

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

#2 Body Morph MD

321-928-4215

Key Performance Indicators (KPIs)

Cost

\$5,442

↓ 10%

Conv

31.8

↓ 26%

Conv Rate

5.62%

↑ 23%

Cost / Conv

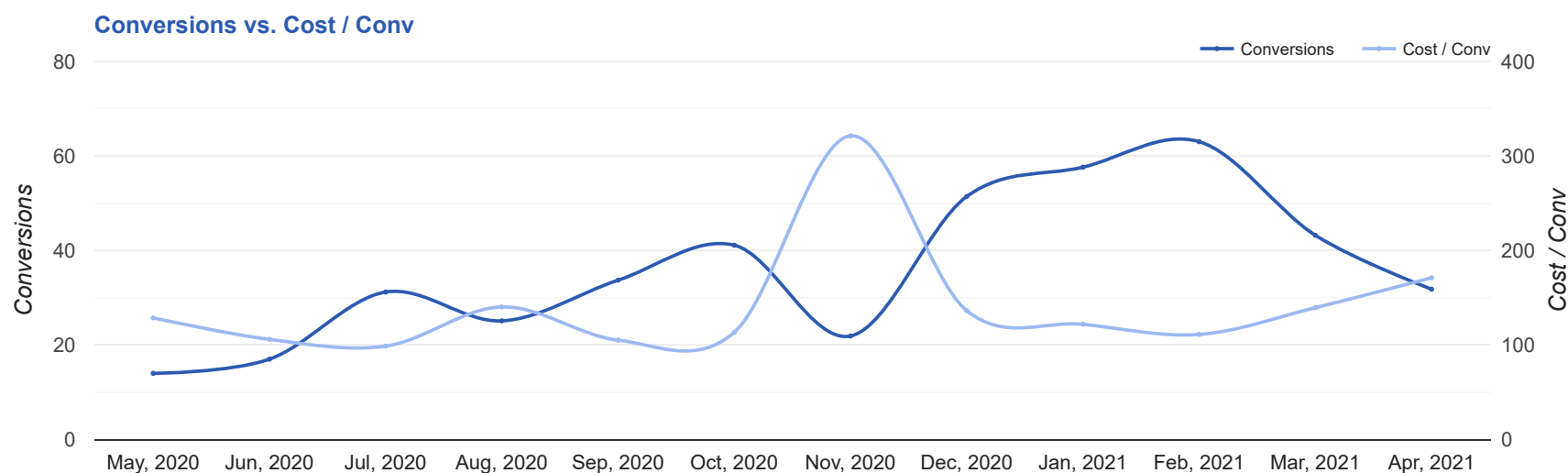
\$171.03

↑ 23%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	12,722	945	\$6,021.16	\$6.37	7.43%	-	43.2	4.57%	\$139.44	41.54%
1 Apr 2021 — 30 Apr 2021	7,383	566	\$5,442.29	\$9.62	7.67%	-	31.8	5.62%	\$171.03	52.39%
Change	5,339 ↓ 42%	379 ↓ 40%	\$578.87 ↓ 10%	\$3.25 ↑ 51%	0.24% ↑ 3%	0 ↔ -	11.36 ↓ 26%	1.05% ↑ 23%	\$31.59 ↑ 23%	10.85% ↑ 26%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	43.2	4.57%	\$139.44	41.54%
Apr '21	7,383	566	\$5,442.29	\$9.62	7.67%	-	31.8	5.62%	\$171.03	52.39%
Total	154,703	10,037	\$57,936.18	\$5.77	6.49%	-	431	4.29%	\$134.42	30.82%

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta hydration iv	2,906	172	\$999.82	\$5.81	5.92%	-	16	9.3%	\$62.49	37.21%
search beta orbera	2,807	184	\$3,443.11	\$18.71	6.56%	-	12	6.52%	\$286.93	75.73%
search beta emtone	1,670	210	\$999.36	\$4.76	12.57%	-	3.8	1.82%	\$261.61	65.76%

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

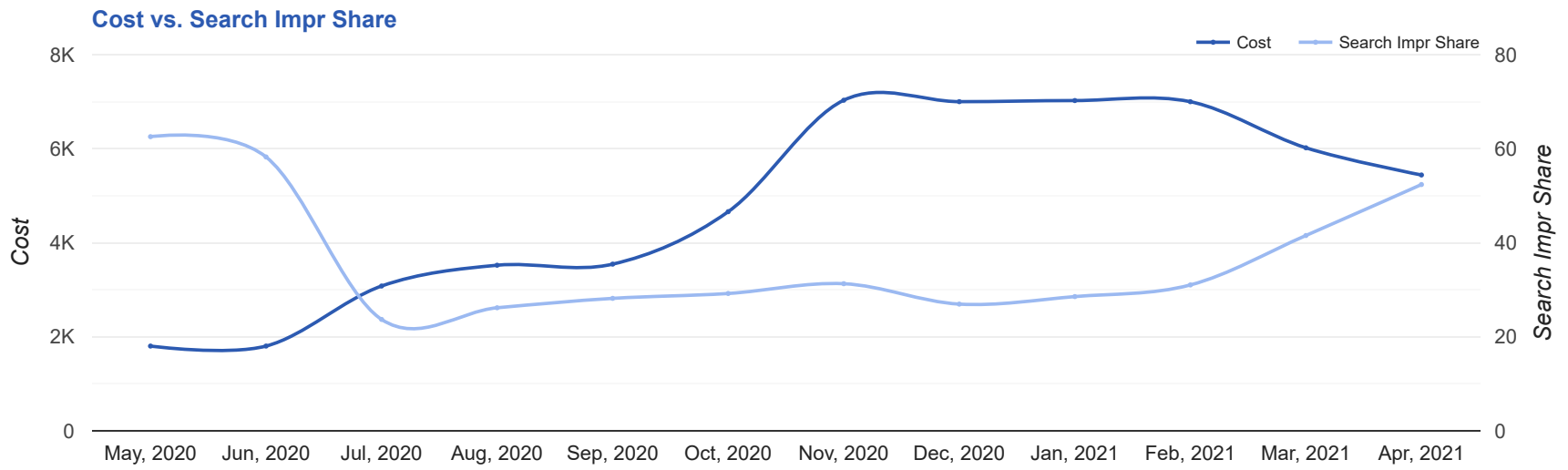
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Orbera by BodyMorph MD} - Top-Rated Provider in Harrison - FDA Approved bodymorphmd.com/ -- -- Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.	1,910	131	\$2,594.06	\$19.80	6.86%	-	8	6.11%	\$324.26
BodyMorph MD - IV Hydration Vitamin Therapy - IV Hydration Bar In Harrison bodymorphmd.com/ -- -- IV Drip Cocktail from #1 IV Vitamin Therapy Clinic. Hangover IV, Immunity IV, Hydration IV	737	35	\$177.65	\$5.08	4.75%	-	3.5	10.11%	\$50.18
{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	432	39	\$167.39	\$4.29	9.03%	-	3.5	9.03%	\$47.55
{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.	279	20	\$296.02	\$14.80	7.17%	-	2.5	12.50%	\$118.41
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	207	13	\$105.02	\$8.08	6.28%	-	2.5	19.08%	\$42.35

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

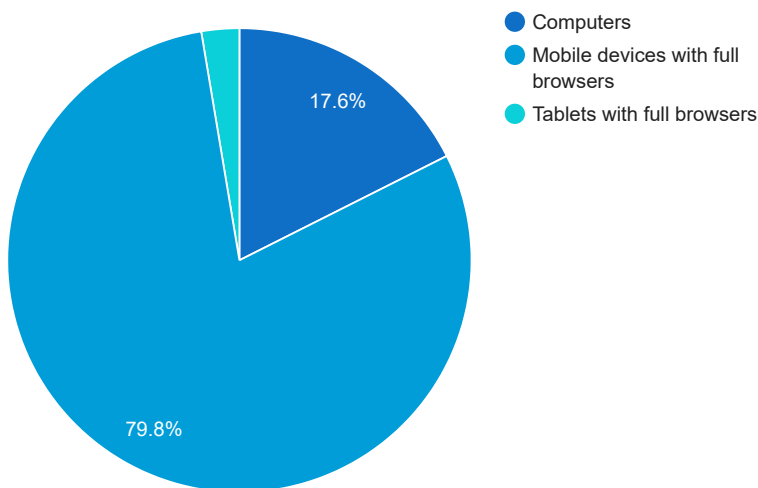
Budget Coverage



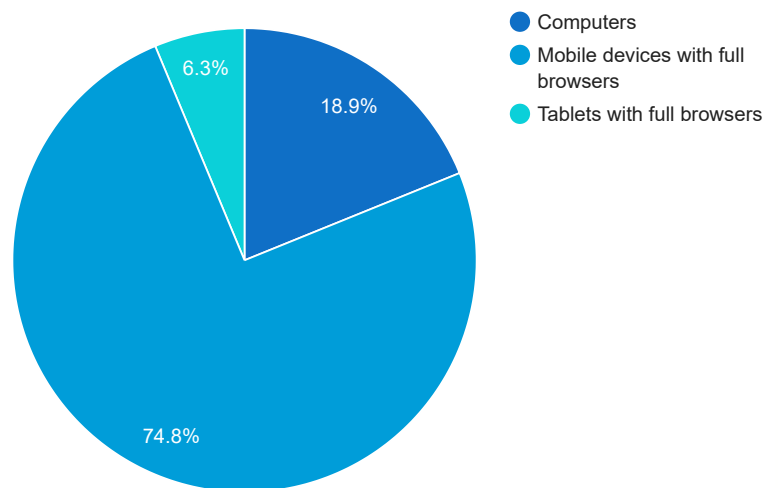
DATE	COST	SEARCH IMPR SHARE
May, 2020	1,800.79	62.58
Jun, 2020	1,800.85	58.26
Jul, 2020	3,078.98	23.68
Aug, 2020	3,521.46	26.16
Sep, 2020	3,544.77	28.16
Oct, 2020	4,661.04	29.20
Nov, 2020	7,033.43	31.28
Dec, 2020	7,003.10	26.94
Jan, 2021	7,026.47	28.54
Feb, 2021	7,001.84	31.02
Mar, 2021	6,021.16	41.54
Apr, 2021	5,442.29	52.39

Cost and Conversions by Device

Cost



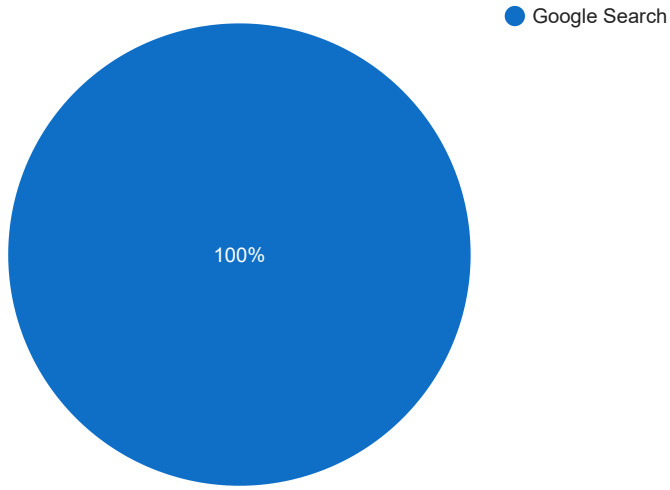
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	5,503	459	\$4,341.82	\$9.46	8.34%	-	23.8	5.19%	\$182.28
Computers	1,776	93	\$956.98	\$10.29	5.24%	-	6	6.45%	\$159.50
Tablets with full browsers	104	14	\$143.49	\$10.25	13.46%	-	2	14.29%	\$71.75

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	7,383	566	\$5,442.29	\$9.62	7.67%	-	31.8	5.62%	\$171.03

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Click to Call	16.8
Form Submission	10
Calls from Ads	5

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