

**Monthly Account
Performance Report
1 Oct 2020 — 31 Oct 2020**

William Waldner

154-645-4823

Key Performance Indicators (KPIs)

Cost

\$9,846

↑ 1%

Conv

65.3

↑ 19%

Conv Rate

8.99%

↓ 9%

Cost / Conv

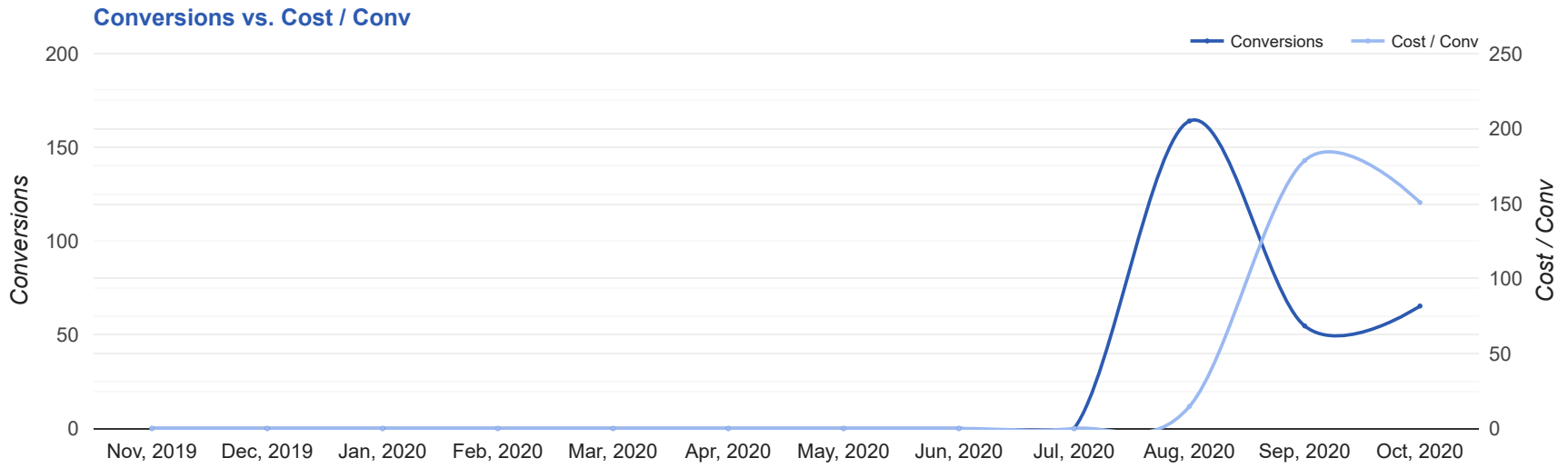
\$150.70

↓ 16%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	10,489	551	\$9,764.92	\$17.72	5.25%	-	54.7	9.92%	\$178.62	38.6%
1 Oct 2020 — 31 Oct 2020	10,083	727	\$9,845.50	\$13.54	7.21%	-	65.3	8.99%	\$150.70	47.87%
Change	406 ↓ 4%	176 ↑ 32%	\$80.58 ↑ 1%	\$4.18 ↓ 24%	1.96% ↑ 37%	--	10.66 ↑ 19%	0.93% ↓ 9%	\$27.92 ↓ 16%	9.27% ↑ 24%

Performance by Month - 1 Nov 2019 — 31 Oct 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		38.81%
Sep '20	10,489	551	\$9,764.92	\$17.72	5.25%	-	54.7	9.92%	\$178.62		38.6%
Oct '20	10,083	727	\$9,845.50	\$13.54	7.21%	-	65.3	8.99%	\$150.70		47.87%
Total	25,345	1,481	\$22,019.70	\$14.87	5.84%	-	284	19.18%	\$77.53		41.87%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta bankruptcy	10,083	727	\$9,845.50	\$13.54	7.21%	-	65.3	8.99%	\$150.70	47.87%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Law Office of William Waldner} - Need A Bankruptcy Lawyer? - File Bankruptcy in NYC www.midtownbankruptcy.com/ --/ -- Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	3,757	257	\$4,040.84	\$15.72	6.84%	-	22.3	8.66%	\$181.61
{Keyword:Law Office of William Waldner} - Need A Bankruptcy Lawyer? - File Bankruptcy in NYC www.midtownbankruptcy.com/ --/ -- Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	1,355	65	\$1,436.14	\$22.09	4.80%	-	10.5	16.15%	\$136.78
File Bankruptcy in NYC - See If You Qualify For Free - Discharge Debt in 3 Months www.midtownbankruptcy.com/ Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	1,109	93	\$1,360.69	\$14.63	8.39%	-	10.2	10.94%	\$133.79
{Keyword:Law Office of William Waldner} - Need A Bankruptcy Lawyer? - File Chapter 7 Bankruptcy www.midtownbankruptcy.com/ --/ -- Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	1,237	126	\$1,217.86	\$9.67	10.19%	-	8.8	7.01%	\$137.92
{Keyword:Bankruptcy Lawyer in NYC} - Free Bankruptcy Evaluation - Stop Garnishment + Collectors www.midtownbankruptcy.com/ Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	107	8	\$96.92	\$12.12	7.48%	-	3.3	41.63%	\$29.11

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

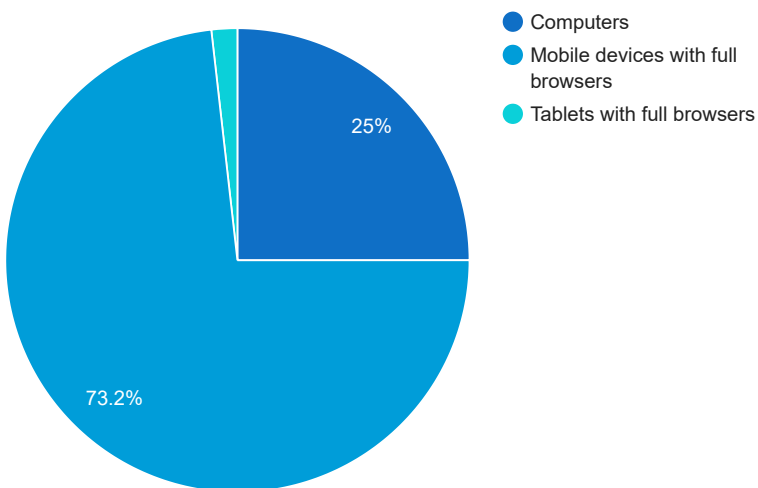
Budget Coverage



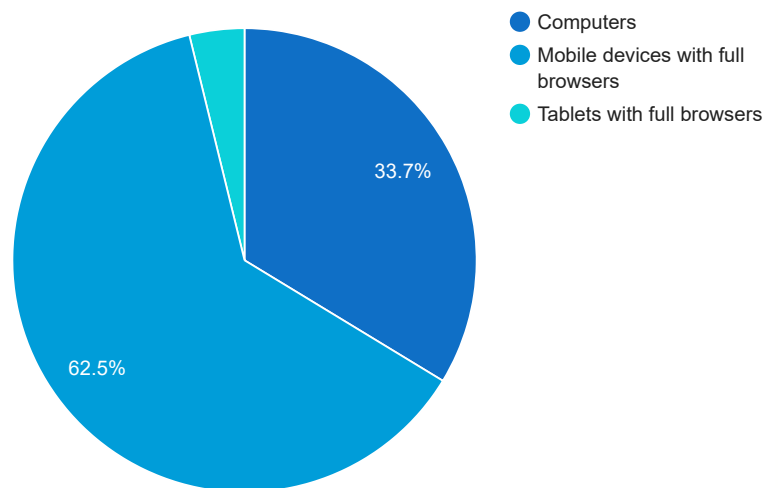
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	2,409.28	38.81
Sep, 2020	9,764.92	38.60
Oct, 2020	9,845.50	47.87

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	6,044	529	\$7,207.34	\$13.62	8.75%	-	40.8	7.72%	\$176.52
Computers	3,867	181	\$2,461.04	\$13.60	4.68%	-	22	12.15%	\$111.87
Tablets with full browsers	172	17	\$177.12	\$10.42	9.88%	-	2.5	14.71%	\$70.85

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	10,083	727	\$9,845.50	\$13.54	7.21%	-	65.3	8.99%	\$150.70

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Submit lead form	56.7
Phone Calls from Website	5
Calls from Ads	3.7
Contact us (MidtownBankruptcy.com - William Waldner)	0
Local actions - Website visits	0
Clicks to call	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