

**Monthly Account
Performance Report
1 May 2021 — 31 May 2021**

Uptown Bankruptcy (William W #2)

571-101-9642

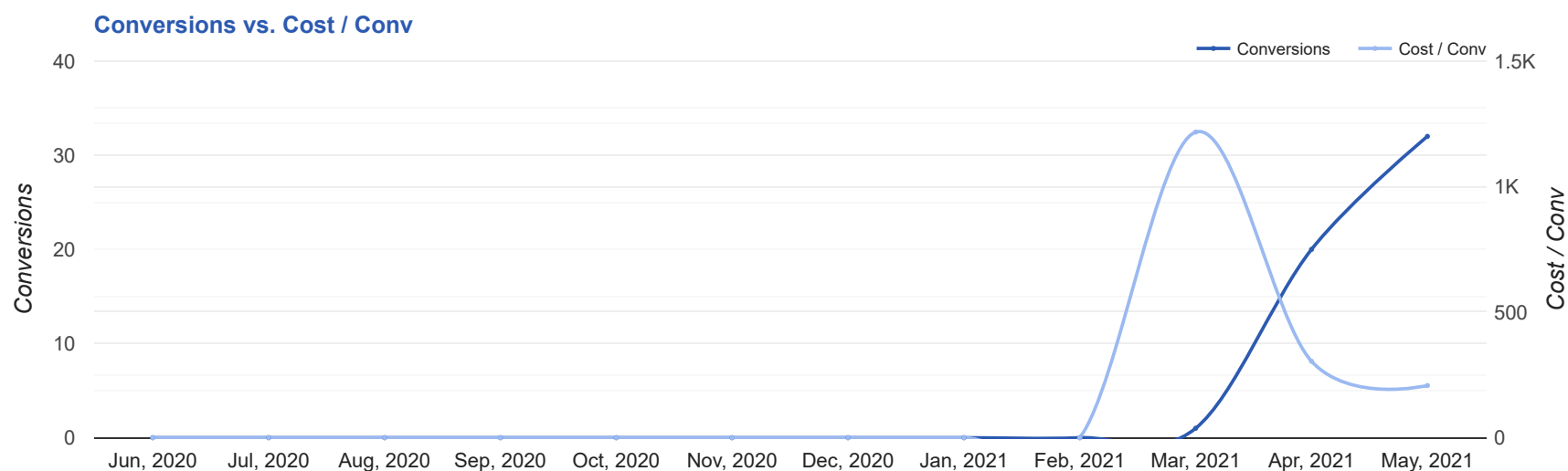
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$6,647	32	16.24%	\$207.72
↑ 9%	↑ 60%	↑ 36%	↓ 32%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	2,400	168	\$6,086.66	\$36.23	7%	-	20	11.9%	\$304.33	57.95%
1 May 2021 — 31 May 2021	2,443	197	\$6,647.11	\$33.74	8.06%	-	32	16.24%	\$207.72	69.69%
Change	43 ↑ 2%	29 ↑ 17%	\$560.45 ↑ 9%	\$2.49 ↓ 7%	1.06% ↑ 15%	0 ↔ -	12 ↑ 60%	4.34% ↑ 36%	\$96.61 ↓ 32%	11.74% ↑ 20%

Performance by Month - 1 Jun 2020 — 31 May 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%	
May '21	2,443	197	\$6,647.11	\$33.74	8.06%	-	32	16.24%	\$207.72	69.69%	
Total	5,702	418	\$13,950.82	\$33.38	7.33%	-	53	12.68%	\$263.22	59.41%	

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta bankruptcy	2,443	197	\$6,647.11	\$33.74	8.06%	-	32	16.24%	\$207.72	69.69%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

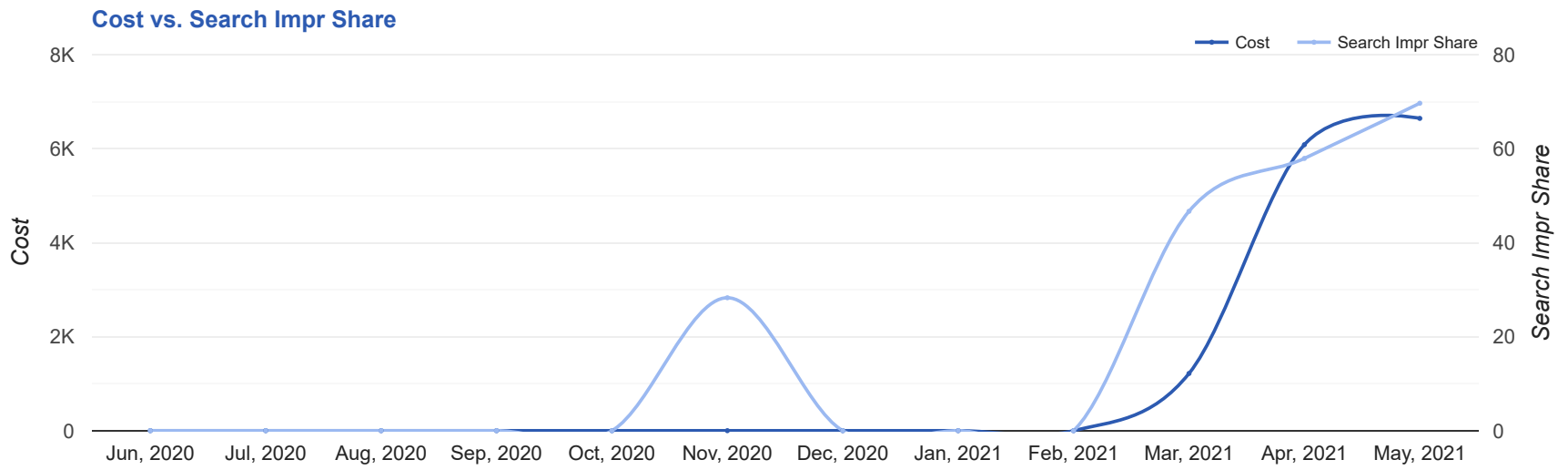
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Randall & Waldner, PLLC} - Need A Bankruptcy Lawyer? - File Bankruptcy in Washington uptownbankruptcy.com/ -- Considering Bankruptcy? Get a Free Consultation with Randall and Waldner, PLLC	986	94	\$3,214.94	\$34.20	9.53%	-	13	13.83%	\$247.30
{Keyword:Randall & Waldner, PLLC} - Need A Bankruptcy Lawyer? - File Bankruptcy in Washington uptownbankruptcy.com/ -- Considering Bankruptcy? Get a Free Consultation with Randall and Waldner, PLLC	558	38	\$1,551.07	\$40.82	6.81%	-	10	26.32%	\$155.11
File Bankruptcy in Washington - See If You Qualify For Free - Discharge Debt in 3 Months uptownbankruptcy.com/ Considering Bankruptcy? Get a Free Consultation with Randall and Waldner, PLLC	116	16	\$714.34	\$44.65	13.79%	-	6	37.50%	\$119.06
{Keyword:Bankruptcy Lawyer Washington} - Free Bankruptcy Evaluation - Stop Garnishment + Collectors uptownbankruptcy.com/ Considering Bankruptcy? Get a Free Consultation with Randall and Waldner, PLLC	56	6	\$235.28	\$39.21	10.71%	-	2	33.33%	\$117.64
File Bankruptcy in Washington - See If You Qualify For Free - Bankruptcy Attorney - \$0 Down uptownbankruptcy.com/ Considering Bankruptcy? Get a Free Consultation with Randall and Waldner, PLLC	18	3	\$76.06	\$25.35	16.67%	-	1	33.33%	\$76.06

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

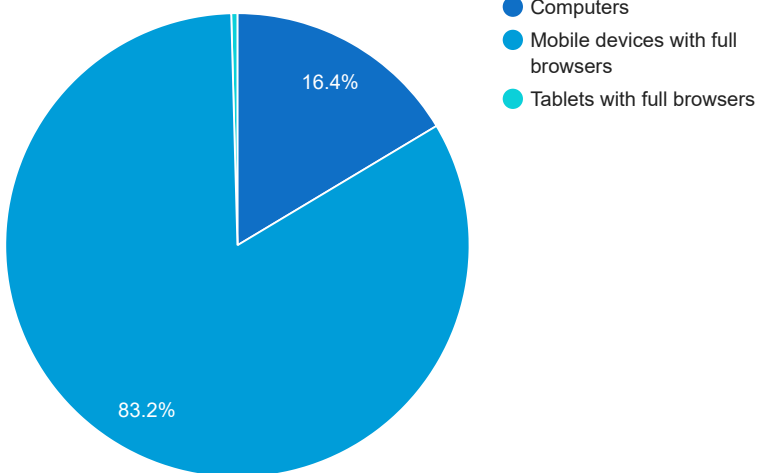
Budget Coverage



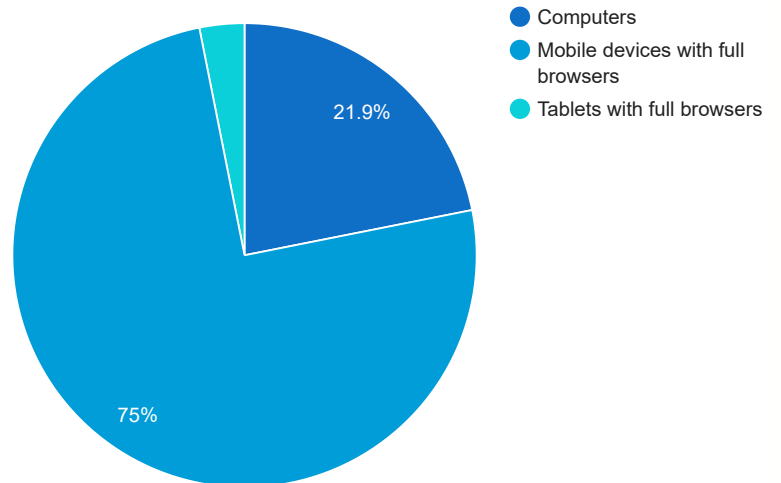
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	28.29
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	1,217.05	46.69
Apr, 2021	6,086.66	57.95
May, 2021	6,647.11	69.69

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	1,645	152	\$5,528.25	\$36.37	9.24%	-	24	15.79%	\$230.34
Computers	776	43	\$1,090.47	\$25.36	5.54%	-	7	16.28%	\$155.78
Tablets with full browsers	22	2	\$28.39	\$14.20	9.09%	-	1	50%	\$28.39

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	2,443	197	\$6,647.11	\$33.74	8.06%	-	32	16.24%	\$207.72

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Submit lead form	23
Calls from Website	4
Call From Ads (MS)	3
Click to Call	2
Local actions - Directions	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