

**Monthly Account  
Performance Report  
1 Apr 2021 — 30 Apr 2021**

Uptown Bankruptcy (William W #2)

571-101-9642

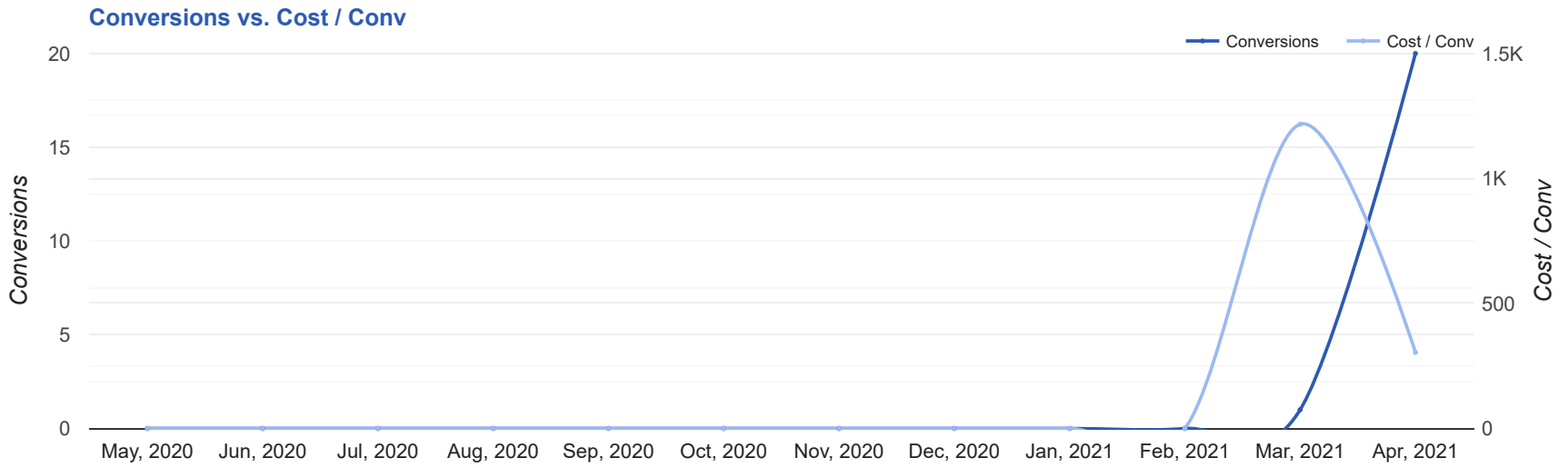
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$6,087	20	11.9%	\$304.33
↑ 400%	↑ 1,900%	↑ 530%	↓ 75%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	779	53	\$1,217.05	\$22.96	6.8%	-	1	1.89%	\$1,217.05	46.69%
1 Apr 2021 — 30 Apr 2021	2,400	168	\$6,086.66	\$36.23	7%	-	20	11.9%	\$304.33	57.95%
<b>Change</b>	1,621 ↑ 208%	115 ↑ 217%	\$4,869.61 ↑ 400%	\$13.27 ↑ 58%	0.20% ↑ 3%	0 ↔ -	19 ↑ 1,900%	10.01% ↑ 530%	\$912.72 ↓ 75%	11.26% ↑ 24%

# Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Nov '20	80	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	28.29%
Dec '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jan '21	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Feb '21	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Mar '21	779	53	\$1,217.05	\$22.96	6.8%	-	1	1.89%	\$1,217.05	46.69%
Apr '21	2,400	168	\$6,086.66	\$36.23	7%	-	20	11.9%	\$304.33	57.95%
<b>Total</b>	<b>3,259</b>	<b>221</b>	<b>\$7,303.71</b>	<b>\$33.05</b>	<b>6.78%</b>	<b>-</b>	<b>21</b>	<b>9.5%</b>	<b>\$347.80</b>	<b>53.49%</b>

# Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   bankruptcy	2,400	168	\$6,086.66	\$36.23	7%	-	20	11.9%	\$304.33	57.95%

# Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Randall & Waldner, PLLC} - Need A Bankruptcy Lawyer? - File Bankruptcy in Washington <a href="https://uptownbankruptcy.com/">uptownbankruptcy.com/</a> -- Considering Bankruptcy? Get a Free Consultation with Randall and Waldner, PLLC	509	39	\$2,522.07	\$64.67	7.66%	-	6	15.38%	\$420.35
File Bankruptcy in Washington - See If You Qualify For Free - Discharge Debt in 3 Months <a href="https://uptownbankruptcy.com/">uptownbankruptcy.com/</a> Considering Bankruptcy? Get a Free Consultation with Randall and Waldner, PLLC	243	21	\$707.17	\$33.67	8.64%	-	5	23.81%	\$141.43
{Keyword:Randall & Waldner, PLLC} - Need A Bankruptcy Lawyer? - File Bankruptcy in Washington <a href="https://uptownbankruptcy.com/">uptownbankruptcy.com/</a> -- Considering Bankruptcy? Get a Free Consultation with Randall and Waldner, PLLC	775	47	\$1,130.60	\$24.06	6.06%	-	5	10.64%	\$226.12
{Keyword:Bankruptcy Lawyer Washington} - Free Bankruptcy Evaluation - Stop Garnishment + Collectors <a href="https://uptownbankruptcy.com/">uptownbankruptcy.com/</a> Considering Bankruptcy? Get a Free Consultation with Randall and Waldner, PLLC	112	7	\$290.01	\$41.43	6.25%	-	1	14.29%	\$290.01
File Bankruptcy in Washington - See If You Qualify For Free - Bankruptcy Attorney - \$0 Down <a href="https://uptownbankruptcy.com/">uptownbankruptcy.com/</a> Considering Bankruptcy? Get a Free Consultation with Randall and Waldner, PLLC	106	7	\$240.81	\$34.40	6.60%	-	1	14.29%	\$240.81

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

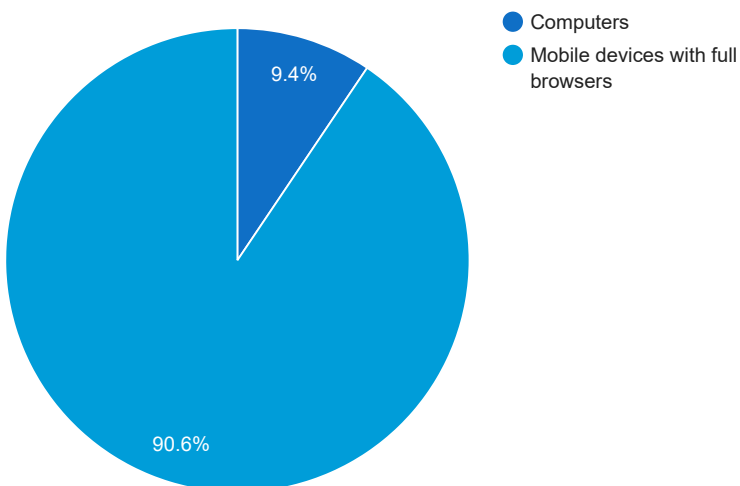
## Budget Coverage



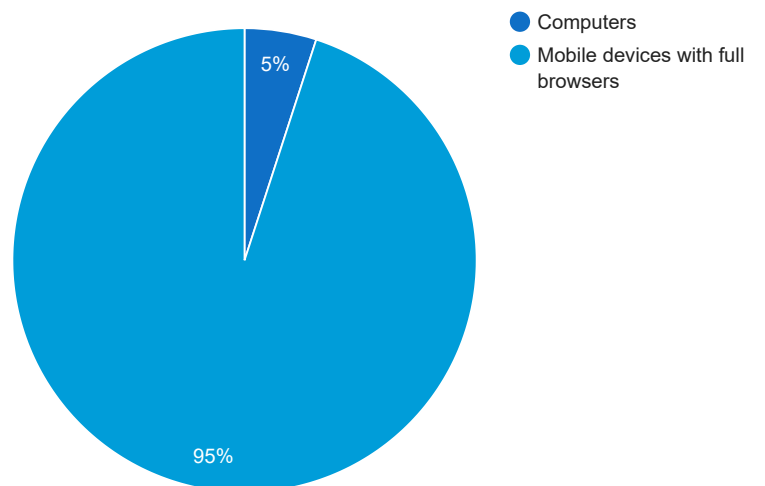
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	28.29
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	1,217.05	46.69
Apr, 2021	6,086.66	57.95

## 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	1,783	145	\$5,512.05	\$38.01	8.13%	-	19	13.1%	\$290.11
Computers	590	23	\$574.61	\$24.98	3.9%	-	1	4.35%	\$574.61
Tablets with full browsers	27	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00

### 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	2,400	168	\$6,086.66	\$36.23	7%	-	20	11.9%	\$304.33

## Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Submit lead form	15
Calls from Website	3
Calls from ads	1
Call From Ads (MS)	1
Local actions - Website visits	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