

**Monthly Account
Performance Report
1 Mar 2021 — 31 Mar 2021**

Stamford ENT Center

247-994-4037

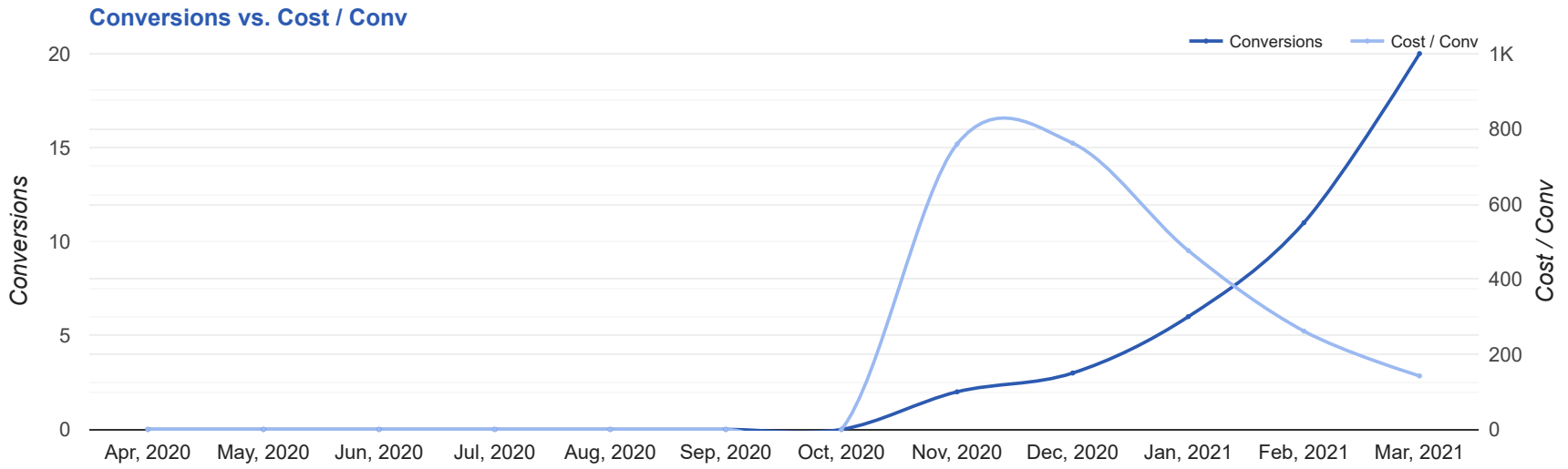
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,845	20	6.27%	\$142.25
↓ 1%	↑ 82%	↑ 75%	↓ 46%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	8,051	307	\$2,876.35	\$9.37	3.81%	-	11	3.58%	\$261.49	44.52%
1 Mar 2021 — 31 Mar 2021	8,638	319	\$2,844.96	\$8.92	3.69%	-	20	6.27%	\$142.25	37.66%
Change	587 ↑ 7%	12 ↑ 4%	\$31.39 ↓ 1%	\$0.45 ↓ 5%	0.12% ↓ 3%	0 ↔ -	9 ↑ 82%	2.69% ↑ 75%	\$119.24 ↓ 46%	6.86% ↓ 15%

Performance by Month - 1 Apr 2020 — 31 Mar 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	44.52%
Mar '21	8,638	319	\$2,844.96	\$8.92	3.69%	-	20	6.27%	\$142.25	37.66%
Total	37,852	1,324	\$12,386.92	\$9.36	3.5%	-	42	3.17%	\$294.93	46.43%

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta hearing aid	1,998	70	\$499.98	\$7.14	3.5%	-	8	11.43%	\$62.50	28.38%
search beta sinus	3,765	160	\$1,218.21	\$7.61	4.25%	-	6	3.75%	\$203.04	57.29%
search beta allergy	1,905	64	\$749.00	\$11.70	3.36%	-	5	7.81%	\$149.80	24.49%
search beta pediatric ent	970	25	\$377.77	\$15.11	2.58%	-	1	4%	\$377.77	65.83%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

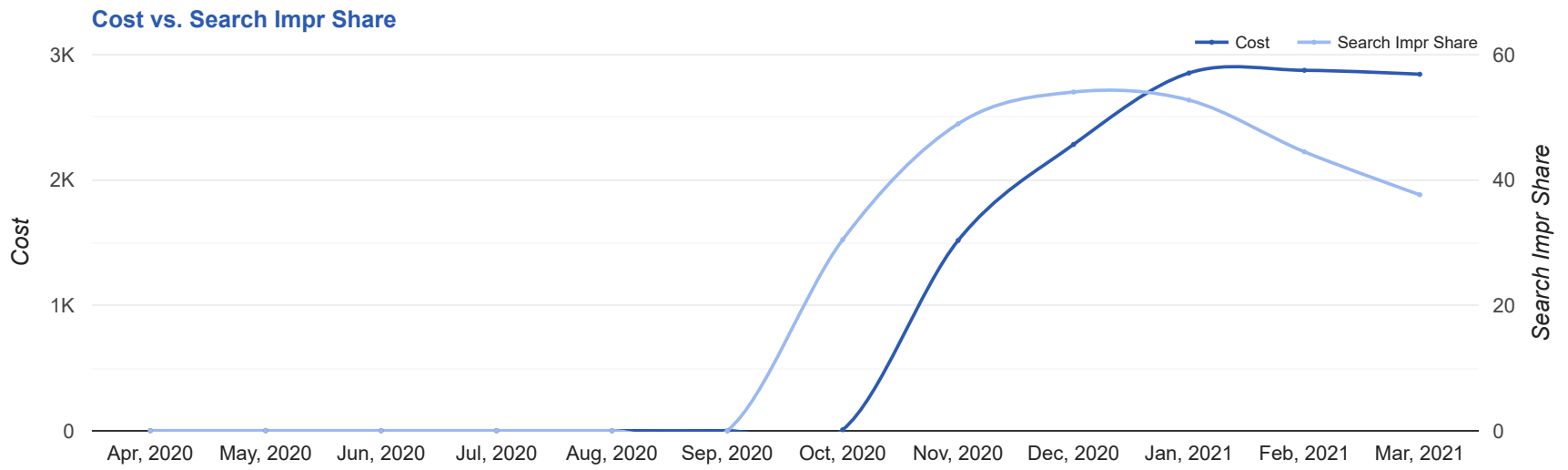
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Diagnose + Treat Hearing Loss - The Ear, Nose, & Throat Center - Audiologist Stamford CT stamfordentcenter.com/ --/ -- We'll Help You Find The Ideal Hearing Aid. Discrete, Comfortable + Affordable Hearing Aids	1,127	34	\$212.34	\$6.25	3.02%	-	5	14.71%	\$42.47
Allergy Specialist in CT - Immunotherapy for Allergies - Relieve Allergy Symptoms stamfordentcenter.com// State-of-the-art Allergy Clinic Offering Immunotherapy with Allergy Drops + Allergy Shots.	598	22	\$317.69	\$14.44	3.68%	-	4	18.18%	\$79.42
Diagnose + Treat Hearing Loss - The Ear, Nose, & Throat Center - Audiologist Stamford CT stamfordentcenter.com/ --/ -- We'll Help You Find The Ideal Hearing Aid. Discrete, Comfortable + Affordable Hearing Aids	68	7	\$44.24	\$6.32	10.29%	-	2	28.57%	\$22.12
Ear, Nose & Throat Center - Top Sinus Specialists in CT - Treat Chronic Sinusitis stamfordentcenter.com// Ear, Nose, & Throat Center Is The Leading Sinus Specialists In Stamford, Connecticut.	697	16	\$202.88	\$12.68	2.30%	-	2	12.50%	\$101.44
Ear Nose & Throat Specialist - Stop Chronic Sinus Infections - Treat Chronic Sinusitis stamfordentcenter.com/ --/ -- Ear, Nose, & Throat Center Is The Leading Sinus Specialists In Stamford, Connecticut.	1,805	72	\$477.08	\$6.63	3.99%	-	2	2.78%	\$238.54

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

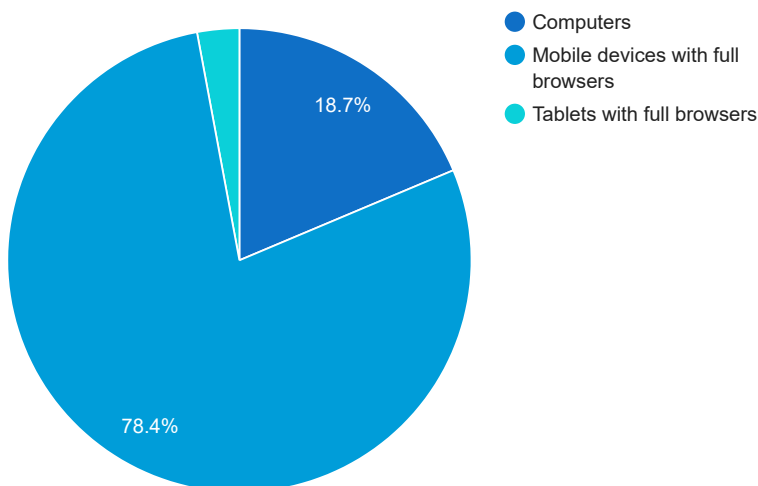
Budget Coverage



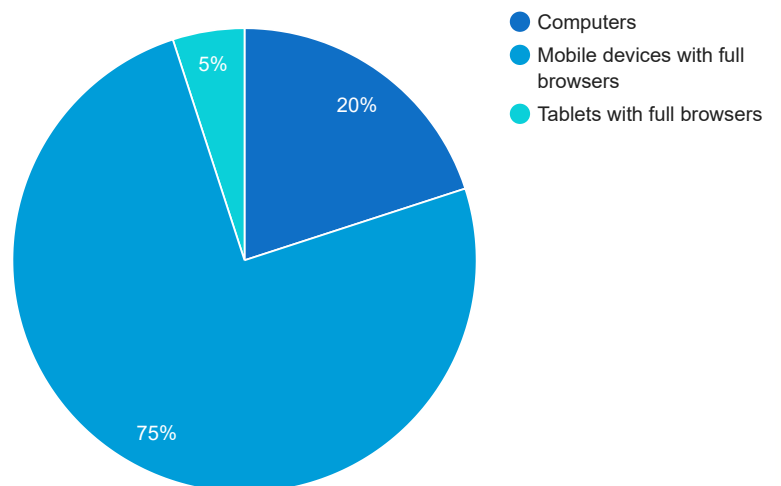
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	7.52	30.50
Nov, 2020	1,518.72	48.99
Dec, 2020	2,284.58	54.06
Jan, 2021	2,854.79	52.77
Feb, 2021	2,876.35	44.52
Mar, 2021	2,844.96	37.66

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	6,106	249	\$2,230.73	\$8.96	4.08%	-	15	6.02%	\$148.72
Computers	2,211	61	\$530.87	\$8.70	2.76%	-	4	6.56%	\$132.72
Tablets with full browsers	321	9	\$83.36	\$9.26	2.8%	-	1	11.11%	\$83.36

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	8,638	319	\$2,844.96	\$8.92	3.69%	-	20	6.27%	\$142.25

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Submit lead form	7
Calls from Website	7
Call From Ads (MS)	6

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