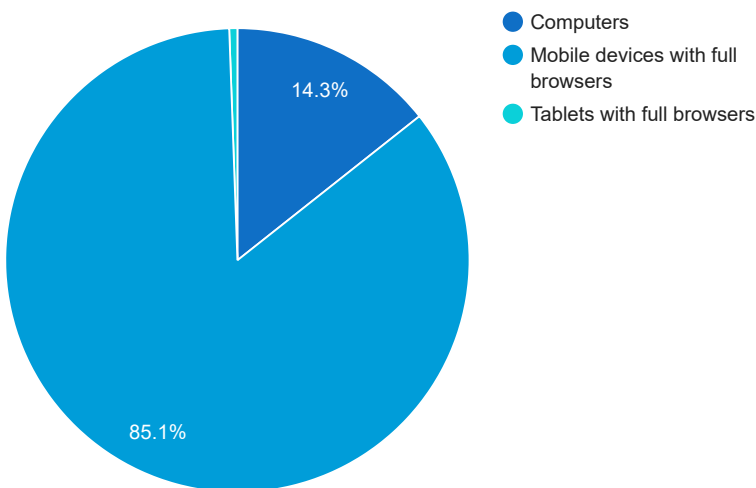
Budget Coverage



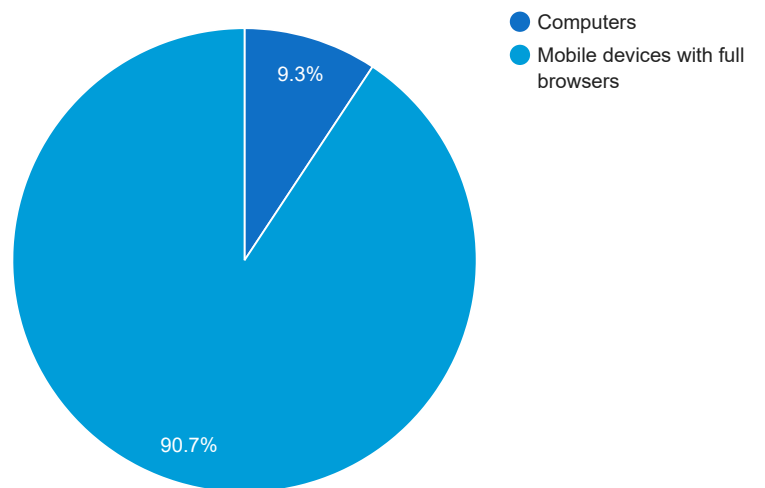
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	1,639.76	65.44
May, 2020	1,800.79	62.58
Jun, 2020	1,800.85	58.26
Jul, 2020	3,078.98	23.68
Aug, 2020	3,521.46	26.16
Sep, 2020	3,544.77	28.16
Oct, 2020	4,661.04	29.20
Nov, 2020	7,033.43	31.28
Dec, 2020	7,003.10	26.94
Jan, 2021	7,026.47	28.54
Feb, 2021	7,001.84	31.02
Mar, 2021	6,021.16	41.73

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	10,184	813	\$5,123.41	\$6.30	7.98%	-	39	4.8%	\$131.37
Computers	2,317	122	\$863.73	\$7.08	5.27%	-	4	3.28%	\$215.93
Tablets with full browsers	221	10	\$34.02	\$3.40	4.52%	-	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	12,722	945	\$6,021.16	\$6.37	7.43%	-	43	4.55%	\$140.03

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Form Submission	21
Calls from Ads	13
Click to Call	6
Calls from Website	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