

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

Ember 28 -

908-626-4433

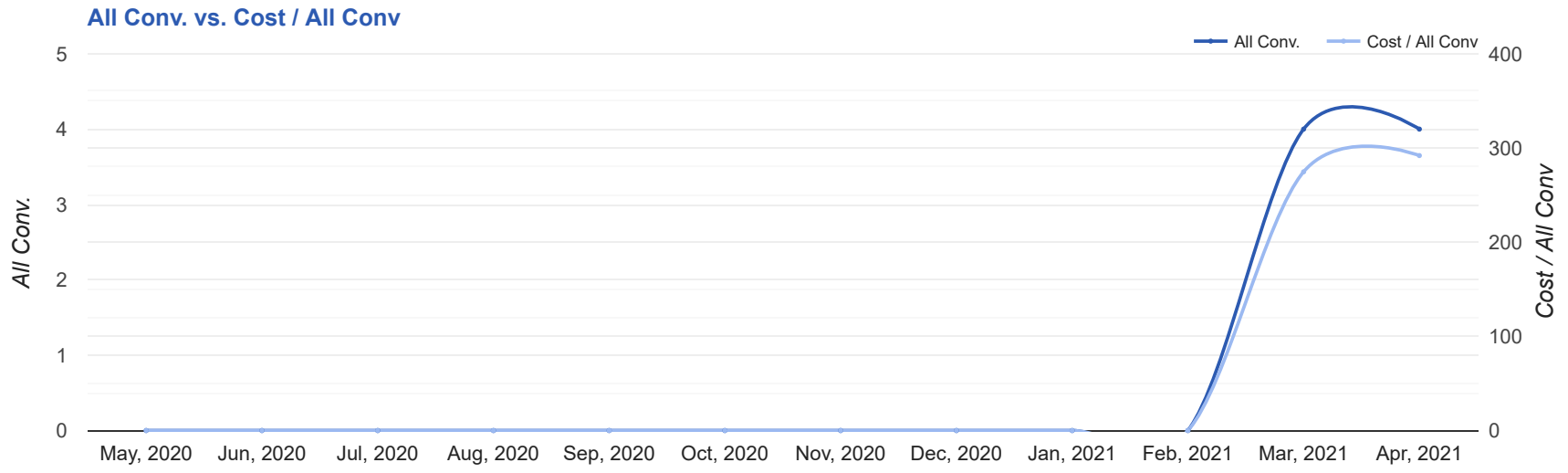
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,168	4	7.55%	\$291.91
↑ 6%	↔ 0%	↑ 30%	↑ 6%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	2,532	69	\$1,098.66	\$15.92	2.73%	-	5.8%	\$274.67	4
1 Apr 2021 — 30 Apr 2021	1,687	53	\$1,167.65	\$22.03	3.14%	-	7.55%	\$291.91	4
Change	845 ↓ 33%	16 ↓ 23%	\$68.99 ↑ 6%	\$6.11 ↑ 38%	0.41% ↑ 15%	0 ↔ -	1.75% ↑ 30%	\$17.24 ↑ 6%	0 ↔ 0%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mar '21	2,532	69	\$1,098.66	\$15.92	2.73%	-	4	5.8%	\$274.67
Apr '21	1,687	53	\$1,167.65	\$22.03	3.14%	-	4	7.55%	\$291.91
Total	4,219	122	\$2,266.31	\$18.58	2.89%	-	8	6.56%	\$283.29

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta emsella	1,687	53	\$1,167.65	\$22.03	3.14%	-	4	7.55%	\$291.91

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
emsella chair near me	1	1	\$19.77	\$19.77	100.00%	-	2	200.00%	\$9.88
the best orgasm ever	1	1	\$8.28	\$8.28	100.00%	-	1	100.00%	\$8.28
urinary incontinent	1	1	\$34.66	\$34.66	100.00%	-	0	0.00%	-
incontinence treatment	1	1	\$63.29	\$63.29	100.00%	-	0	0.00%	-
weak bladder	1	1	\$78.92	\$78.92	100.00%	-	0	0.00%	-
kegal excersize	1	1	\$4.87	\$4.87	100.00%	-	0	0.00%	-
bladder control	1	1	\$15.62	\$15.62	100.00%	-	0	0.00%	-
uui bladder	1	1	\$24.72	\$24.72	100.00%	-	0	0.00%	-
orgasm sexxx	1	1	\$2.17	\$2.17	100.00%	-	0	0.00%	-
how can i control my bladder	1	1	\$34.20	\$34.20	100.00%	-	0	0.00%	-

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
{Keyword:Ember 28 Emsella} - Improve Urinary Retention - Non-Invasive + 30 Minutes www.ember28.com/ Emsella's HIFEM Technology Strengthens the Pelvic Floor for Better Urinary Retention	2	1	\$19.77	\$19.77	50.00%	-	2	200.00%	\$9.88
EmSella: Vaginal Rejuvenation - Improve Your Sexual Health - Kegels With a Kick www.ember28.com/ Emsella: Revolutionary Treatment Tightens Pelvic Muscles to Improve Sexual Sensation	170	4	\$39.33	\$9.83	2.35%	-	1	25.00%	\$39.33
{Keyword:Ember 28 Emsella} - Urinary Incontinence Treatment - Non-Invasive + Non-Surgical www.ember28.com/ -- -- Leading Emsella Provider in Leesburg, VA. Non-Invasive & No Downtime. Free Consultation	255	7	\$211.08	\$30.15	2.75%	-	1	14.29%	\$211.08
{Keyword:Ember 28 Emsella} - Improve Your Sexual Health - Kegels With a Kick www.ember28.com/ Emsella's HIFEM Technology Stimulates the Equivalent of 11,000 Kegels. 30-Minute Treatment	6	1	\$0.27	\$0.27	16.67%	-	0	0.00%	-
BTL Emsella Chair - Improve Your Sexual Health - Kegels With a Kick www.ember28.com/ Emsella's HIFEM Technology Stimulates the Equivalent of 11,000 Kegels. 30-Minute Treatment	7	1	\$6.90	\$6.90	14.29%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

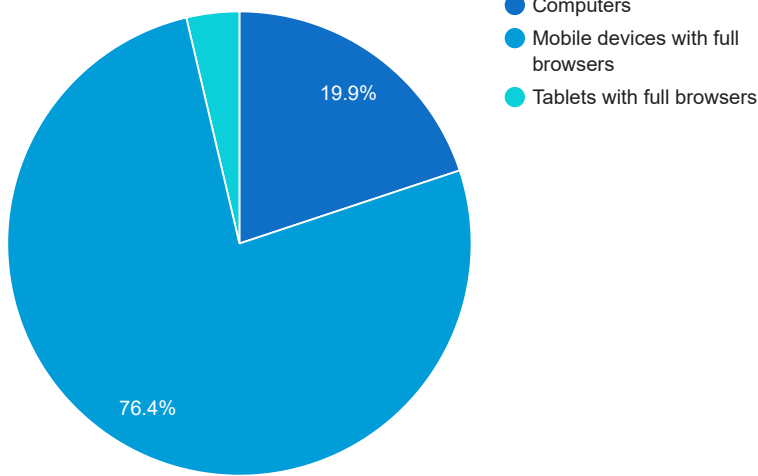
Search Impr Share

84.3%

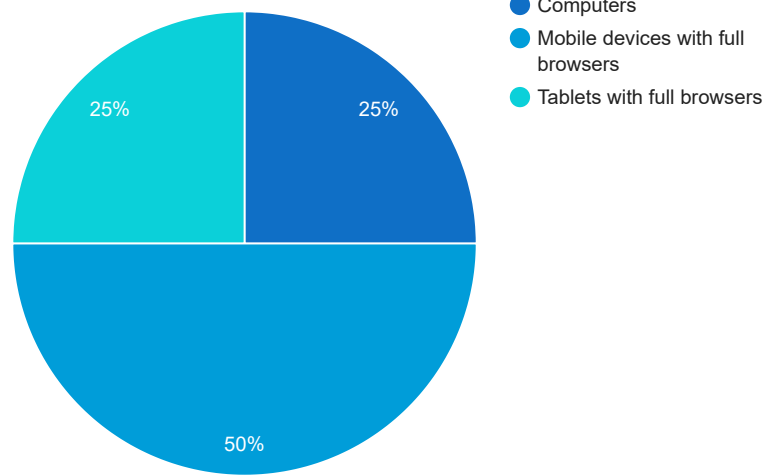
↓ 1%

Cost and Conversions by Device

Cost



All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	1,070	37	\$892.36	\$24.12	3.46%	-	2	5.41%	\$446.18
Computers	566	14	\$232.35	\$16.60	2.47%	-	1	7.14%	\$232.35
Tablets with full browsers	51	2	\$42.94	\$21.47	3.92%	-	1	50%	\$42.94

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	1,687	53	\$1,167.65	\$22.03	3.14%	-	4	7.55%	\$291.91

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Click to Call	1
Submit lead form	1
Local actions - Other engagements	1
Local actions - Website visits	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 page 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