

**Monthly Account
Performance Report
1 Jan 2020 — 31 Jan 2020**

Chalik Emerson Medical

550-334-6766

Key Performance Indicators (KPIs)

Cost

\$1,390

↑ ∞

Conv

10

↑ ∞

Conv Rate

9.71%

↑ ∞

Cost / Conv

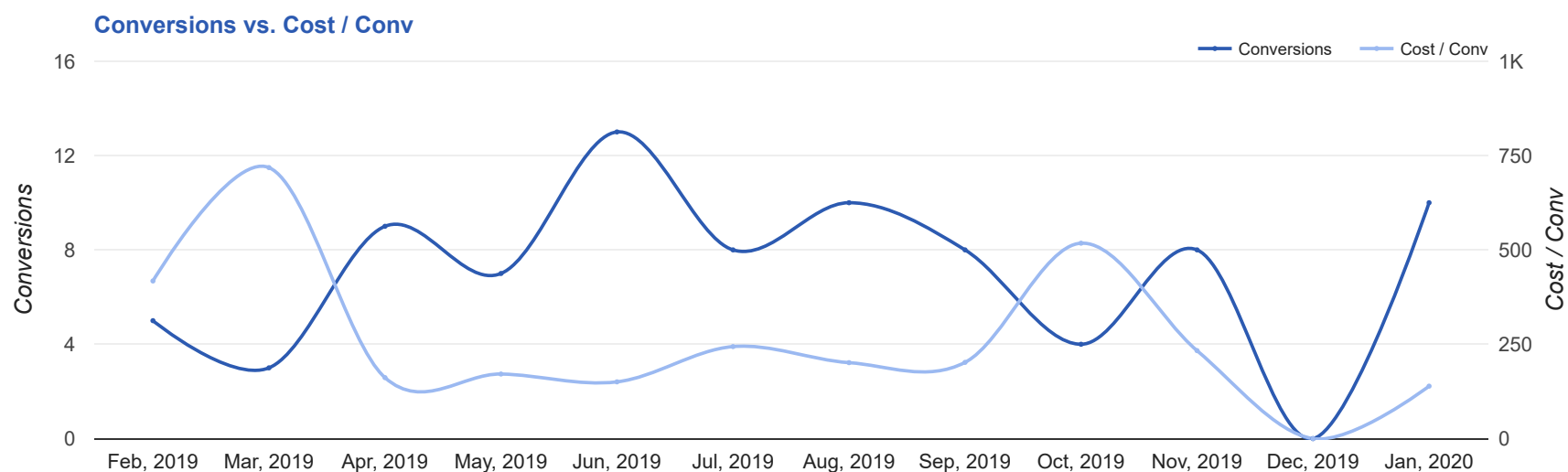
\$138.99

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jan 2020 — 31 Jan 2020	714	103	\$1,389.86	\$13.49	14.43%	-	10	9.71%	\$138.99	75.66%
Change	714 ↑ ∞%	103 ↑ ∞%	\$1,389.86 ↑ ∞%	\$13.49 ↑ ∞%	14.43% ↑ ∞%	--	10 ↑ ∞%	9.71% ↑ ∞%	\$138.99 ↑ ∞%	75.66% ↑ ∞%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%
Dec '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jan '20	714	103	\$1,389.86	\$13.49	14.43%	-	10	9.71%	\$138.99	75.54%
Total	17,896	1,614	\$19,754.27	\$12.24	9.02%	-	85	5.27%	\$232.40	83.42%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	430	52	\$704.75	\$13.55	12.09%	-	7.7	14.75%	\$91.88	67.98%
search alpha coolsculpting	284	51	\$685.11	\$13.43	17.96%	-	2.3	4.57%	\$294.04	90.1%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

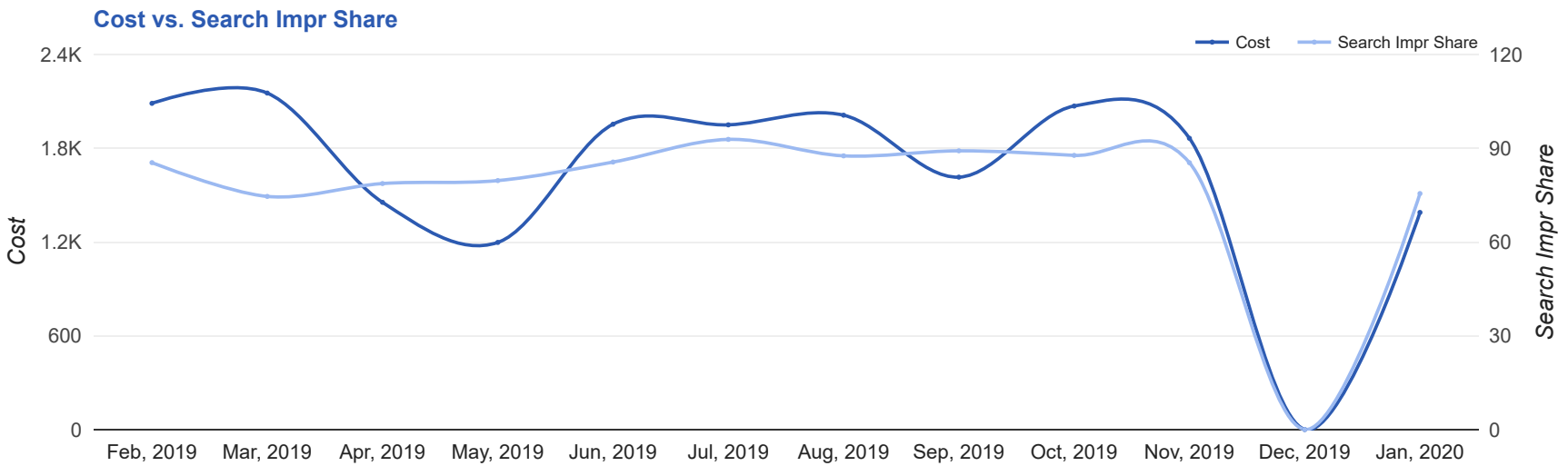
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Staten Island - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.natalyachalikmd.com/coolsculpting/staten-island #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult.	99	17	\$224.78	\$13.22	17.17%	-	3.7	21.59%	\$61.25
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.	173	19	\$250.03	\$13.16	10.98%	-	3	15.79%	\$83.34
#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.	15	2	\$46.61	\$23.30	13.33%	-	1	50.00%	\$46.61
#1 Provider in Staten Island - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.natalyachalikmd.com/coolsculpting/staten-island #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult.	59	10	\$172.53	\$17.25	16.95%	-	1	10.00%	\$172.53
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.	115	21	\$246.01	\$11.71	18.26%	-	1	4.76%	\$246.01

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

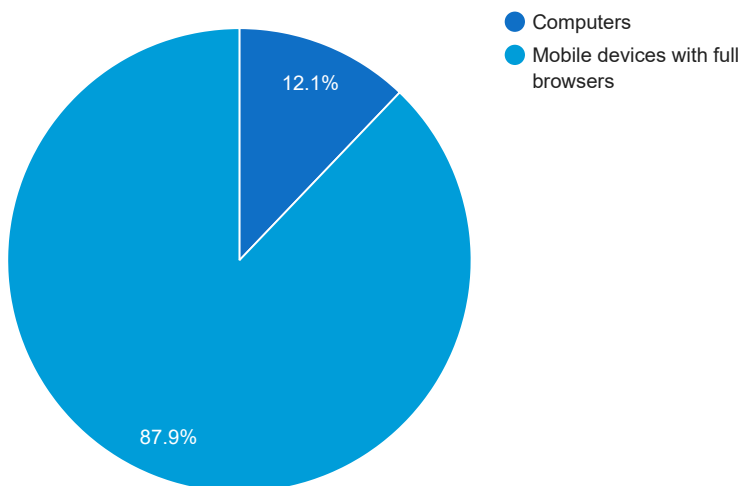
Budget Coverage



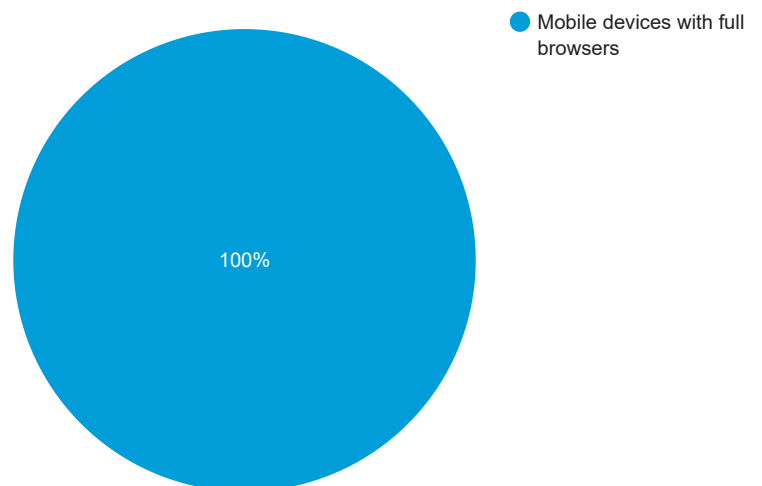
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	2,088.29	85.44
Mar, 2019	2,154.18	74.62
Apr, 2019	1,454.61	78.74
May, 2019	1,197.91	79.69
Jun, 2019	1,954.78	85.62
Jul, 2019	1,950.74	92.88
Aug, 2019	2,012.46	87.61
Sep, 2019	1,615.84	89.22
Oct, 2019	2,070.97	87.76
Nov, 2019	1,864.63	85.41
Dec, 2019	0	0
Jan, 2020	1,389.86	75.54

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	573	92	\$1,221.20	\$13.27	16.06%	-	10	10.87%	\$122.12
Computers	127	11	\$168.66	\$15.33	8.66%	-	0	0%	\$0.00
Tablets with full browsers	14	0	\$0.00	\$0.00	0%	-	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	714	103	\$1,389.86	\$13.49	14.43%	-	10	9.71%	\$138.99

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE

CONV

Form Submit

10

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