

Midtown Bankruptcy Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
William W. - Midtown Bankruptcy

\$3,944.15
\$5,094.45 -22.58%

Conversions
William W. - Midtown Bankruptcy

31.81
34.19 -6.96%

Clicks
William W. - Midtown Bankruptcy

307
453 -32.23%

Conv. Rate
William W. - Midtown Bankruptcy

10.36%
7.55% 37.22%

Avg CPC
William W. - Midtown Bankruptcy

\$12.85
\$11.25 14.22%

Cost / Conv
William W. - Midtown Bankruptcy

\$123.99
\$149.00 -16.79%

Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
William W. - Midtown Bankruptcy

| Metric | 09/01/2021 - 09/30/2021 | 08/01/2021 - 08/31/2021 | % Change |
|-------------|-------------------------|-------------------------|--------------------------------------------|
| Cost | \$3,944.15 | \$5,094.45 | -22.58% |
| Impressions | 5,829 | 8,500 | -31.42% |
| Clicks | 307 | 453 | -32.23% |
| Avg CPC | \$12.85 | \$11.25 | 14.22% |
| CTR | 5.27% | 5.33% | -1.13% |
| Conversions | 31.81 | 34.19 | -6.96% |
| Conv Rate | 10.36% | 7.55% | 37.22% |
| Cost / Conv | \$123.99 | \$149.00 | -16.79% |

Budget Coverage

Search Impr. Share
William W. - Midtown Bankruptcy

32.58%
28.64% 13.76%

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

28.85%
37.79% -23.66%

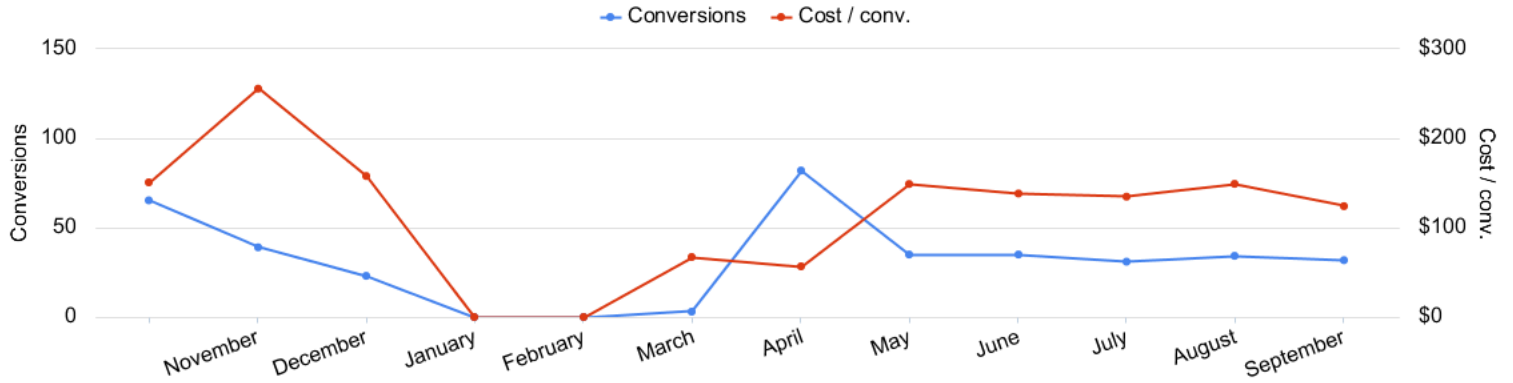
Search IS Lost (due to Rank)
William W. - Midtown Bankruptcy

38.57%
33.57% 14.89%

Monthly Performance Trends

10/01/2020 - 09/30/2021

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) |
|--------------|--------------------|----------------|--------------|----------------|--------------|---------------|--------------|-----------------|--------------------|-------------------------|
| 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% |
| 08/01/2021 | \$5,094.45 | 8,500 | 453 | \$11.25 | 5.33% | 34.19 | 7.55% | \$149.02 | 28.64% | 37.79% |
| 09/01/2021 | \$3,944.15 | 5,829 | 307 | \$12.85 | 5.27% | 31.81 | 10.36% | \$123.97 | 32.58% | 28.85% |
| Total | \$51,558.95 | 302,448 | 4,994 | \$10.32 | 1.65% | 379.33 | 7.60% | \$135.92 | 27.65% | 21.27% |

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

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

| Campaign | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|----------------------------|------------|-------------|--------|----------|-------|-------------|------------|--------------|
| search beta bankruptcy | \$3,944.15 | 5,829 | 307 | \$12.85 | 5.27% | 31.81 | 10.36% | \$123.99 |

Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

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

| Search term | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|-----------------------------------------|---------|-------------|--------|----------|---------|-------------|------------|--------------|
| eviction lawyer | \$98.33 | 34 | 2 | \$49.16 | 5.88% | 2 | 100.00% | \$49.16 |
| bankruptcy attorney near me | \$18.01 | 56 | 2 | \$9.01 | 3.57% | 1 | 50.00% | \$18.01 |
| immigration law | \$47.78 | 5 | 1 | \$47.78 | 20.00% | 1 | 100.00% | \$47.78 |
| wage garnishment ny | \$11.14 | 7 | 2 | \$5.57 | 28.57% | 1 | 50.00% | \$11.14 |
| how to start bankruptcy | \$6.64 | 1 | 1 | \$6.64 | 100.00% | 1 | 100.00% | \$6.64 |
| filing for bankruptcy | \$30.66 | 17 | 2 | \$15.33 | 11.76% | 1 | 50.00% | \$30.66 |
| bankruptcy lawyer | \$26.04 | 3 | 1 | \$26.04 | 33.33% | 1 | 100.00% | \$26.04 |
| bankruptcy lawyers cheap | \$27.19 | 1 | 1 | \$27.19 | 100.00% | 1 | 100.00% | \$27.19 |
| how to file bankruptcy chapter 7 online | \$38.30 | 13 | 3 | \$12.77 | 23.08% | 1 | 33.33% | \$38.30 |
| how do you claim bankruptcies | \$25.12 | 3 | 2 | \$12.56 | 66.67% | 1 | 50.00% | \$25.12 |
| garnishment | \$45.01 | 25 | 3 | \$15.00 | 12.00% | 1 | 33.33% | \$45.01 |
| how can i declare myself bankrupt | \$10.73 | 2 | 1 | \$10.73 | 50.00% | 1 | 100.00% | \$10.73 |
| claiming bankruptcy | \$13.67 | 1 | 1 | \$13.67 | 100.00% | 1 | 100.00% | \$13.67 |
| debt collector lawyer | \$44.93 | 6 | 1 | \$44.93 | 16.67% | 1 | 100.00% | \$44.93 |
| bankruptcy attorney long island | \$10.13 | 1 | 1 | \$10.13 | 100.00% | 0.5 | 50.00% | \$20.26 |
| disability lawyers near me | \$23.51 | 13 | 1 | \$23.51 | 7.69% | 0 | 0.00% | \$0.00 |
| debt attorney | \$0.00 | 1 | 0 | \$0.00 | 0.00% | 0 | 0.00% | \$0.00 |
| where my refunds | \$0.00 | 1 | 0 | \$0.00 | 0.00% | 0 | 0.00% | \$0.00 |
| foreclose | \$0.00 | 1 | 0 | \$0.00 | 0.00% | 0 | 0.00% | \$0.00 |
| stop wage garnishment ny | \$0.00 | 2 | 0 | \$0.00 | 0.00% | 0 | 0.00% | \$0.00 |

Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

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 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 | \$104.96 | 280 | 8 | \$13.12 | 2.86% | 3.17 | 39.63% | \$33.11 |
| {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 | \$63.36 | 121 | 10 | \$6.34 | 8.26% | 1 | 10.00% | \$63.36 |
| 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 | \$62.01 | 136 | 10 | \$6.20 | 7.35% | 1 | 10.00% | \$62.01 |
| {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 | \$0.00 | 1 | 0 | \$0.00 | 0.00% | 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 | 4 | 0 | \$0.00 | 0.00% | 0 | 0.00% | \$0.00 |

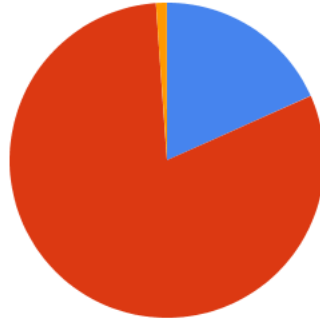
Budget Utilization by Device

Conversions by Device
William W. - Midtown Bankruptcy



■ Computers - Conversions: 9.81 (30.84%)
 ■ Mobile devices with full browsers - Conversions: 21 (66.02%)
 ■ Tablets with full browsers - Conversions: 1 (3.14%)

Cost by Device
William W. - Midtown Bankruptcy




■ Computers - Cost: \$721.74 (18.30%)
 ■ Mobile devices with full browsers - Cost: \$3,178.03 (80.58%)
 ■ Tablets with full browsers - Cost: \$44.38 (1.13%)

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

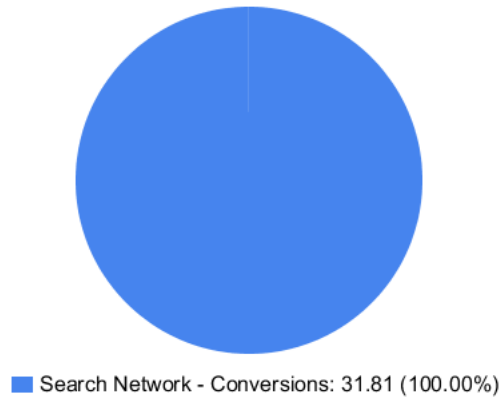
| Device | Impressions | Clicks | Cost | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|-----------------------------------|-------------|--------|------------|----------|-------|-------------|------------|--------------|
| Mobile devices with full browsers | 3,920 | 226 | \$3,178.03 | \$14.06 | 5.77% | 21 | 9.29% | \$151.33 |
| Computers | 1,833 | 76 | \$721.74 | \$9.50 | 4.15% | 9.81 | 12.91% | \$73.54 |
| Tablets with full browsers | 76 | 5 | \$44.38 | \$8.88 | 6.58% | 1 | 20.00% | \$44.38 |


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 | 5,829 | 307 | \$3,944.15 | \$12.85 | 5.27% | 31.81 | 10.36% | \$123.97 |

Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
William W. - Midtown Bankruptcy

| Conversion name | All conv. | % Change |
|------------------|-----------|----------|
| Click to Call | 20 | 42.86% |
| Calls from Ads | 9 | -47.06% |
| Submit lead form | 2.81 | -11.91% |
| Clicks to call | 2 | -50.00% |

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
William W. - Midtown Bankruptcy

| Region | Clicks | Conversions | Cost / conv. |
|----------|--------|-------------|--------------|
| New York | 307 | 31.81 | \$123.99 |

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