

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

#2 Body Morph MD

321-928-4215

Key Performance Indicators (KPIs)

Cost

\$5,484

↑ 3%

Conv

47.3

↑ 30%

Conv Rate

7.08%

↑ 28%

Cost / Conv

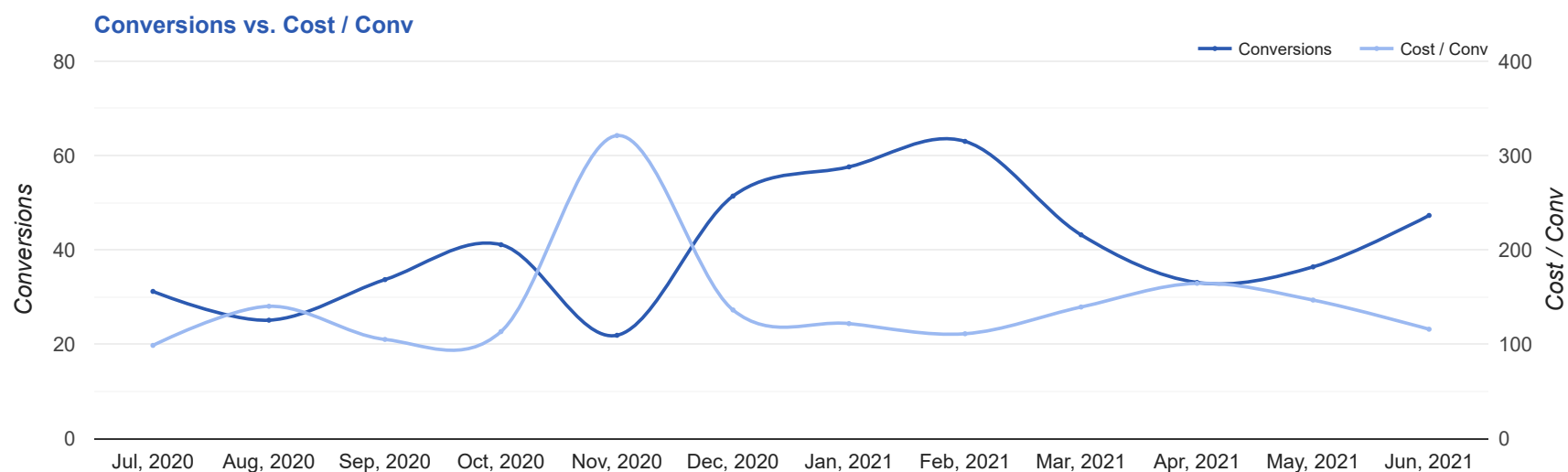
\$115.93

↓ 21%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	8,118	658	\$5,350.31	\$8.13	8.11%	-	36.4	5.54%	\$146.83	55.41%
1 Jun 2021 — 30 Jun 2021	8,675	668	\$5,484.47	\$8.21	7.7%	-	47.3	7.08%	\$115.93	57.04%
Change	557 ↑ 7%	10 ↑ 2%	\$134.16 ↑ 3%	\$0.08 ↑ 1%	0.41% ↓ 5%	0 ↔ -	10.87 ↑ 30%	1.54% ↑ 28%	\$30.90 ↓ 21%	1.63% ↑ 3%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	33.1	5.84%	\$164.57	52.41%	
May '21	8,118	658	\$5,350.31	\$8.13	8.11%	-	36.4	5.54%	\$146.83	55.41%	
Jun '21	8,675	668	\$5,484.47	\$8.21	7.7%	-	47.3	7.08%	\$115.93	57.04%	
Total	160,518	10,565	\$65,169.32	\$6.17	6.58%	-	485	4.59%	\$134.37	31.25%	

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta hydration iv	3,713	240	\$986.41	\$4.11	6.46%	-	19.8	8.23%	\$49.92	42.63%
search beta orbera	3,142	252	\$3,499.93	\$13.89	8.02%	-	19.6	7.76%	\$178.93	82.55%
search beta emtone	1,820	176	\$998.13	\$5.67	9.67%	-	8	4.55%	\$124.77	67.16%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

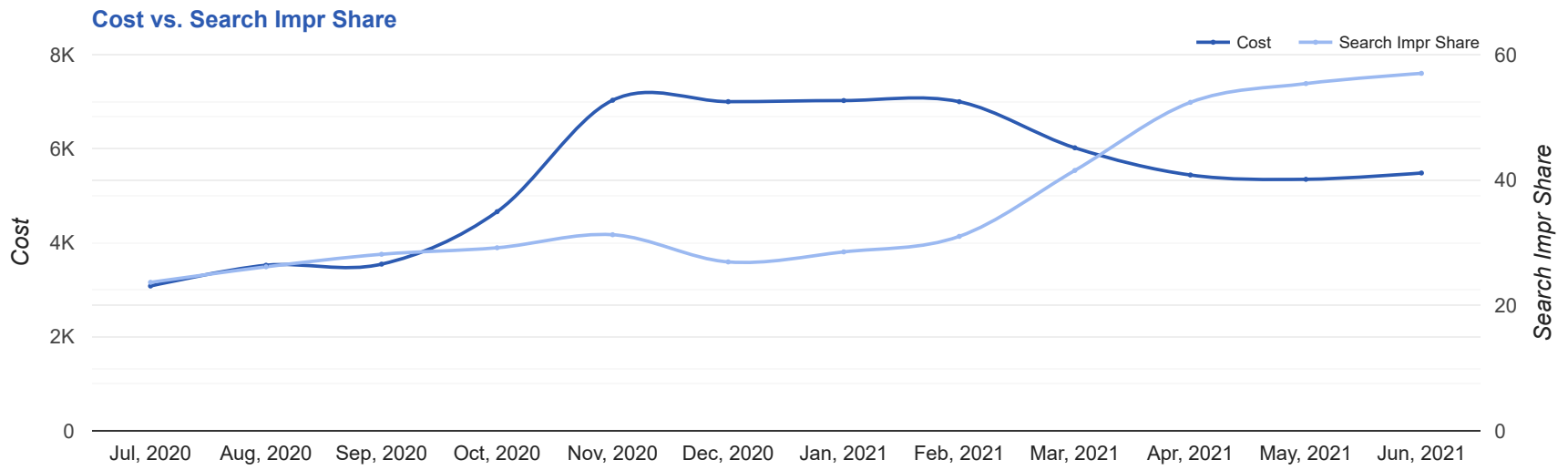
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
BodyMorph MD - IV Hydration Vitamin Therapy - IV Hydration Bar In Harrison bodymorphmd.com/ -- -- IV Drip Cocktail from #1 IV Vitamin Therapy Clinic. Hangover IV, Immunity IV, Hydration IV	1,089	59	\$251.08	\$4.26	5.42%	-	5	8.47%	\$50.22
{Keyword:Orbera by BodyMorph MD} - \$500 Off for New Clients - 3x Faster Than Diet & Exercise bodymorphmd.com// FDA Approved. Proven Safe & Effective. 48% More Weight Loss Than Other Gastric Balloons.	115	23	\$317.20	\$13.79	20.00%	-	3.3	14.26%	\$96.71
{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.	1,762	115	\$1,615.82	\$14.05	6.53%	-	3.3	2.84%	\$494.13
Emtone Cellulite Treatment - Before and After Cellulite - Tighten Skin, Smooth Texture bodymorphmd.com/ -- -- Non-Invasive Cellulite Treatment using Emtone. Smooth Skin. No Surgery or Downtime.	599	49	\$233.79	\$4.77	8.18%	-	3	6.12%	\$77.93
{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	200	20	\$75.67	\$3.78	10.00%	-	3	15.00%	\$25.22

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

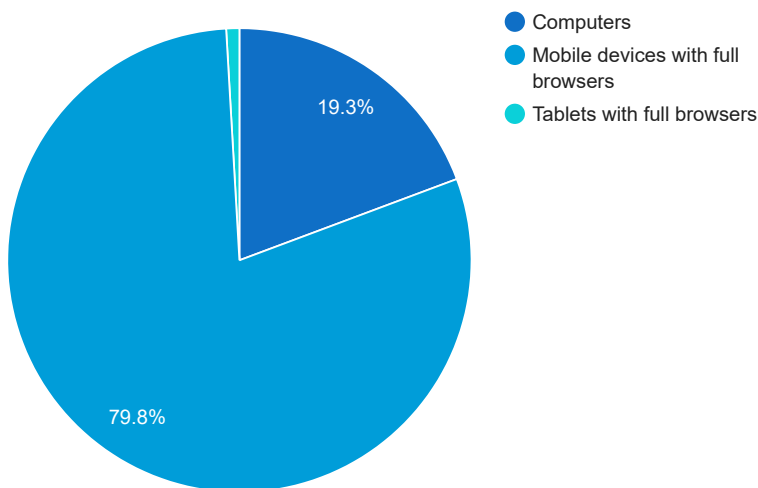
Budget Coverage



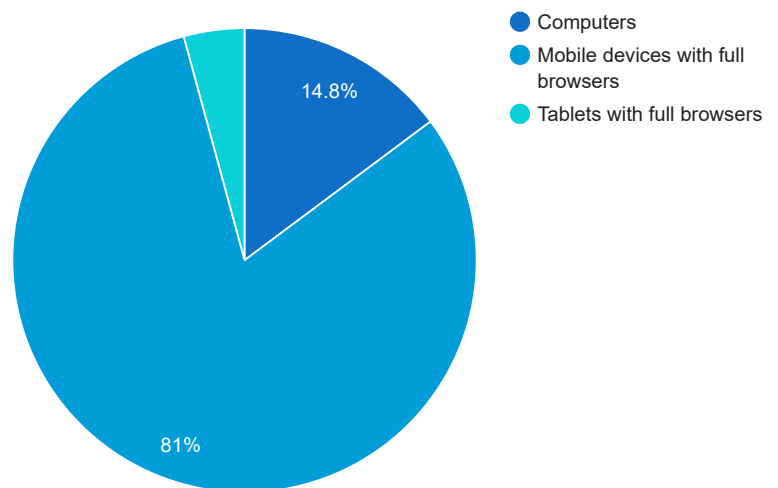
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	3,078.98	23.68
Aug, 2020	3,521.46	26.16
Sep, 2020	3,544.77	28.16
Oct, 2020	4,661.04	29.20
Nov, 2020	7,033.43	31.28
Dec, 2020	7,003.10	26.94
Jan, 2021	7,026.47	28.54
Feb, 2021	7,001.84	31.02
Mar, 2021	6,021.16	41.54
Apr, 2021	5,442.29	52.41
May, 2021	5,350.31	55.41
Jun, 2021	5,484.47	57.04

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	6,687	546	\$4,375.43	\$8.01	8.17%	-	38.3	7.02%	\$114.21
Computers	1,852	113	\$1,058.97	\$9.37	6.1%	-	7	6.19%	\$151.28
Tablets with full browsers	136	9	\$50.07	\$5.56	6.62%	-	2	22.22%	\$25.04

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	8,675	668	\$5,484.47	\$8.21	7.7%	-	47.3	7.08%	\$115.93

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

CONV

Click to Call

29.3

Form Submission

18

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