

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

William Waldner

154-645-4823

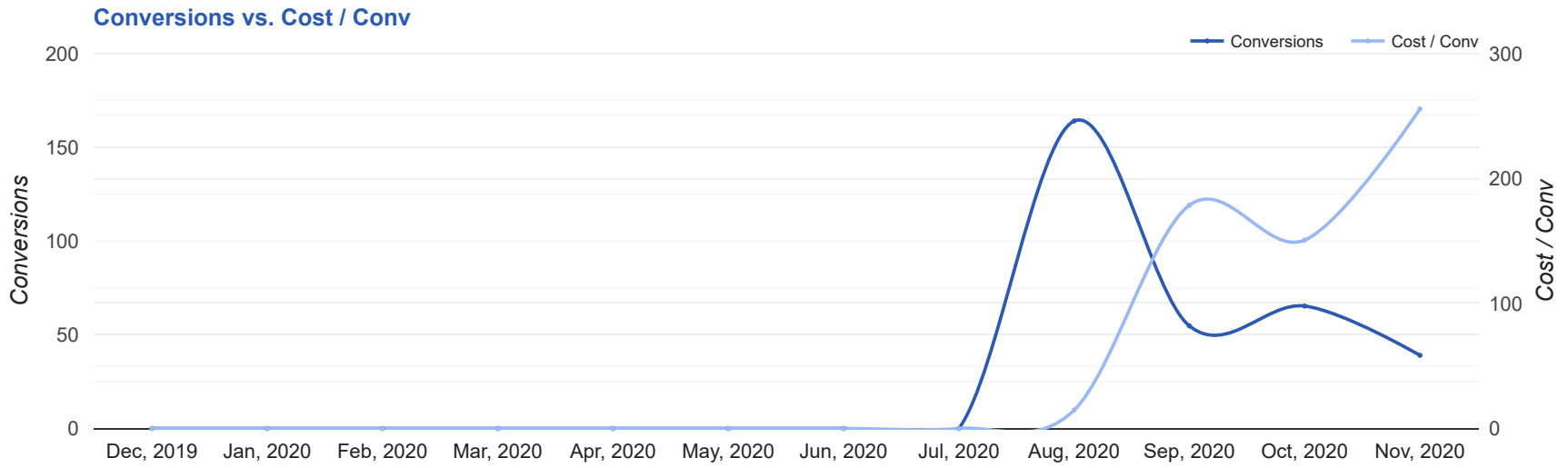
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$9,970	39	5.46%	\$255.64
↑ 1%	↓ 40%	↓ 39%	↑ 70%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	10,083	727	\$9,845.50	\$13.54	7.21%	-	65.3	8.99%	\$150.70	47.97%
1 Nov 2020 — 30 Nov 2020	9,032	714	\$9,969.97	\$13.96	7.91%	-	39	5.46%	\$255.64	43.05%
Change	1,051 ↓ 10%	13 ↓ 2%	\$124.47 ↑ 1%	\$0.42 ↑ 3%	0.70% ↑ 10%	--	26.33 ↓ 40%	3.53% ↓ 39%	\$104.94 ↑ 70%	4.92% ↓ 10%

Performance by Month - 1 Dec 2019 — 30 Nov 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	47.97%
Nov '20	9,032	714	\$9,969.97	\$13.96	7.91%	-	39	5.46%	\$255.64	43.05%
Total	34,377	2,195	\$31,989.67	\$14.57	6.39%	-	323	14.72%	\$99.04	42.2%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta bankruptcy	9,032	714	\$9,969.97	\$13.96	7.91%	-	39	5.46%	\$255.64	43.05%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

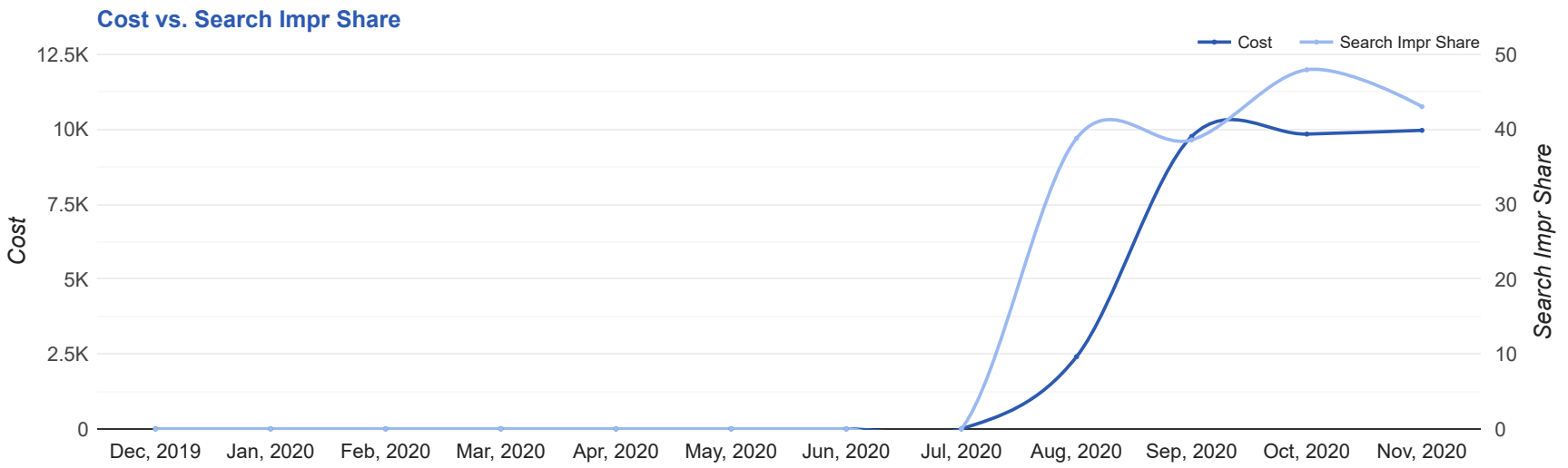
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Law Office of William Waldner} - Need A Bankruptcy Lawyer? - File Bankruptcy in NYC www.midtownbankruptcy.com/ --/ -- Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	2,988	210	\$3,540.57	\$16.86	7.03%	-	15.2	7.24%	\$232.93
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	1,119	106	\$1,621.09	\$15.29	9.47%	-	8.1	7.68%	\$199.15
{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	1,008	72	\$1,879.62	\$26.11	7.14%	-	6.2	8.58%	\$304.15
{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	947	120	\$1,240.09	\$10.33	12.67%	-	2.7	2.23%	\$464.45
File Bankruptcy in NYC - See If You Qualify For Free - Bankruptcy Attorney - \$0 Down www.midtownbankruptcy.com/ Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	138	12	\$255.44	\$21.29	8.70%	-	2	16.67%	\$127.72

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

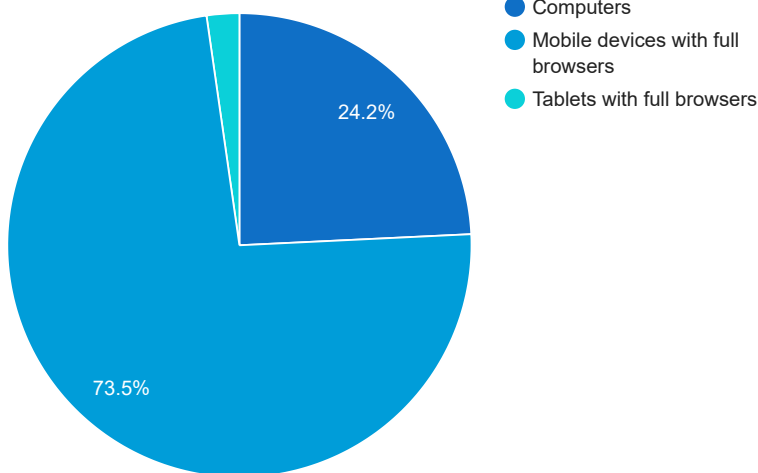
Budget Coverage



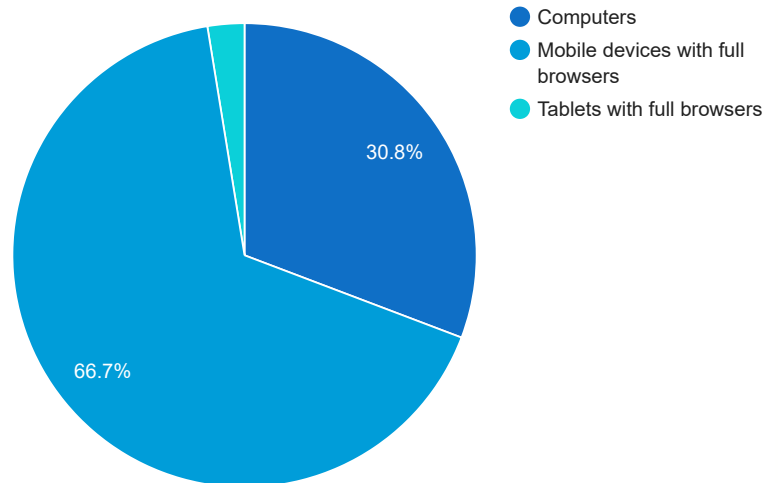
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	2,409.28	38.81
Sep, 2020	9,764.92	38.60
Oct, 2020	9,845.50	47.97
Nov, 2020	9,969.97	43.05

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	5,497	531	\$7,327.22	\$13.80	9.66%	-	26	4.9%	\$281.82
Computers	3,345	162	\$2,416.54	\$14.92	4.84%	-	12	7.41%	\$201.38
Tablets with full browsers	190	21	\$226.21	\$10.77	11.05%	-	1	4.76%	\$226.21

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	9,032	714	\$9,969.97	\$13.96	7.91%	-	39	5.46%	\$255.64

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Submit lead form	36
Phone Calls from Website	2
Calls from Ads	1
Local actions - Directions	0
Local actions - Other engagements	0
Contact us (MidtownBankruptcy.com - William Waldner)	0
Local actions - Website visits	0
Clicks to call	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 page 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