

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Nova Urology

328-242-0193

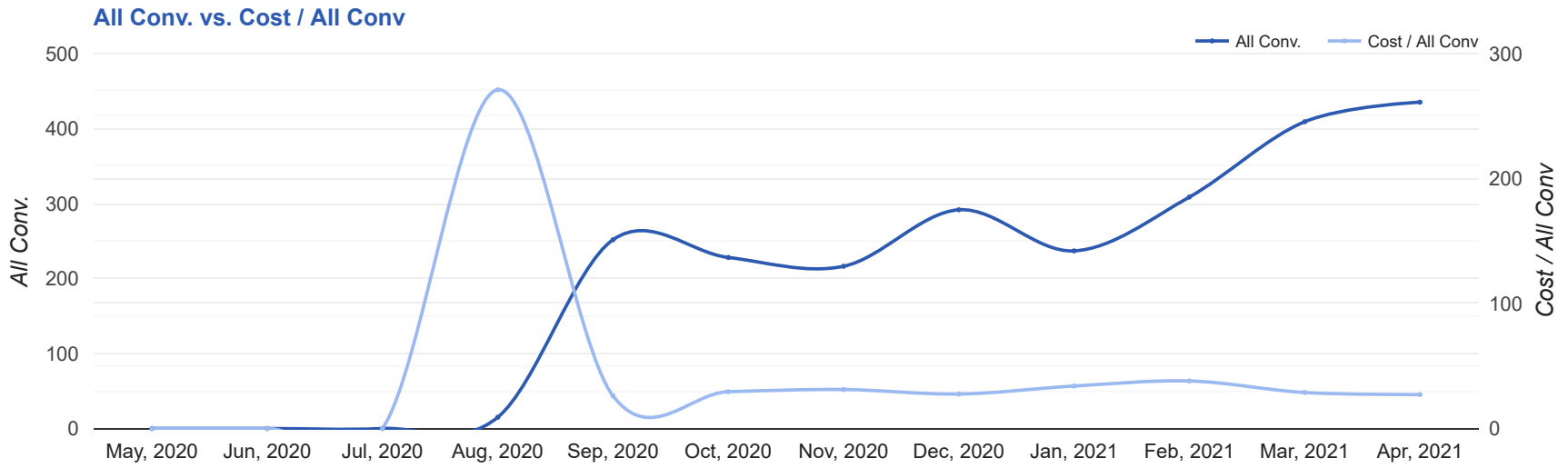
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$11,807	435.1	5.56%	\$27.14
↔ 0%	↑ 6%	↑ 8%	↓ 6%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	103,358	7,907	\$11,765.65	\$1.49	7.65%	-	5.17%	\$28.77	409
1 Apr 2021 — 30 Apr 2021	100,114	7,827	\$11,806.56	\$1.51	7.82%	-	5.56%	\$27.14	435.1
Change	3,244 ↓ 3%	80 ↓ 1%	\$40.91 ↑ 0%	\$0.02 ↑ 1%	0.17% ↑ 2%	0 ↔ -	0.39% ↑ 8%	\$1.63 ↓ 6%	26.14 ↑ 6%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Aug '20	8,244	488	\$4,073.39	\$8.35	5.92%	-	15	3.08%	\$271.02
Sep '20	53,589	4,463	\$6,544.59	\$1.47	8.33%	-	251.7	5.64%	\$26.00
Oct '20	56,804	4,918	\$6,707.19	\$1.36	8.66%	-	228	4.64%	\$29.42
Nov '20	51,113	4,513	\$6,745.06	\$1.49	8.83%	-	216.3	4.79%	\$31.19
Dec '20	61,053	5,822	\$8,039.40	\$1.38	9.54%	-	291.6	5.01%	\$27.57
Jan '21	73,763	6,710	\$8,042.53	\$1.20	9.1%	-	236.8	3.53%	\$33.96
Feb '21	85,471	6,482	\$11,726.34	\$1.81	7.58%	-	308.6	4.76%	\$38.00
Mar '21	103,358	7,907	\$11,765.65	\$1.49	7.65%	-	409	5.17%	\$28.77
Apr '21	100,114	7,827	\$11,806.56	\$1.51	7.82%	-	435.1	5.56%	\$27.14
Total	593,509	49,130	\$75,450.71	\$1.54	8.28%	-	2,392	4.87%	\$31.54

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta liposuction	46,587	2,111	\$4,999.65	\$2.37	4.53%	-	162.7	7.71%	\$30.73
search beta penuma	31,003	3,779	\$3,024.71	\$0.80	12.19%	-	162.4	4.3%	\$18.63
search beta brazilian butt lift	15,717	1,555	\$2,973.76	\$1.91	9.89%	-	94	6.05%	\$31.63
search beta bioidentical hormones	6,807	382	\$808.44	\$2.12	5.61%	-	16	4.19%	\$50.53

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
penis enlargement surgery cost	1,420	306	\$260.59	\$0.85	21.55%	-	11.2	3.65%	\$23.31
penis enlargement surgery cost	987	230	\$178.12	\$0.77	23.30%	-	10.5	4.58%	\$16.92
bbl surgery	550	82	\$136.88	\$1.67	14.91%	-	6	7.32%	\$22.81
penis enlargement	1,283	143	\$144.84	\$1.01	11.15%	-	4	2.80%	\$36.21
bbl near me	131	21	\$64.27	\$3.06	16.03%	-	3.8	18.10%	\$16.91
penis surgery	169	48	\$37.53	\$0.78	28.40%	-	3	6.25%	\$12.51
penal enlargement	1	2	\$2.44	\$1.22	200.00%	-	3	150.00%	\$0.81
brazilian butt lift	202	37	\$40.19	\$1.09	18.32%	-	3	8.11%	\$13.40
penuma surgery	137	26	\$22.19	\$0.85	18.98%	-	3	11.54%	\$7.40
liposuction	476	27	\$67.99	\$2.52	5.67%	-	3	11.11%	\$22.66

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
{Keyword:Dr. Kambiz Tajkarimi} - Safe + HD Brazilian Butt Lift - Safe BBL Brazilian Butt Lift betterbodymd.com/ -- Flatten Your Stomach, Slim Your Waist, and Transfer Fat for a Plump, Shapely Butt	11,935	1,227	\$2,165.91	\$1.77	10.28%	-	72.1	5.88%	\$30.04
[Dynamic Headline] [Dynamic Display URL] Surgery for Erectile Dysfunction or Male Enlargement for Increased Sexual Satisfaction	8,846	1,233	\$994.10	\$0.81	13.94%	-	62.2	5.04%	\$15.98
BetterBody MD - Surgical Fat Reduction - Natural-Looking Fat Reduction betterbodymd.com/ -- Not Your Traditional Liposuction. High Definition Body Sculpting for Women & Men.	17,678	781	\$1,743.96	\$2.23	4.42%	-	53.4	6.83%	\$32.69
BetterBody MD Liposuction - Surgical Fat Reduction - Natural Looking Results betterbodymd.com/ Liposuction is the #1 Fat Reduction Treatment. Natural Looking, Long-Lasting Results.	9,164	480	\$1,362.00	\$2.84	5.24%	-	49	10.21%	\$27.78
{Keyword:Dr. Kambiz Tajkarimi} - Male Enhancement - Penis Enlargement betterbodymd.com/ -- Penuma is the First FDA-Cleared Penile Implant for Cosmetic Enhancement. Male Enhancement.	5,791	716	\$644.80	\$0.90	12.36%	-	39.1	5.46%	\$16.51

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

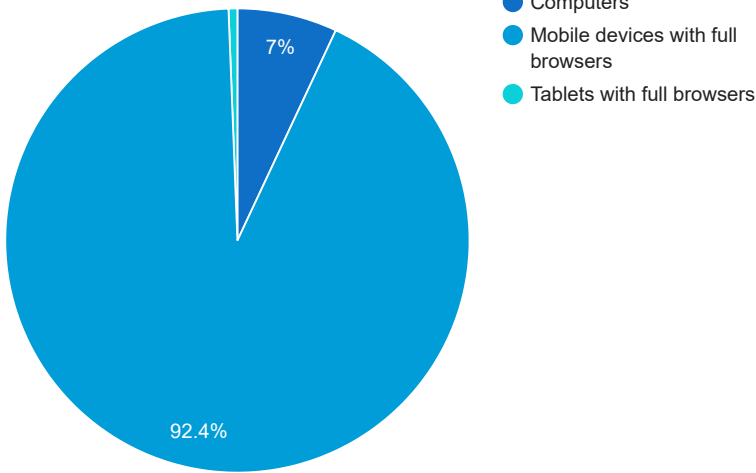
Search Impr Share

23.96%

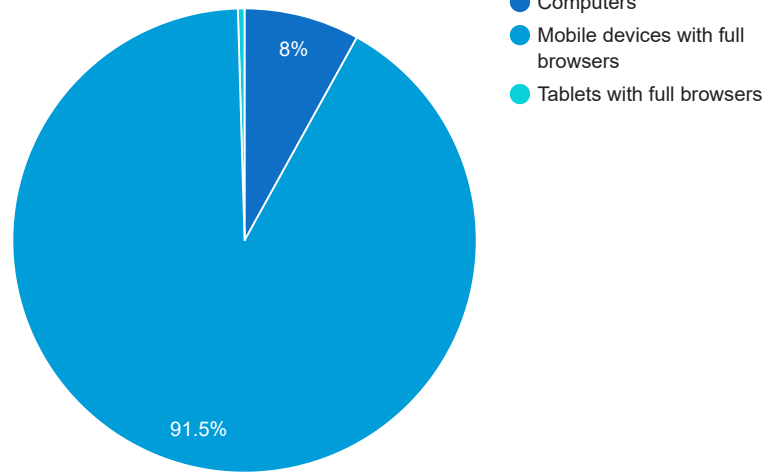
↑ 2%

Cost and Conversions by Device

Cost



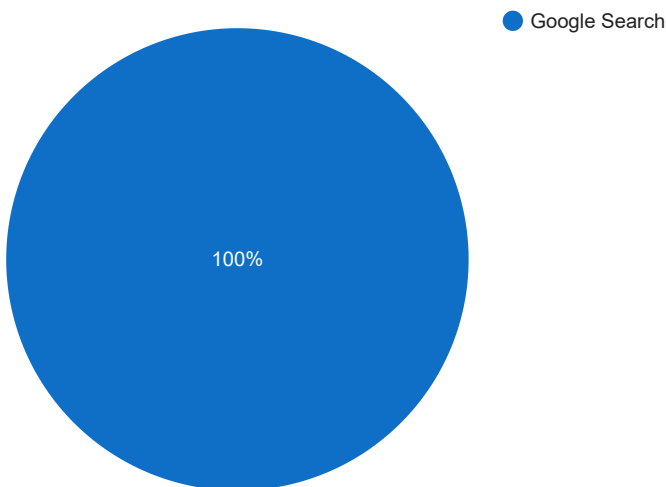
All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	88,419	7,236	\$10,911.17	\$1.51	8.18%	-	398.1	5.5%	\$27.41
Computers	10,492	514	\$822.81	\$1.60	4.9%	-	35	6.81%	\$23.52
Tablets with full browsers	1,203	77	\$72.58	\$0.94	6.4%	-	2	2.6%	\$36.29

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	100,114	7,827	\$11,806.56	\$1.51	7.82%	-	435.1	5.56%	\$27.14

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	374.7
Calls from Website	28
Click to Call	19.9
Call From Ads (MS)	10.5
Local actions - Directions	2

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