

Better Body MD Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
BetterBodyMD - Nova

\$7,310.34

\$3,839.89 **90.38%**

Conversions
BetterBodyMD - Nova

91.7

94.3 **-2.76%**

Clicks
BetterBodyMD - Nova

2,275

1,310 **73.66%**

Conv. Rate
BetterBodyMD - Nova

4.03%

7.20% **-44.03%**

Avg CPC
BetterBodyMD - Nova

\$3.21

\$2.93 **9.56%**

Cost / Conv
BetterBodyMD - Nova

\$79.72

\$40.72 **95.78%**

Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
BetterBodyMD - Nova

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$7,310.34	\$3,839.89	90.38%
Impressions	46,993	29,897	57.18%
Clicks	2,275	1,310	73.66%
Avg CPC	\$3.21	\$2.93	9.56%
CTR	4.84%	4.38%	10.50%
Conversions	91.7	94.3	-2.76%
Conv Rate	4.03%	7.20%	-44.03%
Cost / Conv	\$79.72	\$40.72	95.78%

Budget Coverage

Search Impr. Share
BetterBodyMD - Nova

18.62%

19.86% **-6.24%**

Search IS Lost (due to Budget)
BetterBodyMD - Nova

20.31%

13.71% **48.14%**

Search IS Lost (due to Rank)
BetterBodyMD - Nova

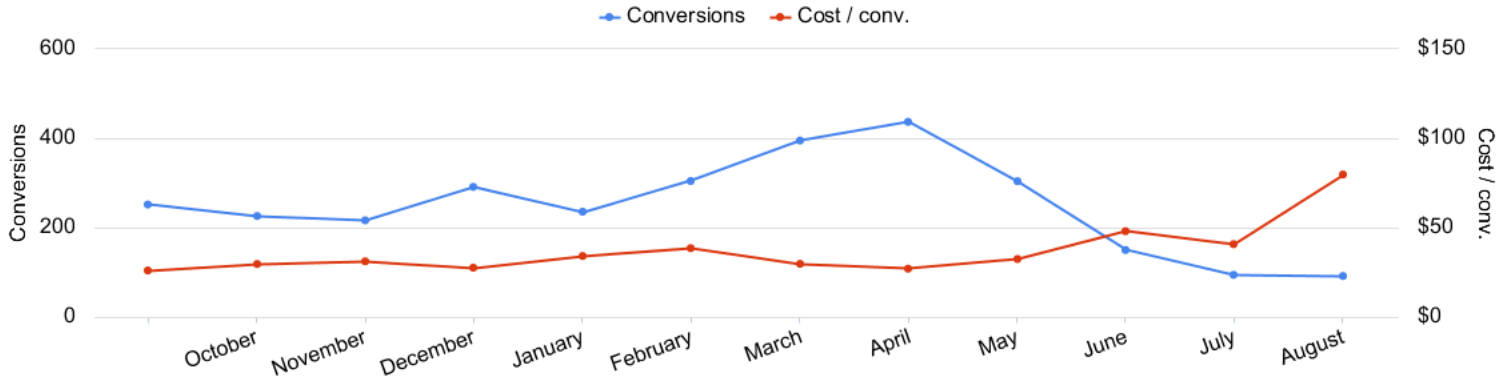
61.07%

66.43% **-8.07%**

Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
BetterBodyMD - Nova




Account Performance by Month
BetterBodyMD - Nova

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2020	\$6,544.59	53,589	4,463	\$1.47	8.33%	251.72	5.64%	\$26.00	27.54%	11.36%
10/01/2020	\$6,707.19	56,804	4,918	\$1.36	8.66%	225.97	4.59%	\$29.68	25.39%	7.19%
11/01/2020	\$6,745.06	51,113	4,513	\$1.49	8.83%	216.26	4.79%	\$31.19	24.28%	18.98%
12/01/2020	\$8,039.40	61,053	5,822	\$1.38	9.54%	291.58	5.01%	\$27.57	28.18%	13.46%
01/01/2021	\$8,042.53	73,763	6,710	\$1.20	9.10%	235.8	3.51%	\$34.11	21.08%	19.28%
02/01/2021	\$11,726.34	85,471	6,482	\$1.81	7.58%	304.58	4.70%	\$38.50	23.42%	26.09%
03/01/2021	\$11,765.65	103,358	7,907	\$1.49	7.65%	395.22	5.00%	\$29.77	23.56%	17.61%
04/01/2021	\$11,806.56	100,114	7,827	\$1.51	7.82%	436.93	5.58%	\$27.02	24.00%	13.94%
05/01/2021	\$9,856.89	85,846	6,372	\$1.55	7.42%	304.03	4.77%	\$32.42	23.49%	15.50%
06/01/2021	\$7,196.43	54,578	3,150	\$2.28	5.77%	149.88	4.76%	\$48.01	22.68%	24.55%
07/01/2021	\$3,839.89	29,897	1,310	\$2.93	4.38%	94.3	7.20%	\$40.72	19.86%	13.71%
08/01/2021	\$7,310.34	46,993	2,275	\$3.21	4.84%	91.7	4.03%	\$79.72	18.62%	20.31%
Total	\$99,580.87	802,579	61,749	\$1.61	7.69%	2,997.97	4.86%	\$33.22	23.44%	17.29%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
BetterBodyMD - Nova

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta liposuction md	\$1,250.25	11,912	579	\$2.16	4.86%	40	6.91%	\$31.26
search beta liposuction va	\$3,775.45	21,012	815	\$4.63	3.88%	35.2	4.32%	\$107.26
search beta bioidentical hormones va	\$606.75	4,519	217	\$2.80	4.80%	9	4.15%	\$67.42
search beta morpheus 8 va	\$1,117.30	5,219	383	\$2.92	7.34%	3.5	0.91%	\$319.23
search beta morpheus 8 md	\$362.82	1,856	139	\$2.61	7.49%	2	1.44%	\$181.41
search beta bioidentical hormones md	\$197.77	2,475	142	\$1.39	5.74%	2	1.41%	\$98.89

Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
BetterBodyMD - Nova

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
liposuction cost fredericksburg va	\$12.02	2	2	\$6.01	100.00%	2	100.00%	\$6.01
liposuction	\$133.22	264	25	\$5.33	9.47%	2	8.00%	\$66.61
liposuction cost	\$40.78	58	23	\$1.77	39.66%	2	8.70%	\$20.39
liposuction cost	\$110.14	96	29	\$3.80	30.21%	2	6.90%	\$55.07
liposuction cost maryland	\$28.05	46	16	\$1.75	34.78%	2	12.50%	\$14.03
liposuction cost maryland	\$78.20	29	14	\$5.59	48.28%	2	14.29%	\$39.10
liposuction near me	\$123.91	55	16	\$7.74	29.09%	2	12.50%	\$61.95
liposucción de papada	\$1.14	1	1	\$1.14	100.00%	1	100.00%	\$1.14
body transformation surgery	\$1.75	1	1	\$1.75	100.00%	1	100.00%	\$1.75
hormone therapy for women	\$4.34	1	1	\$4.34	100.00%	1	100.00%	\$4.34
lipoescultura cerca de mi	\$1.57	1	1	\$1.57	100.00%	1	100.00%	\$1.57
bioidenticals hormones	\$9.41	1	1	\$9.41	100.00%	1	100.00%	\$9.41
360 surgery	\$1.38	1	1	\$1.38	100.00%	1	100.00%	\$1.38
double chin removal price	\$6.27	1	1	\$6.27	100.00%	1	100.00%	\$6.27
how much for fat transfer to buttocks	\$2.44	1	1	\$2.44	100.00%	1	100.00%	\$2.44
belly fat removal near me	\$3.84	1	1	\$3.84	100.00%	1	100.00%	\$3.84
plastic surgeon near me	\$107.42	24	12	\$8.95	50.00%	1	8.33%	\$107.42
plastic surgeon near me	\$22.86	11	6	\$3.81	54.55%	1	16.67%	\$22.86
male cosmetic surgery	\$1.82	1	1	\$1.82	100.00%	1	100.00%	\$1.82
lipoescultura precio	\$8.34	2	2	\$4.17	100.00%	1	50.00%	\$8.34

Top Search Ads (by Conversions)

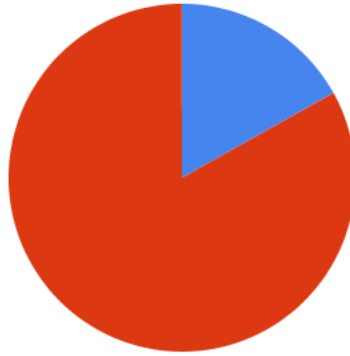
08/01/2021 - 08/31/2021

Top Responsive Search Ads (by Conversions)
BetterBodyMD - Nova

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:BetterBody MD} Restore Hormonal Balance Feel Like Yourself Again betterbodymd.com/ Hormone Replacement Therapy Targets the Symptoms of Menopause. Free Consultation. Balance Your Hormones with Leading Hormone Specialist. Bioidentical Hormone Replacement.	search beta bioidentical hormones va	\$182.94	1,555	70	\$2.61	4.50%	4	5.71%	\$45.73
{Keyword:BetterBody MD} Restore Hormonal Balance Feel Like Yourself Again betterbodymd.com/ Top Bioidentical Hormone Therapy Provider in Virginia. Hormone Replacement Therapy. Balance Your Hormones with Leading Hormone Specialist. Bioidentical Hormone Replacement.	search beta bioidentical hormones va	\$274.30	1,854	78	\$3.52	4.21%	4	5.13%	\$68.58
{Keyword:BetterBody MD} RF Microneedling in Virginia What is RF Microneedling? betterbodymd.com/morpheus_8/virginia RF Microneedling Improves Skin Tone & Texture + Diminishes Wrinkles + Stimulates Collagen. Microneedling Treatments from Leading Skin Spa in Virginia. Schedule a Free Consult.	search beta morpheus 8 va	\$364.91	1,233	117	\$3.12	9.49%	1.5	1.28%	\$243.27
{Keyword:BetterBody MD} RF Microneedling in Maryland What is RF Microneedling? betterbodymd.com/morpheus_8/maryland RF Microneedling Improves Skin Tone & Texture + Diminishes Wrinkles + Stimulates Collagen. Microneedling Treatments from Leading Skin Spa in Maryland. Schedule a Free Consult.	search beta morpheus 8 md	\$31.82	213	17	\$1.87	7.98%	1	5.88%	\$31.82
{Keyword:BetterBody MD} RF Microneedling in Maryland What is RF Microneedling? betterbodymd.com/morpheus_8/maryland RF Microneedling Improves Skin Tone & Texture + Diminishes Wrinkles + Stimulates Collagen. Microneedling Treatments from Leading Skin Spa in Maryland. Schedule a Free Consult.	search beta morpheus 8 md	\$152.18	776	67	\$2.27	8.63%	1	1.49%	\$152.18

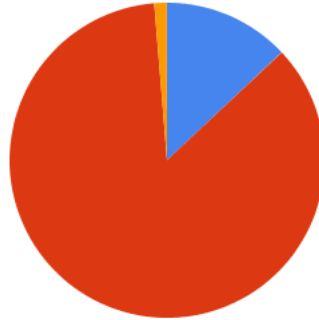
Budget Utilization by Device

Conversions by Device
BetterBodyMD - Nova



■ Computers - Conversions: 15.5 (16.90%) ■ Mobile devices with full browsers - Conversions: 76.2 (83.10%)

Cost by Device
BetterBodyMD - Nova




■ Computers - Cost: \$950.64 (13.00%) ■ Mobile devices with full browsers - Cost: \$6,266.03 (85.71%)
■ Tablets with full browsers - Cost: \$93.67 (1.28%)


Device Performance (by Conversions)
BetterBodyMD - Nova

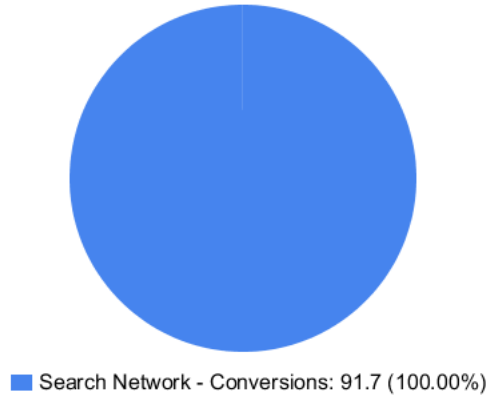
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	38,119	1,926	\$6,266.03	\$3.25	5.05%	76.2	3.96%	\$82.23
Computers	8,141	308	\$950.64	\$3.09	3.78%	15.5	5.03%	\$61.33
Tablets with full browsers	733	41	\$93.67	\$2.28	5.59%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
BetterBodyMD - Nova



 Conversions by Network
BetterBodyMD - Nova




 Network Performance
BetterBodyMD - Nova

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	46,993	2,275	\$7,310.34	\$3.21	4.84%	91.7	4.03%	\$79.72

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
BetterBodyMD - Nova

Conversion name	All conv.
Submit lead form	81.7
Calls from Website	5
Call From Ads (MS)	3
Local actions - Directions	2
Click to Call	2
Clicks to call	1

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
BetterBodyMD - Nova

Region	Clicks	Conversions	Cost / conv.
Maryland	833	41	\$43.29
Virginia	1,372	45.7	\$117.50
District of Columbia	69	5	\$32.02

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage