

**Monthly Account  
Performance Report  
1 Apr 2021 — 30 Apr 2021**

Stamford ENT Center

247-994-4037

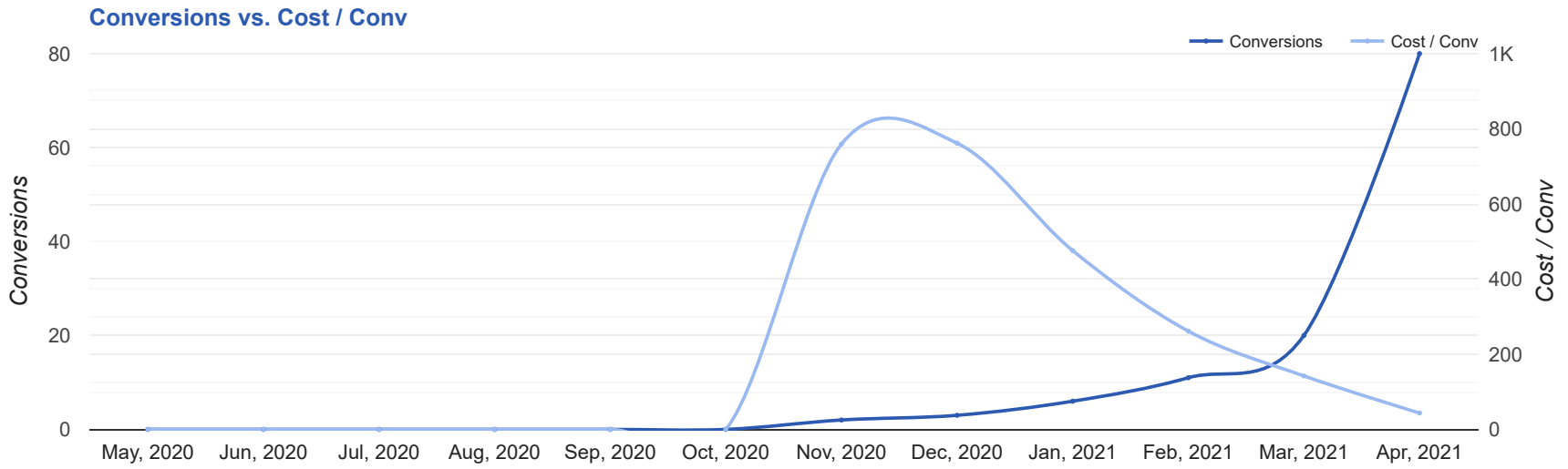
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,486	80	12.12%	\$43.57
↑ 23%	↑ 300%	↑ 93%	↓ 69%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	8,638	319	\$2,844.96	\$8.92	3.69%	-	20	6.27%	\$142.25	37.49%
1 Apr 2021 — 30 Apr 2021	11,313	660	\$3,485.71	\$5.28	5.83%	-	80	12.12%	\$43.57	30.68%
<b>Change</b>	2,675 ↑ 31%	341 ↑ 107%	\$640.75 ↑ 23%	\$3.64 ↓ 41%	2.14% ↑ 58%	0 ↔ -	60 ↑ 300%	5.85% ↑ 93%	\$98.68 ↓ 69%	6.81% ↓ 18%

# Performance by Month - 1 May 2020 — 30 Apr 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	37.49%
Apr '21	11,313	660	\$3,485.71	\$5.28	5.83%	-	80	12.12%	\$43.57	30.68%
<b>Total</b>	49,165	1,984	\$15,872.63	\$8.00	4.04%	-	122	6.15%	\$130.10	41.49%

# Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   brand	1,008	167	\$499.29	\$2.99	16.57%	-	35.3	21.11%	\$14.16	54.12%
search   beta   allergy	2,421	100	\$749.13	\$7.49	4.13%	-	23.5	23.5%	\$31.88	17.61%
search   beta   hearing aid	2,489	105	\$499.59	\$4.76	4.22%	-	10.5	10%	\$47.58	25.09%
search   beta   pediatric ent	1,121	46	\$498.88	\$10.85	4.1%	-	7.3	15.76%	\$68.81	51.22%
search   beta   sinus	4,274	242	\$1,238.82	\$5.12	5.66%	-	3.5	1.45%	\$353.95	46.27%

# Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

## Top Text Ads

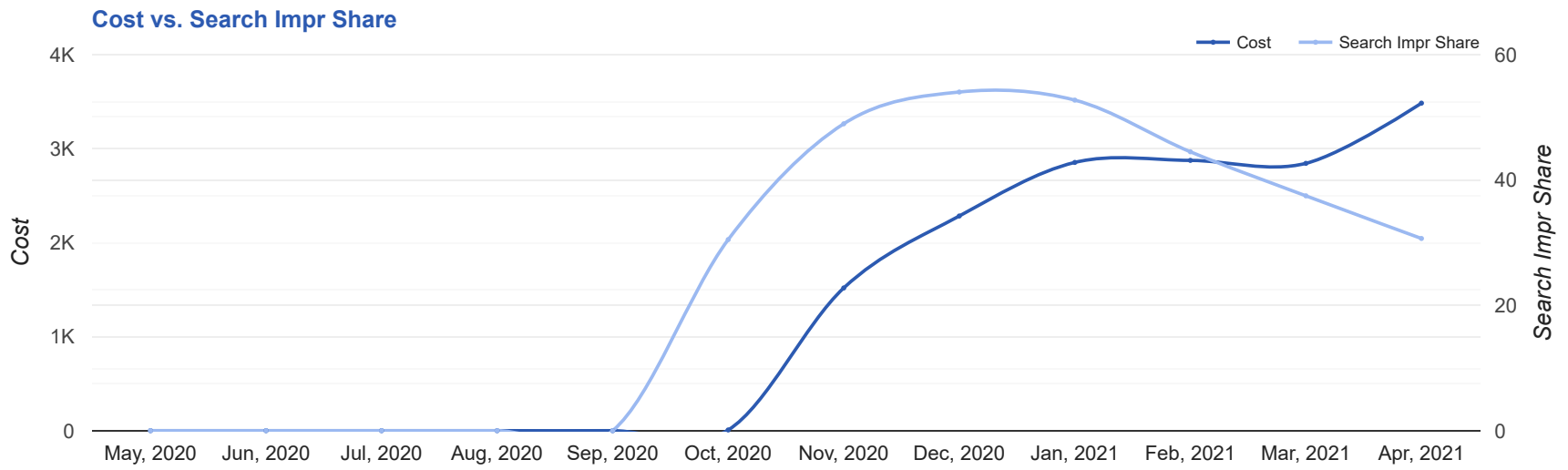
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Ear, Nose &amp; Throat Center - Treat Sinus, Allergies &amp; More - For Both Adults &amp; Children</a> <a href="#">stamfordentcenter.com/ --/ --</a> Get In-Depth Diagnosis & Treatment Related To Sinus, Allergies & More With ENT Center LLP.	613	82	\$313.39	\$3.82	13.38%	-	15	18.29%	\$20.89
<a href="#">Ear, Nose &amp; Throat Center - Treat Sinus, Allergies &amp; More - For Both Adults &amp; Children</a> <a href="#">stamfordentcenter.com/ --/ --</a> Get In-Depth Diagnosis & Treatment Related To Sinus, Allergies & More With ENT Center LLP.	208	58	\$94.94	\$1.64	27.88%	-	13.3	22.84%	\$7.17
<a href="#">Allergy Specialist in CT - Immunotherapy for Allergies - Relieve Allergy Symptoms</a> <a href="#">stamfordentcenter.com//</a> State-of-the-art Allergy Clinic Offering Immunotherapy with Allergy Drops + Allergy Shots.	607	30	\$254.68	\$8.49	4.94%	-	9.5	31.67%	\$26.81
<a href="#">Diagnose + Treat Hearing Loss - The Ear, Nose, &amp; Throat Center - Audiologist Stamford CT</a> <a href="#">stamfordentcenter.com/ --/ --</a> We'll Help You Find The Ideal Hearing Aid. Discrete, Comfortable + Affordable Hearing Aids	1,858	68	\$336.28	\$4.95	3.66%	-	8	11.76%	\$42.03
<a href="#">Allergy Specialist in CT - Allergy Testing in Connecticut - What's Causing Your Allergies?</a> <a href="#">stamfordentcenter.com/ --/ --</a> State-of-the-art Allergy Clinic Offering Immunotherapy with Allergy Drops + Allergy Shots.	1,055	37	\$248.79	\$6.72	3.51%	-	7.5	20.27%	\$33.17

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

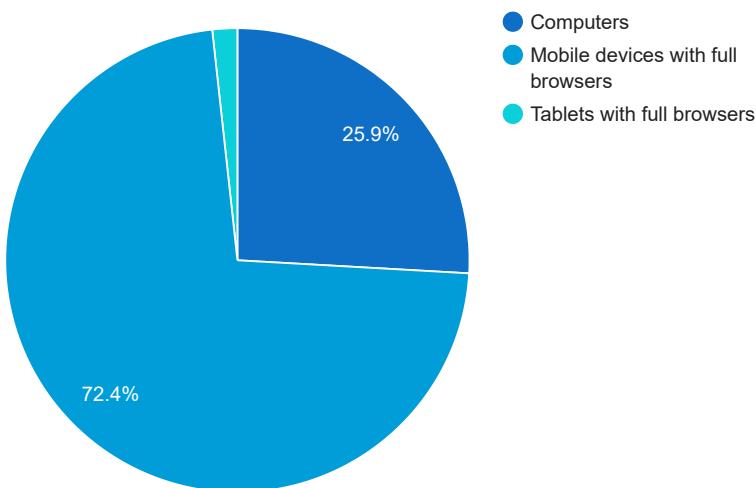
## Budget Coverage



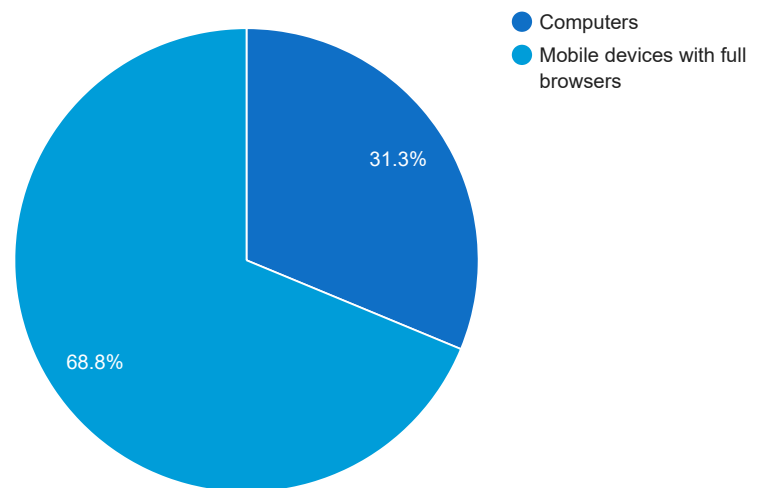
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	7.52	30.50
Nov, 2020	1,518.72	48.99
Dec, 2020	2,284.58	54.06
Jan, 2021	2,854.79	52.77
Feb, 2021	2,876.35	44.52
Mar, 2021	2,844.96	37.49
Apr, 2021	3,485.71	30.68

## 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	7,740	465	\$2,522.49	\$5.42	6.01%	-	55	11.83%	\$45.86
Computers	3,207	181	\$902.70	\$4.99	5.64%	-	25	13.81%	\$36.11
Tablets with full browsers	366	14	\$60.52	\$4.32	3.83%	-	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	11,313	660	\$3,485.71	\$5.28	5.83%	-	80	12.12%	\$43.57

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Call From Ads (MS)	37
Calls from Website	31
Submit lead form	11
Click to Call	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