

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

Nova Urology

328-242-0193

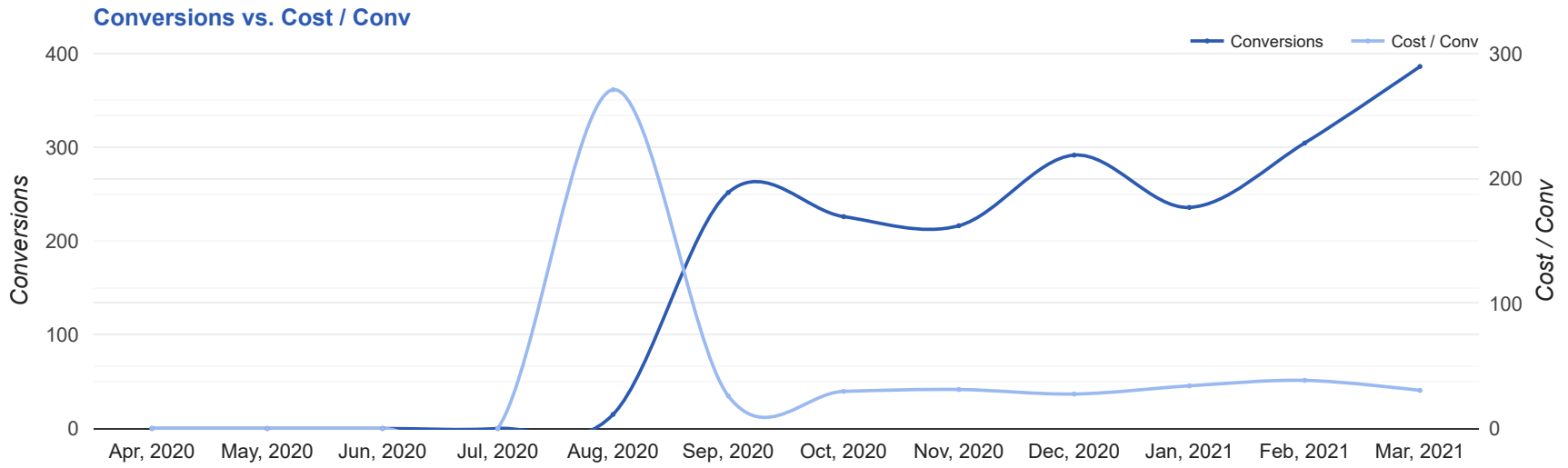
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$11,766	386.1	4.88%	\$30.47
↔ 0%	↑ 27%	↑ 4%	↓ 21%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	85,471	6,482	\$11,726.34	\$1.81	7.58%	-	304.5	4.7%	\$38.51	23.42%
1 Mar 2021 — 31 Mar 2021	103,358	7,907	\$11,765.65	\$1.49	7.65%	-	386.1	4.88%	\$30.47	23.34%
Change	17,887 ↑ 21%	1,425 ↑ 22%	\$39.31 ↑ 0%	\$0.32 ↓ 18%	0.07% ↑ 1%	0 ↔ -	81.57 ↑ 27%	0.18% ↑ 4%	\$8.04 ↓ 21%	0.08% ↓ 0%

# Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	304.5	4.7%	\$38.51	23.42%
Mar '21	103,358	7,907	\$11,765.65	\$1.49	7.65%	-	386.1	4.88%	\$30.47	23.34%
<b>Total</b>	<b>493,395</b>	<b>41,303</b>	<b>\$63,644.15</b>	<b>\$1.54</b>	<b>8.37%</b>	<b>-</b>	<b>1,927</b>	<b>4.67%</b>	<b>\$33.03</b>	<b>24.3%</b>

# Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   liposuction	48,214	2,195	\$4,921.98	\$2.24	4.55%	-	161.8	7.37%	\$30.41	18.24%
search   beta   penuma	33,507	3,820	\$3,032.97	\$0.79	11.4%	-	121.6	3.18%	\$24.95	28.93%
search   beta   brazilian butt lift	15,022	1,531	\$2,999.89	\$1.96	10.19%	-	91.9	6%	\$32.65	43.87%
search   beta   bioidentical hormones	6,615	361	\$810.81	\$2.25	5.46%	-	10.8	3%	\$74.80	19.99%

# Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

## Top Text Ads

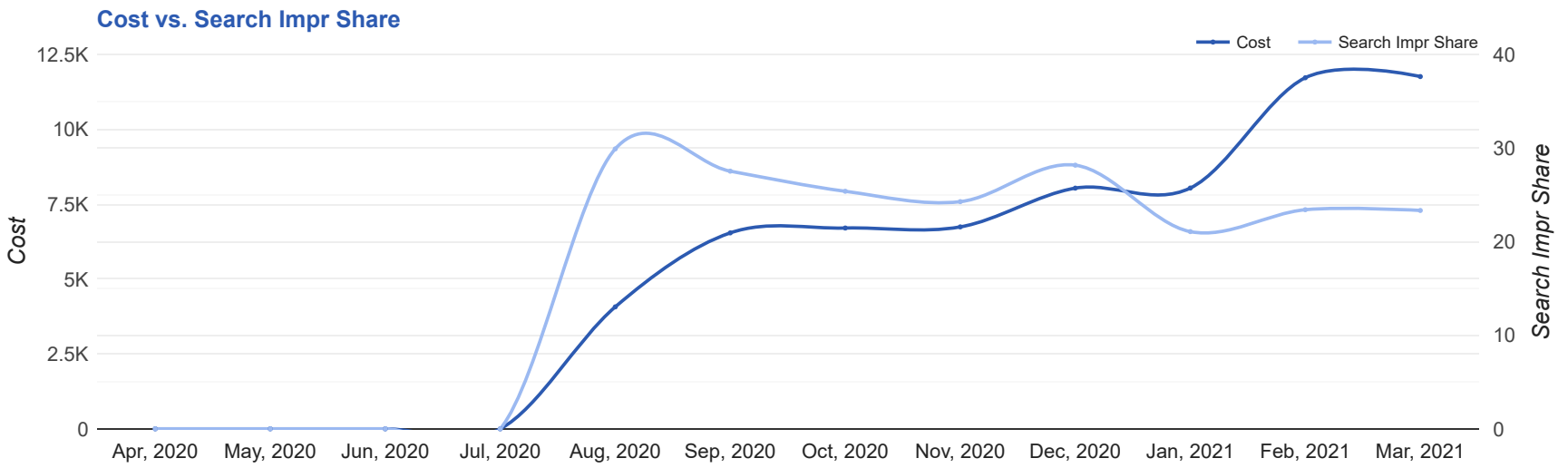
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
BetterBody MD - Surgical Fat Reduction - Natural-Looking Fat Reduction <a href="#">betterbodymd.com/ --/ --</a> Not Your Traditional Liposuction. High Definition Body Sculpting for Women & Men.	27,084	1,234	\$2,805.31	\$2.27	4.56%	-	91.5	7.42%	\$30.65
{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	11,336	1,198	\$2,257.72	\$1.88	10.57%	-	67.4	5.63%	\$33.49
[Dynamic Headline] [Dynamic Display URL] Surgery for Erectile Dysfunction or Male Enlargement for Increased Sexual Satisfaction	5,947	712	\$527.12	\$0.74	11.97%	-	26.6	3.73%	\$19.84
BetterBody MD - Surgical Fat Reduction - Natural-Looking Fat Reduction <a href="#">betterbodymd.com/ --/ --</a> Not Your Traditional Liposuction. High Definition Body Sculpting for Women & Men.	6,386	278	\$633.50	\$2.28	4.35%	-	21.7	7.79%	\$29.25
{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.	4,716	543	\$513.59	\$0.95	11.51%	-	19.4	3.57%	\$26.46

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

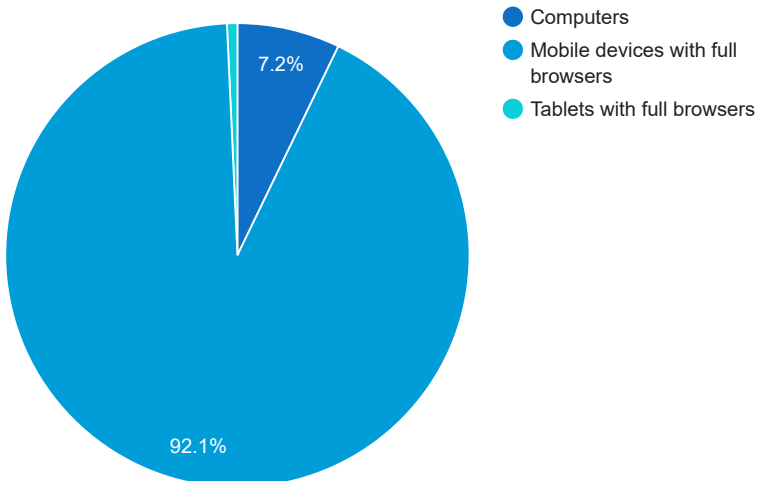
## Budget Coverage



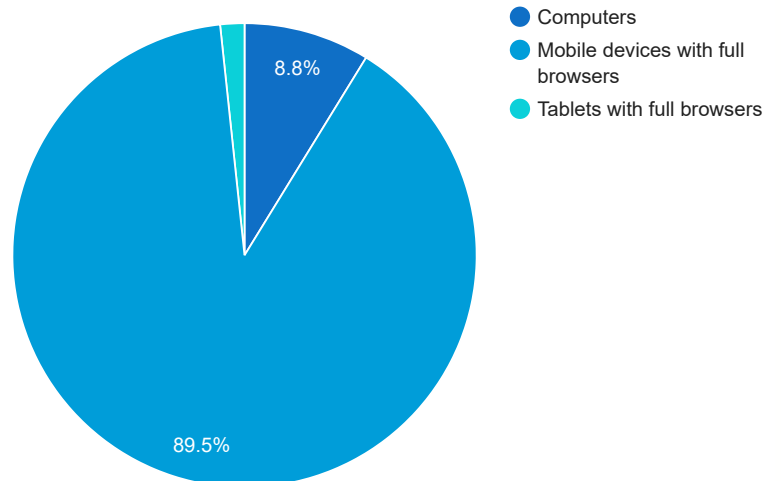
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	4,073.39	29.92
Sep, 2020	6,544.59	27.54
Oct, 2020	6,707.19	25.39
Nov, 2020	6,745.06	24.28
Dec, 2020	8,039.40	28.18
Jan, 2021	8,042.53	21.08
Feb, 2021	11,726.34	23.42
Mar, 2021	11,765.65	23.34

## 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	91,672	7,287	\$10,838.14	\$1.49	7.95%	-	345.8	4.75%	\$31.34
Computers	10,415	536	\$842.60	\$1.57	5.15%	-	33.9	6.32%	\$24.88
Tablets with full browsers	1,271	84	\$84.91	\$1.01	6.61%	-	6.5	7.7%	\$13.12

### 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	103,358	7,907	\$11,765.65	\$1.49	7.65%	-	386.1	4.88%	\$30.47

## Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Submit lead form	338.8
Calls from Website	21.3
Call From Ads (MS)	16
Click to Call	9
Calls from ads	1
Local actions - Other engagements	0
Local actions - Directions	0
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 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