

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

Nova Urology

328-242-0193

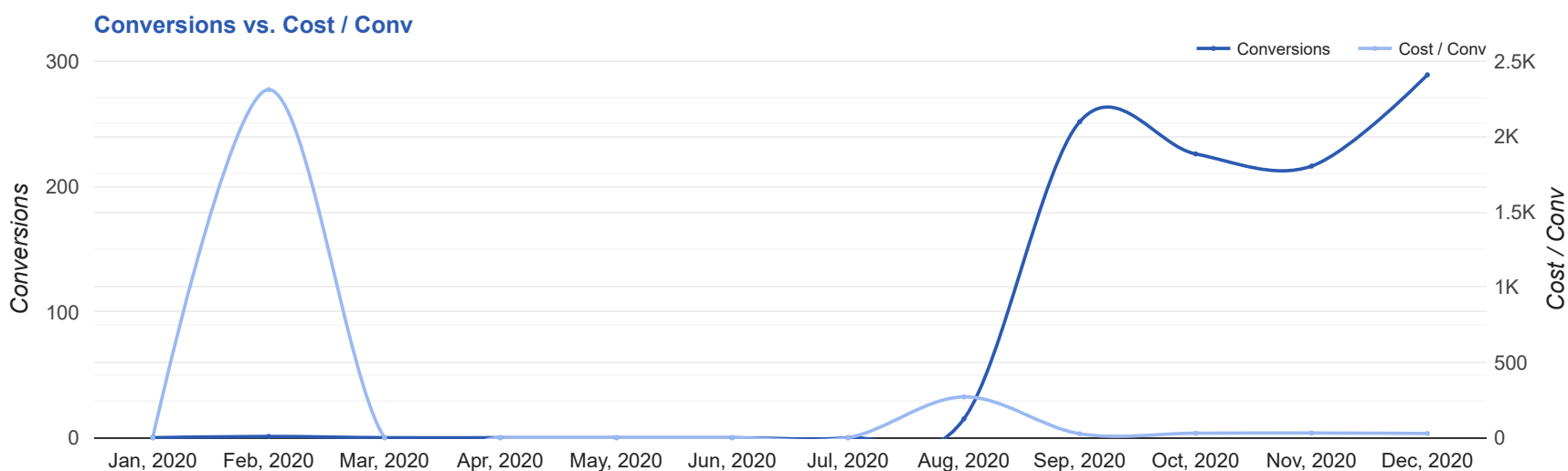
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$8,039	289	4.96%	\$27.82
↑ 19%	↑ 34%	↑ 4%	↓ 11%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	51,113	4,513	\$6,745.06	\$1.49	8.83%	-	216.3	4.79%	\$31.19	24.28%
1 Dec 2020 — 31 Dec 2020	61,053	5,822	\$8,039.40	\$1.38	9.54%	-	289	4.96%	\$27.82	28.18%
Change	9,940 ↑ 19%	1,309 ↑ 29%	\$1,294.34 ↑ 19%	\$0.11 ↓ 7%	0.71% ↑ 8%	--	72.76 ↑ 34%	0.17% ↑ 4%	\$3.37 ↓ 11%	3.90% ↑ 16%

Performance by Month - 1 Jan 2020 — 31 Dec 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%	-	216.3	4.79%	\$31.19	24.28%
Dec '20	61,053	5,822	\$8,039.40	\$1.38	9.54%	-	289	4.96%	\$27.82	28.18%
Total	337,506	26,829	\$36,366.88	\$1.36	7.95%	-	999	3.72%	\$36.40	15.37%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta penuma	40,642	4,766	\$4,507.23	\$0.95	11.73%	-	244	5.12%	\$18.47	29.95%
search beta liposuction	11,290	585	\$1,792.22	\$3.06	5.18%	-	30	5.13%	\$59.74	23.48%
search beta bioidentical hormones	8,513	427	\$1,353.80	\$3.17	5.02%	-	12	2.81%	\$112.82	26.08%
search beta vaginal rejuvenation	607	44	\$386.15	\$8.78	7.25%	-	3	6.82%	\$128.72	68.88%
search beta shockwave	1	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	33.33%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

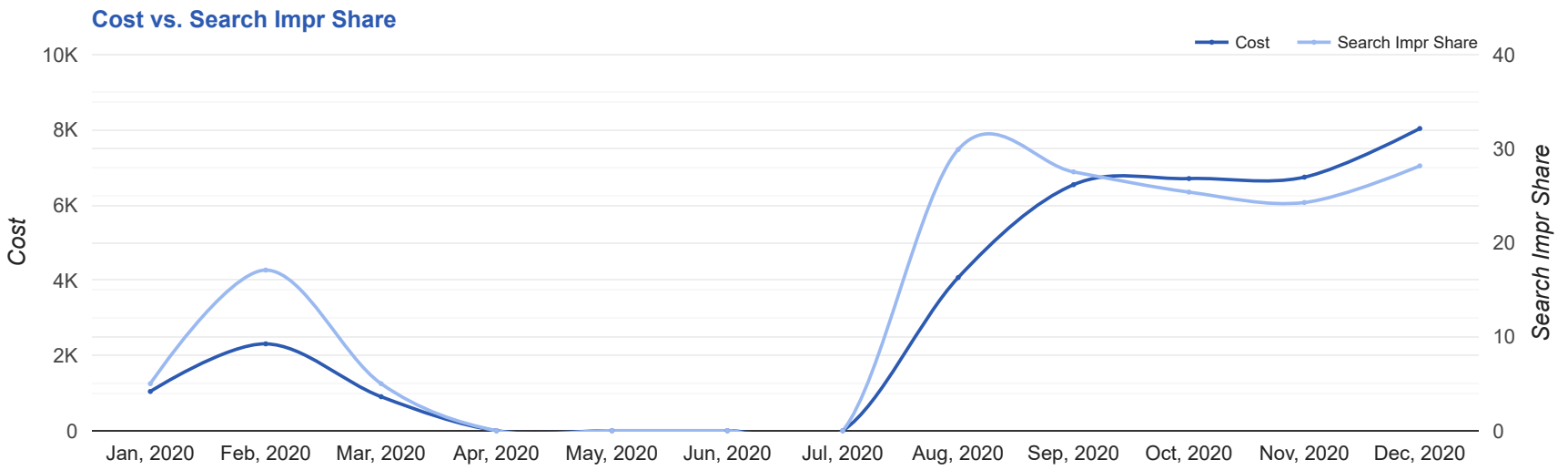
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement betterbodymd.com/ --/ -- Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	13,799	1,647	\$1,702.20	\$1.03	11.94%	-	85.5	5.19%	\$19.90
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement betterbodymd.com/ --/ -- Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	9,950	1,097	\$1,142.69	\$1.04	11.03%	-	53	4.83%	\$21.55
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement betterbodymd.com/ --/ -- Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	3,844	562	\$490.44	\$0.87	14.62%	-	42.9	7.63%	\$11.44
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement betterbodymd.com/ --/ -- Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	5,422	610	\$413.93	\$0.68	11.25%	-	24.1	3.95%	\$17.18
BetterBody MD - Surgical Fat Reduction - Natural-Looking Fat Reduction betterbodymd.com/ --/ -- Leading Liposuction Surgeon in Leesburg, VA. Schedule a Free Consultation Today.	7,211	401	\$1,283.18	\$3.20	5.56%	-	18.7	4.66%	\$68.73

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

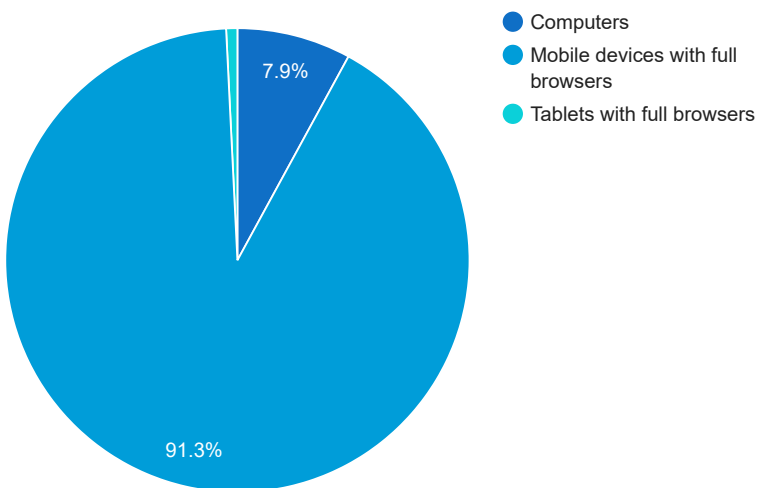
Budget Coverage



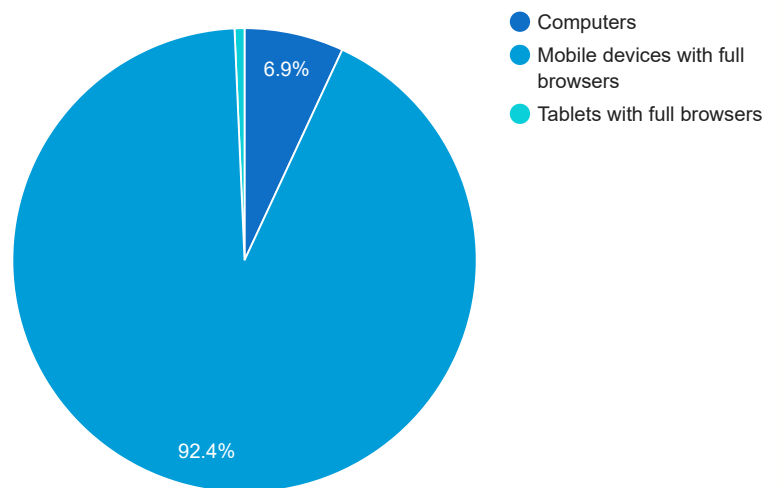
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	1,043.42	5
Feb, 2020	2,310.08	17.09
Mar, 2020	903.75	5
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	4,073.39	29.92
Sep, 2020	6,544.59	27.54
Oct, 2020	6,707.19	25.39
Nov, 2020	6,745.06	24.28
Dec, 2020	8,039.40	28.18

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	53,680	5,418	\$7,338.18	\$1.35	10.09%	-	267	4.93%	\$27.48
Computers	6,302	337	\$638.61	\$1.89	5.35%	-	20	5.93%	\$31.93
Tablets with full browsers	1,071	67	\$62.61	\$0.93	6.26%	-	2	2.99%	\$31.31

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	61,053	5,822	\$8,039.40	\$1.38	9.54%	-	289	4.96%	\$27.82

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Submit lead form	270
Calls from ads	11
Call From Ads (SQDM)	4
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