

# **Body Morph MD Monthly Google Performance Summary**

**07/01/2021 - 07/31/2021**

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Body Morph MD - #2

**\$3,757.68**  
\$5,484.47 -31.49%

Conversions  
Body Morph MD - #2

**25**  
47.31 -47.16%

Clicks  
Body Morph MD - #2

**366**  
668 -45.21%

Conv. Rate  
Body Morph MD - #2

**6.83%**  
7.08% -3.53%

Avg CPC  
Body Morph MD - #2

**\$10.27**  
\$8.21 25.09%

Cost / Conv  
Body Morph MD - #2

**\$150.31**  
\$115.93 29.66%

## Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary  
Body Morph MD - #2

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$3,757.68	\$5,484.47	-31.49%
Impressions	4,771	8,675	-45.00%
Clicks	366	668	-45.21%
Avg CPC	\$10.27	\$8.21	25.09%
CTR	7.67%	7.70%	-0.39%
Conversions	25	47.31	-47.16%
Conv Rate	6.83%	7.08%	-3.53%
Cost / Conv	\$150.31	\$115.93	29.66%

## Budget Coverage

Search Impr. Share  
Body Morph MD - #2

**61.64%**  
56.85% 8.43%

Search IS Lost (due to Budget)  
Body Morph MD - #2

**13.08%**  
12.01% 8.91%

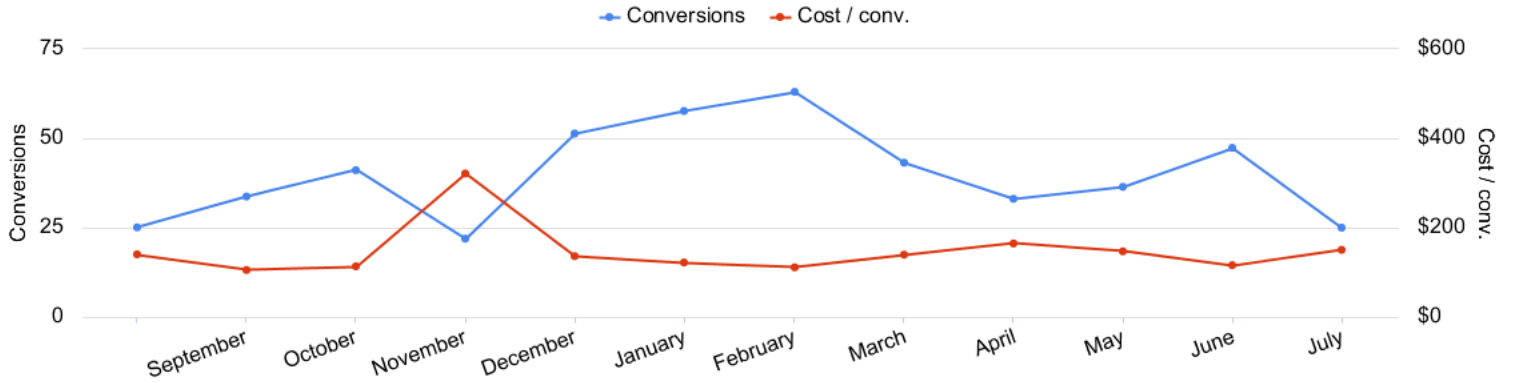
Search IS Lost (due to Rank)  
Body Morph MD - #2

**25.28%**  
31.14% -18.82%

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
Body Morph MD - #2




Account Performance by Month  
Body Morph MD - #2

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$3,521.46	14,014	891	\$3.95	6.36%	25.11	2.82%	\$140.24	26.16%	21.27%
09/01/2020	\$3,544.77	15,823	962	\$3.68	6.08%	33.72	3.51%	\$105.13	28.16%	19.18%
10/01/2020	\$4,661.04	18,106	1,039	\$4.49	5.74%	41.1	3.96%	\$113.40	29.20%	15.13%
11/01/2020	\$7,033.43	15,711	880	\$7.99	5.60%	21.9	2.49%	\$321.20	31.28%	27.58%
12/01/2020	\$7,003.10	15,606	975	\$7.18	6.25%	51.36	5.27%	\$136.36	26.94%	38.37%
01/01/2021	\$7,026.47	17,032	1,208	\$5.82	7.09%	57.64	4.77%	\$121.90	28.54%	31.62%
02/01/2021	\$7,001.84	15,954	1,067	\$6.56	6.69%	63	5.90%	\$111.14	31.02%	27.29%
03/01/2021	\$6,021.16	12,722	945	\$6.37	7.43%	43.18	4.57%	\$139.44	41.54%	26.11%
04/01/2021	\$5,442.29	7,383	566	\$9.62	7.67%	33.07	5.84%	\$164.58	52.41%	25.34%
05/01/2021	\$5,350.31	8,118	658	\$8.13	8.11%	36.44	5.54%	\$146.84	55.41%	16.01%
06/01/2021	\$5,484.47	8,675	668	\$8.21	7.70%	47.31	7.08%	\$115.92	56.85%	12.01%
07/01/2021	\$3,757.68	4,771	366	\$10.27	7.67%	25	6.83%	\$150.31	61.64%	13.08%
<b>Total</b>	<b>\$65,848.02</b>	<b>153,915</b>	<b>10,225</b>	<b>\$6.44</b>	<b>6.64%</b>	<b>478.83</b>	<b>4.68%</b>	<b>\$137.52</b>	<b>32.55%</b>	<b>24.79%</b>

# Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
Body Morph MD - #2

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   orbera	\$2,702.42	2,287	191	\$14.15	8.35%	17	8.90%	\$158.97
search   beta   hydration iv	\$779.12	2,109	145	\$5.37	6.88%	7	4.83%	\$111.30
search   beta   emtone	\$276.14	375	30	\$9.20	8.00%	1	3.33%	\$276.14

# Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
Body Morph MD - #2

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
surgery to reduce stomach size	\$35.63	1	1	\$35.63	100.00%	2	200.00%	\$17.82
gastric balloon	\$75.26	15	7	\$10.75	46.67%	2	28.57%	\$37.63
iron infusion near me	\$6.07	3	1	\$6.07	33.33%	1	100.00%	\$6.07
orbera balloon	\$20.92	8	2	\$10.46	25.00%	1	50.00%	\$20.92
stomach surgery	\$10.06	2	1	\$10.06	50.00%	1	100.00%	\$10.06
prosper iv	\$31.38	40	6	\$5.23	15.00%	1	16.67%	\$31.38
what is bariatric surgery	\$11.77	6	2	\$5.88	33.33%	1	50.00%	\$11.77
weight loss surgery requirements	\$20.42	1	1	\$20.42	100.00%	1	100.00%	\$20.42
weight loss surgery options	\$11.87	2	1	\$11.87	50.00%	1	100.00%	\$11.87
iv therapy near me	\$30.03	33	4	\$7.51	12.12%	1	25.00%	\$30.03
bariatric surgery	\$196.56	173	18	\$10.92	10.40%	1	5.56%	\$196.56
weight loss surgery cost	\$37.64	2	1	\$37.64	50.00%	1	100.00%	\$37.64
what is iv vitamin drip	\$4.39	1	1	\$4.39	100.00%	1	100.00%	\$4.39
orbera	\$35.77	11	4	\$8.94	36.36%	1	25.00%	\$35.77
weight loss ballon	\$10.42	1	1	\$10.42	100.00%	1	100.00%	\$10.42
stomach balloon to lose weight	\$4.09	1	1	\$4.09	100.00%	0.3	30.00%	\$13.63
iv drip glutathione	\$5.96	1	1	\$5.96	100.00%	0	0.00%	\$0.00
balloon gastric	\$13.44	2	1	\$13.44	50.00%	0	0.00%	\$0.00
vitamin infusion therapy	\$3.99	2	1	\$3.99	50.00%	0	0.00%	\$0.00
iv therapy stamford ct	\$26.60	10	4	\$6.65	40.00%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

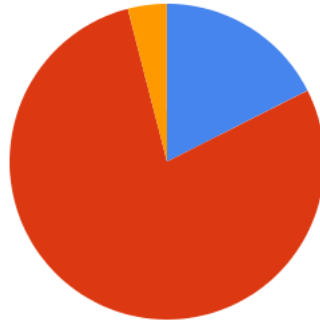
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)  
Body Morph MD - #2

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p><a href="#">{Keyword:Orbera by BodyMorph MD}   Top-Rated Provider in Harrison   FDA Approved</a></p> <p><a href="http://bodymorphmd.com/orbera">bodymorphmd.com/orbera</a></p> <p>Non-Surgical &amp; Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.   Comprehensive Weight Loss System. 300% More Effective Than Diet &amp; Exercise. Start Today.</p>	search   beta   orbera	\$1,339.22	1,245	82	\$16.33	6.59%	7	8.54%	\$191.32
<p><a href="#">{Keyword:Orbera by BodyMorph MD}   Top-Rated Provider in Harrison   FDA Approved</a></p> <p><a href="http://bodymorphmd.com/orbera">bodymorphmd.com/orbera</a></p> <p>Non-Surgical &amp; Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.   Comprehensive Weight Loss System. 300% More Effective Than Diet &amp; Exercise. Start Today.</p>	search   beta   orbera	\$169.83	81	13	\$13.06	16.05%	3	23.08%	\$56.61
<p><a href="#">{Keyword:Orbera by BodyMorph MD}   Top-Rated Provider in Harrison   FDA Approved</a></p> <p><a href="http://bodymorphmd.com/orbera">bodymorphmd.com/orbera</a></p> <p>Non-Surgical &amp; Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care.   Comprehensive Weight Loss System. 300% More Effective Than Diet &amp; Exercise. Start Today.</p>	search   beta   orbera	\$219.42	133	25	\$8.78	18.80%	1.61	6.44%	\$136.29
<p><a href="#">BodyMorph MD   IV Hydration Vitamin Therapy   IV Hydration Bar In Harrison</a></p> <p><a href="http://bodymorphmd.com/hydration_iv">bodymorphmd.com/hydration_iv</a></p> <p>IV Drip Cocktail from #1 IV Vitamin Therapy Clinic. Hangover IV, Immunity IV, Hydration IV   IV Vitamin Therapy from Body Morph MD. Hydrate, Fortify, and Nourish Your Body. Learn More</p>	search   beta   hydration iv	\$53.78	200	13	\$4.14	6.50%	1	7.69%	\$53.78
<p><a href="#">{Keyword:Emtone Cellulite Treatment}   Remove Stubborn Cellulite   Tighten Skin, Smooth Texture</a></p> <p><a href="http://bodymorphmd.com/emtone">bodymorphmd.com/emtone</a></p> <p>Non-Invasive Cellulite Treatment using Emtone. Smooth Skin. No Surgery or Downtime.   Emtone Remodels Collagen, Reduces Fat, Restores Elasticity, Smooths Skin. Reduce Cellulite</p>	search   beta   emtone	\$183.43	96	15	\$12.23	15.63%	1	6.67%	\$183.43

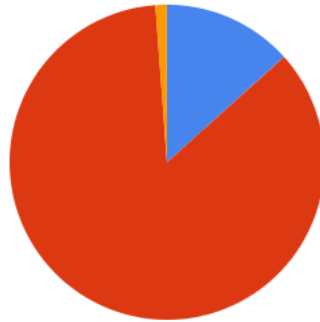
# Budget Utilization by Device

Conversions by Device  
Body Morph MD - #2



■ Computers - Conversions: 4.39 (17.56%) 
 ■ Mobile devices with full browsers - Conversions: 19.61 (78.44%) 
 ■ Tablets with full browsers - Conversions: 1 (4.00%)

Cost by Device  
Body Morph MD - #2




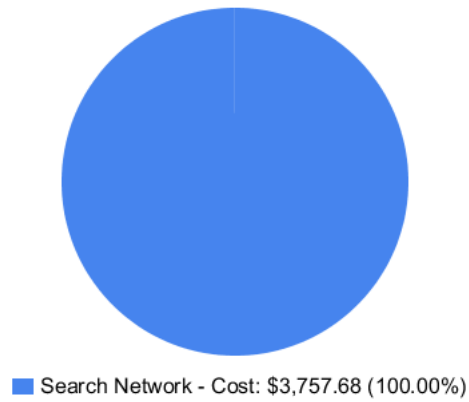
■ Computers - Cost: \$500.83 (13.33%) 
 ■ Mobile devices with full browsers - Cost: \$3,212.69 (85.50%) 
 ■ Tablets with full browsers - Cost: \$44.16 (1.18%)


Device Performance (by Conversions)  
Body Morph MD - #2

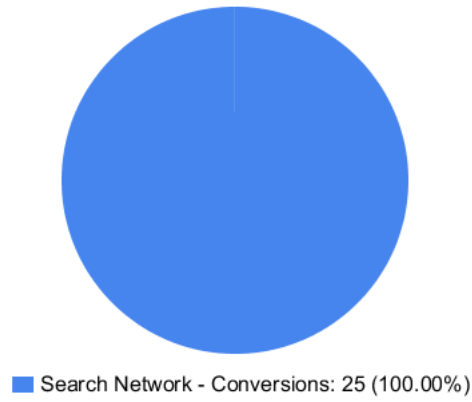
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	3,720	310	\$3,212.69	\$10.36	8.33%	19.61	6.33%	\$163.83
Computers	979	50	\$500.83	\$10.02	5.11%	4.39	8.78%	\$114.07
Tablets with full browsers	72	6	\$44.16	\$7.36	8.33%	1	16.67%	\$44.16


# Budget Utilization by Network

 Cost by Network  
Body Morph MD - #2



 Conversions by Network  
Body Morph MD - #2




 Network Performance  
Body Morph MD - #2

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	4,771	366	\$3,757.68	\$10.27	7.67%	25	6.83%	\$150.31

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
Body Morph MD - #2

Conversion name	All conv.
Click to Call	15
Form Submission	8
Calls from Ads	2

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
Body Morph MD - #2

Region	Clicks	Conversions	Cost / conv.
New York	260	19	\$128.92
Connecticut	95	6	\$197.58

# Glossary

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- 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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage