

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

Stamford ENT Center

247-994-4037

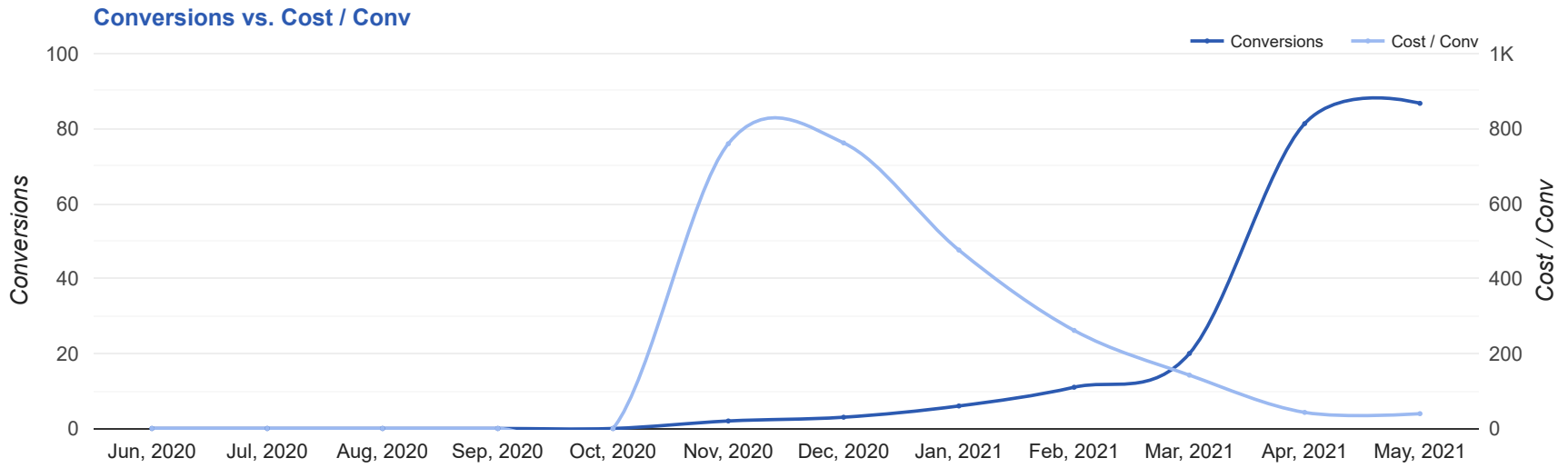
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,422	86.7	11.05%	\$39.46
↓ 2%	↑ 7%	↓ 10%	↓ 8%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	11,313	660	\$3,485.71	\$5.28	5.83%	-	81.3	12.32%	\$42.88	30.64%
1 May 2021 — 31 May 2021	11,386	785	\$3,421.92	\$4.36	6.89%	-	86.7	11.05%	\$39.46	31.26%
Change	73 ↑ 1%	125 ↑ 19%	\$63.79 ↓ 2%	\$0.92 ↓ 17%	1.06% ↑ 18%	0 ↔ -	5.42 ↑ 7%	1.27% ↓ 10%	\$3.42 ↓ 8%	0.62% ↑ 2%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	81.3	12.32%	\$42.88	30.64%
May '21	11,386	785	\$3,421.92	\$4.36	6.89%	-	86.7	11.05%	\$39.46	31.26%
Total	60,551	2,769	\$19,294.55	\$6.97	4.57%	-	210	7.58%	\$91.88	39.07%

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search brand	1,366	262	\$472.90	\$1.80	19.18%	-	57.2	21.84%	\$8.27	43.32%
search beta allergy	1,961	121	\$740.52	\$6.12	6.17%	-	15.5	12.81%	\$47.78	15.73%
search beta hearing aid	2,308	103	\$476.58	\$4.63	4.46%	-	8	7.77%	\$59.57	24.93%
search beta sinus	4,737	245	\$1,249.73	\$5.10	5.17%	-	3	1.22%	\$416.58	50.47%
search beta pediatric ent	1,014	54	\$482.19	\$8.93	5.33%	-	3	5.56%	\$160.73	44.53%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

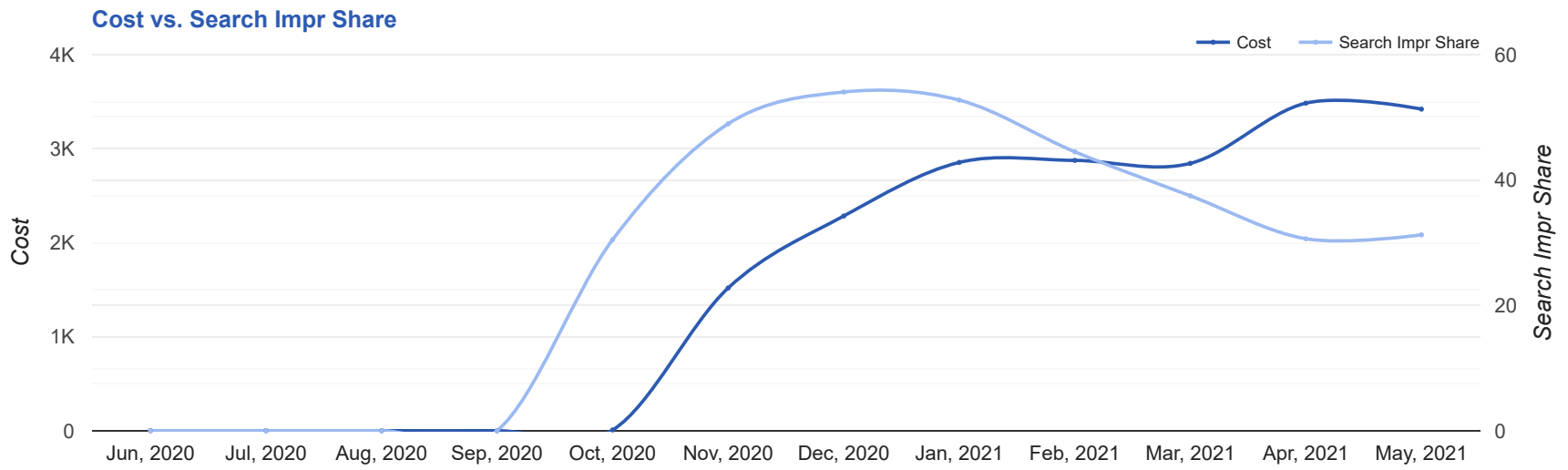
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Ear, Nose & Throat Center - Treat Sinus, Allergies & More - For Both Adults & Children stamfordentcenter.com/ --/ -- Get In-Depth Diagnosis & Treatment Related To Sinus, Allergies & More With ENT Center LLP.	658	178	\$254.72	\$1.43	27.05%	-	47.7	26.80%	\$5.34
Ear, Nose & Throat Center - Treat Sinus, Allergies & More - For Both Adults & Children stamfordentcenter.com/ --/ -- Get In-Depth Diagnosis & Treatment Related To Sinus, Allergies & More With ENT Center LLP.	535	57	\$154.77	\$2.72	10.65%	-	6	10.53%	\$25.80
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.	525	33	\$207.49	\$6.29	6.29%	-	5.8	17.67%	\$35.59
Allergy Specialist in CT - Allergy Testing in Connecticut - What's Causing Your Allergies? stamfordentcenter.com/ --/ -- State-of-the-art Allergy Clinic Offering Immunotherapy with Allergy Drops + Allergy Shots.	772	40	\$253.31	\$6.33	5.18%	-	4	10.00%	\$63.33
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	1,773	74	\$359.64	\$4.86	4.17%	-	4	5.41%	\$89.91

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

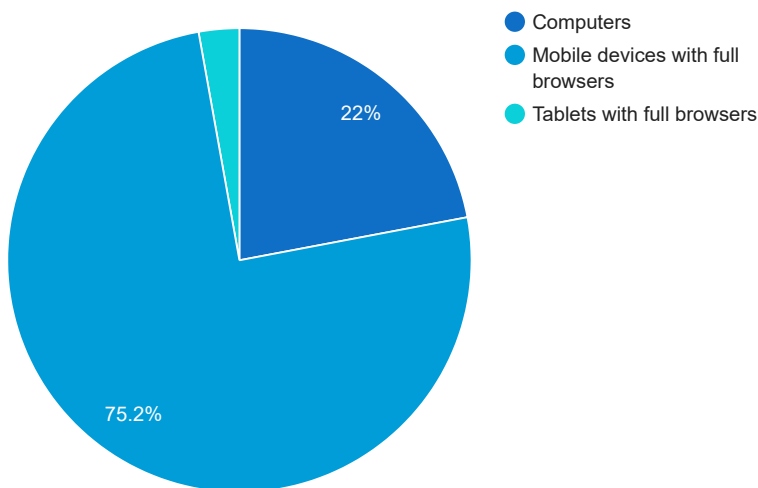
Budget Coverage



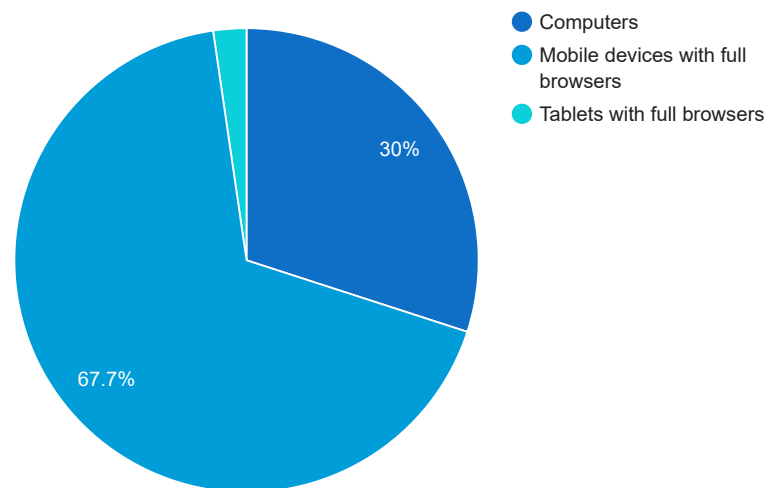
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	7.52	30.50
Nov, 2020	1,518.72	48.99
Dec, 2020	2,284.58	54.06
Jan, 2021	2,854.79	52.77
Feb, 2021	2,876.35	44.52
Mar, 2021	2,844.96	37.49
Apr, 2021	3,485.71	30.64
May, 2021	3,421.92	31.26

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	8,184	586	\$2,571.59	\$4.39	7.16%	-	58.7	10.02%	\$43.80
Computers	2,831	174	\$753.78	\$4.33	6.15%	-	26	14.94%	\$28.99
Tablets with full browsers	371	25	\$96.55	\$3.86	6.74%	-	2	8%	\$48.28

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	11,386	785	\$3,421.92	\$4.36	6.89%	-	86.7	11.05%	\$39.46

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Calls from Website	41
Call From Ads (MS)	29.7
Submit lead form	12
Click to Call	4

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