

Body Morph MD Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Body Morph MD - #2

\$2,583.60
\$3,757.68 -31.24%

Conversions
Body Morph MD - #2

15
25 -40.00%

Clicks
Body Morph MD - #2

136
366 -62.84%

Conv. Rate
Body Morph MD - #2

11.03%
6.83% 61.49%

Avg CPC
Body Morph MD - #2

\$19.00
\$10.27 85.00%

Cost / Conv
Body Morph MD - #2

\$172.24
\$150.31 14.59%

Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
Body Morph MD - #2

| Metric | 08/01/2021 - 08/31/2021 | 07/01/2021 - 07/31/2021 | % Change |
|-------------|-------------------------|-------------------------|--|
| Cost | \$2,583.60 | \$3,757.68 | -31.24% |
| Impressions | 1,940 | 4,771 | -59.34% |
| Clicks | 136 | 366 | -62.84% |
| Avg CPC | \$19.00 | \$10.27 | 85.00% |
| CTR | 7.01% | 7.67% | -8.60% |
| Conversions | 15 | 25 | -40.00% |
| Conv Rate | 11.03% | 6.83% | 61.49% |
| Cost / Conv | \$172.24 | \$150.31 | 14.59% |

Budget Coverage

Search Impr. Share
Body Morph MD - #2

80.54%
61.64% 30.66%

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

9.14%
13.08% -30.12%

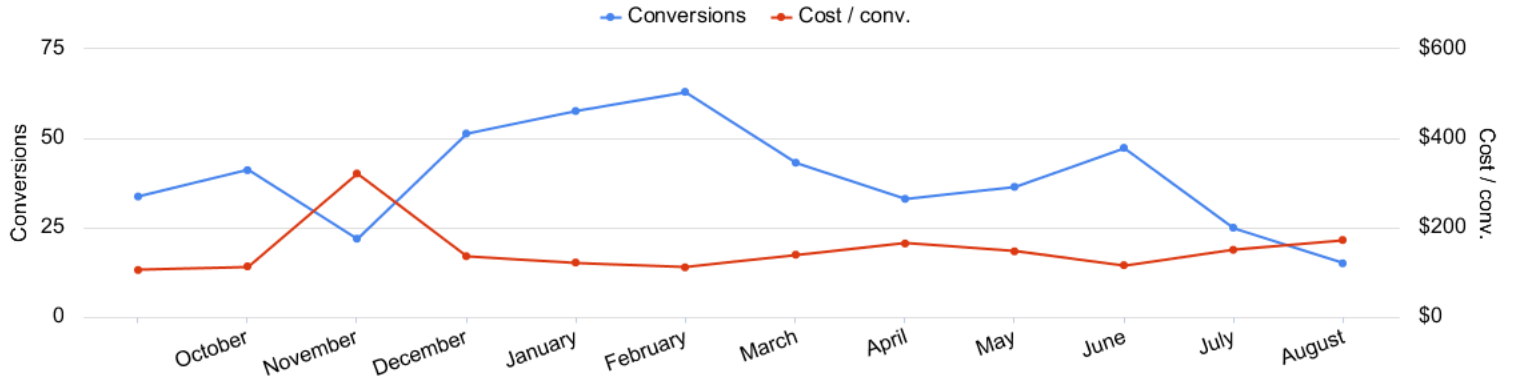
Search IS Lost (due to Rank)
Body Morph MD - #2

10.32%
25.28% -59.18%

Monthly Performance Trends

09/01/2020 - 08/31/2021

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) |
|--------------|--------------------|----------------|--------------|---------------|--------------|---------------|--------------|-----------------|--------------------|-------------------------|
| 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% |
| 08/01/2021 | \$2,583.60 | 1,940 | 136 | \$19.00 | 7.01% | 15 | 11.03% | \$172.24 | 80.54% | 9.14% |
| Total | \$64,910.16 | 141,841 | 9,470 | \$6.85 | 6.68% | 468.72 | 4.95% | \$138.48 | 33.61% | 25.15% |

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

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

| Campaign | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|------------------------------|------------|-------------|--------|----------|-------|-------------|------------|--------------|
| search beta hydration iv | \$955.61 | 995 | 83 | \$11.51 | 8.34% | 8.19 | 9.87% | \$116.68 |
| search beta orbera | \$1,627.99 | 937 | 53 | \$30.72 | 5.66% | 6.81 | 12.85% | \$239.06 |
| search beta emtone | \$0.00 | 8 | 0 | \$0.00 | 0.00% | 0 | 0.00% | \$0.00 |

Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

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

| Search term | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|--|---------|-------------|--------|----------|---------|-------------|------------|--------------|
| balloon for weight loss | \$12.94 | 1 | 1 | \$12.94 | 100.00% | 1 | 100.00% | \$12.94 |
| intra gastric balloon cost | \$54.90 | 1 | 2 | \$27.45 | 200.00% | 1 | 50.00% | \$54.90 |
| does weight loss surgery affect pregnancy | \$24.39 | 1 | 1 | \$24.39 | 100.00% | 1 | 100.00% | \$24.39 |
| iv therapy benefits | \$5.96 | 1 | 1 | \$5.96 | 100.00% | 1 | 100.00% | \$5.96 |
| orbera balloon | \$48.31 | 1 | 1 | \$48.31 | 100.00% | 0.54 | 54.00% | \$89.46 |
| infusion iv | \$7.13 | 1 | 1 | \$7.13 | 100.00% | 0.5 | 50.00% | \$14.26 |
| restore iv drip | \$15.23 | 2 | 2 | \$7.62 | 100.00% | 0.5 | 25.00% | \$30.46 |
| elipse gastric balloon near me | \$55.76 | 1 | 1 | \$55.76 | 100.00% | 0 | 0.00% | \$0.00 |
| iv vitamin therapy | \$11.99 | 2 | 2 | \$6.00 | 100.00% | 0 | 0.00% | \$0.00 |
| slim surgery | \$18.03 | 1 | 1 | \$18.03 | 100.00% | 0 | 0.00% | \$0.00 |
| how much does the gastric balloon cost | \$41.65 | 1 | 1 | \$41.65 | 100.00% | 0 | 0.00% | \$0.00 |
| iv infusion rn | \$18.91 | 1 | 1 | \$18.91 | 100.00% | 0 | 0.00% | \$0.00 |
| should i get gastric bypass | \$29.28 | 1 | 1 | \$29.28 | 100.00% | 0 | 0.00% | \$0.00 |
| liquid iv near me | \$11.22 | 1 | 2 | \$5.61 | 200.00% | 0 | 0.00% | \$0.00 |
| iv therapy and blood withdrawal certification course near me | \$14.20 | 1 | 1 | \$14.20 | 100.00% | 0 | 0.00% | \$0.00 |
| orbera cost | \$3.86 | 1 | 1 | \$3.86 | 100.00% | 0 | 0.00% | \$0.00 |
| glutathione iv near me | \$4.82 | 1 | 1 | \$4.82 | 100.00% | 0 | 0.00% | \$0.00 |
| regeneron iv infusion | \$7.00 | 1 | 1 | \$7.00 | 100.00% | 0 | 0.00% | \$0.00 |
| safe weight loss surgery | \$26.13 | 1 | 1 | \$26.13 | 100.00% | 0 | 0.00% | \$0.00 |
| prosperiv | \$3.27 | 1 | 1 | \$3.27 | 100.00% | 0 | 0.00% | \$0.00 |

Top Search Ads (by Conversions)

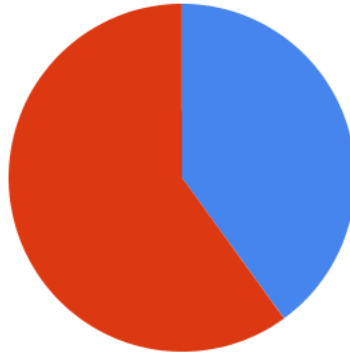
08/01/2021 - 08/31/2021

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

| Ad | Campaign | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|--|------------------------------|----------|-------------|--------|----------|-------|-------------|------------|--------------|
| <p>{Keyword:BodyMorph MD} IV Hydration Vitamin Therapy IV Hydration Bar In Harrison</p> <p>bodymorphmd.com/hydration_iv/new_york</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 | \$417.80 | 302 | 24 | \$17.41 | 7.95% | 4.19 | 17.46% | \$99.71 |
| <p>{Keyword:Orbera by BodyMorph MD} Top-Rated Provider in Harrison FDA Approved</p> <p>bodymorphmd.com/orbera/new_york</p> <p>Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care. Comprehensive Weight Loss System. 300% More Effective Than Diet & Exercise. Start Today.</p> | search beta orbera | \$244.45 | 304 | 7 | \$34.92 | 2.30% | 3 | 42.86% | \$81.48 |
| <p>{Keyword:Orbera by BodyMorph MD} Top-Rated Provider in Harrison FDA Approved</p> <p>bodymorphmd.com/orbera/new_york</p> <p>Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care. Comprehensive Weight Loss System. 300% More Effective Than Diet & Exercise. Start Today.</p> | search beta orbera | \$70.70 | 41 | 4 | \$17.68 | 9.76% | 1 | 25.00% | \$70.70 |
| <p>{Keyword:Orbera by BodyMorph MD} Top-Rated Provider in Harrison FDA Approved</p> <p>bodymorphmd.com/orbera/new_york</p> <p>Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care. Comprehensive Weight Loss System. 300% More Effective Than Diet & Exercise. Start Today.</p> | search beta orbera | \$0.00 | 1 | 0 | \$0.00 | 0.00% | 0 | 0.00% | \$0.00 |
| <p>{Keyword:Emtone Cellulite Treatment} Remove Stubborn Cellulite Tighten Skin, Smooth Texture</p> <p>bodymorphmd.com/emtone/new_york</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 | \$0.00 | 3 | 0 | \$0.00 | 0.00% | 0 | 0.00% | \$0.00 |

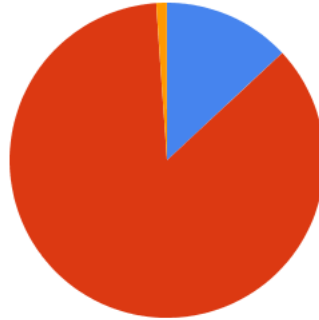
Budget Utilization by Device

Conversions by Device
Body Morph MD - #2



Computers - Conversions: 6 (40.00%) Mobile devices with full browsers - Conversions: 9 (60.00%)

Cost by Device
Body Morph MD - #2




Computers - Cost: \$337.82 (13.08%) Mobile devices with full browsers - Cost: \$2,217.72 (85.84%)
Tablets with full browsers - Cost: \$28.06 (1.09%)


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

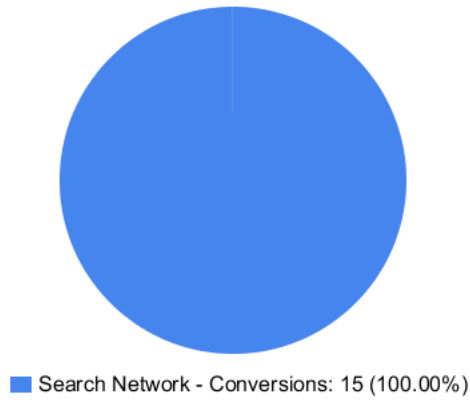
| Device | Impressions | Clicks | Cost | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|-----------------------------------|-------------|--------|------------|----------|--------|-------------|------------|--------------|
| Mobile devices with full browsers | 1,528 | 114 | \$2,217.72 | \$19.45 | 7.46% | 9 | 7.89% | \$246.41 |
| Computers | 395 | 20 | \$337.82 | \$16.89 | 5.06% | 6 | 30.00% | \$56.30 |
| Tablets with full browsers | 17 | 2 | \$28.06 | \$14.03 | 11.76% | 0 | 0.00% | \$0.00 |


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 | 1,940 | 136 | \$2,583.60 | \$19.00 | 7.01% | 15 | 11.03% | \$172.24 |

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
Body Morph MD - #2

| Conversion name | All conv. |
|-----------------|-----------|
| Click to Call | 8 |
| Form Submission | 7 |

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Body Morph MD - #2

| Region | Clicks | Conversions | Cost / conv. |
|----------|--------|-------------|--------------|
| New York | 98 | 15 | \$120.40 |

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
- 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