

**Monthly Account  
Performance Report  
1 Feb 2021 — 28 Feb 2021**

Nova Urology

328-242-0193

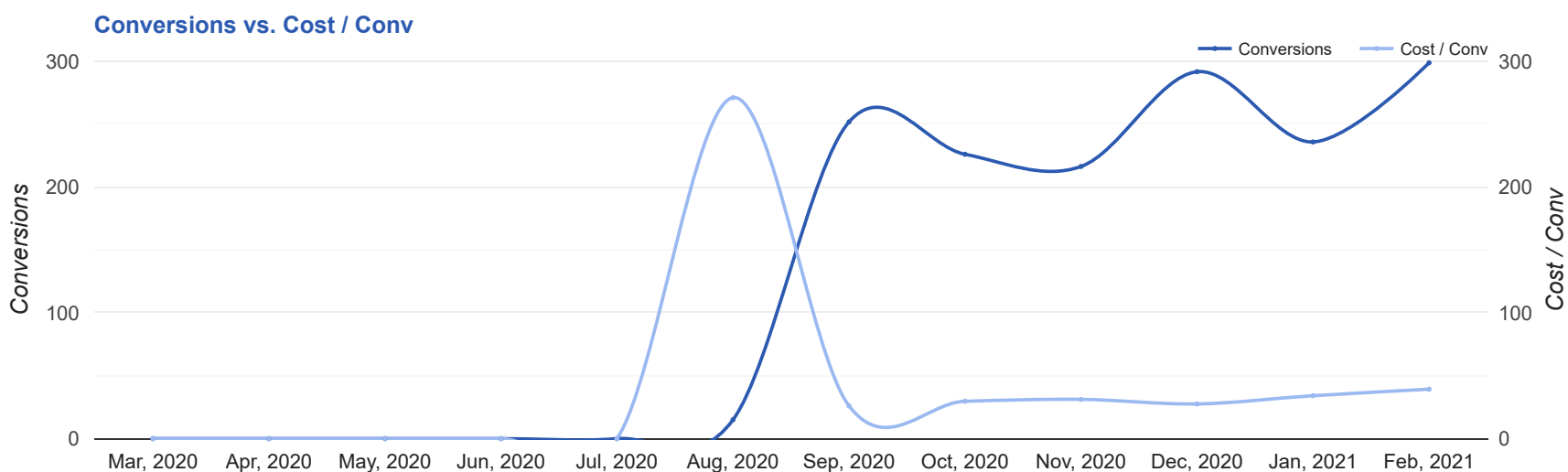
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$11,726	298.7	4.61%	\$39.26
↑ 46%	↑ 27%	↑ 31%	↑ 15%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	73,763	6,710	\$8,042.53	\$1.20	9.1%	-	235.8	3.51%	\$34.11	21.08%
1 Feb 2021 — 28 Feb 2021	85,471	6,482	\$11,726.34	\$1.81	7.58%	-	298.7	4.61%	\$39.26	23.36%
Change	11,708 ↑ 16%	228 ↓ 3%	\$3,683.81 ↑ 46%	\$0.61 ↑ 51%	1.52% ↓ 17%	--	62.90 ↑ 27%	1.10% ↑ 31%	\$5.15 ↑ 15%	2.28% ↑ 11%

# Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	235.8	3.51%	\$34.11		21.08%
Feb '21	85,471	6,482	\$11,726.34	\$1.81	7.58%	-	298.7	4.61%	\$39.26		23.36%
<b>Total</b>	<b>416,320</b>	<b>34,795</b>	<b>\$52,782.25</b>	<b>\$1.52</b>	<b>8.36%</b>	<b>-</b>	<b>1,535</b>	<b>4.41%</b>	<b>\$34.39</b>		<b>19.69%</b>

# Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   liposuction	40,344	1,971	\$5,000.00	\$2.54	4.89%	-	141.5	7.18%	\$35.33	21.31%
search   beta   penuma	30,547	3,312	\$2,998.14	\$0.91	10.84%	-	112.3	3.39%	\$26.70	22.95%
search   beta   brazilian butt lift	8,776	896	\$2,882.34	\$3.22	10.21%	-	34.9	3.89%	\$82.61	54.03%
search   beta   bioidentical hormones	5,804	303	\$845.86	\$2.79	5.22%	-	10	3.3%	\$84.59	20.8%

# Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

## Top Text Ads

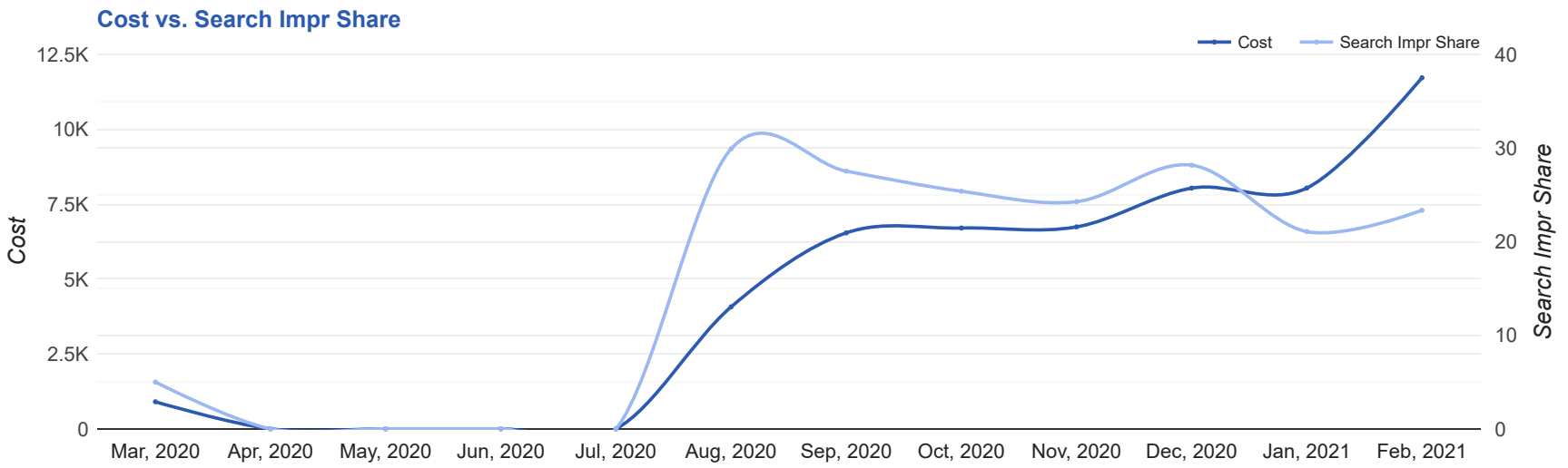
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">BetterBody MD - Surgical Fat Reduction - Natural-Looking Fat Reduction</a> <a href="#">betterbodymd.com/ --/ --</a> Not Your Traditional Liposuction. High Definition Body Sculpting for Women & Men.	26,726	1,325	\$3,393.87	\$2.56	4.96%	-	101.8	7.68%	\$33.34
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement <a href="#">betterbodymd.com/ --/ --</a> Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	8,208	1,010	\$990.72	\$0.98	12.31%	-	30.2	2.99%	\$32.85
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement <a href="#">betterbodymd.com/ --/ --</a> Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	7,329	768	\$837.62	\$1.09	10.48%	-	29.8	3.89%	\$28.07
{Keyword:Dr. Kambiz Tajkarimi} - Safe + HD Brazilian Butt Lift - Safe BBL   Brazilian Butt Lift <a href="#">betterbodymd.com/ --/ --</a> Flatten Your Stomach, Slim Your Waist, and Transfer Fat for a Plump, Shapely Butt	6,139	656	\$1,817.03	\$2.77	10.69%	-	20.3	3.10%	\$89.46
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement <a href="#">betterbodymd.com/ --/ --</a> Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	2,651	342	\$282.07	\$0.82	12.90%	-	14.6	4.26%	\$19.35

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2021 — 28 Feb 2021

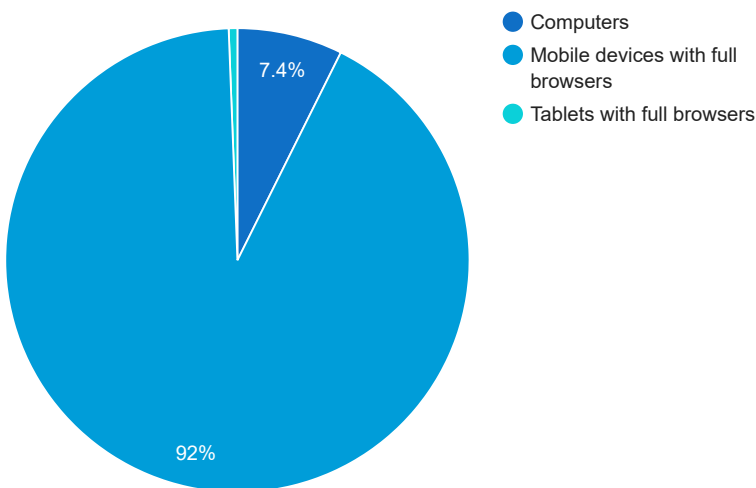
## Budget Coverage



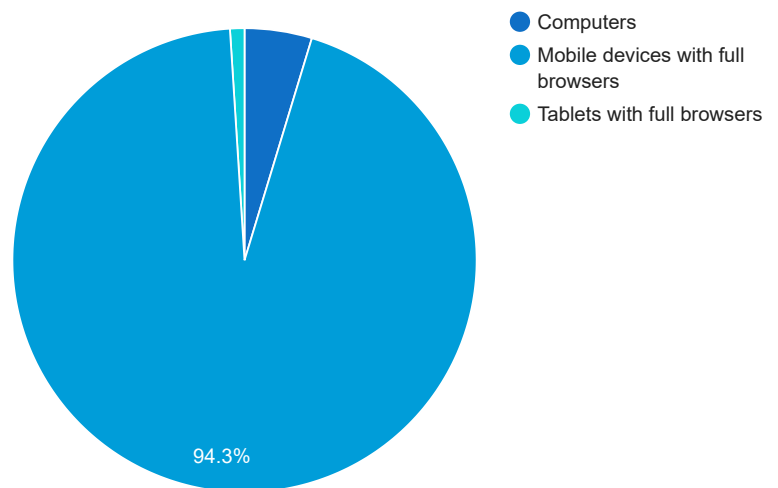
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	903.75	5
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	4,073.39	29.92
Sep, 2020	6,544.59	27.54
Oct, 2020	6,707.19	25.39
Nov, 2020	6,745.06	24.28
Dec, 2020	8,039.40	28.18
Jan, 2021	8,042.53	21.08
Feb, 2021	11,726.34	23.36

## 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	75,640	6,034	\$10,793.44	\$1.79	7.98%	-	281.7	4.67%	\$38.32
Computers	8,716	384	\$862.17	\$2.25	4.41%	-	14	3.65%	\$61.58
Tablets with full browsers	1,115	64	\$70.73	\$1.11	5.74%	-	3	4.69%	\$23.58

### 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	85,471	6,482	\$11,726.34	\$1.81	7.58%	-	298.7	4.61%	\$39.26

# Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Submit lead form	282.7
Call From Ads (MS)	15
Click to Call	1
Local actions - Website visits	0

## 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