

**Monthly Account
Performance Report
1 Sep 2019 — 30 Sep 2019**

Chalik Emerson Medical

550-334-6766

Key Performance Indicators (KPIs)

Cost

\$1,616

↓ 20%

Conv

8

↓ 20%

Conv Rate

6.78%

↑ 10%

Cost / Conv

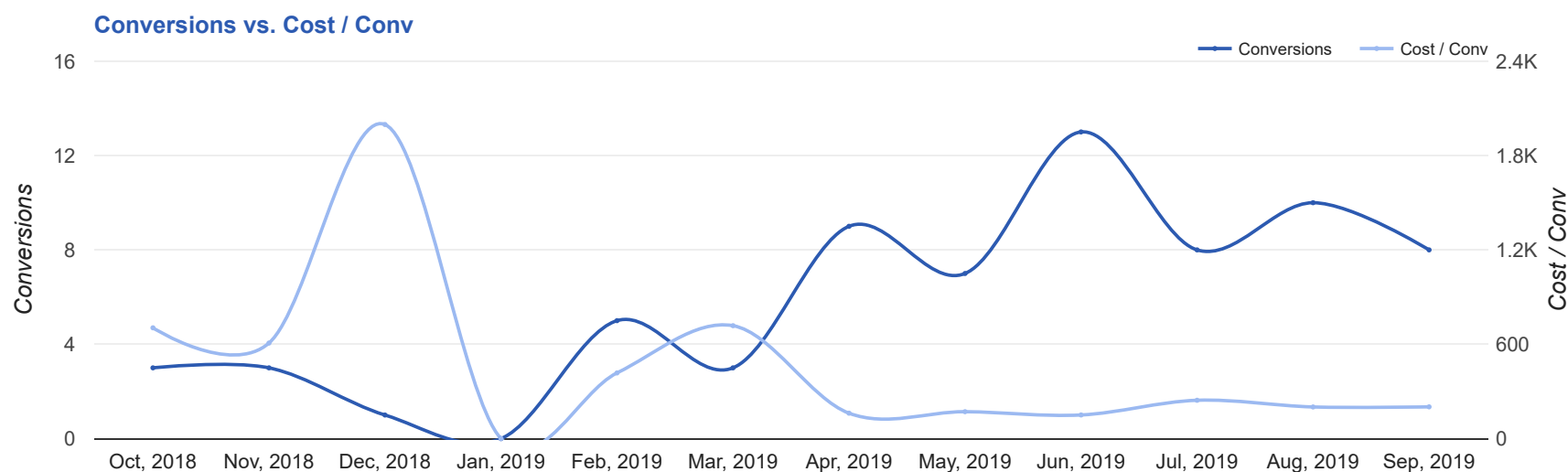
\$201.98

↔ 0%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	1,640	162	\$2,012.46	\$12.42	9.88%	1.60	10	6.17%	\$201.25
1 Sep 2019 — 30 Sep 2019	1,316	118	\$1,615.84	\$13.69	8.97%	1.70	8	6.78%	\$201.98
Change	324 ↓ 20%	44 ↓ 27%	\$396.62 ↓ 20%	\$1.27 ↑ 10%	0.91% ↓ 9%	0.10 ↓ 6%	2 ↓ 20%	0.61% ↑ 10%	\$0.73 ↑ 0%

Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Oct '18	1,267	134	\$2,113.62	\$15.77	10.58%	1.60	3	2.24%	\$704.54
Nov '18	1,429	128	\$1,822.87	\$14.24	8.96%	1.80	3	2.34%	\$607.62
Dec '18	1,204	116	\$1,997.23	\$17.22	9.63%	1.40	1	0.86%	\$1,997.23
Jan '19	1,873	176	\$2,093.70	\$11.90	9.4%	2.10	0	0%	\$0.00
Feb '19	1,683	173	\$2,088.29	\$12.07	10.28%	1.70	5	2.89%	\$417.66
Mar '19	1,720	189	\$2,154.18	\$11.40	10.99%	1.60	3	1.59%	\$718.06
Apr '19	2,437	177	\$1,454.61	\$8.22	7.26%	2.60	9	5.08%	\$161.62
May '19	2,538	161	\$1,197.91	\$7.44	6.34%	2.60	7	4.35%	\$171.13
Jun '19	2,156	210	\$1,954.78	\$9.31	9.74%	2.10	13	6.19%	\$150.37
Jul '19	2,164	176	\$1,950.74	\$11.08	8.13%	1.70	8	4.55%	\$243.84
Aug '19	1,640	162	\$2,012.46	\$12.42	9.88%	1.60	10	6.17%	\$201.25
Sep '19	1,316	118	\$1,615.84	\$13.69	8.97%	1.70	8	6.78%	\$201.98
Total	21,427	1,920	\$22,456.23	\$11.70	8.96%	2	70	3.65%	\$320.80

Campaign Summary - 1 Sep 2019 — 30 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search beta coolsculpting	1,031	99	\$1,329.34	\$13.43	9.6%	1.60	7	7.07%	\$189.91
search alpha coolsculpting	93	4	\$28.49	\$7.12	4.3%	3.80	1	25%	\$28.49
search beta coolsculpting OLD	192	15	\$258.01	\$17.20	7.81%	1	0	0%	\$0.00

Top Keywords & Placements - 1 Sep 2019 — 30 Sep 2019

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
fat freezing	2	3	\$56.81	\$18.94	150.00%	1	1	33.33%	\$56.81
cool sculpting in staten island	1	1	\$6.12	\$6.12	100.00%	1	1	100.00%	\$6.12
cool sculpting cost	6	1	\$8.42	\$8.42	16.67%	2.70	1	100.00%	\$8.42
is coolsculpting worth it	1	1	\$19.80	\$19.80	100.00%	1	1	100.00%	\$19.80
cool sculpting hylan blvd	1	2	\$19.52	\$9.76	200.00%	1	1	50.00%	\$19.52
cool sculpting	22	6	\$87.99	\$14.66	27.27%	1.90	1	16.67%	\$87.99
how much is coolsculpting nyc	1	2	\$28.32	\$14.16	200.00%	2	1	50.00%	\$28.32
coolsculpting spa staten island	1	1	\$29.49	\$29.49	100.00%	1	1	100.00%	\$29.49
price of coolsmooth	1	1	\$13.96	\$13.96	100.00%	1	0	0.00%	-
coolsculpting in staten island	1	1	\$3.80	\$3.80	100.00%	2	0	0.00%	-

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Sep 2019 — 30 Sep 2019

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword: #1 Coolsculpting Deal} - #1 CoolSculpting Staten Island - 25% Off CoolSculpting® Special www.natalyachalikmd.com/--/-- Top CoolSculpting® Provider. Freeze Away Fat. Now 25% Off + Free Consultation.	305	28	\$426.13	\$15.22	9.18%	1.80	5	17.86%	\$85.23
CoolSculpting in Staten Island - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.natalyachalikmd.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	251	37	\$463.48	\$12.53	14.74%	1.30	2	5.41%	\$231.74
25% Off All CoolSculpting® - Best Price in Staten Island - Dr. Natalya Chalik www.natalyachalikmd.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	12	1	\$8.42	\$8.42	8.33%	2.70	1	100.00%	\$8.42
#1 CoolSculpting Staten Island - 25% Off CoolSculpting® Special - Freeze Fat Off. Free Consult. www.natalyachalikmd.com// Top CoolSculpting® Provider. Freeze Away Fat. Now 25% Off + Free Consultation.	5	1	\$36.42	\$36.42	20.00%	1	0	0.00%	-
{Keyword: #1 Coolsculpting Deal} - #1 CoolSculpting Staten Island - 25% Off CoolSculpting® Special www.natalyachalikmd.com/--/-- Top CoolSculpting® Provider. Freeze Away Fat. Now 25% Off + Free Consultation.	1	1	\$13.96	\$13.96	100.00%	1	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 30 Sep 2019

Budget Coverage

Display Impr Share

0%

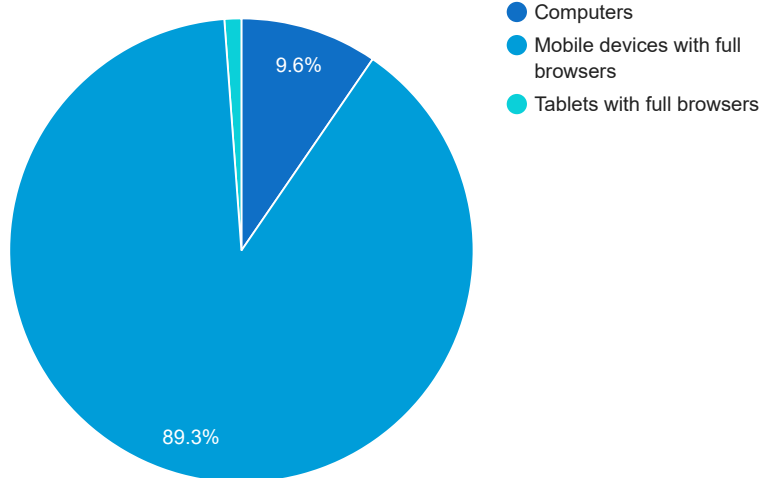
Search Impr Share

89.21%

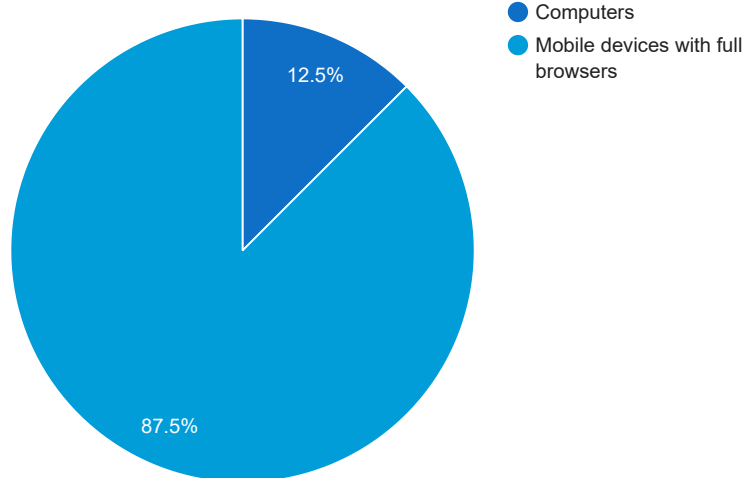
↑ 2%

Cost and Conversions by Device

Cost



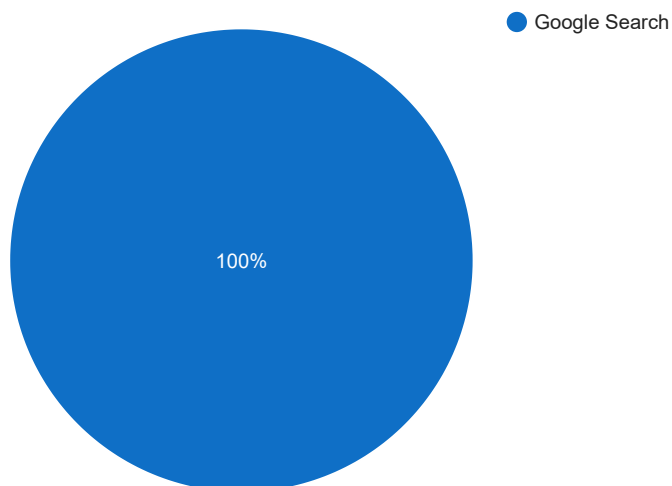
Conversions



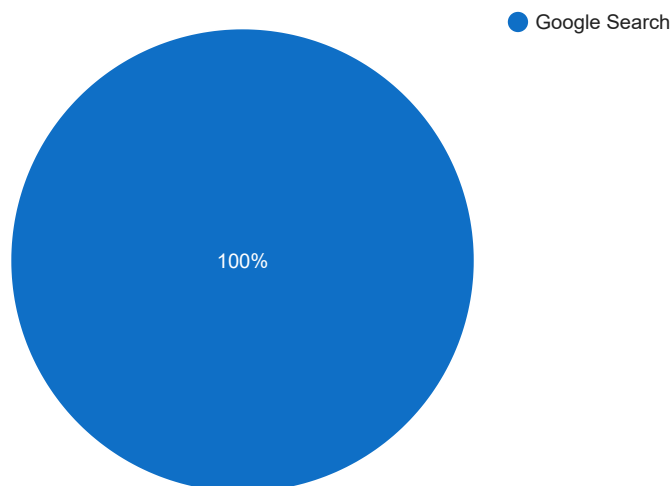
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,075	104	\$1,442.19	\$13.87	9.67%	1.70	7	6.73%	\$206.03
Computers	193	12	\$154.62	\$12.89	6.22%	1.70	1	8.33%	\$154.62
Tablets with full browsers	48	2	\$19.03	\$9.52	4.17%	1.60	0	0%	\$0.00

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	1,316	118	\$1,615.84	\$13.69	8.97%	1.70	8	6.78%	\$201.98

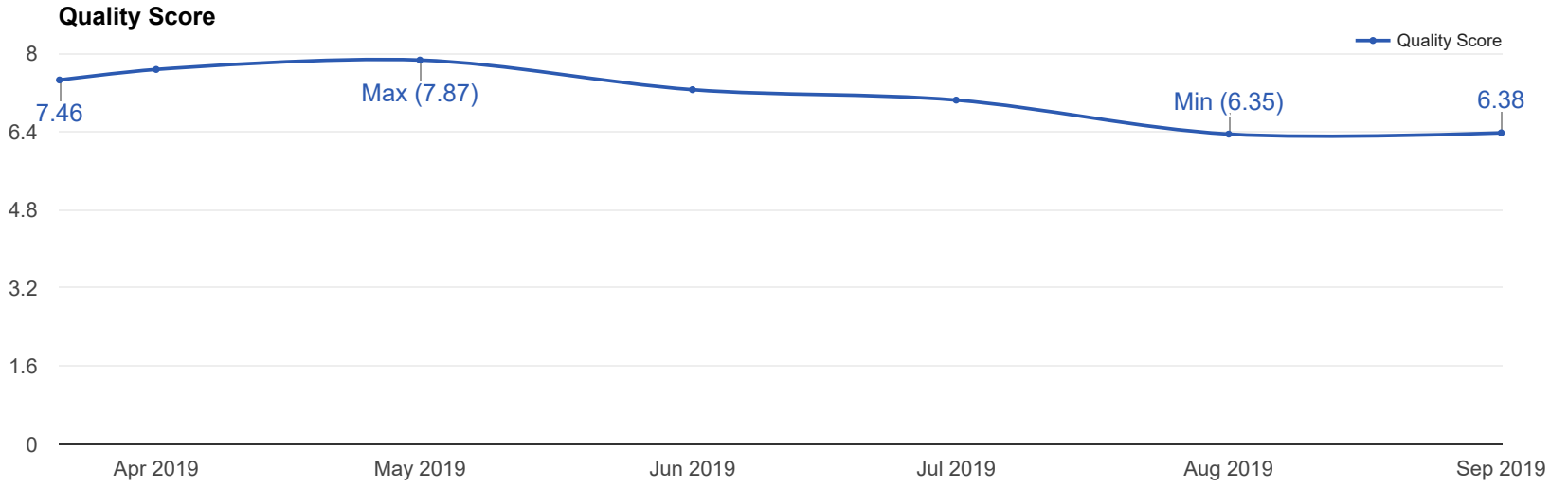
Account Health - Quality Score

Current Quality Score

6.3

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE	CONV
Form Submit	5
CS Phone Call (Emerson Medical - Unfiltered)	2
Calls from ads	1

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 page 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