

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

Chalik Emerson Medical

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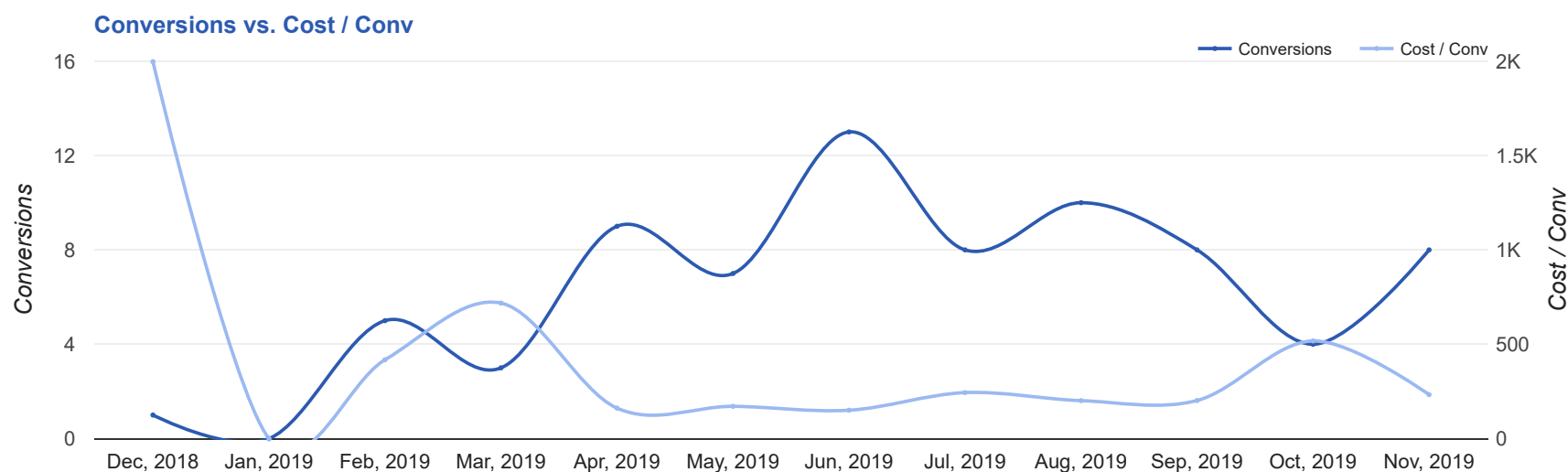
Key Performance Indicators (KPIs)

| | | | |
|---------|--------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$1,865 | 8 | 13.11% | \$233.08 |
| ↓ 10% | ↑ 100% | ↑ 175% | ↓ 55% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-------------------------------------|--------------|-------------|-------------------|-----------------|----------------|---------|-------------|-----------------|-------------------|----------------------|
| 1 Oct 2019 — 31 Oct 2019 | 961 | 84 | \$2,070.97 | \$24.65 | 8.74% | - | 4 | 4.76% | \$517.74 | 87.76% |
| 1 Nov 2019 — 30 Nov 2019 | 567 | 61 | \$1,864.63 | \$30.57 | 10.76% | - | 8 | 13.11% | \$233.08 | 85.41% |
| Change | 394 ↓ 41% | 23 ↓ 27% | \$206.34 ↓ 10% | \$5.92 ↑ 24% | 2.02% ↑ 23% | -- | 4 ↑ 100% | 8.35% ↑ 175% | \$284.66 ↓ 55% | 2.35% ↓ 3% |

Performance by Month - 1 Dec 2018 — 30 Nov 2019



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH | |
|--------------|--------|--------|-------------|---------|--------|---------|------|-----------|-------------|------------|--|
| | | | | | | | | | | IMPR SHARE | |
| Dec '18 | 1,204 | 116 | \$1,997.23 | \$17.22 | 9.63% | - | 1 | 0.86% | \$1,997.23 | 92.62% | |
| Jan '19 | 1,873 | 176 | \$2,093.70 | \$11.90 | 9.4% | - | 0 | 0% | \$0.00 | 83.65% | |
| Feb '19 | 1,683 | 173 | \$2,088.29 | \$12.07 | 10.28% | - | 5 | 2.89% | \$417.66 | 85.44% | |
| Mar '19 | 1,720 | 189 | \$2,154.18 | \$11.40 | 10.99% | - | 3 | 1.59% | \$718.06 | 74.62% | |
| Apr '19 | 2,437 | 177 | \$1,454.61 | \$8.22 | 7.26% | - | 9 | 5.08% | \$161.62 | 78.74% | |
| May '19 | 2,538 | 161 | \$1,197.91 | \$7.44 | 6.34% | - | 7 | 4.35% | \$171.13 | 79.69% | |
| Jun '19 | 2,156 | 210 | \$1,954.78 | \$9.31 | 9.74% | - | 13 | 6.19% | \$150.37 | 85.62% | |
| Jul '19 | 2,164 | 176 | \$1,950.74 | \$11.08 | 8.13% | - | 8 | 4.55% | \$243.84 | 92.88% | |
| Aug '19 | 1,640 | 162 | \$2,012.46 | \$12.42 | 9.88% | - | 10 | 6.17% | \$201.25 | 87.61% | |
| Sep '19 | 1,316 | 118 | \$1,615.84 | \$13.69 | 8.97% | - | 8 | 6.78% | \$201.98 | 89.22% | |
| Oct '19 | 961 | 84 | \$2,070.97 | \$24.65 | 8.74% | - | 4 | 4.76% | \$517.74 | 87.76% | |
| Nov '19 | 567 | 61 | \$1,864.63 | \$30.57 | 10.76% | - | 8 | 13.11% | \$233.08 | 85.41% | |
| Total | 20,259 | 1,803 | \$22,455.34 | \$12.45 | 8.9% | - | 76 | 4.22% | \$295.47 | 84.25% | |

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------------|------|--------|----------|---------|--------|---------|------|-----------|-------------|-------------------|
| search beta coolsculpting | 340 | 34 | \$978.02 | \$28.77 | 10% | - | 4 | 11.76% | \$244.51 | 86.56% |
| search alpha coolsculpting | 227 | 27 | \$886.61 | \$32.84 | 11.89% | - | 4 | 14.81% | \$221.65 | 83.76% |

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

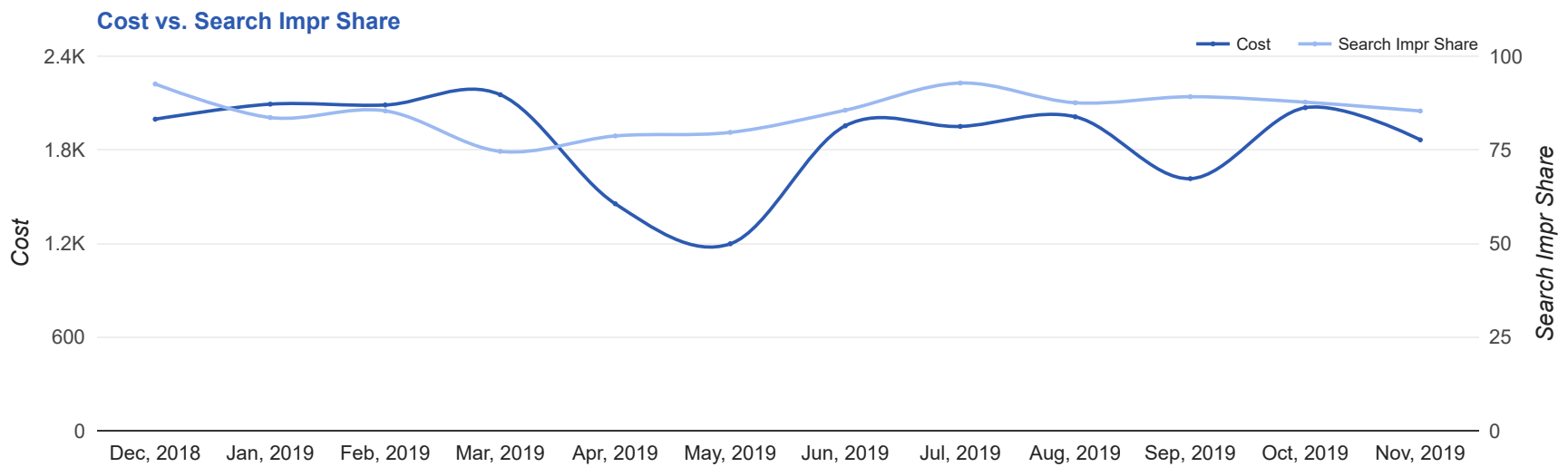
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|--|------|--------|----------|---------|--------|---------|------|-----------|-------------|
| #1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Dr. Natalya Chalik www.natalyachalikmd.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | 52 | 6 | \$133.22 | \$22.20 | 11.54% | - | 1.5 | 25.00% | \$88.81 |
| Best Price in Staten Island - Dr. Natalya Chalik - Flexible Payment Options www.natalyachalikmd.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. | 8 | 2 | \$89.21 | \$44.60 | 25.00% | - | 1 | 50.00% | \$89.21 |
| {Keyword:Best Price in Staten Island} - Dr. Natalya Chalik - Flexible Payment Options www.natalyachalikmd.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. | 10 | 3 | \$129.67 | \$43.22 | 30.00% | - | 1 | 33.33% | \$129.67 |
| 25% Off All CoolSculpting® - Dr. Natalya Chalik - #1 Provider in Staten Island www.natalyachalikmd.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult. | 49 | 5 | \$183.88 | \$36.78 | 10.20% | - | 1 | 20.00% | \$183.88 |
| 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. | 42 | 6 | \$200.23 | \$33.37 | 14.29% | - | 1 | 16.67% | \$200.23 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

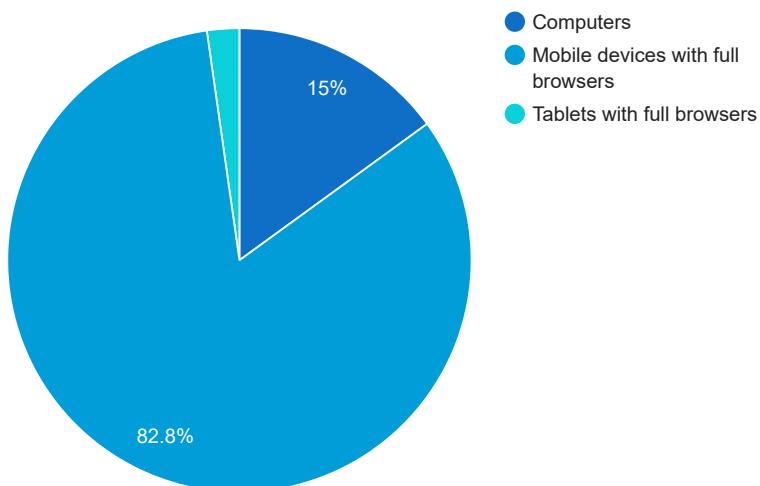
Budget Coverage



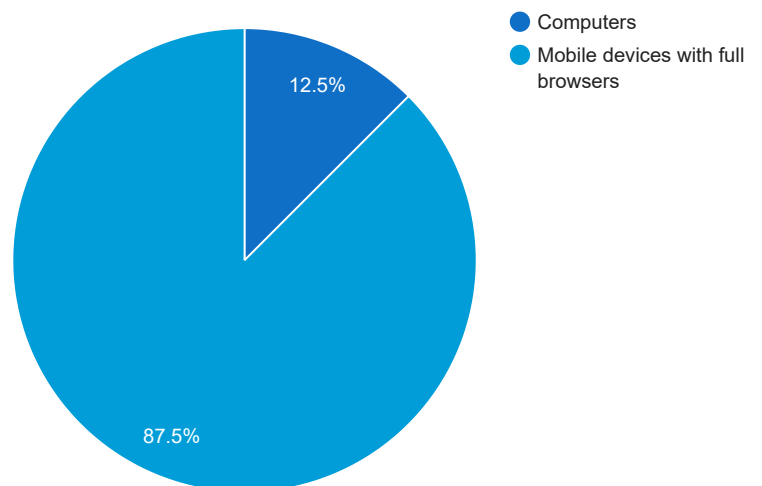
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Dec, 2018 | 1,997.23 | 92.62 |
| Jan, 2019 | 2,093.70 | 83.65 |
| Feb, 2019 | 2,088.29 | 85.44 |
| Mar, 2019 | 2,154.18 | 74.62 |
| Apr, 2019 | 1,454.61 | 78.74 |
| May, 2019 | 1,197.91 | 79.69 |
| Jun, 2019 | 1,954.78 | 85.62 |
| Jul, 2019 | 1,950.74 | 92.88 |
| Aug, 2019 | 2,012.46 | 87.61 |
| Sep, 2019 | 1,615.84 | 89.22 |
| Oct, 2019 | 2,070.97 | 87.76 |
| Nov, 2019 | 1,864.63 | 85.41 |

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 | 491 | 52 | \$1,543.05 | \$29.67 | 10.59% | - | 7 | 13.46% | \$220.44 |
| Computers | 68 | 8 | \$279.64 | \$34.96 | 11.76% | - | 1 | 12.5% | \$279.64 |
| Tablets with full browsers | 8 | 1 | \$41.94 | \$41.94 | 12.5% | - | 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 | 567 | 61 | \$1,864.63 | \$30.57 | 10.76% | - | 8 | 13.11% | \$233.08 |

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

Form Submit

8

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