

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

Midtown Bankruptcy - William Waldner

154-645-4823

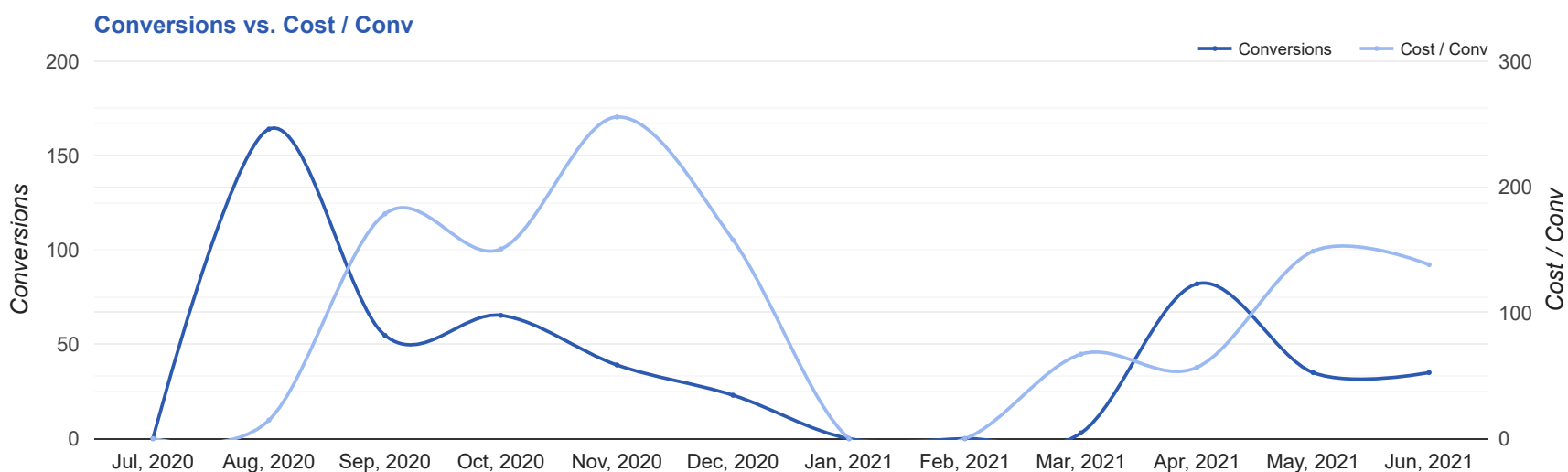
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,840	35	8.1%	\$138.28
↓ 7%	↔ 0%	↑ 29%	↓ 7%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	55,850	558	\$5,213.03	\$9.34	1%	-	35	6.27%	\$148.94	25.95%
1 Jun 2021 — 30 Jun 2021	8,989	432	\$4,839.96	\$11.20	4.81%	-	35	8.1%	\$138.28	24.53%
Change	46,861 ↓ 84%	126 ↓ 23%	\$373.07 ↓ 7%	\$1.86 ↑ 20%	3.81% ↑ 381%	0 ↔ -	0 ↔ 0%	1.83% ↑ 29%	\$10.66 ↓ 7%	1.42% ↓ 5%

# Performance by Month - 1 Jul 2020 — 30 Jun 2021



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%
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	2,282	53	\$201.37	\$3.80	2.32%	-	3	5.66%	\$67.12	5%
Apr '21	191,550	1,148	\$4,645.24	\$4.05	0.6%	-	82	7.14%	\$56.65	13.94%
May '21	55,850	558	\$5,213.03	\$9.34	1%	-	35	6.27%	\$148.94	25.95%
Jun '21	8,989	432	\$4,839.96	\$11.20	4.81%	-	35	8.1%	\$138.28	24.53%
<b>Total</b>	<b>295,427</b>	<b>4,613</b>	<b>\$50,520.81</b>	<b>\$10.95</b>	<b>1.56%</b>	<b>-</b>	<b>501</b>	<b>10.86%</b>	<b>\$100.84</b>	<b>16.8%</b>

# Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   bankruptcy	8,989	432	\$4,839.96	\$11.20	4.81%	-	35	8.1%	\$138.28	24.53%

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

## Top Text Ads

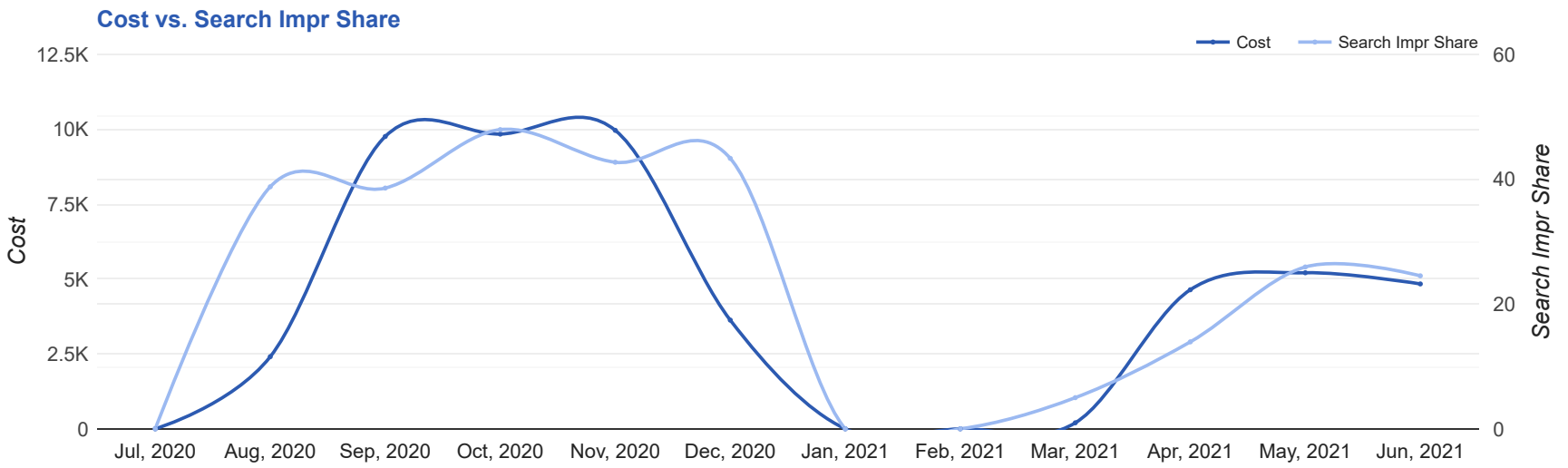
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
[Dynamic Headline] [Dynamic Display URL] Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	4,879	221	\$2,228.20	\$10.08	4.53%	-	19	8.60%	\$117.27
{Keyword:Law Office of William Waldner} - Need A Bankruptcy Lawyer? - File Bankruptcy in NYC <a href="http://www.midtownbankruptcy.com/">www.midtownbankruptcy.com/</a> -- -- Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	848	34	\$791.31	\$23.27	4.01%	-	6	17.65%	\$131.88
File Bankruptcy in NYC - See If You Qualify For Free - Discharge Debt in 3 Months <a href="http://www.midtownbankruptcy.com/">www.midtownbankruptcy.com/</a> Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	1,507	73	\$841.93	\$11.53	4.84%	-	4	5.48%	\$210.48
{Keyword:Chapter 7 Bankruptcy Lawyer} - Free Bankruptcy Evaluation - Do You Qualify for Chapter 7? <a href="http://www.midtownbankruptcy.com/">www.midtownbankruptcy.com/</a> Discharge Unsecured Debt: Eliminate Credit Card Debt, Personal Loans & Medical Bills.	121	21	\$213.04	\$10.14	17.36%	-	2	9.52%	\$106.52
File Chapter 13 Bankruptcy - See If You Qualify For Free - Keep Property. Get Out of Debt <a href="http://www.midtownbankruptcy.com/">www.midtownbankruptcy.com/</a> Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner	65	7	\$54.65	\$7.81	10.77%	-	1	14.29%	\$54.65

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

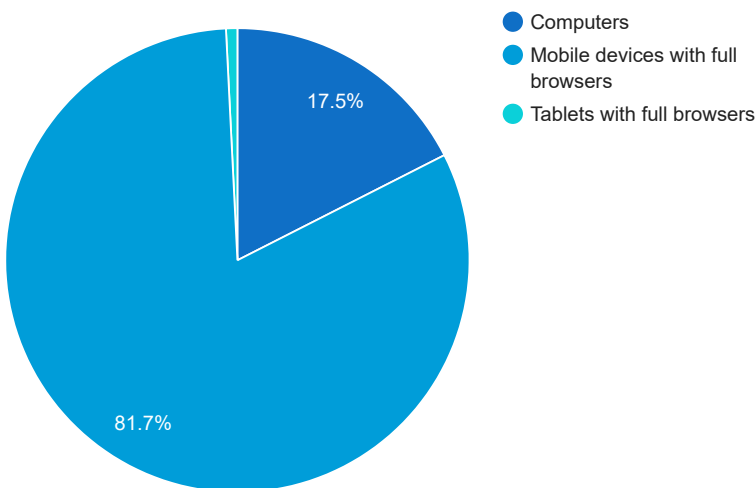
## Budget Coverage



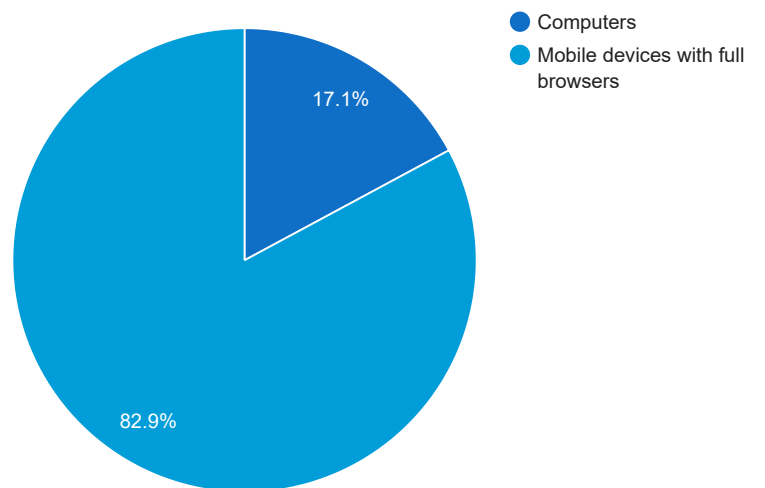
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	2,409.28	38.81
Sep, 2020	9,764.92	38.60
Oct, 2020	9,845.50	47.97
Nov, 2020	9,969.97	42.74
Dec, 2020	3,631.54	43.36
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	201.37	5
Apr, 2021	4,645.24	13.94
May, 2021	5,213.03	25.95
Jun, 2021	4,839.96	24.53

## 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	6,164	334	\$3,953.85	\$11.84	5.42%	-	29	8.68%	\$136.34
Computers	2,719	92	\$847.91	\$9.22	3.38%	-	6	6.52%	\$141.32
Tablets with full browsers	106	6	\$38.20	\$6.37	5.66%	-	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	8,989	432	\$4,839.96	\$11.20	4.81%	-	35	8.1%	\$138.28

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

CONVERSION TYPE	CONV
Click to Call	17
Calls from Ads	16
Submit lead form	2
Clicks to call	0
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