

**Monthly Account  
Performance Report  
1 Oct 2020 — 31 Oct 2020**

Nova Urology

328-242-0193

# Key Performance Indicators (KPIs)

Cost

\$6,707

↑ 2%

Conv

223.3

↓ 11%

Conv Rate

4.54%

↓ 20%

Cost / Conv

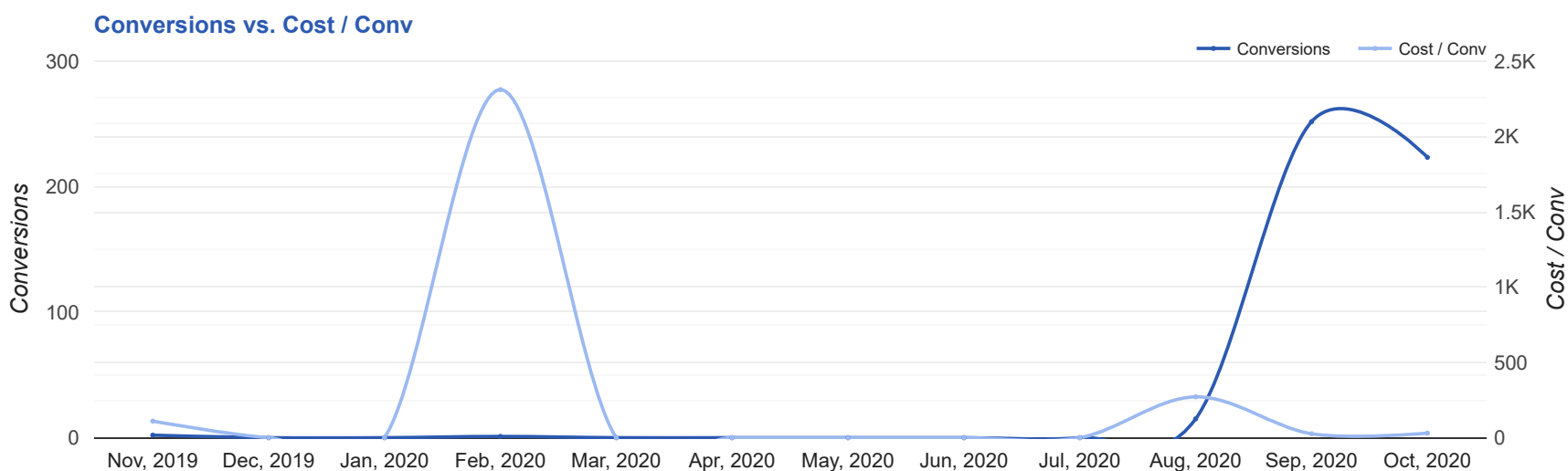
\$30.04

↑ 16%

## Performance Comparison - Month-over-Month

|                             | IMPR          | CLICKS       | COST             | AVG CPC        | CTR           | AVG POS | CONV           | CONV RATE      | COST / CONV     | SEARCH<br>IMPR SHARE |
|-----------------------------|---------------|--------------|------------------|----------------|---------------|---------|----------------|----------------|-----------------|----------------------|
| 1 Sep 2020 —<br>30 Sep 2020 | 53,589        | 4,463        | \$6,544.59       | \$1.47         | 8.33%         | -       | 251.7          | 5.64%          | \$26.00         | 27.54%               |
| 1 Oct 2020 —<br>31 Oct 2020 | 56,804        | 4,918        | \$6,707.19       | \$1.36         | 8.66%         | -       | 223.3          | 4.54%          | \$30.04         | 25.37%               |
| <b>Change</b>               | 3,215<br>↑ 6% | 455<br>↑ 10% | \$162.60<br>↑ 2% | \$0.11<br>↓ 7% | 0.33%<br>↑ 4% | --      | 28.43<br>↓ 11% | 1.10%<br>↓ 20% | \$4.04<br>↑ 16% | 2.17%<br>↓ 8%        |

# Performance by Month - 1 Nov 2019 — 31 Oct 2020



| MONTH        | IMPR           | CLICKS        | COST               | AVG CPC       | CTR          | AVG POS  | CONV       | CONV RATE    | COST / CONV    | SEARCH        |  |
|--------------|----------------|---------------|--------------------|---------------|--------------|----------|------------|--------------|----------------|---------------|--|
|              |                |               |                    |               |              |          |            |              |                | IMPR SHARE    |  |
| Nov '19      | 2,998          | 150           | \$220.23           | \$1.47        | 5%           | -        | 2          | 1.33%        | \$110.12       | 18.81%        |  |
| Dec '19      | 0              | 0             | \$0.00             | \$0.00        | 0%           | -        | 0          | 0%           | \$0.00         | 0%            |  |
| Jan '20      | 23,095         | 1,448         | \$1,043.42         | \$0.72        | 6.27%        | -        | 0          | 0%           | \$0.00         | 5%            |  |
| Feb '20      | 57,325         | 3,778         | \$2,310.08         | \$0.61        | 6.59%        | -        | 1          | 0.03%        | \$2,310.08     | 17.09%        |  |
| Mar '20      | 26,283         | 1,399         | \$903.75           | \$0.65        | 5.32%        | -        | 0          | 0%           | \$0.00         | 5%            |  |
| Apr '20      | 0              | 0             | \$0.00             | \$0.00        | 0%           | -        | 0          | 0%           | \$0.00         | 0%            |  |
| May '20      | 0              | 0             | \$0.00             | \$0.00        | 0%           | -        | 0          | 0%           | \$0.00         | 0%            |  |
| Jun '20      | 0              | 0             | \$0.00             | \$0.00        | 0%           | -        | 0          | 0%           | \$0.00         | 0%            |  |
| Jul '20      | 0              | 0             | \$0.00             | \$0.00        | 0%           | -        | 0          | 0%           | \$0.00         | 0%            |  |
| Aug '20      | 8,244          | 488           | \$4,073.39         | \$8.35        | 5.92%        | -        | 15         | 3.08%        | \$271.02       | 29.92%        |  |
| Sep '20      | 53,589         | 4,463         | \$6,544.59         | \$1.47        | 8.33%        | -        | 251.7      | 5.64%        | \$26.00        | 27.54%        |  |
| Oct '20      | 56,804         | 4,918         | \$6,707.19         | \$1.36        | 8.66%        | -        | 223.3      | 4.54%        | \$30.04        | 25.37%        |  |
| <b>Total</b> | <b>228,338</b> | <b>16,644</b> | <b>\$21,802.65</b> | <b>\$1.31</b> | <b>7.29%</b> | <b>-</b> | <b>493</b> | <b>2.96%</b> | <b>\$44.22</b> | <b>12.79%</b> |  |

## Campaign Summary - 1 Oct 2020 — 31 Oct 2020

| CAMPAIGN                              | IMPR   | CLICKS | COST       | AVG CPC | CTR   | AVG POS | CONV  | CONV RATE | COST /<br>CONV | SEARCH<br>IMPR SHARE |
|---------------------------------------|--------|--------|------------|---------|-------|---------|-------|-----------|----------------|----------------------|
| search   beta   penuma                | 31,602 | 3,508  | \$2,490.65 | \$0.71  | 11.1% | -       | 174.7 | 4.98%     | \$14.26        | 23.52%               |
| search   beta   bioidentical hormones | 11,902 | 670    | \$1,500.70 | \$2.24  | 5.63% | -       | 22    | 3.28%     | \$68.21        | 20.72%               |
| search   beta   shockwave             | 7,583  | 425    | \$1,225.79 | \$2.88  | 5.6%  | -       | 17.6  | 4.14%     | \$69.61        | 34.69%               |
| search   beta   vaginal rejuvenation  | 2,434  | 177    | \$749.79   | \$4.24  | 7.27% | -       | 8     | 4.52%     | \$93.72        | 61.5%                |
| search   beta   emsella               | 3,283  | 138    | \$740.26   | \$5.36  | 4.2%  | -       | 1     | 0.72%     | \$740.26       | 50.19%               |

# Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

## Top Text Ads

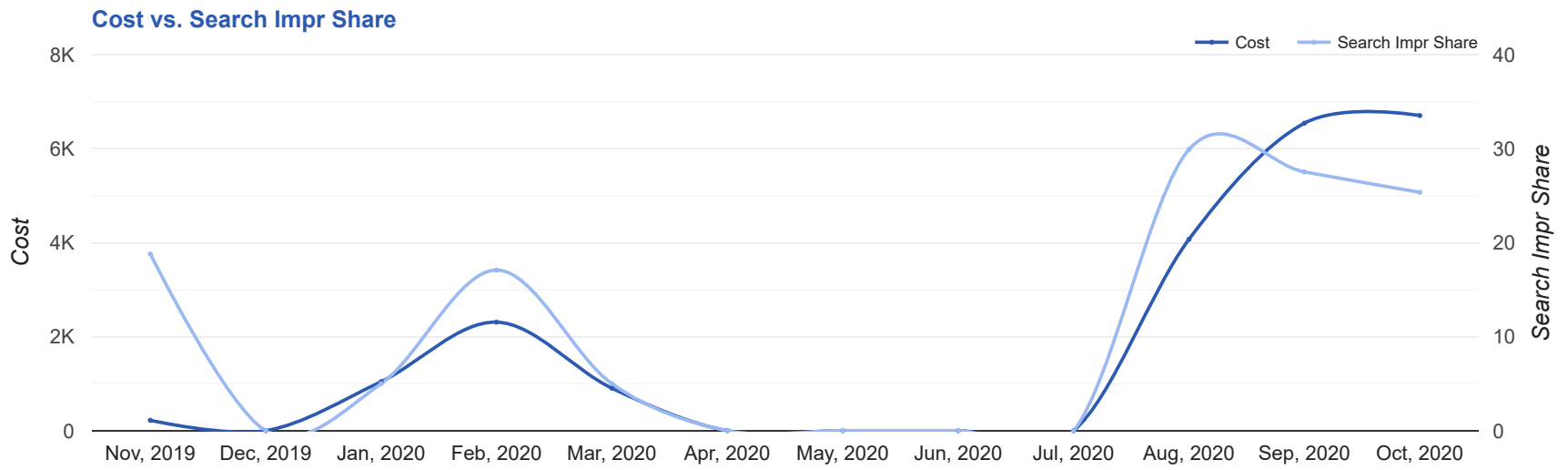
| AD  | IMPR   | CLICKS | COST       | AVG CPC | CTR    | AVG POS | CONV | CONV RATE | COST / CONV |
|---|--------|--------|------------|---------|--------|---------|------|-----------|-------------|
| {Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement<br><a href="https://betterbodymd.com/">betterbodymd.com/ --/ --</a><br>Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement. | 12,329 | 1,406  | \$1,075.63 | \$0.77  | 11.40% | -       | 75   | 5.33%     | \$14.34     |
| {Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement<br><a href="https://betterbodymd.com/">betterbodymd.com/ --/ --</a><br>Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement. | 7,757  | 812    | \$652.95   | \$0.80  | 10.47% | -       | 47.5 | 5.85%     | \$13.74     |
| {Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement<br><a href="https://betterbodymd.com/">betterbodymd.com/ --/ --</a><br>Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement. | 3,723  | 516    | \$325.58   | \$0.63  | 13.86% | -       | 19.8 | 3.84%     | \$16.42     |
| {Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement<br><a href="https://betterbodymd.com/">betterbodymd.com/ --/ --</a><br>Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement. | 4,417  | 405    | \$201.32   | \$0.50  | 9.17%  | -       | 16.4 | 4.04%     | \$12.31     |
| {Keyword:BetterBody MD} - ED Treatment for Men - Men's Sexual Wellness<br><a href="https://betterbodymd.com/">betterbodymd.com/ --/ --</a><br>A New, Non-Invasive Treatment for Erectile Dysfunction. 20 Minute In-Office Procedure.    | 4,863  | 297    | \$914.14   | \$3.08  | 6.11%  | -       | 8.6  | 2.90%     | \$106.05    |

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Oct 2020 — 31 Oct 2020

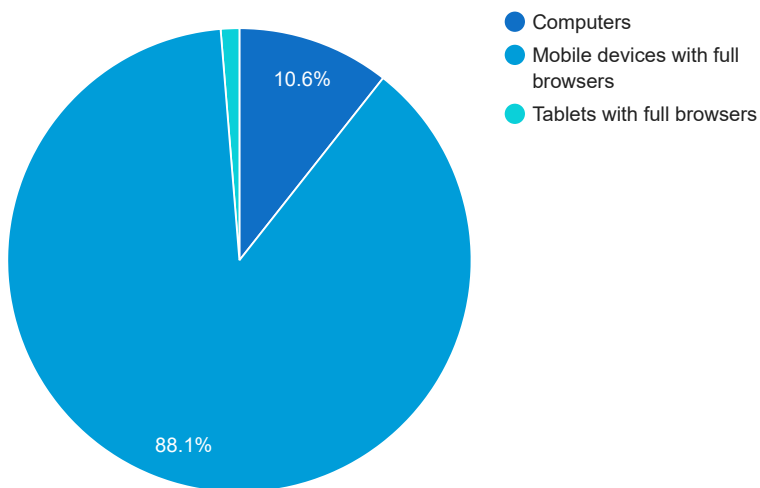
## Budget Coverage



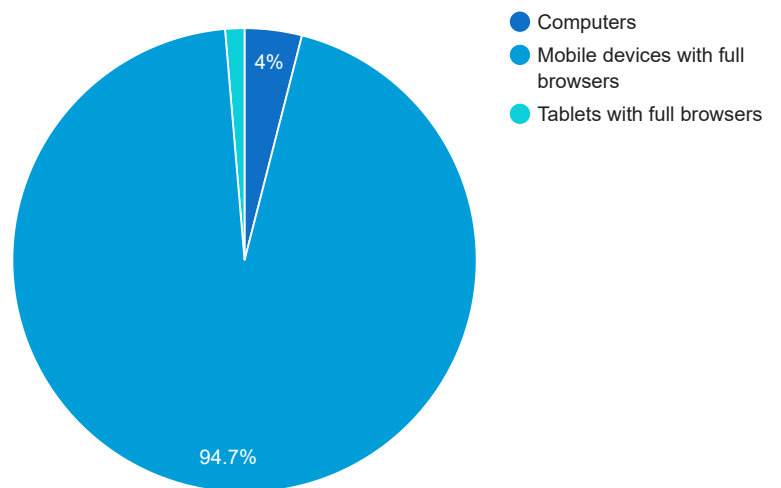
| DATE      | COST     | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Nov, 2019 | 220.23   | 18.81             |
| Dec, 2019 | 0        | 0                 |
| Jan, 2020 | 1,043.42 | 5                 |
| Feb, 2020 | 2,310.08 | 17.09             |
| Mar, 2020 | 903.75   | 5                 |
| Apr, 2020 | 0        | 0                 |
| May, 2020 | 0        | 0                 |
| Jun, 2020 | 0        | 0                 |
| Jul, 2020 | 0        | 0                 |
| Aug, 2020 | 4,073.39 | 29.92             |
| Sep, 2020 | 6,544.59 | 27.54             |
| Oct, 2020 | 6,707.19 | 25.37             |

## 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 | 47,492 | 4,469  | \$5,907.49 | \$1.32  | 9.41% | -       | 211.4 | 4.73%     | \$27.95     |
| Computers                         | 7,997  | 383    | \$712.81   | \$1.86  | 4.79% | -       | 8.9   | 2.32%     | \$80.18     |
| Tablets with full browsers        | 1,315  | 66     | \$86.89    | \$1.32  | 5.02% | -       | 3     | 4.55%     | \$28.96     |

### 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 | 56,804 | 4,918  | \$6,707.19 | \$1.36  | 8.66% | -       | 223.3 | 4.54%     | \$30.04     |

## Conversion Types - 1 Oct 2020 — 31 Oct 2020

| CONVERSION TYPE  | CONV  |
|------------------|-------|
| Submit lead form | 213.3 |
| Calls from ads   | 9     |
| 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