

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

Chalik Emerson Medical

550-334-6766

Key Performance Indicators (KPIs)

Cost

\$1,994

↑ 2%

Conv

47.9

↓ 6%

Conv Rate

7.26%

↑ 1%

Cost / Conv

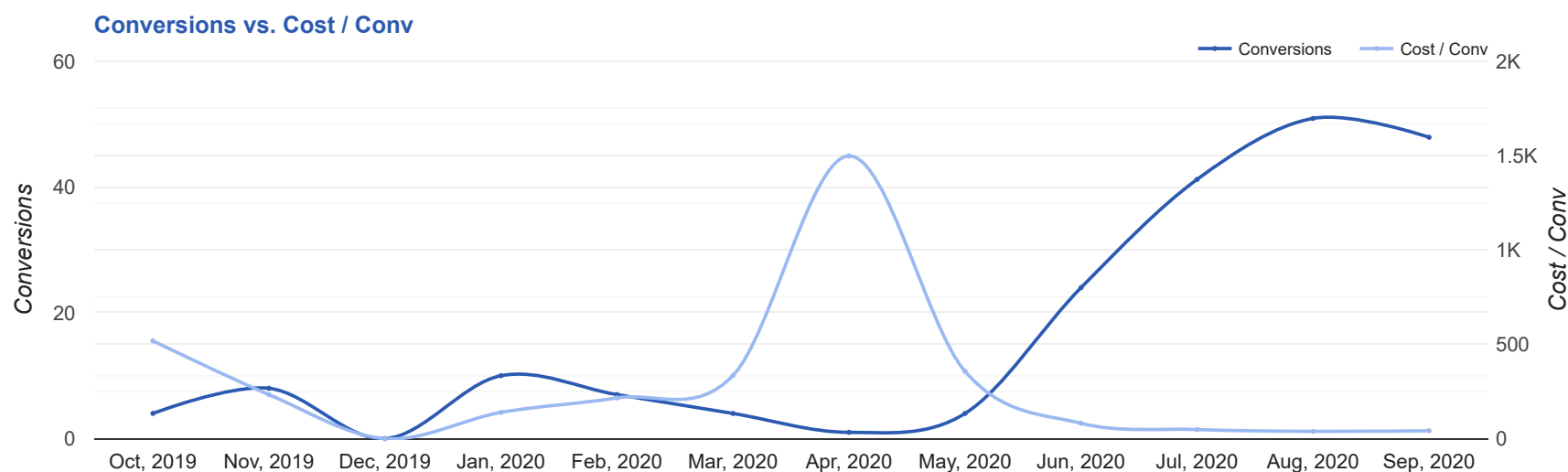
\$41.64

↑ 9%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	10,222	707	\$1,953.00	\$2.76	6.92%	-	50.9	7.2%	\$38.35	26.54%
1 Sep 2020 — 30 Sep 2020	8,891	660	\$1,994.44	\$3.02	7.42%	-	47.9	7.26%	\$41.64	28.01%
Change	1,331 ↓ 13%	47 ↓ 7%	\$41.44 ↑ 2%	\$0.26 ↑ 9%	0.50% ↑ 7%	--	3.03 ↓ 6%	0.06% ↑ 1%	\$3.29 ↑ 9%	1.47% ↑ 6%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	24	5%	\$81.34	31.19%	
Jul '20	4,945	496	\$1,978.00	\$3.99	10.03%	-	41.2	8.3%	\$48.04	26.99%	
Aug '20	10,222	707	\$1,953.00	\$2.76	6.92%	-	50.9	7.2%	\$38.35	26.54%	
Sep '20	8,891	660	\$1,994.44	\$3.02	7.42%	-	47.9	7.26%	\$41.64	28.01%	
Total	36,303	3,053	\$18,974.93	\$6.22	8.41%	-	202	6.62%	\$93.94	31.78%	

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,365	437	\$1,494.53	\$3.42	6.87%	-	32.6	7.46%	\$45.87	30.77%
search beta weight loss	2,526	223	\$499.91	\$2.24	8.83%	-	15.3	6.87%	\$32.63	22.94%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

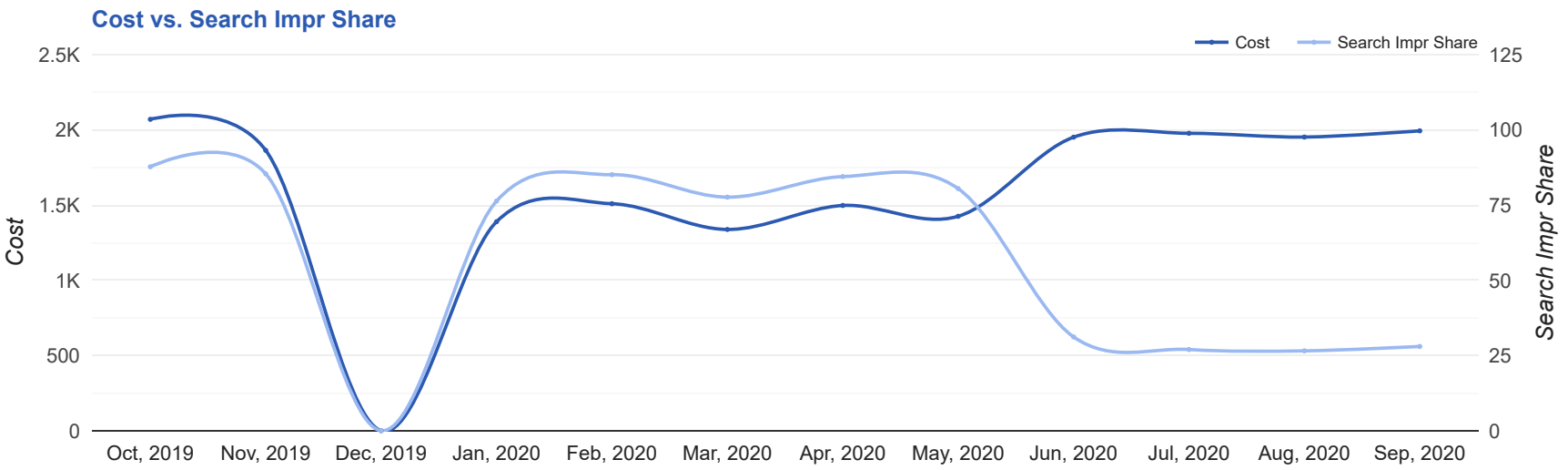
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Staten Island - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.natalyachalikmd.com/coolsculpting/staten-island #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult.	454	41	\$208.19	\$5.08	9.03%	-	9.9	24.07%	\$21.09
{Keyword:Emerson Medical Weight Loss} - Doctor Supervised Weight Loss - Diet & Metabolism Experts www.natalyachalikmd.com/--/-- Dr. Natalya Chalik, MD Can Help You Fix Your Metabolism. In-Depth Testing. Learn More	1,059	84	\$168.47	\$2.01	7.93%	-	7.3	8.71%	\$23.02
#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.	1,607	125	\$359.98	\$2.88	7.78%	-	5.8	4.64%	\$62.07
#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.	1,016	68	\$217.58	\$3.20	6.69%	-	5.5	8.09%	\$39.56
Coolsculpting in Staten Island - #1 Fat Reduction Treatment - Book A Virtual Consultation www.natalyachalikmd.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,967	95	\$315.17	\$3.32	4.83%	-	5	5.26%	\$63.03

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

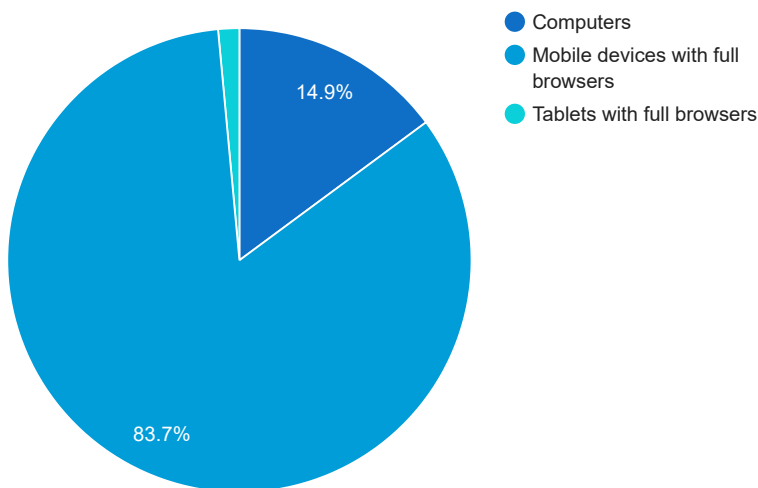
Budget Coverage



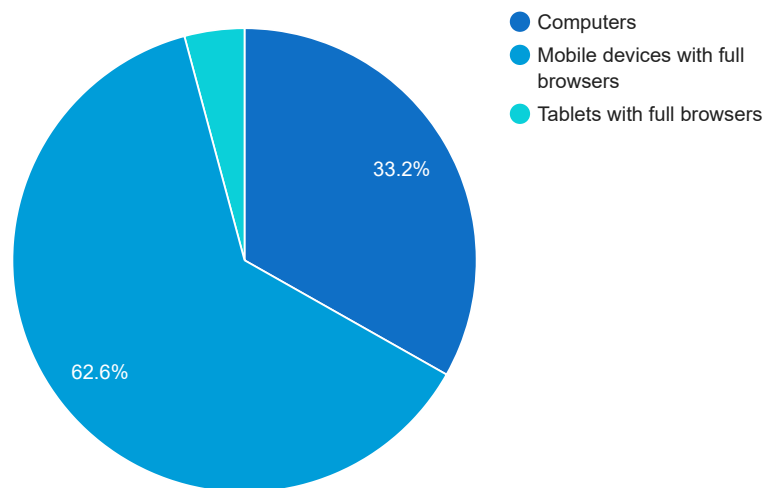
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	2,070.97	87.76
Nov, 2019	1,864.63	85.41
Dec, 2019	0	0
Jan, 2020	1,389.86	76.36
Feb, 2020	1,509.51	85.14
Mar, 2020	1,338.41	77.67
Apr, 2020	1,497.94	84.50
May, 2020	1,426.07	80.50
Jun, 2020	1,952.10	31.19
Jul, 2020	1,978	26.99
Aug, 2020	1,953	26.54
Sep, 2020	1,994.44	28.01

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	7,285	572	\$1,668.56	\$2.92	7.85%	-	30	5.24%	\$55.62
Computers	1,307	77	\$296.51	\$3.85	5.89%	-	15.9	20.65%	\$18.65
Tablets with full browsers	299	11	\$29.37	\$2.67	3.68%	-	2	18.18%	\$14.69

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	8,891	660	\$1,994.44	\$3.02	7.42%	-	47.9	7.26%	\$41.64

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submit	22.9
Phone Call	14
CS Phone Call (Emerson Medical - Unfiltered)	9
Click to Call	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