

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

William Waldner

154-645-4823

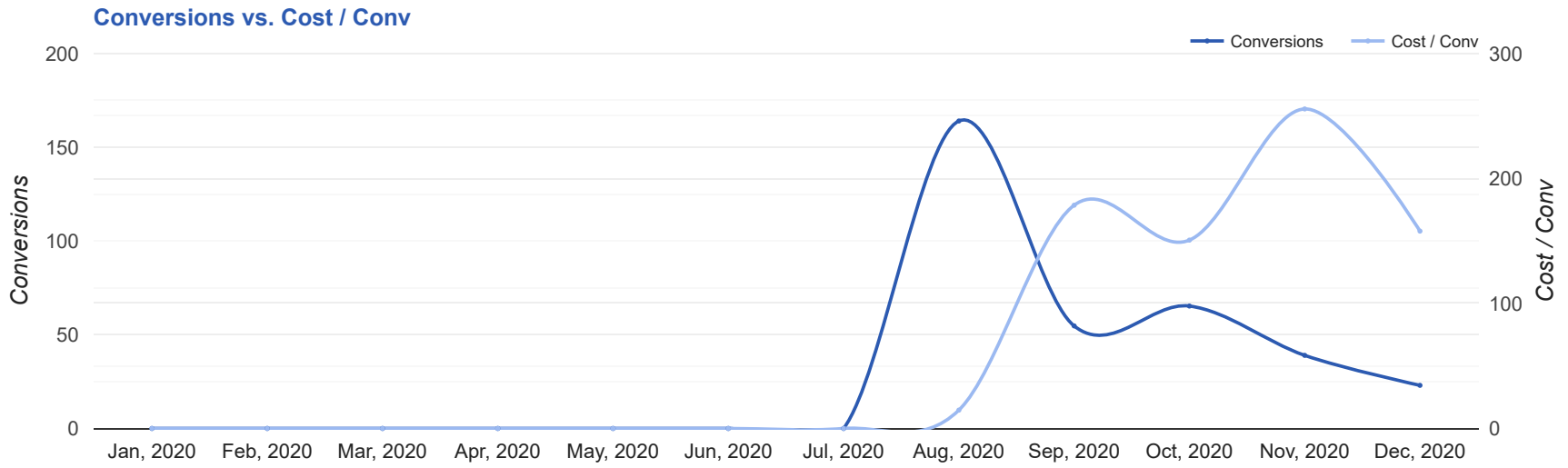
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,632	23	10.13%	\$157.89
↓ 64%	↓ 41%	↑ 86%	↓ 38%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	9,032	714	\$9,969.97	\$13.96	7.91%	-	39	5.46%	\$255.64	42.74%
1 Dec 2020 — 31 Dec 2020	2,379	227	\$3,631.54	\$16.00	9.54%	-	23	10.13%	\$157.89	43.36%
Change	6,653 ↓ 74%	487 ↓ 68%	\$6,338.43 ↓ 64%	\$2.04 ↑ 15%	1.63% ↑ 21%	--	16 ↓ 41%	4.67% ↑ 86%	\$97.75 ↓ 38%	0.62% ↑ 1%

Performance by Month - 1 Jan 2020 — 31 Dec 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	42.74%
Dec '20	2,379	227	\$3,631.54	\$16.00	9.54%	-	23	10.13%	\$157.89	43.36%
Total	36,756	2,422	\$35,621.21	\$14.71	6.59%	-	346	14.29%	\$102.95	42.19%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta bankruptcy	2,379	227	\$3,631.54	\$16.00	9.54%	-	23	10.13%	\$157.89	43.36%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

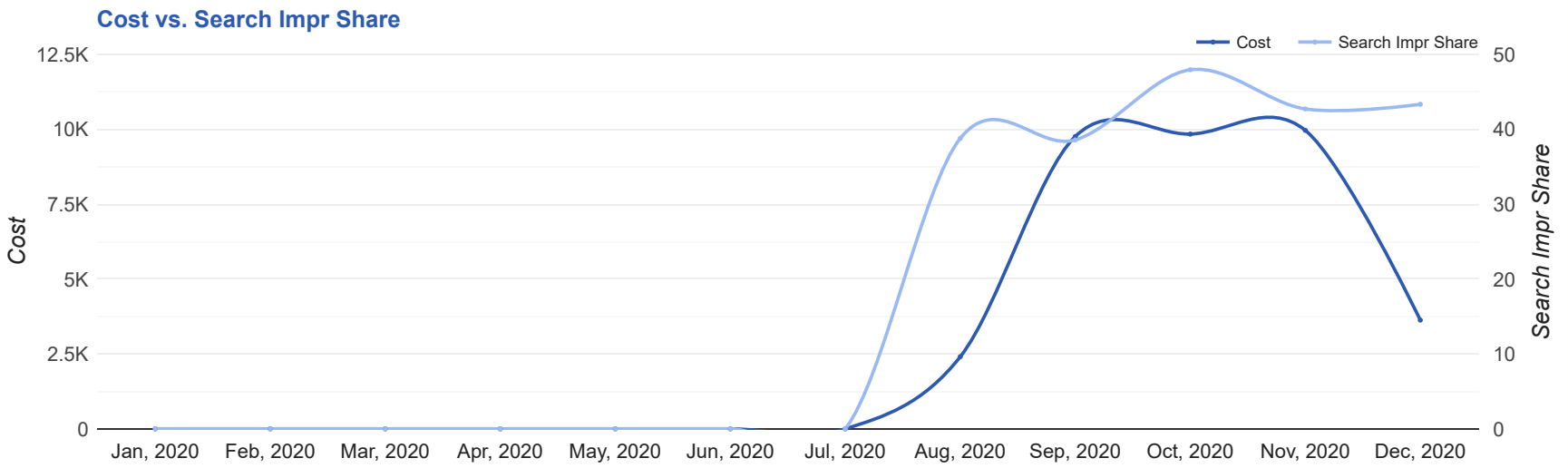
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
File Bankruptcy in NYC - See If You Qualify For Free - Discharge Debt in 3 Months www.midtownbankruptcy.com/ Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	476	52	\$825.58	\$15.88	10.92%	-	7	13.46%	\$117.94
{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	462	35	\$872.95	\$24.94	7.58%	-	5	14.29%	\$174.59
{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	335	44	\$407.73	\$9.27	13.13%	-	4	9.09%	\$101.93
{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	774	72	\$1,259.35	\$17.49	9.30%	-	4	5.56%	\$314.84
{Keyword:Law Office of William Waldner} - Need A Bankruptcy Lawyer? - File Chapter 13 Bankruptcy www.midtownbankruptcy.com/ --/ -- Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	89	7	\$66.46	\$9.49	7.87%	-	1	14.29%	\$66.46

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

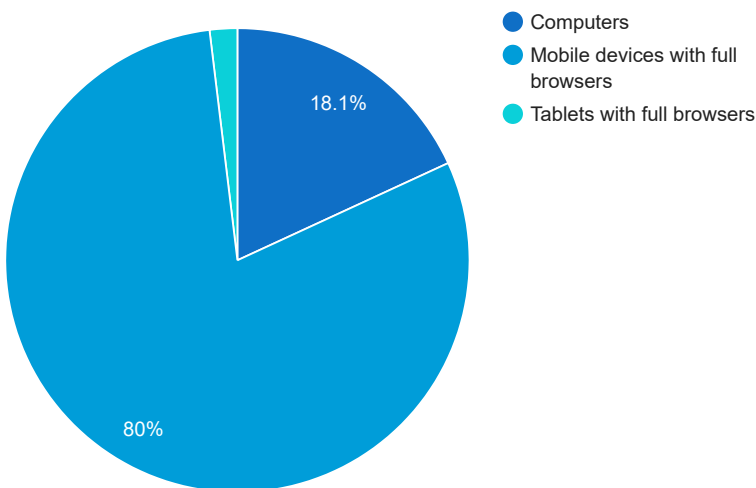
Budget Coverage



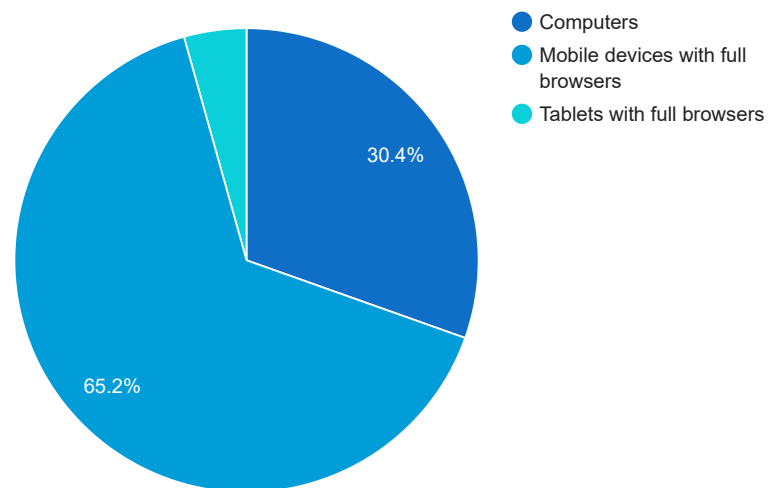
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	2,409.28	38.81
Sep, 2020	9,764.92	38.60
Oct, 2020	9,845.50	47.97
Nov, 2020	9,969.97	42.74
Dec, 2020	3,631.54	43.36

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	1,422	179	\$2,903.61	\$16.22	12.59%	-	15	8.36%	\$194.09
Computers	932	43	\$658.11	\$15.30	4.61%	-	7	16.37%	\$93.48
Tablets with full browsers	25	5	\$69.82	\$13.96	20%	-	1	20%	\$69.82

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	2,379	227	\$3,631.54	\$16.00	9.54%	-	23	10.13%	\$157.89

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Submit lead form	22
Click to Call	1
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