

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Stamford ENT Center

247-994-4037

Key Performance Indicators (KPIs)

Cost

\$2,876

↑ 1%

Conv

11

↑ 83%

Conv Rate

3.58%

↑ 85%

Cost / Conv

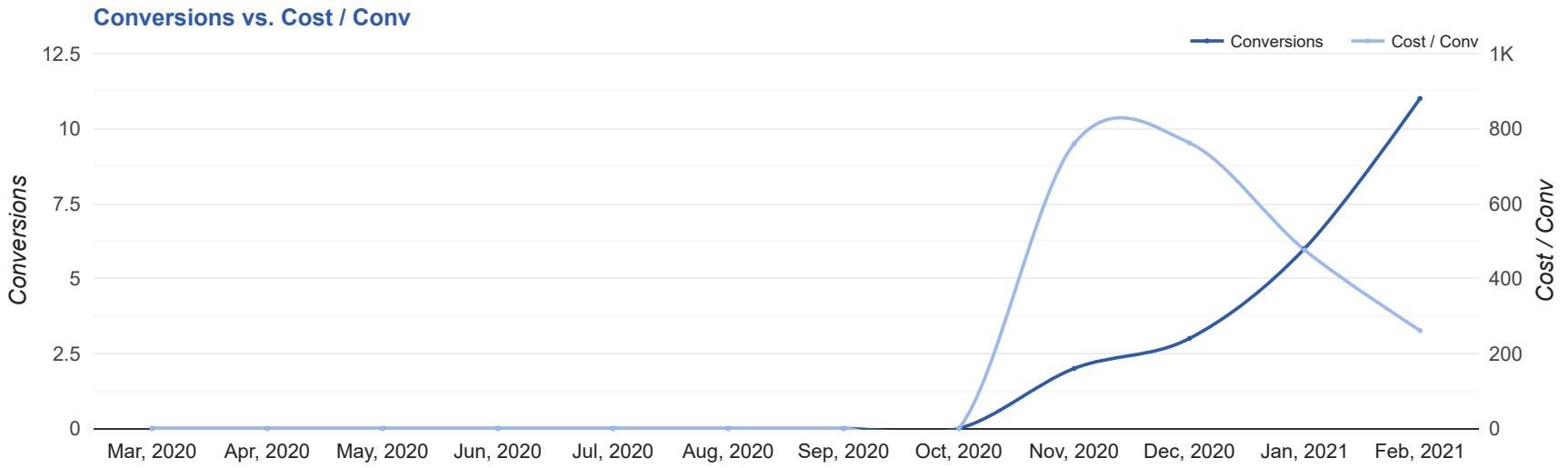
\$261.49

↓ 45%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	10,059	310	\$2,854.79	\$9.21	3.08%	-	6	1.94%	\$475.80	52.77%
1 Feb 2021 — 28 Feb 2021	8,051	307	\$2,876.35	\$9.37	3.81%	-	11	3.58%	\$261.49	44.56%
Change	2,008 ↓ 20%	3 ↓ 1%	\$21.56 ↑ 1%	\$0.16 ↑ 2%	0.73% ↑ 24%	--	5 ↑ 83%	1.64% ↑ 85%	\$214.31 ↓ 45%	8.21% ↓ 16%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Oct '20	80	2	\$7.52	\$3.76	2.5%	-	0	0%	\$0.00	30.5%
Nov '20	4,151	172	\$1,518.72	\$8.83	4.14%	-	2	1.16%	\$759.36	48.99%
Dec '20	6,873	214	\$2,284.58	\$10.68	3.11%	-	3	1.4%	\$761.53	54.06%
Jan '21	10,059	310	\$2,854.79	\$9.21	3.08%	-	6	1.94%	\$475.80	52.77%
Feb '21	8,051	307	\$2,876.35	\$9.37	3.81%	-	11	3.58%	\$261.49	44.56%
Total	29,214	1,005	\$9,541.96	\$9.49	3.44%	-	22	2.19%	\$433.73	49.87%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta hearing aid	1,770	72	\$489.71	\$6.80	4.07%	-	6	8.33%	\$81.62	23.59%
search beta sinus	3,737	164	\$1,250.00	\$7.62	4.39%	-	2	1.22%	\$625.00	62.99%
search beta allergy	1,660	48	\$749.88	\$15.62	2.89%	-	2	4.17%	\$374.94	51.42%
search beta pediatric ent	884	23	\$386.76	\$16.82	2.6%	-	1	4.35%	\$386.76	58.32%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

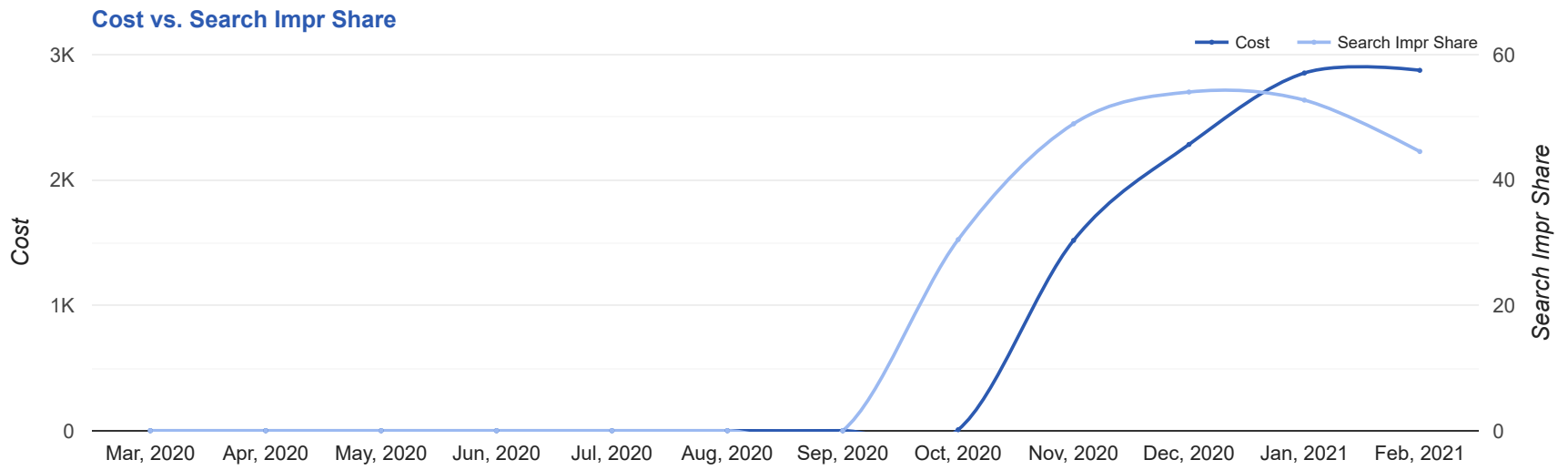
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Diagnose + Treat Hearing Loss - The Ear, Nose, & Throat Center - Audiologist Stamford CT go.stamfordentcenter.com/ -- -- We'll Help You Find The Ideal Hearing Aid. Discrete, Comfortable + Affordable Hearing Aids	1,228	54	\$367.98	\$6.81	4.40%	-	5	9.26%	\$73.60
Allergy Specialist in CT - Allergy Testing in Connecticut - What's Causing Your Allergies? go.stamfordentcenter.com/ -- -- State-of-the-art Allergy Clinic Offering Immunotherapy with Allergy Drops + Allergy Shots.	831	24	\$409.60	\$17.07	2.89%	-	2	8.33%	\$204.80
Relieve Sinus Symptoms - Ear, Nose & Throat Specialist - Stop Chronic Sinus Infections go.stamfordentcenter.com// Get Relief From Sinusitis Symptoms Like Headache, Facial Pain, Runny Nose & Congestion.	855	52	\$380.16	\$7.31	6.08%	-	1	1.92%	\$380.16
[Dynamic Headline] [Dynamic Display URL] Specializing In Ear infections, Tonsil + Adenoid Disease & Common Childhood ENT Problems.	30	5	\$105.18	\$21.04	16.67%	-	1	20.00%	\$105.18
Diagnose + Treat Hearing Loss - The Ear, Nose, & Throat Center - Audiologist Stamford CT go.stamfordentcenter.com/ -- -- We'll Help You Find The Ideal Hearing Aid. Discrete, Comfortable + Affordable Hearing Aids	59	4	\$46.42	\$11.61	6.78%	-	1	25.00%	\$46.42

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

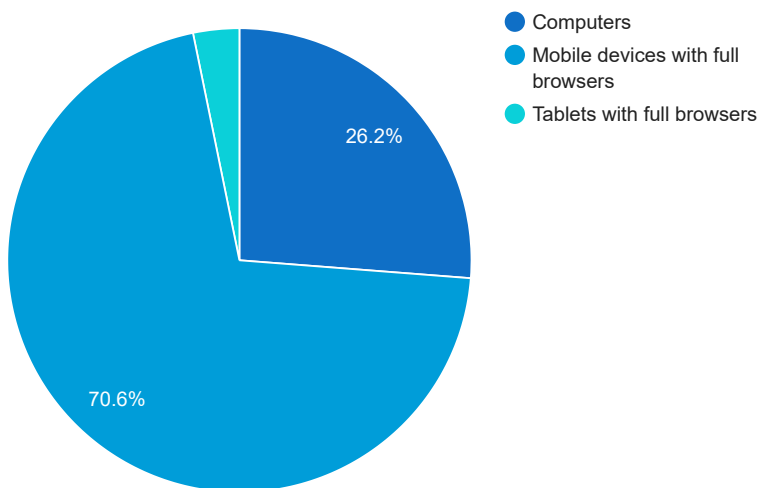
Budget Coverage



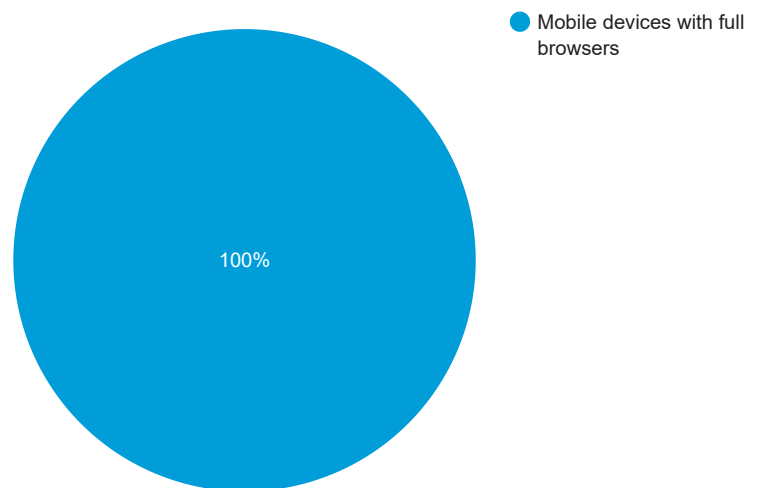
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	7.52	30.50
Nov, 2020	1,518.72	48.99
Dec, 2020	2,284.58	54.06
Jan, 2021	2,854.79	52.77
Feb, 2021	2,876.35	44.56

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	5,834	228	\$2,029.47	\$8.90	3.91%	-	11	4.82%	\$184.50
Computers	1,960	68	\$754.56	\$11.10	3.47%	-	0	0%	\$0.00
Tablets with full browsers	257	11	\$92.32	\$8.39	4.28%	-	0	0%	\$0.00

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	8,051	307	\$2,876.35	\$9.37	3.81%	-	11	3.58%	\$261.49

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Call From Ads (MS)	8
Submit lead form	2
Calls from Website	1

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