

**Monthly Account  
Performance Report  
1 Sep 2020 — 30 Sep 2020**

William Waldner

154-645-4823

# Key Performance Indicators (KPIs)

Cost

\$9,765

↑ 305%

Conv

52

↓ 68%

Conv Rate

9.44%

↓ 88%

Cost / Conv

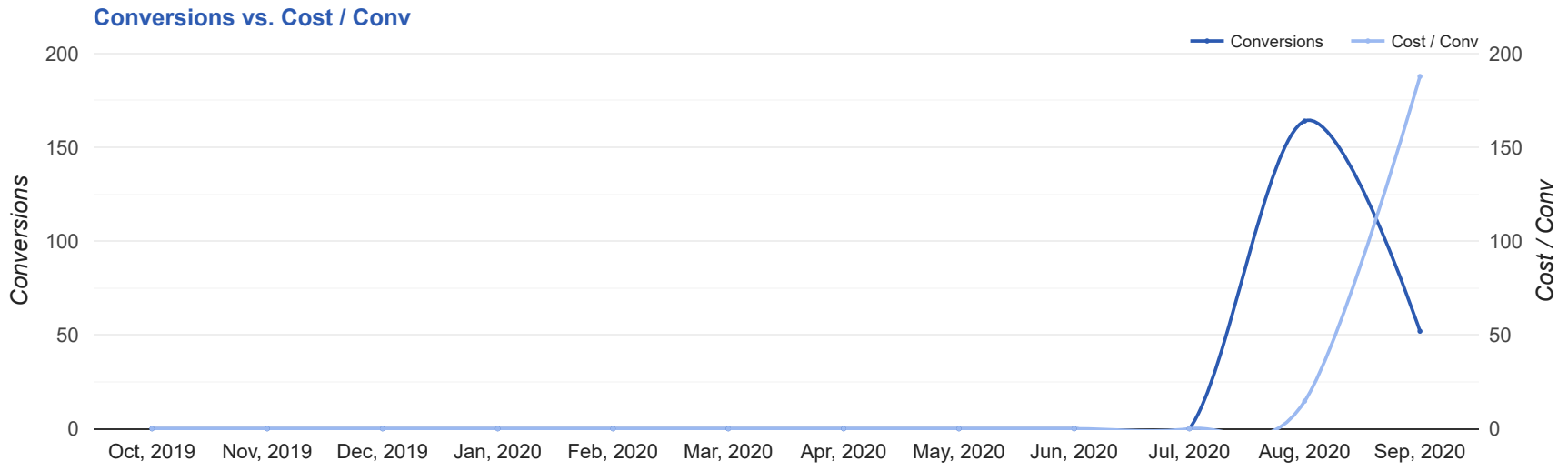
\$187.79

↑ 1,178%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Aug 2020 — 31 Aug 2020</b>	4,773	203	\$2,409.28	\$11.87	4.25%	-	164	80.79%	\$14.69	39.2%
<b>1 Sep 2020 — 30 Sep 2020</b>	10,489	551	\$9,764.92	\$17.72	5.25%	-	52	9.44%	\$187.79	38.43%
<b>Change</b>	5,716 ↑ 120%	348 ↑ 171%	\$7,355.64 ↑ 305%	\$5.85 ↑ 49%	1% ↑ 24%	--	112 ↓ 68%	71.35% ↓ 88%	\$173.10 ↑ 1,178%	0.77% ↓ 2%

# Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Aug '20	4,773	203	\$2,409.28	\$11.87	4.25%	-	164	80.79%	\$14.69	39.2%
Sep '20	10,489	551	\$9,764.92	\$17.72	5.25%	-	52	9.44%	\$187.79	38.43%
<b>Total</b>	15,262	754	\$12,174.20	\$16.15	4.94%	-	216	28.65%	\$56.36	38.67%

# Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   bankruptcy	10,489	551	\$9,764.92	\$17.72	5.25%	-	52	9.44%	\$187.79	38.43%

# Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
File Bankruptcy in NYC - See If You Qualify For Free - Discharge Debt in 3 Months <a href="http://www.midtownbankruptcy.com/">www.midtownbankruptcy.com/</a> Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	2,156	112	\$1,750.58	\$15.63	5.19%	-	14.5	12.95%	\$120.73
{Keyword:Law Office of William Waldner} - Need A Bankruptcy Lawyer? - File Bankruptcy in NYC <a href="http://www.midtownbankruptcy.com/">www.midtownbankruptcy.com/</a> --/ -- Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	3,295	130	\$2,611.85	\$20.09	3.95%	-	12.5	9.62%	\$208.95
{Keyword:Law Office of William Waldner} - Need A Bankruptcy Lawyer? - File Bankruptcy in NYC <a href="http://www.midtownbankruptcy.com/">www.midtownbankruptcy.com/</a> --/ -- Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	1,533	55	\$2,239.52	\$40.72	3.59%	-	9	16.36%	\$248.84
{Keyword:Bankruptcy Lawyer in NYC} - Free Bankruptcy Evaluation - Stop Garnishment + Collectors <a href="http://www.midtownbankruptcy.com/">www.midtownbankruptcy.com/</a> Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	328	20	\$123.88	\$6.19	6.10%	-	3.5	17.50%	\$35.39
File Bankruptcy in NYC - See If You Qualify For Free - Bankruptcy Attorney - \$0 Down <a href="http://www.midtownbankruptcy.com/">www.midtownbankruptcy.com/</a> Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	237	23	\$446.38	\$19.41	9.70%	-	3.5	15.22%	\$127.54

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Sep 2020 — 30 Sep 2020

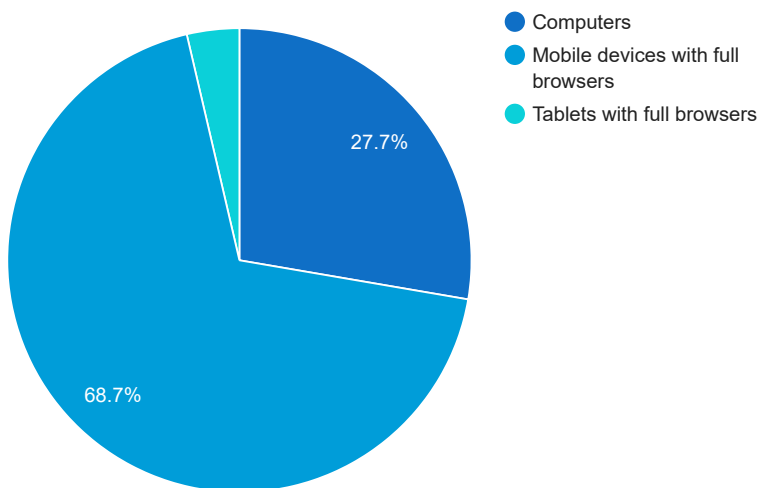
## Budget Coverage



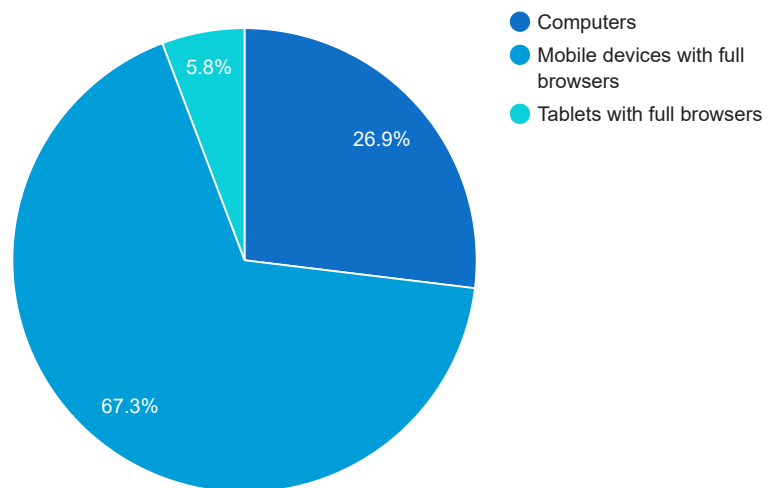
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	2,409.28	39.20
Sep, 2020	9,764.92	38.43

## 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	6,395	389	\$6,704.07	\$17.23	6.08%	-	35	9%	\$191.54
Computers	3,873	140	\$2,704.66	\$19.32	3.61%	-	14	10%	\$193.19
Tablets with full browsers	221	22	\$356.19	\$16.19	9.95%	-	3	13.64%	\$118.73

### 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	10,489	551	\$9,764.92	\$17.72	5.25%	-	52	9.44%	\$187.79

## Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Submit lead form	27
Click to Call	17
Calls from Ads	7
Phone Calls from Website	1
Clicks to call	0
Contact us (MidtownBankruptcy.com - William Waldner)	0
Local actions - Website visits	0
Local actions - Directions	0
Local actions - Other engagements	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