

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Nova Urology

328-242-0193

Key Performance Indicators (KPIs)

Cost

\$8,043

↔ 0%

Conv

234.4

↓ 20%

Conv Rate

3.49%

↓ 30%

Cost / Conv

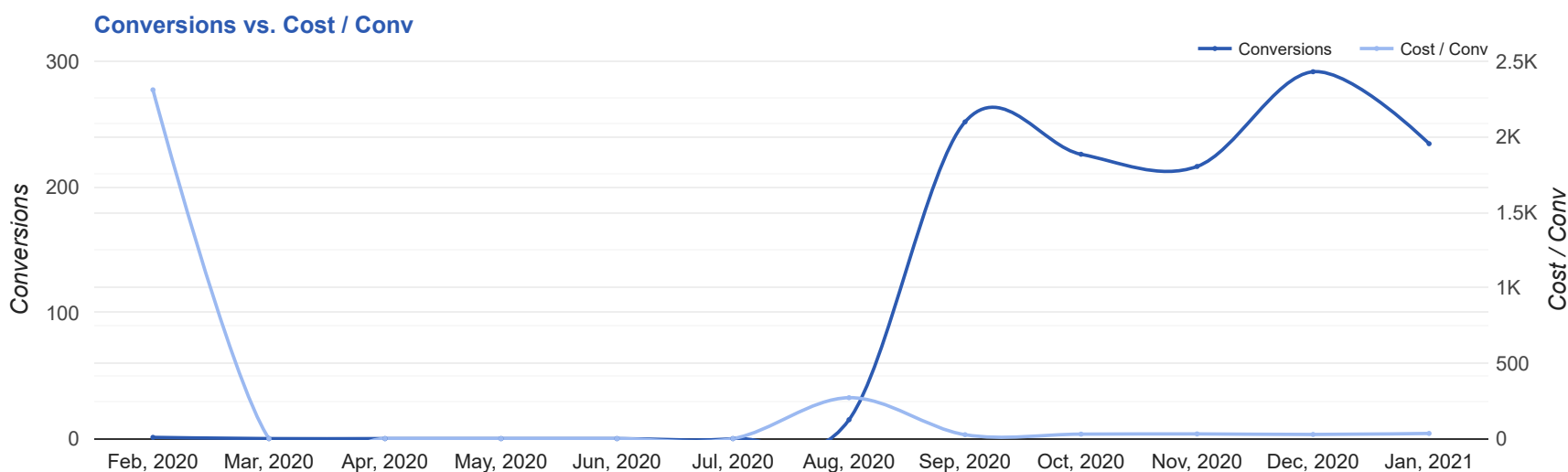
\$34.31

↑ 24%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	61,053	5,822	\$8,039.40	\$1.38	9.54%	-	291.6	5.01%	\$27.57	28.18%
1 Jan 2021 — 31 Jan 2021	73,763	6,710	\$8,042.53	\$1.20	9.1%	-	234.4	3.49%	\$34.31	21.08%
Change	12,710 ↑ 21%	888 ↑ 15%	\$3.13 ↑ 0%	\$0.18 ↓ 13%	0.44% ↓ 5%	--	57.14 ↓ 20%	1.52% ↓ 30%	\$6.74 ↑ 24%	7.10% ↓ 25%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	291.6	5.01%	\$27.57	28.18%	
Jan '21	73,763	6,710	\$8,042.53	\$1.20	9.1%	-	234.4	3.49%	\$34.31	21.08%	
Total	388,174	32,091	\$43,365.99	\$1.35	8.27%	-	1,236	3.85%	\$35.09	18.63%	

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta penuma	43,882	5,125	\$4,465.51	\$0.87	11.68%	-	163.8	3.2%	\$27.26	26.13%
search beta liposuction	21,513	1,109	\$2,228.62	\$2.01	5.16%	-	55.7	5.02%	\$40.05	14.22%
search beta bioidentical hormones	8,368	476	\$1,348.40	\$2.83	5.69%	-	15	3.15%	\$89.89	23.8%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

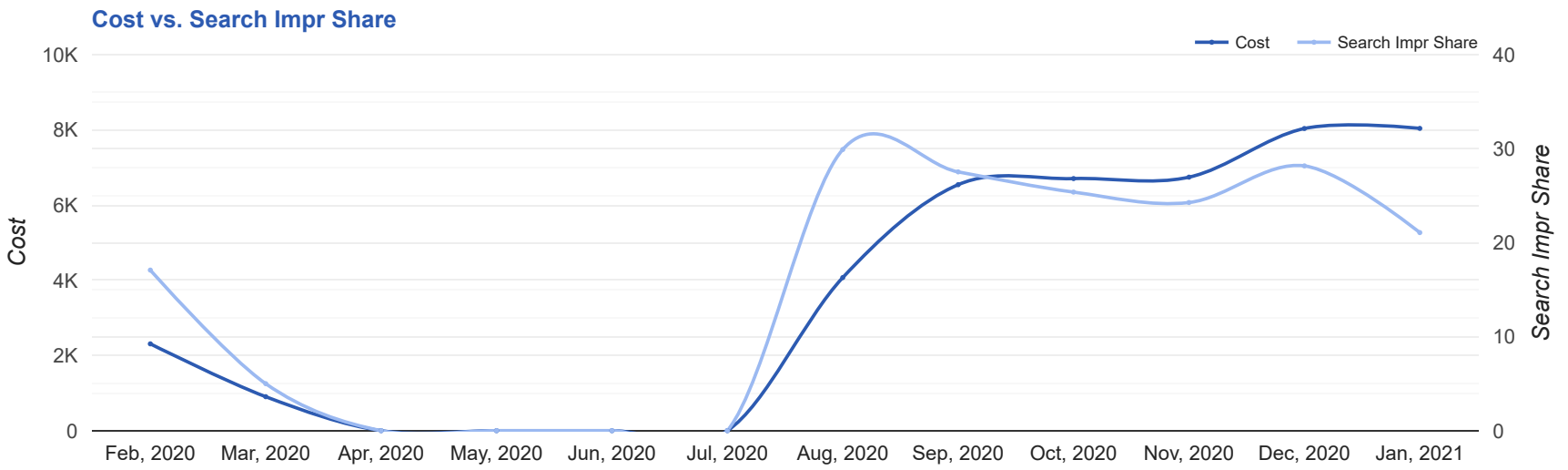
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement betterbodymd.com/ --/ -- Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	14,487	1,764	\$1,656.15	\$0.94	12.18%	-	62	3.52%	\$26.69
BetterBody MD - Surgical Fat Reduction - Natural-Looking Fat Reduction betterbodymd.com/ --/ -- Not Your Traditional Liposuction. High Definition Body Sculpting for Women & Men.	12,628	694	\$1,435.67	\$2.07	5.50%	-	38.1	5.49%	\$37.69
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement betterbodymd.com/ --/ -- Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	9,745	990	\$966.80	\$0.98	10.16%	-	37.2	3.76%	\$25.96
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement betterbodymd.com/ --/ -- Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	4,237	644	\$517.94	\$0.80	15.20%	-	22.5	3.49%	\$23.02
Penis Enlargement - FDA-Cleared Penile Implant - Male Enhancement betterbodymd.com// Penuma Penis Enlargement Implant. Natural Looking, Permanent Cosmetic Enhancement.	3,574	420	\$361.29	\$0.86	11.75%	-	12.7	3.03%	\$28.43

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

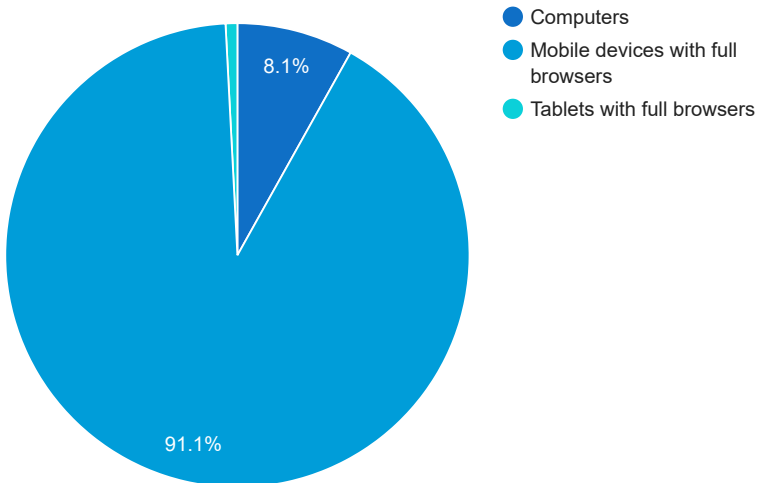
Budget Coverage



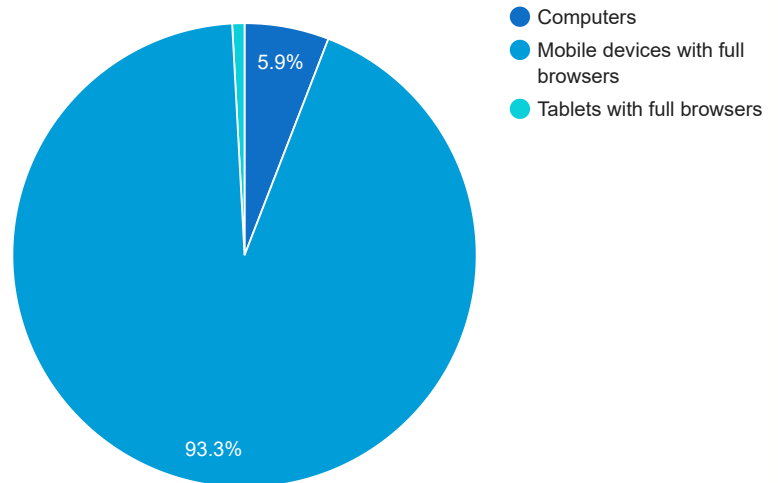
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	2,310.08	17.09
Mar, 2020	903.75	5
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	4,073.39	29.92
Sep, 2020	6,544.59	27.54
Oct, 2020	6,707.19	25.39
Nov, 2020	6,745.06	24.28
Dec, 2020	8,039.40	28.18
Jan, 2021	8,042.53	21.08

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	65,232	6,214	\$7,324.49	\$1.18	9.53%	-	218.7	3.52%	\$33.49
Computers	7,385	420	\$652.20	\$1.55	5.69%	-	13.8	3.27%	\$47.43
Tablets with full browsers	1,146	76	\$65.84	\$0.87	6.63%	-	2	2.63%	\$32.92

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	73,763	6,710	\$8,042.53	\$1.20	9.1%	-	234.4	3.49%	\$34.31

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE

CONV

Submit lead form

217.5

Call From Ads (SQDM)

17

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