

Midtown Bankruptcy Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
William W. - Midtown Bankruptcy

\$4,173.74
\$4,839.96 -13.77%

Conversions
William W. - Midtown Bankruptcy

31
35 -11.43%

Clicks
William W. - Midtown Bankruptcy

375
432 -13.19%

Conv. Rate
William W. - Midtown Bankruptcy

8.27%
8.10% 2.10%

Avg CPC
William W. - Midtown Bankruptcy

\$11.13
\$11.20 -0.62%

Cost / Conv
William W. - Midtown Bankruptcy

\$134.64
\$138.28 -2.63%

Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary
William W. - Midtown Bankruptcy

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$4,173.74	\$4,839.96	-13.77%
Impressions	7,954	8,989	-11.51%
Clicks	375	432	-13.19%
Avg CPC	\$11.13	\$11.20	-0.62%
CTR	4.71%	4.81%	-2.08%
Conversions	31	35	-11.43%
Conv Rate	8.27%	8.10%	2.10%
Cost / Conv	\$134.64	\$138.28	-2.63%

Budget Coverage

Search Impr. Share
William W. - Midtown Bankruptcy

26.98%
24.59% 9.72%

Search IS Lost (due to Budget)
William W. - Midtown Bankruptcy

21.38%
20.23% 5.68%

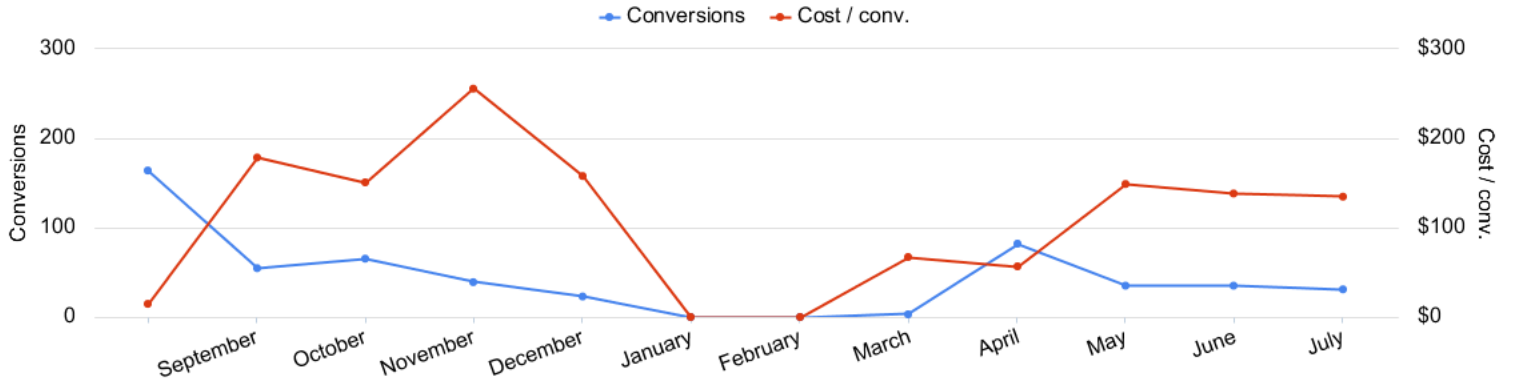
Search IS Lost (due to Rank)
William W. - Midtown Bankruptcy

51.64%
55.18% -6.42%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
William W. - Midtown Bankruptcy




Account Performance by Month
William W. - Midtown Bankruptcy

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$2,409.28	4,773	203	\$11.87	4.25%	164	80.79%	\$14.69	38.81%	1.49%
09/01/2020	\$9,764.92	10,489	551	\$17.72	5.25%	54.67	9.92%	\$178.61	38.60%	11.43%
10/01/2020	\$9,845.50	10,083	727	\$13.54	7.21%	65.33	8.99%	\$150.71	47.97%	9.68%
11/01/2020	\$9,969.97	9,032	714	\$13.96	7.91%	39	5.46%	\$255.64	42.74%	21.69%
12/01/2020	\$3,631.54	2,379	227	\$16.00	9.54%	23	10.13%	\$157.89	43.36%	23.34%
03/01/2021	\$201.37	2,282	53	\$3.80	2.32%	3	5.66%	\$67.12	0.10%	28.78%
04/01/2021	\$4,645.24	191,550	1,148	\$4.05	0.60%	82	7.14%	\$56.65	13.94%	12.22%
05/01/2021	\$5,213.03	55,850	558	\$9.34	1.00%	35	6.27%	\$148.94	25.95%	9.94%
06/01/2021	\$4,839.96	8,989	432	\$11.20	4.81%	35	8.10%	\$138.28	24.59%	20.23%
07/01/2021	\$4,173.74	7,954	375	\$11.13	4.71%	31	8.27%	\$134.64	26.98%	21.38%
Total	\$54,694.55	303,381	4,988	\$10.97	1.64%	532	10.67%	\$102.81	29.01%	16.38%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
William W. - Midtown Bankruptcy

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta bankruptcy	\$4,173.74	7,954	375	\$11.13	4.71%	31	8.27%	\$134.64

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
William W. - Midtown Bankruptcy

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
eviction lawyer	\$108.52	5	3	\$36.17	60.00%	3	100.00%	\$36.17
eviction attorneys	\$90.74	2	2	\$45.37	100.00%	1.54	77.00%	\$58.92
nyc bankruptcy assistance project	\$11.49	1	1	\$11.49	100.00%	1.5	150.00%	\$7.66
bankruptcy chapter 7	\$128.17	26	12	\$10.68	46.15%	1	8.33%	\$128.17
eviction law	\$57.55	1	1	\$57.55	100.00%	1	100.00%	\$57.55
eviction attorney	\$9.13	3	1	\$9.13	33.33%	1	100.00%	\$9.13
average cost for chapter 7 bankruptcy	\$3.74	1	2	\$1.87	200.00%	1	50.00%	\$3.74
bankruptcy attorney new jersey	\$31.28	1	1	\$31.28	100.00%	1	100.00%	\$31.28
bankruptcy chapter 7 vs 13	\$4.31	1	1	\$4.31	100.00%	1	100.00%	\$4.31
creditor garnishment	\$62.62	1	1	\$62.62	100.00%	1	100.00%	\$62.62
eviction lawyers for tenants	\$32.28	1	1	\$32.28	100.00%	1	100.00%	\$32.28
attorneys for evictions	\$11.57	2	1	\$11.57	50.00%	1	100.00%	\$11.57
www irs gov refunds	\$5.66	1	1	\$5.66	100.00%	1	100.00%	\$5.66
irs refund phone number	\$8.97	2	1	\$8.97	50.00%	1	100.00%	\$8.97
how to stop garnishment	\$20.16	1	1	\$20.16	100.00%	1	100.00%	\$20.16
bankruptcy lawyers nyc	\$14.40	1	1	\$14.40	100.00%	1	100.00%	\$14.40
rent stabilization	\$6.40	2	2	\$3.20	100.00%	1	50.00%	\$6.40
how to get rid of child support debt	\$67.97	1	1	\$67.97	100.00%	1	100.00%	\$67.97
tenant lawyers near me	\$186.65	14	6	\$31.11	42.86%	1	16.67%	\$186.65
defense attorney	\$104.98	1	1	\$104.98	100.00%	1	100.00%	\$104.98

Top Search Ads (by Conversions)

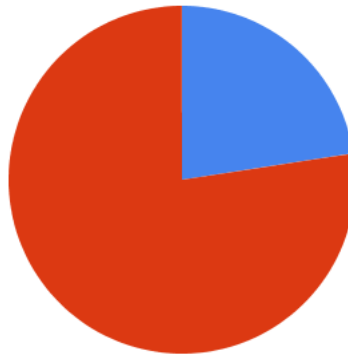
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
William W. - Midtown Bankruptcy

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Law Office of William Waldner} Need A Bankruptcy Lawyer? File Chapter 13 Bankruptcy www.midtownbankruptcy.com/bankruptcy/chapter_13 Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner Keep Your Property. Reorganize Debt with Affordable Repayment Plans with Chapter 13	search beta bankruptcy	\$32.19	126	8	\$4.02	6.35%	1	12.50%	\$32.19
{Keyword:Law Office of William Waldner} Need A Bankruptcy Lawyer? File Chapter 13 Bankruptcy www.midtownbankruptcy.com/bankruptcy/chapter_13 Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner Keep Your Property. Reorganize Debt with Affordable Repayment Plans with Chapter 13	search beta bankruptcy	\$40.92	8	2	\$20.46	25.00%	1	50.00%	\$40.92
{Keyword:Law Office of William Waldner} Need A Bankruptcy Lawyer? File Bankruptcy in NYC www.midtownbankruptcy.com/bankruptcy Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner Stop Lawsuits, Garnishments & Harassment from Debt Collectors. Call for Free Consultation	search beta bankruptcy	\$11.42	41	1	\$11.42	2.44%	0	0.00%	\$0.00
{Keyword:Law Office of William Waldner} Need A Bankruptcy Lawyer? File Bankruptcy in NYC www.midtownbankruptcy.com/bankruptcy/lawyer Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner Stop Lawsuits, Garnishments & Harassment from Debt Collectors. Call for Free Consultation	search beta bankruptcy	\$177.26	368	11	\$16.11	2.99%	0	0.00%	\$0.00
{Keyword:Law Office of William Waldner} Need A Bankruptcy Lawyer? File Chapter 7 Bankruptcy www.midtownbankruptcy.com/bankruptcy/chapter_7 Considering Bankruptcy? Get a Free Consultation with Bankruptcy Attorney William Waldner Discharge Unsecured Debt: Eliminate Credit Card Debt, Personal Loans & Medical Bills.	search beta bankruptcy	\$0.00	9	0	\$0.00	0.00%	0	0.00%	\$0.00

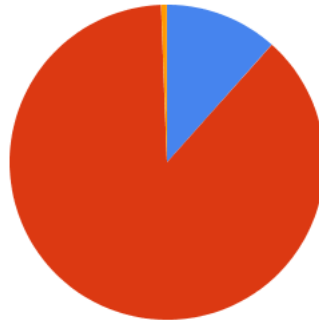
Budget Utilization by Device

Conversions by Device
William W. - Midtown Bankruptcy



■ Computers - Conversions: 7 (22.58%)
 ■ Mobile devices with full browsers - Conversions: 24 (77.42%)

Cost by Device
William W. - Midtown Bankruptcy




■ Computers - Cost: \$484.20 (11.60%)
 ■ Mobile devices with full browsers - Cost: \$3,664.67 (87.80%)
 ■ Tablets with full browsers - Cost: \$24.87 (0.60%)


Device Performance (by Conversions)
William W. - Midtown Bankruptcy

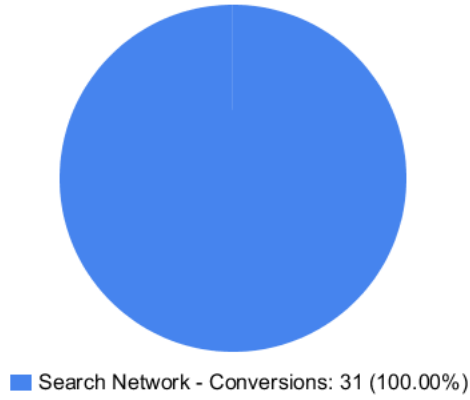
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	5,794	305	\$3,664.67	\$12.02	5.26%	24	7.87%	\$152.69
Computers	2,067	66	\$484.20	\$7.34	3.19%	7	10.61%	\$69.17
Tablets with full browsers	93	4	\$24.87	\$6.22	4.30%	0	0.00%	\$0.00

Budget Utilization by Network

 Cost by Network
William W. - Midtown Bankruptcy



 Conversions by Network
William W. - Midtown Bankruptcy



 Network Performance
William W. - Midtown Bankruptcy

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	7,954	375	\$4,173.74	\$11.13	4.71%	31	8.27%	\$134.64

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
William W. - Midtown Bankruptcy

Conversion name	All conv.
Click to Call	17
Calls from Ads	13
Clicks to call	8
Submit lead form	2

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
William W. - Midtown Bankruptcy

Region	Clicks	Conversions	Cost / conv.
New York	375	31	\$134.64

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage