

**Monthly Account
Performance Report
1 Nov 2020 — 30 Nov 2020**

Nova Urology

328-242-0193

Key Performance Indicators (KPIs)

Cost

\$6,745

↑ 1%

Conv

215.3

↓ 5%

Conv Rate

4.77%

↑ 4%

Cost / Conv

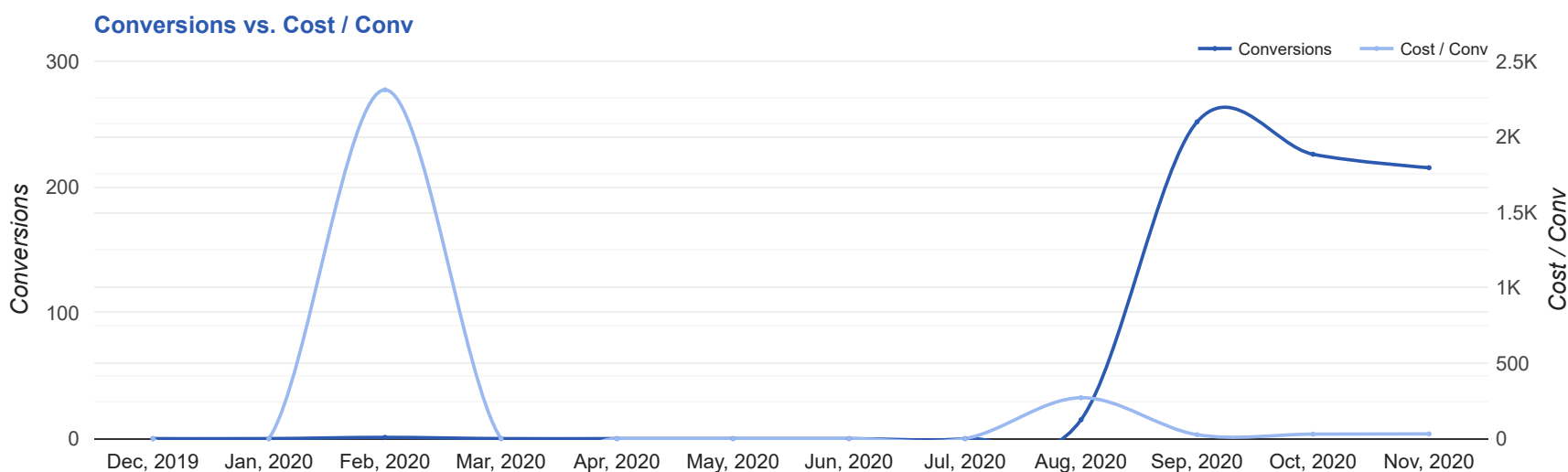
\$31.33

↑ 6%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	56,804	4,918	\$6,707.19	\$1.36	8.66%	-	226	4.59%	\$29.68	25.39%
1 Nov 2020 — 30 Nov 2020	51,113	4,513	\$6,745.06	\$1.49	8.83%	-	215.3	4.77%	\$31.33	24.37%
Change	5,691 ↓ 10%	405 ↓ 8%	\$37.87 ↑ 1%	\$0.13 ↑ 10%	0.17% ↑ 2%	--	10.69 ↓ 5%	0.18% ↑ 4%	\$1.65 ↑ 6%	1.02% ↓ 4%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	226	4.59%	\$29.68	25.39%
Nov '20	51,113	4,513	\$6,745.06	\$1.49	8.83%	-	215.3	4.77%	\$31.33	24.37%
Total	276,453	21,007	\$28,327.48	\$1.35	7.6%	-	709	3.38%	\$39.95	13.97%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta penuma	29,729	3,377	\$2,500.00	\$0.74	11.36%	-	174.3	5.16%	\$14.34	22%
search beta bioidentical hormones	9,654	555	\$1,499.69	\$2.70	5.75%	-	21	3.78%	\$71.41	21.54%
search beta shockwave	6,932	343	\$1,251.42	\$3.65	4.95%	-	14	4.08%	\$89.39	32.33%
search beta vaginal rejuvenation	1,916	125	\$744.20	\$5.95	6.52%	-	5	4%	\$148.84	62.61%
search beta emsella	2,882	113	\$749.75	\$6.63	3.92%	-	1	0.88%	\$749.75	52.82%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

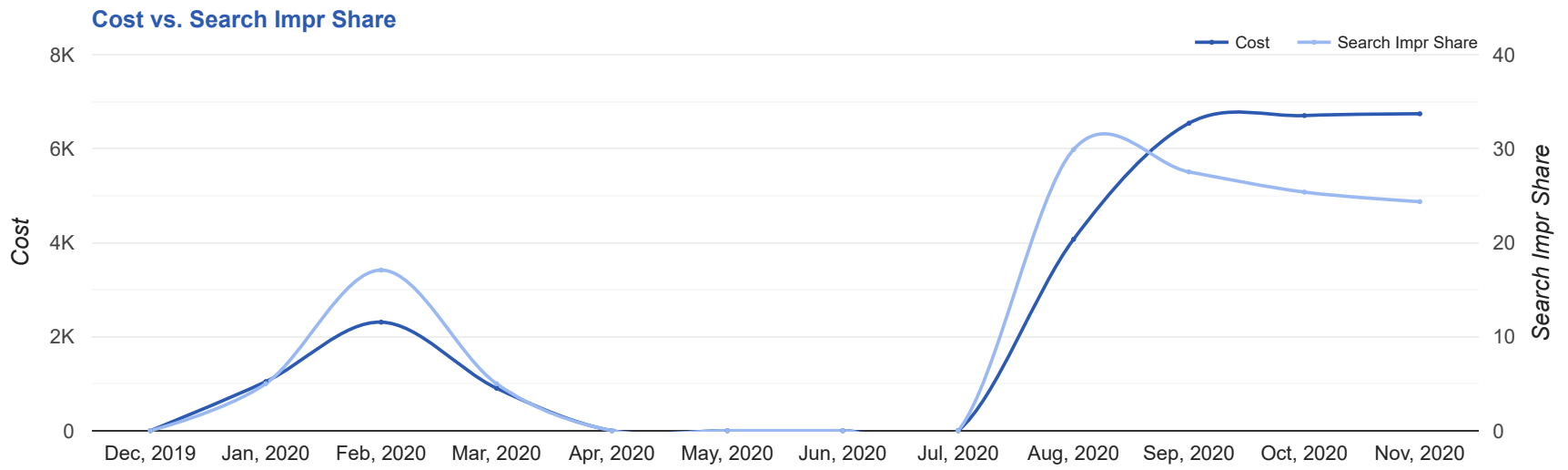
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement betterbodymd.com/ -- Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	11,131	1,289	\$1,007.06	\$0.78	11.58%	-	69	5.35%	\$14.61
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement betterbodymd.com/ -- Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	7,690	795	\$667.38	\$0.84	10.34%	-	42.9	5.39%	\$15.57
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement betterbodymd.com/ -- Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	4,821	529	\$294.79	\$0.56	10.97%	-	20.2	3.81%	\$14.62
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement betterbodymd.com/ -- Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	2,495	358	\$237.73	\$0.66	14.35%	-	18.1	5.06%	\$13.13
{Keyword:BetterBody MD} - Restore Hormonal Balance - Feel Like Yourself Again betterbodymd.com/ - Top Bioidentical Hormone Therapy Provider in Leesburg, VA. Hormone Replacement Therapy	2,975	146	\$616.11	\$4.22	4.91%	-	9	6.16%	\$68.46

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

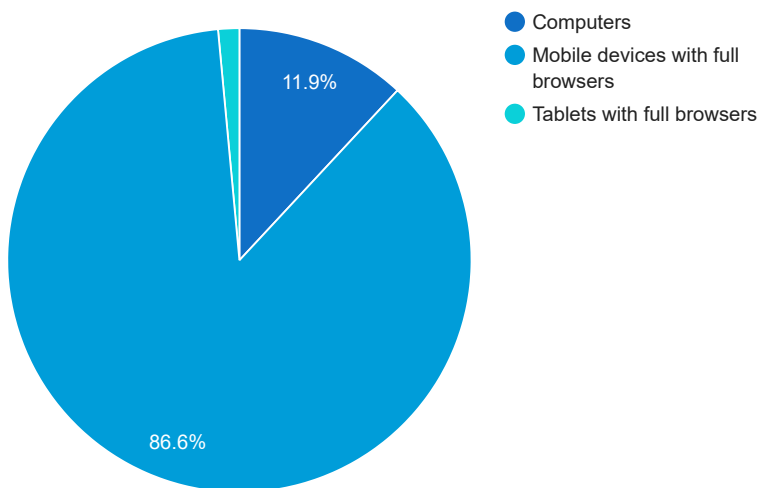
Budget Coverage



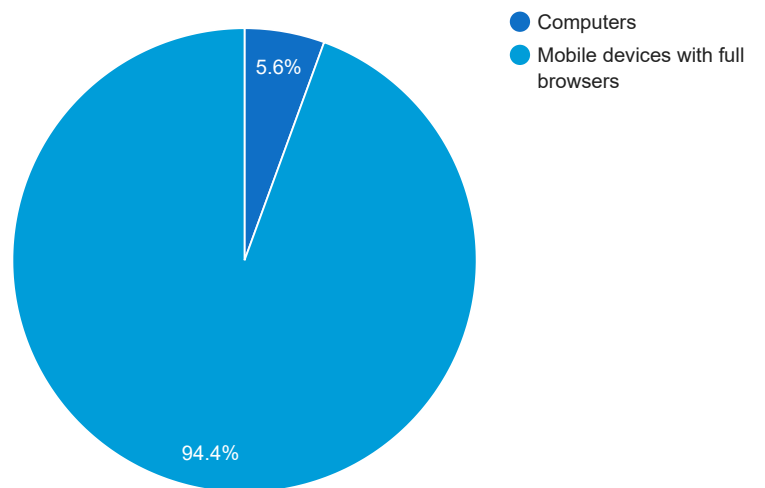
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	1,043.42	5
Feb, 2020	2,310.08	17.09
Mar, 2020	903.75	5
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	4,073.39	29.92
Sep, 2020	6,544.59	27.54
Oct, 2020	6,707.19	25.39
Nov, 2020	6,745.06	24.37

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	43,337	4,136	\$5,841.15	\$1.41	9.54%	-	203.3	4.91%	\$28.73
Computers	6,757	326	\$804.45	\$2.47	4.82%	-	12	3.68%	\$67.04
Tablets with full browsers	1,019	51	\$99.46	\$1.95	5%	-	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	51,113	4,513	\$6,745.06	\$1.49	8.83%	-	215.3	4.77%	\$31.33

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Submit lead form	198.3
Calls from ads	14
Click to Call	3

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