

**Monthly Account  
Performance Report  
1 Jun 2020 — 30 Jun 2020**

Chalik Emerson Medical

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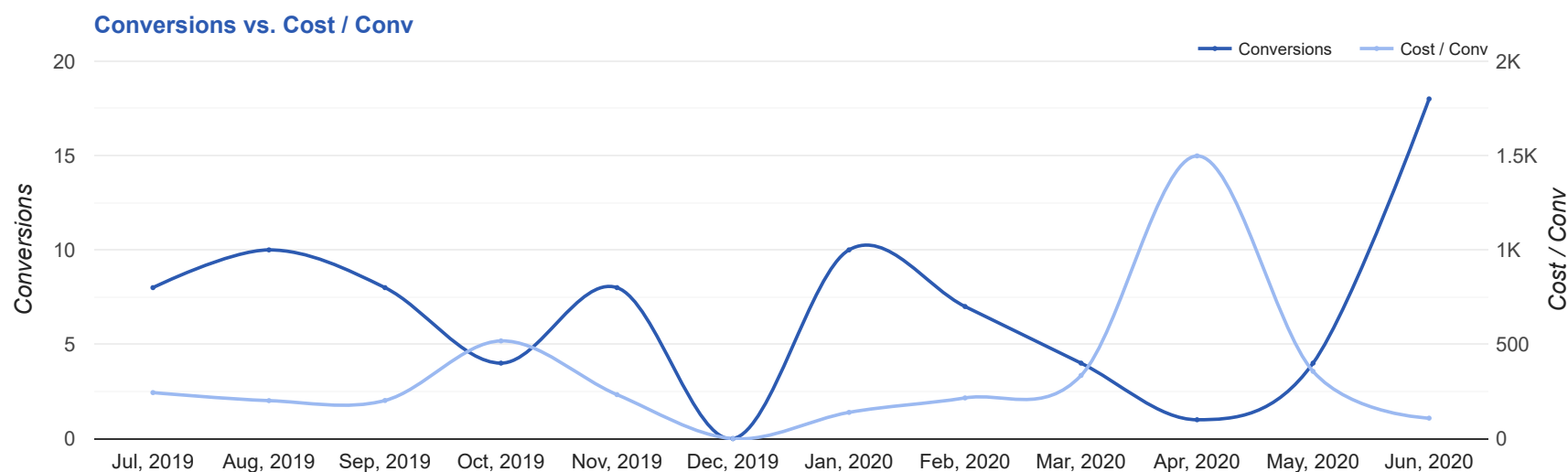
# Key Performance Indicators (KPIs)

|         |        |           |             |
|---------|--------|-----------|-------------|
| Cost    | Conv   | Conv Rate | Cost / Conv |
| \$1,952 | 18     | 3.75%     | \$108.45    |
| ↑ 37%   | ↑ 350% | ↑ 12%     | ↓ 70%       |

## Performance Comparison - Month-over-Month

|                          | IMPR            | CLICKS        | COST              | AVG CPC         | CTR            | AVG POS | CONV         | CONV RATE      | COST / CONV       | SEARCH<br>IMPR SHARE |
|--------------------------|-----------------|---------------|-------------------|-----------------|----------------|---------|--------------|----------------|-------------------|----------------------|
| 1 May 2020 — 31 May 2020 | 1,109           | 119           | \$1,426.07        | \$11.98         | 10.73%         | -       | 4            | 3.36%          | \$356.52          | 80.5%                |
| 1 Jun 2020 — 30 Jun 2020 | 5,418           | 480           | \$1,952.10        | \$4.07          | 8.86%          | -       | 18           | 3.75%          | \$108.45          | 31.2%                |
| Change                   | 4,309<br>↑ 389% | 361<br>↑ 303% | \$526.03<br>↑ 37% | \$7.91<br>↓ 66% | 1.87%<br>↓ 17% | --      | 14<br>↑ 350% | 0.39%<br>↑ 12% | \$248.07<br>↓ 70% | 49.30%<br>↓ 61%      |

# Performance by Month - 1 Jul 2019 — 30 Jun 2020



| MONTH        | IMPR          | CLICKS       | COST               | AVG CPC        | CTR          | AVG POS  | CONV      | CONV RATE    | COST / CONV     | SEARCH        |
|--------------|---------------|--------------|--------------------|----------------|--------------|----------|-----------|--------------|-----------------|---------------|
|              |               |              |                    |                |              |          |           |              |                 | IMPR SHARE    |
| 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        | 76.36%        |
| Feb '20      | 1,826         | 186          | \$1,509.51         | \$8.12         | 10.19%       | -        | 7         | 3.76%        | \$215.64        | 85.14%        |
| Mar '20      | 1,000         | 92           | \$1,338.41         | \$14.55        | 9.2%         | -        | 4         | 4.35%        | \$334.60        | 77.67%        |
| Apr '20      | 650           | 65           | \$1,497.94         | \$23.05        | 10%          | -        | 1         | 1.54%        | \$1,497.94      | 84.5%         |
| May '20      | 1,109         | 119          | \$1,426.07         | \$11.98        | 10.73%       | -        | 4         | 3.36%        | \$356.52        | 80.5%         |
| Jun '20      | 5,418         | 480          | \$1,952.10         | \$4.07         | 8.86%        | -        | 18        | 3.75%        | \$108.45        | 31.2%         |
| <b>Total</b> | <b>17,365</b> | <b>1,646</b> | <b>\$18,628.53</b> | <b>\$11.32</b> | <b>9.48%</b> | <b>-</b> | <b>82</b> | <b>4.98%</b> | <b>\$227.18</b> | <b>55.45%</b> |

## Campaign Summary - 1 Jun 2020 — 30 Jun 2020

| CAMPAIGN                         | IMPR  | CLICKS | COST       | AVG CPC | CTR    | AVG POS | CONV | CONV RATE | COST /<br>CONV | SEARCH<br>IMPR SHARE |
|----------------------------------|-------|--------|------------|---------|--------|---------|------|-----------|----------------|----------------------|
| search   beta  <br>weight loss   | 3,846 | 309    | \$497.61   | \$1.61  | 8.03%  | -       | 13   | 4.21%     | \$38.28        | 25.04%               |
| search   beta  <br>coolsculpting | 1,572 | 171    | \$1,454.49 | \$8.51  | 10.88% | -       | 5    | 2.92%     | \$290.90       | 75.73%               |

# Top Performing Ads - 1 Jun 2020 — 30 Jun 2020

## Top Text Ads

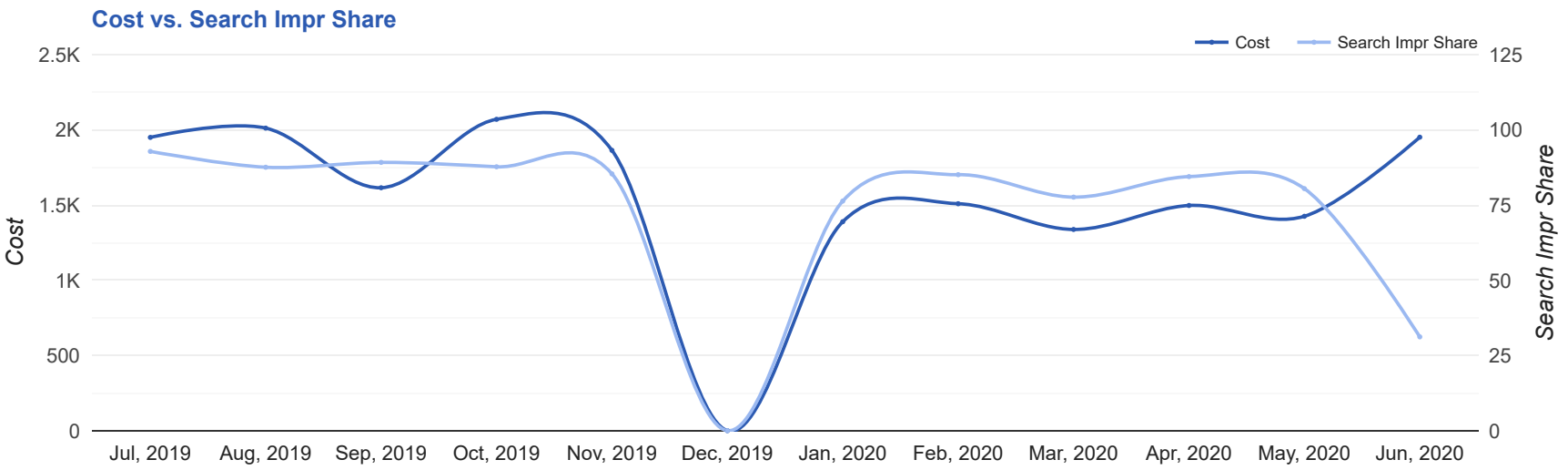
| AD  | IMPR  | CLICKS | COST     | AVG CPC | CTR    | AVG POS | CONV | CONV RATE | COST / CONV |
|---|-------|--------|----------|---------|--------|---------|------|-----------|-------------|
| {Keyword:Emerson Medical Weight Loss} - Doctor Supervised Weight Loss - Diet & Metabolism Experts<br><a href="http://www.natalyachalikmd.com/--/">www.natalyachalikmd.com/--/</a><br>Dr. Natalya Chalik, MD Can Help You Fix Your Metabolism. In-Depth Testing. Learn More                | 1,844 | 156    | \$246.19 | \$1.58  | 8.46%  | -       | 5    | 3.21%     | \$49.24     |
| Weight Loss Clinic - Dr. Natalya Chalik, M.D. - Take Charge of Your Weight Now<br><a href="http://www.natalyachalikmd.com/">www.natalyachalikmd.com/</a><br>Lose Weight By Fixing Your Metabolism. Get A Personalized Program For Your Metabolism.  | 408   | 9      | \$22.45  | \$2.49  | 2.21%  | -       | 4    | 44.44%    | \$5.61      |
| Coolsculpting in Staten Island - #1 Fat Reduction Treatment - Book A Virtual Consultation<br><a href="http://www.natalyachalikmd.com/coolsculpting/">www.natalyachalikmd.com/coolsculpting/</a><br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 388   | 53     | \$452.83 | \$8.54  | 13.66% | -       | 3    | 5.66%     | \$150.94    |
| Diet Doctor Staten Island - Dr. Natalya Chalik, M.D. - Take Charge of Your Weight Now<br><a href="http://www.natalyachalikmd.com/">www.natalyachalikmd.com/</a><br>Lose Weight With Our Top Rated Program. Our Patients Have Lost Thousands of Pounds.                                    | 381   | 33     | \$76.05  | \$2.30  | 8.66%  | -       | 2    | 6.06%     | \$38.02     |
| Want to Lose Weight Fast? - Diet Doctor Staten Island - Start Losing Weight Right Away<br><a href="http://www.natalyachalikmd.com/">www.natalyachalikmd.com/</a><br>Want To Lose Weight For Good? Dr. Natalya Chalik, MD Can Help Boost Your Metabolism.                                  | 227   | 22     | \$36.52  | \$1.66  | 9.69%  | -       | 2    | 9.09%     | \$18.26     |

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2020 — 30 Jun 2020

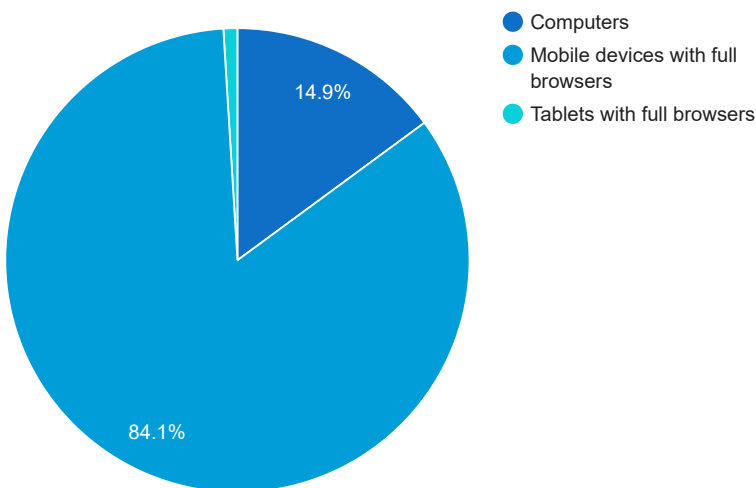
## Budget Coverage



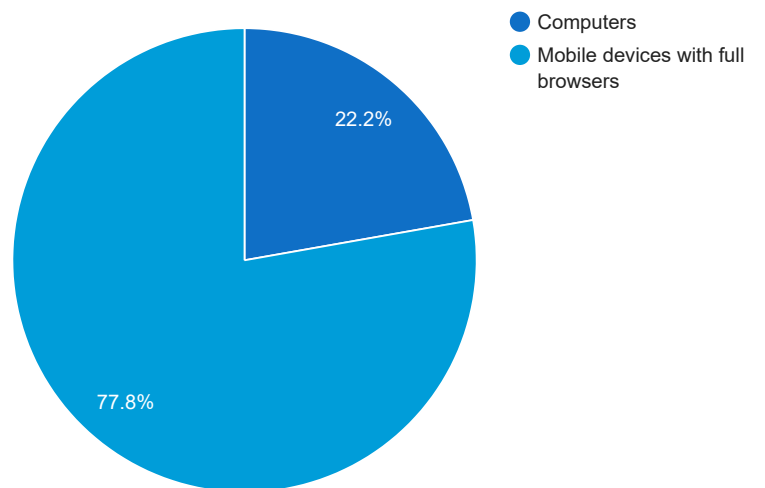
| DATE      | COST     | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Jul, 2019 | 1,950.74 | 92.88             |
| Aug, 2019 | 2,012.46 | 87.61             |
| Sep, 2019 | 1,615.84 | 89.22             |
| Oct, 2019 | 2,070.97 | 87.76             |
| Nov, 2019 | 1,864.63 | 85.41             |
| Dec, 2019 | 0        | 0                 |
| Jan, 2020 | 1,389.86 | 76.36             |
| Feb, 2020 | 1,509.51 | 85.14             |
| Mar, 2020 | 1,338.41 | 77.67             |
| Apr, 2020 | 1,497.94 | 84.50             |
| May, 2020 | 1,426.07 | 80.50             |
| Jun, 2020 | 1,952.10 | 31.20             |

## 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 | 4,501 | 421    | \$1,642.16 | \$3.90  | 9.35% | -       | 14   | 3.33%     | \$117.30    |
| Computers                         | 723   | 47     | \$291.04   | \$6.19  | 6.5%  | -       | 4    | 8.51%     | \$72.76     |
| Tablets with full browsers        | 194   | 12     | \$18.90    | \$1.57  | 6.19% | -       | 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 | 5,418 | 480    | \$1,952.10 | \$4.07  | 8.86% | -       | 18   | 3.75%     | \$108.45    |

# Conversion Types - 1 Jun 2020 — 30 Jun 2020

| CONVERSION TYPE                              | CONV |
|--|------|
| CS Phone Call (Emerson Medical - Unfiltered) | 6    |
| Phone Call                                   | 6    |
| Form Submit                                  | 6    |

## 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