

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

Stamford ENT Center

247-994-4037

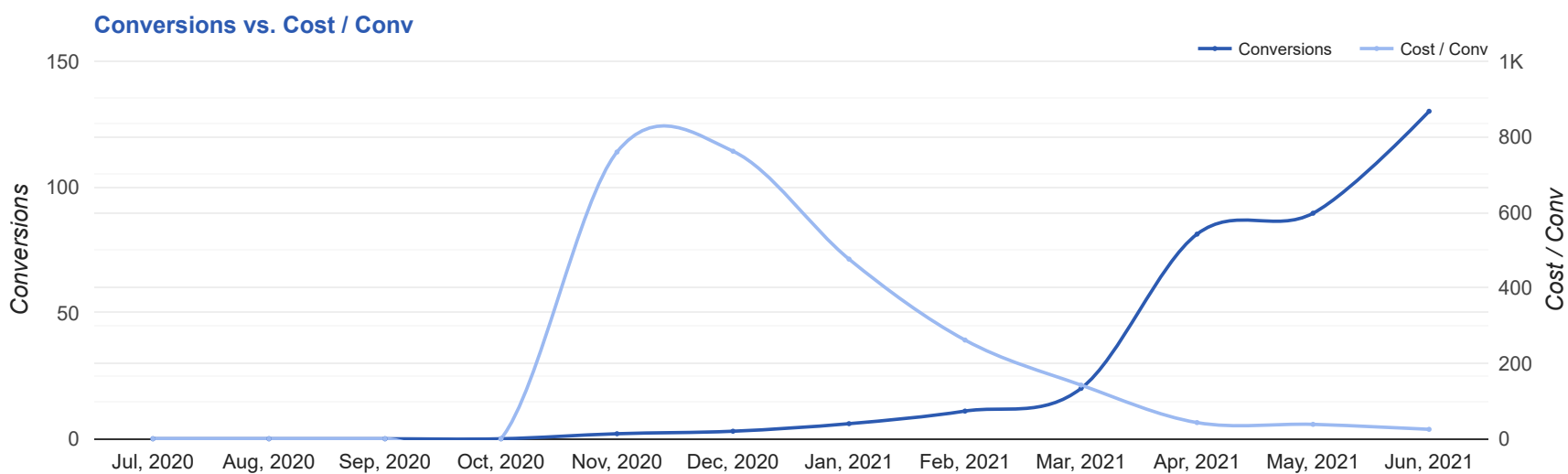
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,255	130.1	15.47%	\$25.02
↓ 5%	↑ 45%	↑ 36%	↓ 35%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	11,386	785	\$3,421.92	\$4.36	6.89%	-	89.6	11.41%	\$38.20	31.43%
1 Jun 2021 — 30 Jun 2021	11,992	841	\$3,254.99	\$3.87	7.01%	-	130.1	15.47%	\$25.02	38.04%
Change	606 ↑ 5%	56 ↑ 7%	\$166.93 ↓ 5%	\$0.49 ↓ 11%	0.12% ↑ 2%	0 ↔ -	40.53 ↑ 45%	4.06% ↑ 36%	\$13.18 ↓ 35%	6.61% ↑ 21%

Performance by Month - 1 Jul 2020 — 30 Jun 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%	-	89.6	11.41%	\$38.20	31.43%
Jun '21	11,992	841	\$3,254.99	\$3.87	7.01%	-	130.1	15.47%	\$25.02	38.04%
Total	72,543	3,610	\$22,549.54	\$6.25	4.98%	-	343	9.5%	\$65.74	38.94%

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search brand	2,312	428	\$498.42	\$1.16	18.51%	-	110.8	25.89%	\$4.50	33.22%
search beta allergy	1,781	53	\$597.91	\$11.28	2.98%	-	6	11.32%	\$99.65	32.77%
search beta hearing aid	1,811	83	\$495.40	\$5.97	4.58%	-	6	7.23%	\$82.57	24.07%
search beta sinus	4,867	234	\$1,243.92	\$5.32	4.81%	-	5	2.14%	\$248.78	49.78%
search beta pediatric ent	1,221	43	\$419.34	\$9.75	3.52%	-	2.3	5.42%	\$179.97	66.04%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

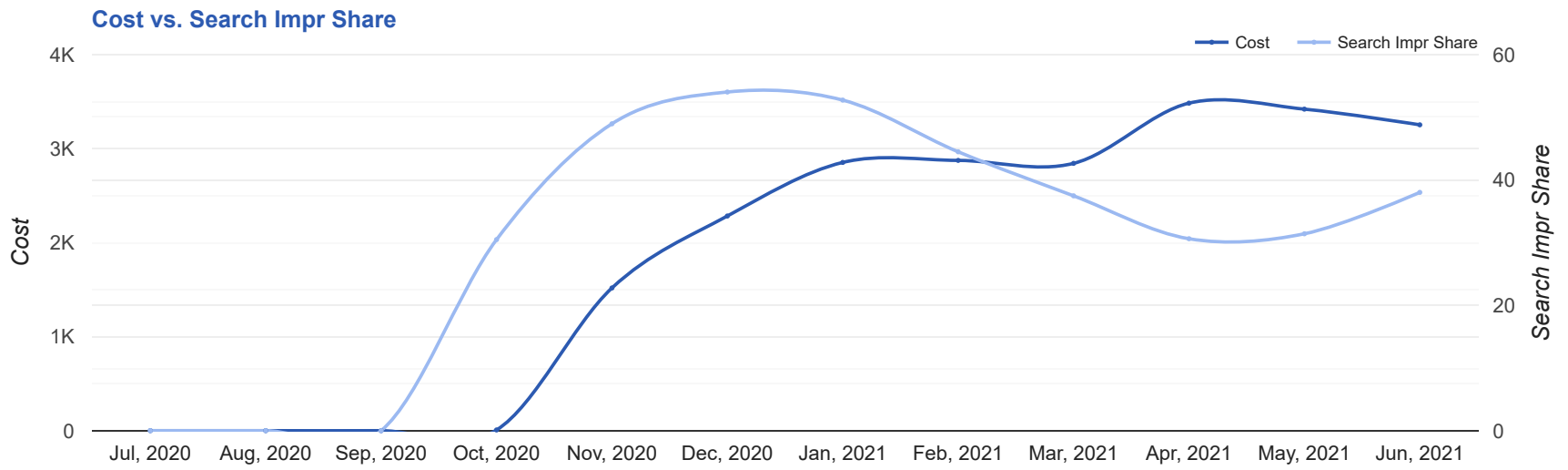
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:The Ear, Nose, & Throat Center} - Treat Sinus, Allergies & More - For Both Adults & Children stamfordentcenter.com/ --/ -- Get In-Depth Diagnosis & Treatment Related To Sinus, Allergies & More With ENT Center LLP.	1,005	283	\$232.32	\$0.82	28.16%	-	76.3	26.96%	\$3.05
{Keyword:The 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.	1,146	122	\$229.28	\$1.88	10.65%	-	30	24.59%	\$7.64
{Keyword:The Ear, Nose, & Throat Center} - Diagnose + Treat Hearing Loss - Audiologist Stamford CT stamfordentcenter.com/ --/ -- We'll Help You Find The Ideal Hearing Aid. Discrete, Comfortable + Affordable Hearing Aids	1,234	56	\$363.16	\$6.49	4.54%	-	4	7.14%	\$90.79
The Ear, Nose & Throat Center - Allergy Testing in Connecticut - What's Causing Your Allergies? stamfordentcenter.com/ --/ -- State-of-the-art Allergy Clinic Offering Immunotherapy with Allergy Drops + Allergy Shots.	974	30	\$321.40	\$10.71	3.08%	-	3	10.00%	\$107.13
{Keyword:The Ear, Nose, & Throat Center} - Treat Chronic Sinusitis - Relieve Sinus Symptoms stamfordentcenter.com/ --/ -- Get Relief From Sinusitis Symptoms Like Headache, Facial Pain, Runny Nose & Congestion.	450	18	\$163.05	\$9.06	4.00%	-	2	11.11%	\$81.53

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

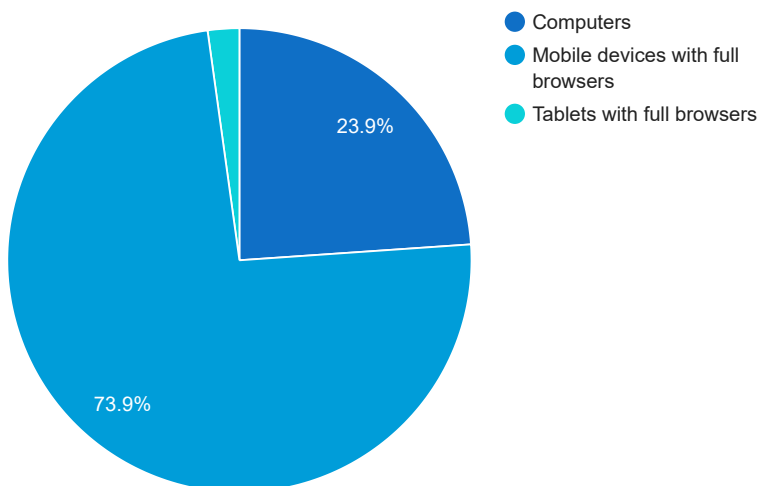
Budget Coverage



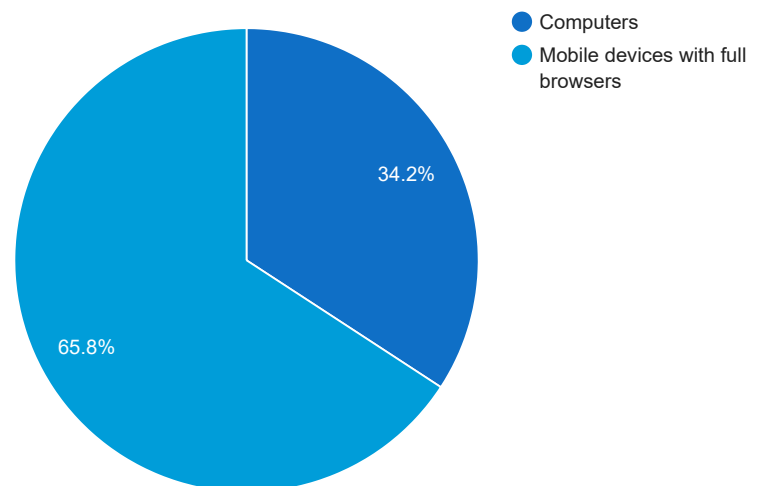
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	7.52	30.50
Nov, 2020	1,518.72	48.99
Dec, 2020	2,284.58	54.06
Jan, 2021	2,854.79	52.77
Feb, 2021	2,876.35	44.52
Mar, 2021	2,844.96	37.49
Apr, 2021	3,485.71	30.64
May, 2021	3,421.92	31.43
Jun, 2021	3,254.99	38.04

Cost and Conversions by Device

Cost



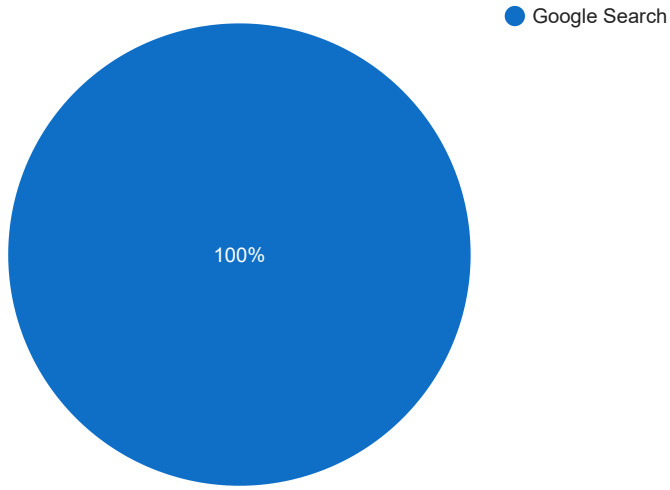
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	8,250	616	\$2,405.30	\$3.90	7.47%	-	85.6	13.9%	\$28.09
Computers	3,378	213	\$778.23	\$3.65	6.31%	-	44.5	20.89%	\$17.49
Tablets with full browsers	364	12	\$71.46	\$5.95	3.3%	-	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	11,992	841	\$3,254.99	\$3.87	7.01%	-	130.1	15.47%	\$25.02

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Calls from Website	66.3
Call From Ads (MS)	46.9
Submit lead form	13
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