

Stamford ENT Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Ear Nose & Throat Center

\$2,295.87
\$3,254.99 -29.47%

Clicks
Ear Nose & Throat Center

833
841 -0.95%

Avg CPC
Ear Nose & Throat Center

\$2.76
\$3.87 -28.68%

Conversions
Ear Nose & Throat Center

161.55
135.57 19.16%

Conv. Rate
Ear Nose & Throat Center

19.39%
16.12% 20.29%

Cost / Conv
Ear Nose & Throat Center

\$14.21
\$24.01 -40.82%

Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary
Ear Nose & Throat Center

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,295.87	\$3,254.99	-29.47%
Impressions	10,310	11,992	-14.03%
Clicks	833	841	-0.95%
Avg CPC	\$2.76	\$3.87	-28.68%
CTR	8.08%	7.01%	15.26%
Conversions	161.55	135.57	19.16%
Conv Rate	19.39%	16.12%	20.29%
Cost / Conv	\$14.21	\$24.01	-40.82%

Budget Coverage

Search Impr. Share
Ear Nose & Throat Center

40.90%
38.04% 7.52%

Search IS Lost (due to Budget)
Ear Nose & Throat Center

23.32%
27.82% -16.18%

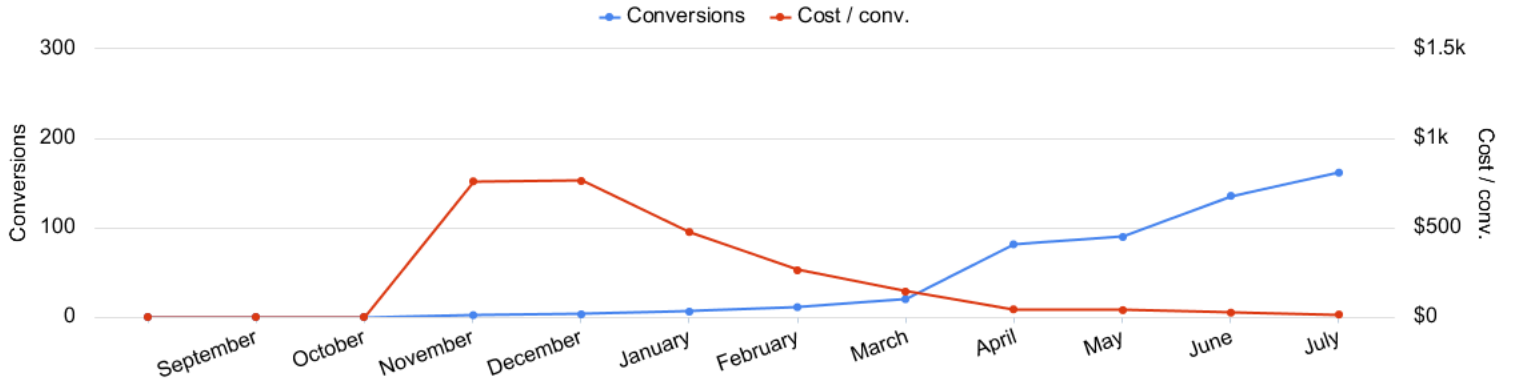
Search IS Lost (due to Rank)
Ear Nose & Throat Center

35.77%
34.14% 4.77%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Ear Nose & Throat Center




Account Performance by Month
Ear Nose & Throat Center

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
10/01/2020	\$7.52	80	2	\$3.76	2.50%	0	0.00%	\$0.00	30.50%	0.39%
11/01/2020	\$1,518.72	4,151	172	\$8.83	4.14%	2	1.16%	\$759.36	48.99%	11.98%
12/01/2020	\$2,284.58	6,873	214	\$10.68	3.11%	3	1.40%	\$761.53	54.06%	20.10%
01/01/2021	\$2,854.79	10,059	310	\$9.21	3.08%	6	1.94%	\$475.80	52.77%	15.71%
02/01/2021	\$2,876.35	8,051	307	\$9.37	3.81%	11	3.58%	\$261.49	44.52%	21.26%
03/01/2021	\$2,844.96	8,638	319	\$8.92	3.69%	20	6.27%	\$142.25	37.49%	31.66%
04/01/2021	\$3,485.71	11,313	660	\$5.28	5.83%	81.29	12.32%	\$42.88	30.64%	37.48%
05/01/2021	\$3,421.92	11,386	785	\$4.36	6.89%	89.59	11.41%	\$38.20	31.43%	28.23%
06/01/2021	\$3,254.99	11,992	841	\$3.87	7.01%	135.57	16.12%	\$24.01	38.04%	27.82%
07/01/2021	\$2,295.87	10,310	833	\$2.76	8.08%	161.55	19.39%	\$14.21	40.90%	23.32%
Total	\$24,845.41	82,853	4,443	\$5.59	5.36%	510	11.48%	\$48.72	39.18%	26.66%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Ear Nose & Throat Center

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search brand	\$478.63	3,195	546	\$0.88	17.09%	150.55	27.57%	\$3.18
search beta hearing aid	\$464.07	1,473	66	\$7.03	4.48%	9	13.64%	\$51.56
search beta sinus	\$1,353.17	5,642	221	\$6.12	3.92%	2	0.90%	\$676.59

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Ear Nose & Throat Center

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
pediatric audiologist near me	\$8.46	1	1	\$8.46	100.00%	1	100.00%	\$8.46
hearing aids stamford ct	\$3.97	7	2	\$1.99	28.57%	1	50.00%	\$3.97
how to clear your sinuses	\$6.02	4	1	\$6.02	25.00%	0	0.00%	\$0.00
sinus headachr	\$2.11	1	1	\$2.11	100.00%	0	0.00%	\$0.00
blue cross blue shield hearing aids coverage	\$7.96	1	1	\$7.96	100.00%	0	0.00%	\$0.00
sinusitis treatment	\$0.00	7	0	\$0.00	0.00%	0	0.00%	\$0.00
can sinuses cause head pressure	\$6.46	1	1	\$6.46	100.00%	0	0.00%	\$0.00
how to clear blocked sinuses	\$1.66	1	1	\$1.66	100.00%	0	0.00%	\$0.00
sinus inflammation	\$3.16	1	1	\$3.16	100.00%	0	0.00%	\$0.00
garlic to clear sinuses	\$6.11	1	1	\$6.11	100.00%	0	0.00%	\$0.00
sinus ear infection	\$1.63	1	1	\$1.63	100.00%	0	0.00%	\$0.00
nose balloons treatment	\$34.11	1	1	\$34.11	100.00%	0	0.00%	\$0.00
what is a sinus infection	\$3.07	4	1	\$3.07	25.00%	0	0.00%	\$0.00
how to loosen up sinuses	\$2.62	1	1	\$2.62	100.00%	0	0.00%	\$0.00
how much does a nose surgery cost	\$3.11	1	1	\$3.11	100.00%	0	0.00%	\$0.00
how to treat sinus infection	\$4.58	2	1	\$4.58	50.00%	0	0.00%	\$0.00
dry sinuses	\$6.64	1	1	\$6.64	100.00%	0	0.00%	\$0.00
best otc for sinus infection	\$2.25	1	1	\$2.25	100.00%	0	0.00%	\$0.00
what is chronic sinusitis	\$3.81	1	1	\$3.81	100.00%	0	0.00%	\$0.00
listen up hearing device	\$4.14	1	1	\$4.14	100.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

07/01/2021 - 07/31/2021

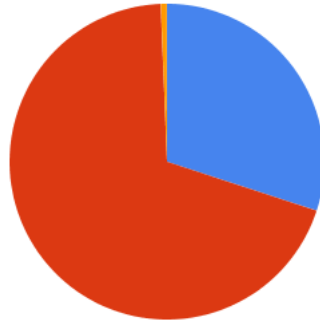
Top Responsive Search Ads (by Conversions)
Ear Nose & Throat Center

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{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 We're Dedicated To Find The Right Solution For Your Hearing Needs. Top Audiologist in CT.	search beta hearing aid	\$124.13	350	22	\$5.64	6.29%	4	18.18%	\$31.03
{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 We're Dedicated To Find The Right Solution For Your Hearing Needs. Top Audiologist in CT.	search beta hearing aid	\$196.12	587	23	\$8.53	3.92%	2	8.70%	\$98.06
{Keyword:The Ear, Nose, & Throat Center} Stop Chronic Sinus Infections Treat Chronic Sinusitis stamfordentcenter.com/ Ear, Nose, & Throat Center Is The Leading Sinus Specialists In Stamford, Connecticut. Get Relief From Sinusitis Symptoms Like Headache, Facial Pain, Runny Nose & Congestion.	search beta sinus	\$12.21	149	5	\$2.44	3.36%	0	0.00%	\$0.00
{Keyword:The Ear, Nose, & Throat Center} Stop Chronic Sinus Infections Treat Chronic Sinusitis stamfordentcenter.com/ Ear, Nose, & Throat Center Is The Leading Sinus Specialists In Stamford, Connecticut. Get Relief From Sinusitis Symptoms Like Headache, Facial Pain, Runny Nose & Congestion.	search beta sinus	\$665.14	2,821	127	\$5.24	4.50%	0	0.00%	\$0.00
{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. No Cutting Or Loss Of Nasal Tissues Or Bone, Minimally Invasive. Short Recovery Time.	search beta sinus	\$156.32	465	18	\$8.68	3.87%	0	0.00%	\$0.00

Budget Utilization by Device

Conversions by Device

Ear Nose & Throat Center



■ Computers - Conversions: 48.5 (30.02%)
 ■ Mobile devices with full browsers - Conversions: 112.05 (69.36%)
 ■ Tablets with full browsers - Conversions: 1 (0.62%)

Cost by Device

Ear Nose & Throat Center



■ Computers - Cost: \$748.48 (32.60%)
 ■ Mobile devices with full browsers - Cost: \$1,469.62 (64.01%)
 ■ Tablets with full browsers - Cost: \$77.77 (3.39%)

Device Performance (by Conversions)

Ear Nose & Throat Center

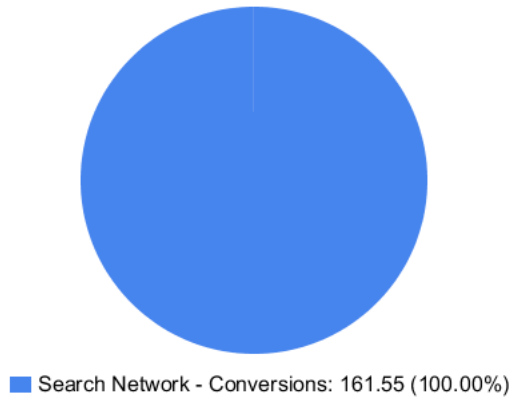
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	6,850	551	\$1,469.62	\$2.67	8.04%	112.05	20.34%	\$13.12
Computers	3,112	265	\$748.48	\$2.82	8.52%	48.5	18.30%	\$15.43
Tablets with full browsers	348	17	\$77.77	\$4.57	4.89%	1	5.88%	\$77.77

Budget Utilization by Network

Cost by Network Ear Nose & Throat Center



Conversions by Network Ear Nose & Throat Center




Network Performance Ear Nose & Throat Center

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	10,310	833	\$2,295.87	\$2.76	8.08%	161.55	19.39%	\$14.21

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Ear Nose & Throat Center

Conversion name	All conv.
Calls from Website	92
Call From Ads (MS)	54.55
Submit lead form	14
Click to Call	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Ear Nose & Throat Center

Region	Clicks	Conversions	Cost / conv.
Connecticut	827	161.55	\$13.88

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage