

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

Chalik Emerson Medical

550-334-6766

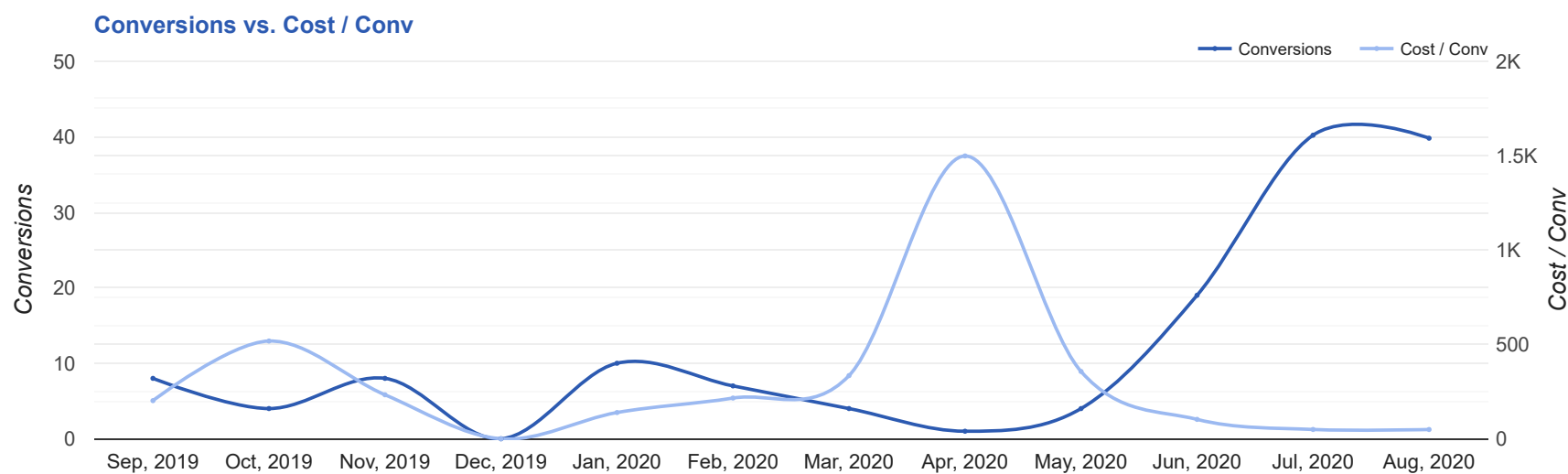
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,953	39.8	5.63%	\$49.03
↓ 1%	↓ 1%	↓ 30%	↔ 0%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Jul 2020 — 31 Jul 2020</b>	4,945	496	\$1,978.00	\$3.99	10.03%	-	40.2	8.1%	\$49.24	26.99%
<b>1 Aug 2020 — 31 Aug 2020</b>	10,222	707	\$1,953.00	\$2.76	6.92%	-	39.8	5.63%	\$49.03	26.56%
<b>Change</b>	5,277 ↑ 107%	211 ↑ 43%	\$25.00 ↓ 1%	\$1.23 ↓ 31%	3.11% ↓ 31%	--	0.34 ↓ 1%	2.47% ↓ 30%	\$0.21 ↓ 0%	0.43% ↓ 2%

# Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	19	3.96%	\$102.74	31.19%	
Jul '20	4,945	496	\$1,978.00	\$3.99	10.03%	-	40.2	8.1%	\$49.24	26.99%	
Aug '20	10,222	707	\$1,953.00	\$2.76	6.92%	-	39.8	5.63%	\$49.03	26.56%	
<b>Total</b>	<b>28,728</b>	<b>2,511</b>	<b>\$18,596.33</b>	<b>\$7.41</b>	<b>8.74%</b>	<b>-</b>	<b>145</b>	<b>5.77%</b>	<b>\$128.25</b>	<b>34.23%</b>	

# Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	7,083	445	\$1,456.95	\$3.27	6.28%	-	26.8	6.03%	\$54.30	27.68%
search   beta   weight loss	3,139	262	\$496.05	\$1.89	8.35%	-	13	4.96%	\$38.16	24.38%

# Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

## Top Text Ads

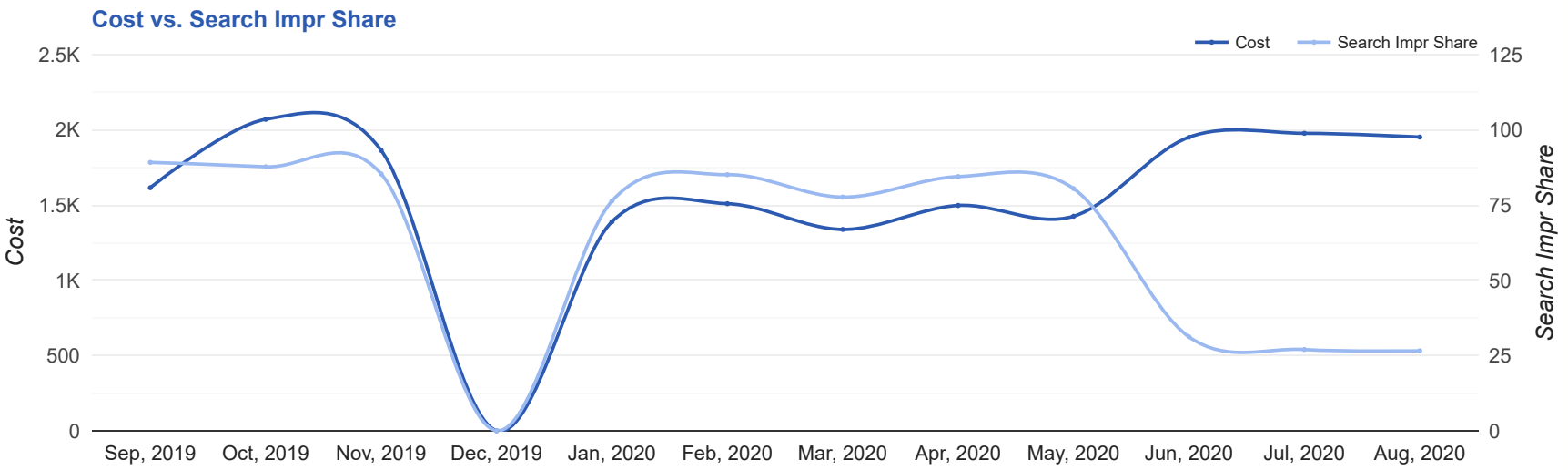
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Coolsculpting in Staten Island - #1 Fat Reduction Treatment - Book A Virtual Consultation <a href="http://www.natalyachalikmd.com/coolsculpting/">www.natalyachalikmd.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,848	110	\$376.53	\$3.42	3.86%	-	7.8	7.09%	\$48.27
Weight Loss Clinic - Dr. Natalya Chalik, M.D. - Take Charge of Your Weight Now <a href="http://www.natalyachalikmd.com/">www.natalyachalikmd.com/</a> Lose Weight By Fixing Your Metabolism. Get A Personalized Program For Your Metabolism.	608	31	\$103.62	\$3.34	5.10%	-	5	16.13%	\$20.72
#1 Provider in Staten Island - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="http://www.natalyachalikmd.com/coolsculpting/staten-island">www.natalyachalikmd.com/coolsculpting/staten-island</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult.	359	34	\$185.84	\$5.47	9.47%	-	5	14.68%	\$37.24
#1 Provider in Staten Island - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="http://www.natalyachalikmd.com/coolsculpting/staten-island">www.natalyachalikmd.com/coolsculpting/staten-island</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult.	1,403	106	\$296.23	\$2.79	7.56%	-	4	3.77%	\$74.06
Diet Doctor Staten Island - Dr. Natalya Chalik, M.D. - Take Charge of Your Weight Now <a href="http://www.natalyachalikmd.com/">www.natalyachalikmd.com/</a> Lose Weight With Our Top Rated Program. Our Patients Have Lost Thousands of Pounds.	422	42	\$82.52	\$1.96	9.95%	-	4	9.52%	\$20.63

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Aug 2020 — 31 Aug 2020

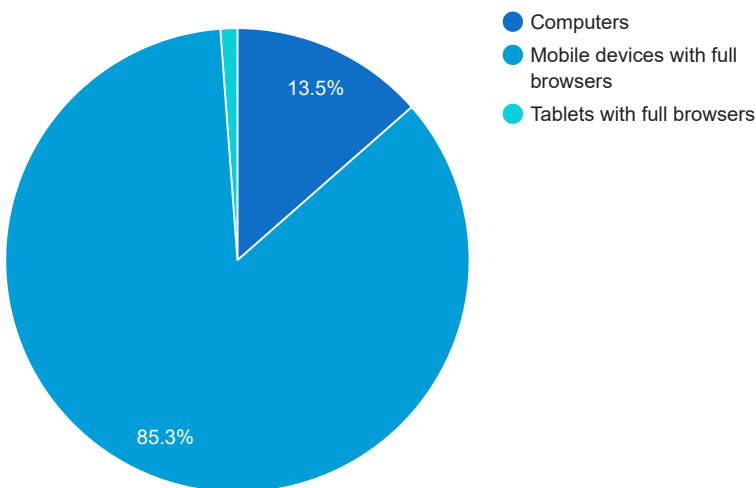
## Budget Coverage



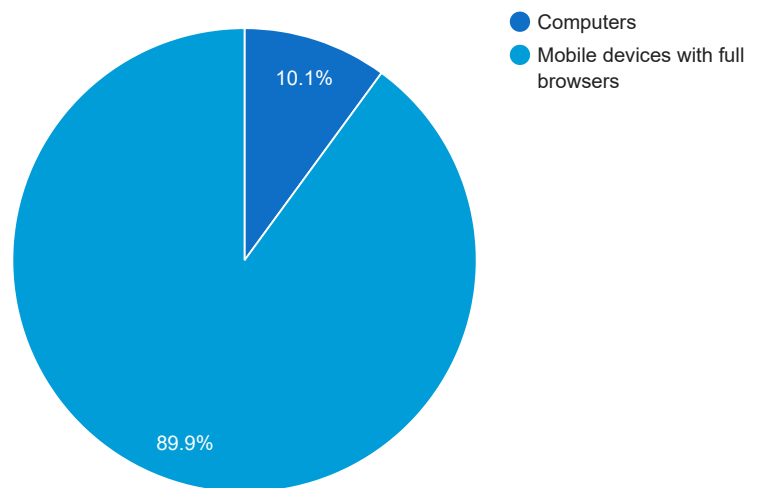
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	1,615.84	89.22
Oct, 2019	2,070.97	87.76
Nov, 2019	1,864.63	85.41
Dec, 2019	0	0
Jan, 2020	1,389.86	76.36
Feb, 2020	1,509.51	85.14
Mar, 2020	1,338.41	77.67
Apr, 2020	1,497.94	84.50
May, 2020	1,426.07	80.50
Jun, 2020	1,952.10	31.19
Jul, 2020	1,978	26.99
Aug, 2020	1,953	26.56

## 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	8,374	605	\$1,665.75	\$2.75	7.22%	-	35.8	5.92%	\$46.49
Computers	1,540	91	\$264.19	\$2.90	5.91%	-	4	4.4%	\$66.05
Tablets with full browsers	308	11	\$23.06	\$2.10	3.57%	-	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	10,222	707	\$1,953.00	\$2.76	6.92%	-	39.8	5.63%	\$49.03

# Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE	CONV
Form Submit	25.8
CS Phone Call (Emerson Medical - Unfiltered)	7
Phone Call	5
Calls from ads	2

## 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