

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

Nova Urology

328-242-0193

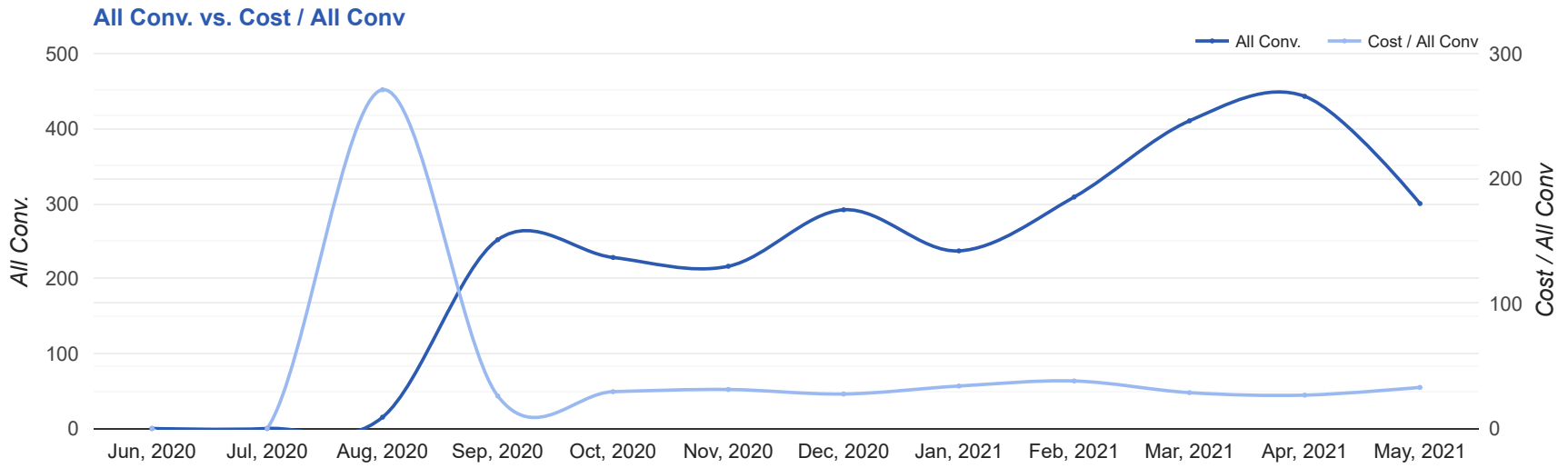
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$9,857	299.9	4.71%	\$32.87
↓ 17%	↓ 32%	↓ 17%	↑ 23%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	100,114	7,827	\$11,806.56	\$1.51	7.82%	-	5.66%	\$26.66	442.9
1 May 2021 — 31 May 2021	85,846	6,372	\$9,856.89	\$1.55	7.42%	-	4.71%	\$32.87	299.9
Change	14,268 ↓ 14%	1,455 ↓ 19%	\$1,949.67 ↓ 17%	\$0.04 ↑ 3%	0.40% ↓ 5%	0 ↔ -	0.95% ↓ 17%	\$6.21 ↑ 23%	143.01 ↓ 32%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	410.2	5.19%	\$28.68
Apr '21	100,114	7,827	\$11,806.56	\$1.51	7.82%	-	442.9	5.66%	\$26.66
May '21	85,846	6,372	\$9,856.89	\$1.55	7.42%	-	299.9	4.71%	\$32.87
Total	679,355	55,502	\$85,307.60	\$1.54	8.17%	-	2,701	4.87%	\$31.58

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta liposuction	44,965	2,074	\$4,968.69	\$2.40	4.61%	-	141.2	6.81%	\$35.19
search beta penuma	28,215	3,365	\$2,995.24	\$0.89	11.93%	-	110.5	3.28%	\$27.11
search beta brazilian butt lift	5,903	558	\$1,106.42	\$1.98	9.45%	-	37.3	6.68%	\$29.70
search beta bioidentical hormones	6,763	375	\$786.54	\$2.10	5.54%	-	11	2.93%	\$71.50

Top Keywords - 1 May 2021 — 31 May 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	1,650	352	\$348.18	\$0.99	21.33%	-	18	5.11%	\$19.34
liposuction cost maryland	353	43	\$124.75	\$2.90	12.18%	-	7	16.28%	\$17.82
plastic surgeon near me	407	35	\$123.50	\$3.53	8.60%	-	6	17.14%	\$20.58
permanent male enlargement surgery	471	88	\$88.95	\$1.01	18.68%	-	5	5.68%	\$17.79
penis enlargement surgery	944	163	\$115.50	\$0.71	17.27%	-	5	3.07%	\$23.10
penile implant	1,156	158	\$105.10	\$0.67	13.67%	-	4.9	3.09%	\$21.49
penis enlargement	1,574	198	\$192.22	\$0.97	12.58%	-	4	2.02%	\$48.05
liposuction	378	42	\$100.60	\$2.40	11.11%	-	4	9.52%	\$25.15
penuma	658	96	\$51.88	\$0.54	14.59%	-	4	4.17%	\$12.97
liposuction near me	120	17	\$66.23	\$3.90	14.17%	-	3.5	20.47%	\$19.03

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
BetterBody MD - Surgical Fat Reduction - Natural-Looking Fat Reduction betterbodymd.com/ --/ -- Not Your Traditional Liposuction. High Definition Body Sculpting for Women & Men.	20,683	953	\$2,176.48	\$2.28	4.61%	-	64.1	6.73%	\$33.94
[Dynamic Headline] [Dynamic Display URL] Surgery for Erectile Dysfunction or Male Enlargement for Increased Sexual Satisfaction	12,164	1,601	\$1,482.98	\$0.93	13.16%	-	55.6	3.47%	\$26.66
{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	4,666	468	\$897.05	\$1.92	10.03%	-	30.6	6.54%	\$29.31
BetterBody MD Liposuction - Surgical Fat Reduction - Natural Looking Results betterbodymd.com// Liposuction is the #1 Fat Reduction Treatment. Natural Looking, Long-Lasting Results.	6,007	300	\$883.28	\$2.94	4.99%	-	27.5	9.15%	\$32.18
BetterBody MD - Surgical Fat Reduction - Natural-Looking Fat Reduction betterbodymd.com/ --/ -- Not Your Traditional Liposuction. High Definition Body Sculpting for Women & Men.	5,912	255	\$624.50	\$2.45	4.31%	-	14.5	5.69%	\$43.07

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

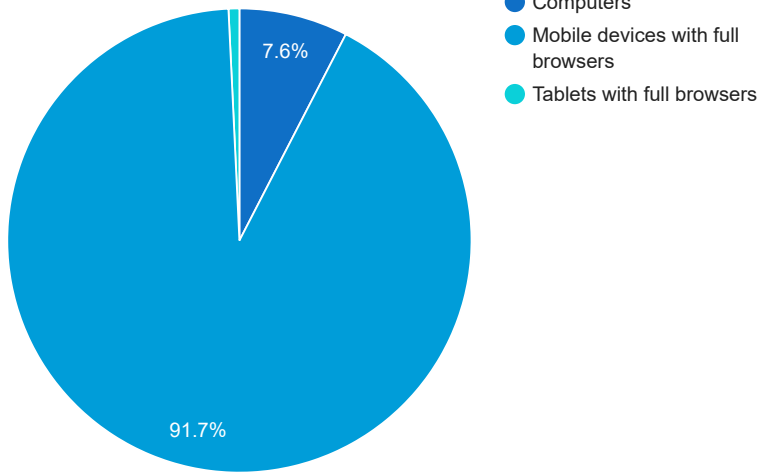
Search Impr Share

23.49%

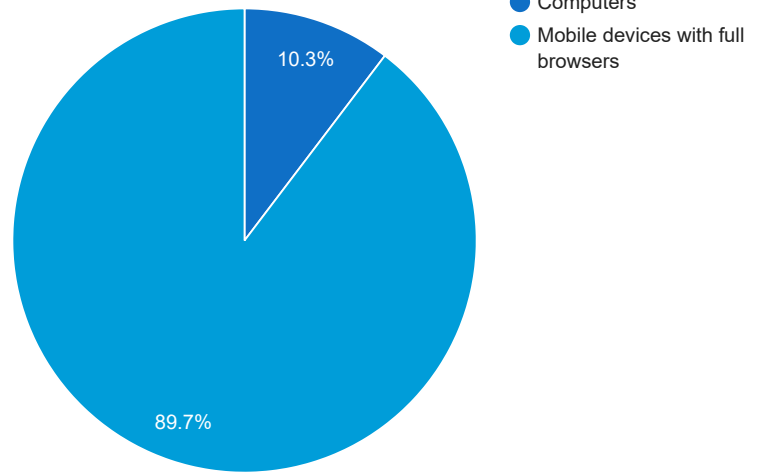
↓ 2%

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	74,615	5,826	\$9,035.08	\$1.55	7.81%	-	268.9	4.62%	\$33.60
Computers	9,962	461	\$747.43	\$1.62	4.63%	-	31	6.72%	\$24.11
Tablets with full browsers	1,269	85	\$74.38	\$0.88	6.7%	-	0	0%	\$0.00

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	85,846	6,372	\$9,856.89	\$1.55	7.42%	-	299.9	4.71%	\$32.87

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	252.7
Calls from Website	22.9
Click to Call	18.4
Call From Ads (MS)	6

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