

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

Nova Urology

328-242-0193

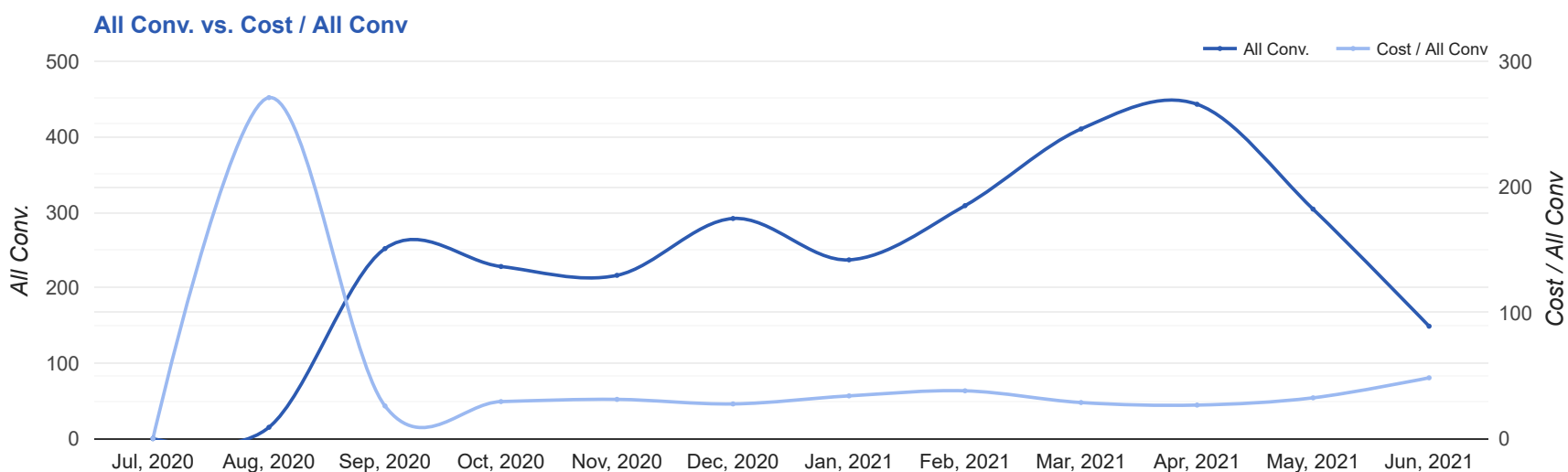
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$7,196	148.9	4.73%	\$48.34
↓ 27%	↓ 51%	↓ 1%	↑ 49%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	85,846	6,372	\$9,856.89	\$1.55	7.42%	-	4.77%	\$32.42	304
1 Jun 2021 — 30 Jun 2021	54,578	3,150	\$7,196.43	\$2.28	5.77%	-	4.73%	\$48.34	148.9
Change	31,268 ↓ 36%	3,222 ↓ 51%	\$2,660.46 ↓ 27%	\$0.73 ↑ 47%	1.65% ↓ 22%	0 ↔ -	0.04% ↓ 1%	\$15.92 ↑ 49%	155.15 ↓ 51%

Performance by Month - 1 Jul 2020 — 30 Jun 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%	-	304	4.77%	\$32.42
Jun '21	54,578	3,150	\$7,196.43	\$2.28	5.77%	-	148.9	4.73%	\$48.34
Total	733,933	58,652	\$92,504.03	\$1.58	7.99%	-	2,854	4.87%	\$32.41

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta liposuction	37,735	1,533	\$4,995.07	\$3.26	4.06%	-	91.8	5.99%	\$54.39
search beta penuma	9,785	1,198	\$1,035.10	\$0.86	12.24%	-	41.1	3.43%	\$25.22
search beta bioidentical hormones	6,507	377	\$799.99	\$2.12	5.79%	-	15	3.98%	\$53.33
search beta brazilian butt lift	551	42	\$366.27	\$8.72	7.62%	-	1	2.38%	\$366.27

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
plastic surgeon near me	431	43	\$178.62	\$4.15	9.98%	-	5	11.63%	\$35.72
smart lipo near me	11	4	\$14.10	\$3.52	36.36%	-	3	75.00%	\$4.70
permanent male enlargement surgery	172	36	\$30.32	\$0.84	20.93%	-	2.5	6.94%	\$12.13
affordable plastic surgery near me	2	2	\$16.95	\$8.47	100.00%	-	2	100.00%	\$8.47
liposuction near me	67	13	\$65.33	\$5.03	19.40%	-	2	15.38%	\$32.66
lipoescultura near me	2	1	\$2.16	\$2.16	50.00%	-	2	200.00%	\$1.08
miami life plastic surgery reviews	1	1	\$3.97	\$3.97	100.00%	-	2	200.00%	\$1.99
penis enlargement surgery side effects	56	15	\$10.59	\$0.71	26.79%	-	2	13.33%	\$5.29
liposuction cost maryland	202	22	\$77.24	\$3.51	10.89%	-	2	9.09%	\$38.62
penis implant	241	44	\$27.67	\$0.63	18.26%	-	2	4.55%	\$13.84

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
BetterBody MD Liposuction - Surgical Fat Reduction - Natural Looking Results betterbodymd.com// Liposuction is the #1 Fat Reduction Treatment. Natural Looking, Long-Lasting Results.	10,794	456	\$1,541.89	\$3.38	4.22%	-	31.6	6.92%	\$48.87
[Dynamic Headline] [Dynamic Display URL] Surgery for Erectile Dysfunction or Male Enlargement for Increased Sexual Satisfaction	4,995	673	\$606.88	\$0.90	13.47%	-	25.9	3.85%	\$23.40
BetterBody MD Liposuction - Surgical Fat Reduction - Natural Looking Results betterbodymd.com// Liposuction is the #1 Fat Reduction Treatment. Natural Looking, Long-Lasting Results.	4,664	221	\$951.71	\$4.31	4.74%	-	15	6.79%	\$63.45
Natural-Looking Fat Reduction - Dr. Kambiz Tajkarimi - Leading Liposuction Surgeon betterbodymd.com// Top Fat Reduction Treatment. Target Love Handles, Abdomen, Arms, Thighs, Butt, & More.	5,648	184	\$531.24	\$2.89	3.26%	-	13.1	7.12%	\$40.55
Liposuction in Leesburg, VA - Remove Stubborn Fat - BetterBody MD betterbodymd.com// Remove Stubborn Fat that Resists Diet & Exercise. Less Invasive Techniques + Technologies.	3,846	141	\$336.74	\$2.39	3.67%	-	9	6.38%	\$37.42

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

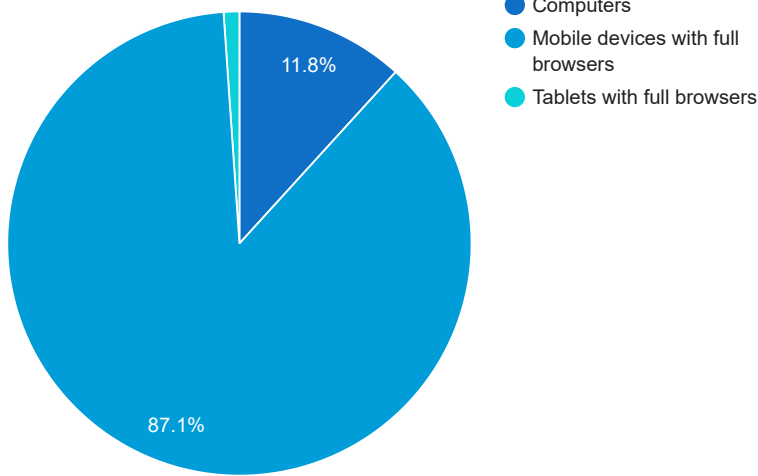
Search Impr Share

22.67%

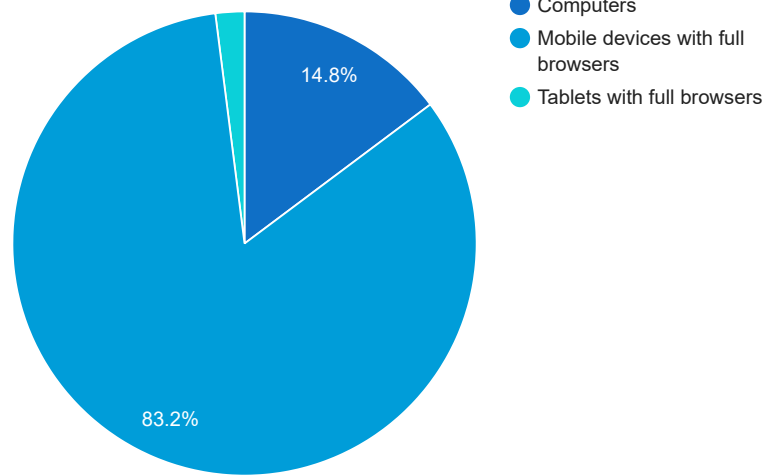
↓ 3%

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	46,179	2,795	\$6,271.66	\$2.24	6.05%	-	123.9	4.43%	\$50.63
Computers	7,407	310	\$846.10	\$2.73	4.19%	-	22	7.1%	\$38.46
Tablets with full browsers	992	45	\$78.67	\$1.75	4.54%	-	3	6.67%	\$26.22

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	54,578	3,150	\$7,196.43	\$2.28	5.77%	-	148.9	4.73%	\$48.34

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	122.4
Calls from Website	15.5
Call From Ads (MS)	8
Click to Call	3

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