

Body Morph MD Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Body Morph Medical Weight Loss Services PC

\$5,172.13

\$2,583.60 **100.19%**

Clicks
Body Morph Medical Weight Loss Services PC

429

136 **215.44%**

Avg CPC
Body Morph Medical Weight Loss Services PC

\$12.06

\$19.00 **-36.53%**

Conversions
Body Morph Medical Weight Loss Services PC

59.75

16.25 **267.69%**

Conv. Rate
Body Morph Medical Weight Loss Services PC

13.93%

11.95% **16.57%**

Cost / Conv
Body Morph Medical Weight Loss Services PC

\$86.56

\$158.99 **-45.56%**

Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
Body Morph Medical Weight Loss Services PC

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$5,172.13	\$2,583.60	100.19%
Impressions	6,162	1,940	217.63%
Clicks	429	136	215.44%
Avg CPC	\$12.06	\$19.00	-36.53%
CTR	6.96%	7.01%	-0.71%
Conversions	59.75	16.25	267.69%
Conv Rate	13.93%	11.95%	16.57%
Cost / Conv	\$86.56	\$158.99	-45.56%

Budget Coverage

Search Impr. Share
Body Morph Medical Weight Loss Services PC

70.66%

81.04% **-12.81%**

Search IS Lost (due to Budget)
Body Morph Medical Weight Loss Services PC

13.63%

8.65% **57.57%**

Search IS Lost (due to Rank)
Body Morph Medical Weight Loss Services PC

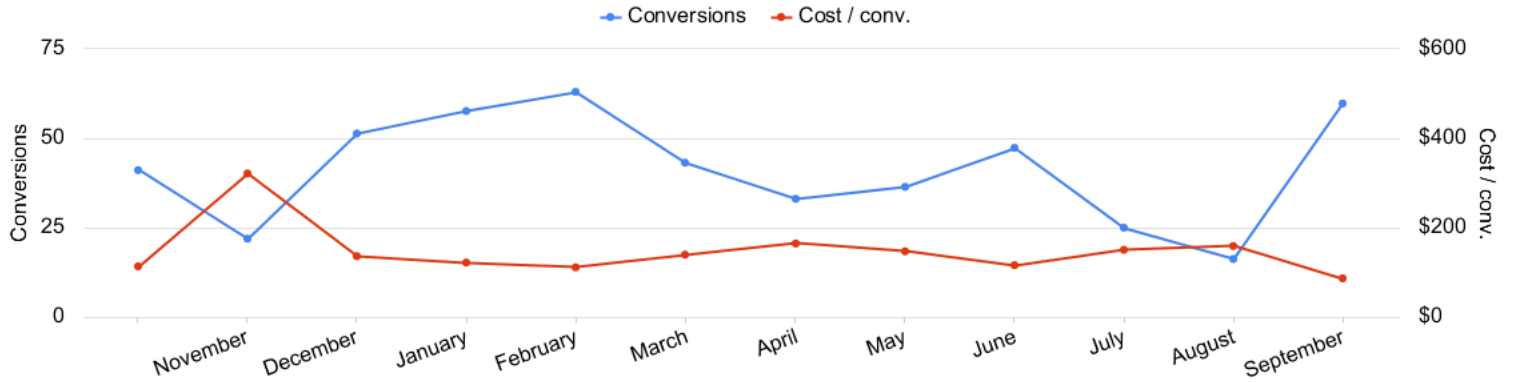
15.71%

10.32% **52.23%**

Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Body Morph Medical Weight Loss Services PC




Account Performance by Month
Body Morph Medical Weight Loss Services PC

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
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%	16.25	11.95%	\$159.03	81.04%	8.65%
09/01/2021	\$5,172.13	6,162	429	\$12.06	6.96%	59.75	13.93%	\$86.56	70.66%	13.63%
Total	\$66,537.52	132,180	8,937	\$7.45	6.76%	496	5.55%	\$134.15	35.30%	25.76%

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Body Morph Medical Weight Loss Services PC

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta orbera	\$3,529.20	2,943	174	\$20.28	5.91%	28.75	16.52%	\$122.75
search beta hydration iv	\$1,004.75	2,644	209	\$4.81	7.90%	27	12.92%	\$37.21
search beta qwo cellulite	\$152.52	94	8	\$19.07	8.51%	2	25.00%	\$76.26
search beta emtone	\$485.66	481	38	\$12.78	7.90%	2	5.26%	\$242.83

Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Body Morph Medical Weight Loss Services PC

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
gastric balloon	\$151.84	39	9	\$16.87	23.08%	3.4	37.78%	\$44.66
how to restart weight loss after gastric bypass	\$10.30	1	1	\$10.30	100.00%	2	200.00%	\$5.15
orbera balloon cost	\$3.20	13	1	\$3.20	7.69%	2	200.00%	\$1.60
vitamin infusion therapy	\$13.67	17	4	\$3.42	23.53%	2	50.00%	\$6.83
iv infusion center near me	\$6.66	2	1	\$6.66	50.00%	1.5	150.00%	\$4.44
qwo cellulite treatment	\$36.52	2	1	\$36.52	50.00%	1	100.00%	\$36.52
bariatric surgery shelton ct	\$25.56	1	1	\$25.56	100.00%	1	100.00%	\$25.56
balon gastrico new york	\$17.97	2	2	\$8.98	100.00%	1	50.00%	\$17.97
weight loss surgery	\$200.40	56	8	\$25.05	14.29%	1	12.50%	\$200.40
glutathione iv	\$24.45	15	5	\$4.89	33.33%	1	20.00%	\$24.45
vitamin iv therapy	\$11.90	4	2	\$5.95	50.00%	1	50.00%	\$11.90
emtone near me	\$13.60	9	2	\$6.80	22.22%	1	50.00%	\$13.60
gastric bypass	\$47.52	76	1	\$47.52	1.32%	1	100.00%	\$47.52
weight loss surgery near me	\$35.68	2	1	\$35.68	50.00%	1	100.00%	\$35.68
iv therapy westchester ny	\$15.36	10	2	\$7.68	20.00%	1	50.00%	\$15.36
iv injection	\$5.64	1	1	\$5.64	100.00%	1	100.00%	\$5.64
mobile drip iv	\$6.24	1	1	\$6.24	100.00%	1	100.00%	\$6.24
qwo cellulite cost	\$3.77	1	1	\$3.77	100.00%	1	100.00%	\$3.77
iv bar near me	\$6.02	3	2	\$3.01	66.67%	1	50.00%	\$6.02
cheap iv therapy near me	\$7.86	1	1	\$7.86	100.00%	1	100.00%	\$7.86


Top Search Ads (by Conversions)

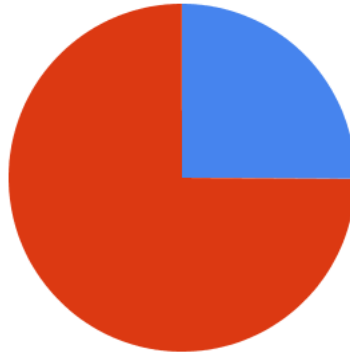
09/01/2021 - 09/30/2021

Top Responsive Search Ads (by Conversions)
Body Morph Medical Weight Loss Services PC


Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:BodyMorph MD} IV Hydration Vitamin Therapy IV Hydration Bar In Harrison bodymorphmd.com/hydration_iv/new_york 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	search beta hydration iv	\$736.70	1,469	154	\$4.78	10.48%	20.5	13.31%	\$35.94
{Keyword:Orbera by BodyMorph MD} Top-Rated Provider in Harrison FDA Approved bodymorphmd.com/orbera/new_york Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care. Comprehensive Weight Loss System. 300% More Effective Than Diet & Exercise. Start Today.	search beta orbera	\$1,260.52	1,164	59	\$21.36	5.07%	8	13.56%	\$157.56
{Keyword:Orbera by BodyMorph MD} Top-Rated Provider in Harrison FDA Approved bodymorphmd.com/orbera/new_york Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care. Comprehensive Weight Loss System. 300% More Effective Than Diet & Exercise. Start Today.	search beta orbera	\$496.81	246	33	\$15.05	13.41%	7.5	22.73%	\$66.24
Orbera by BodyMorph MD Top-Rated Provider in Harrison FDA Approved bodymorphmd.com/orbera/new_york Non-Surgical & Removable Alternative to Gastric Bypass. Long-Term Results. Premium Care. Comprehensive Weight Loss System. 300% More Effective Than Diet & Exercise. Start Today.	search beta orbera	\$14.32	1	1	\$14.32	100.00%	1.23	123.00%	\$11.64
Emtone Cellulite Treatment Before and After Cellulite Tighten Skin, Smooth Texture bodymorphmd.com/emtone/new_york Non-Invasive Cellulite Treatment using Emtone. Smooth Skin. No Surgery or Downtime. Emtone Remodels Collagen, Reduces Fat, Restores Elasticity, Smooths Skin. Reduce Cellulite	search beta emtone	\$218.81	255	17	\$12.87	6.67%	1	5.88%	\$218.81

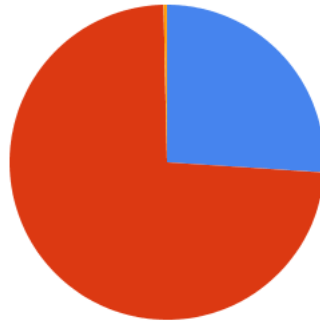
Budget Utilization by Device

 **Conversions by Device**
Body Morph Medical Weight Loss Services PC




■ Computers - Conversions: 15 (25.10%)
 ■ Mobile devices with full browsers - Conversions: 44.75 (74.90%)

 **Cost by Device**
Body Morph Medical Weight Loss Services PC




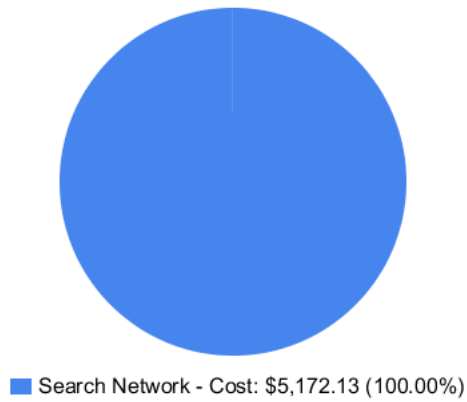
■ Computers - Cost: \$1,346.18 (26.03%)
 ■ Mobile devices with full browsers - Cost: \$3,808.55 (73.64%)
 ■ Tablets with full browsers - Cost: \$17.40 (0.34%)


 **Device Performance (by Conversions)**
Body Morph Medical Weight Loss Services PC

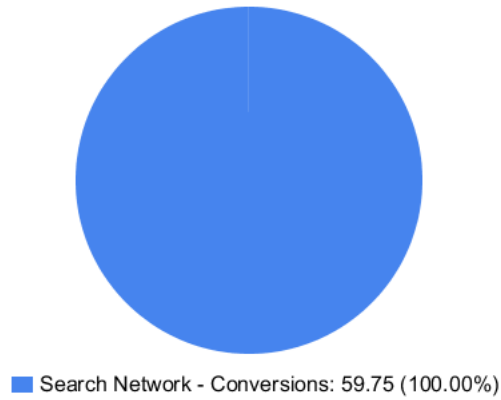
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,612	326	\$3,808.55	\$11.68	7.07%	44.75	13.73%	\$85.10
Computers	1,505	102	\$1,346.18	\$13.20	6.78%	15	14.71%	\$89.75
Tablets with full browsers	45	1	\$17.40	\$17.40	2.22%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Body Morph Medical Weight Loss Services PC



 Conversions by Network
Body Morph Medical Weight Loss Services PC




 Network Performance
Body Morph Medical Weight Loss Services PC

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	6,162	429	\$5,172.13	\$12.06	6.96%	59.75	13.93%	\$86.56

Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Body Morph Medical Weight Loss Services PC

Conversion name	All conv.	% Change
Form Submission	29	314.29%
Click to Call	26.75	189.19%
Calls From Ads (MS)	4	100.00%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Body Morph Medical Weight Loss Services PC

Region	Clicks	Conversions	Cost / conv.
Connecticut	95	3	\$488.70
New York	323	56.75	\$62.95

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