

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

Chalik Emerson Medical

550-334-6766

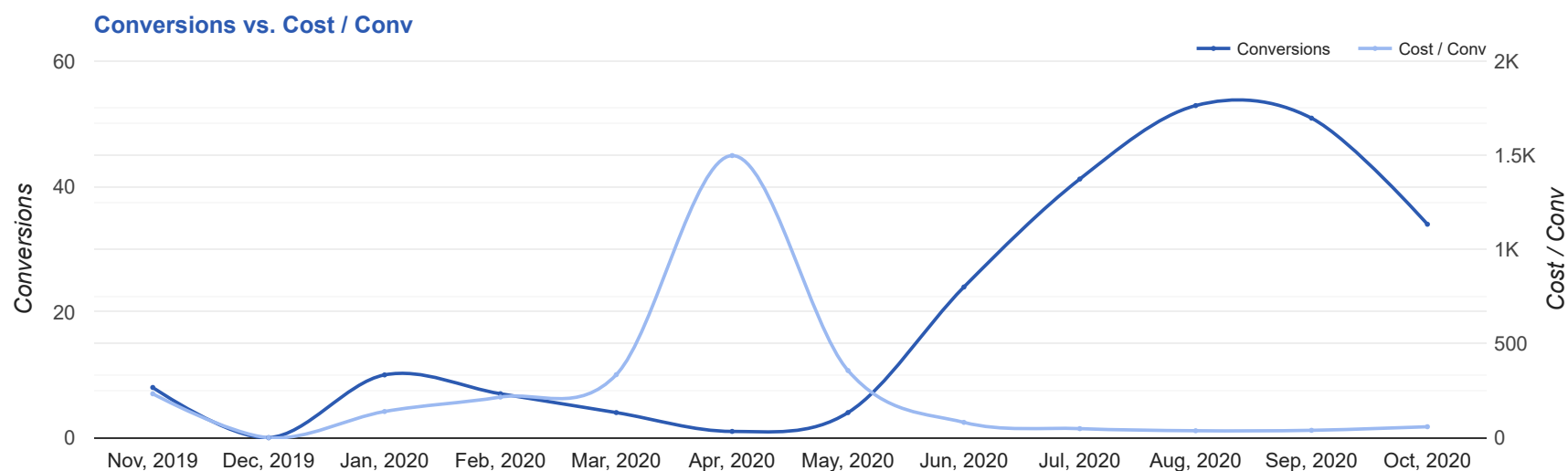
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,978	34	7.85%	\$58.19
↓ 1%	↓ 33%	↑ 2%	↑ 49%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	8,891	660	\$1,994.44	\$3.02	7.42%	-	50.9	7.71%	\$39.18	28.08%
1 Oct 2020 — 31 Oct 2020	5,327	433	\$1,978.29	\$4.57	8.13%	-	34	7.85%	\$58.19	28.12%
<b>Change</b>	3,564 ↓ 40%	227 ↓ 34%	\$16.15 ↓ 1%	\$1.55 ↑ 51%	0.71% ↑ 10%	--	16.90 ↓ 33%	0.14% ↑ 2%	\$19.01 ↑ 49%	0.04% ↑ 0%

# Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	52.9	7.49%	\$36.90	26.54%	
Sep '20	8,891	660	\$1,994.44	\$3.02	7.42%	-	50.9	7.71%	\$39.18	28.08%	
Oct '20	5,327	433	\$1,978.29	\$4.57	8.13%	-	34	7.85%	\$58.19	28.12%	
<b>Total</b>	<b>40,669</b>	<b>3,402</b>	<b>\$18,882.25</b>	<b>\$5.55</b>	<b>8.37%</b>	<b>-</b>	<b>237</b>	<b>6.97%</b>	<b>\$79.67</b>	<b>30.81%</b>	

# Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	2,850	218	\$1,491.57	\$6.84	7.65%	-	27.5	12.61%	\$54.24	38.61%
search   beta   weight loss	2,477	215	\$486.72	\$2.26	8.68%	-	6.5	3.02%	\$74.88	21.57%

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

## Top Text Ads

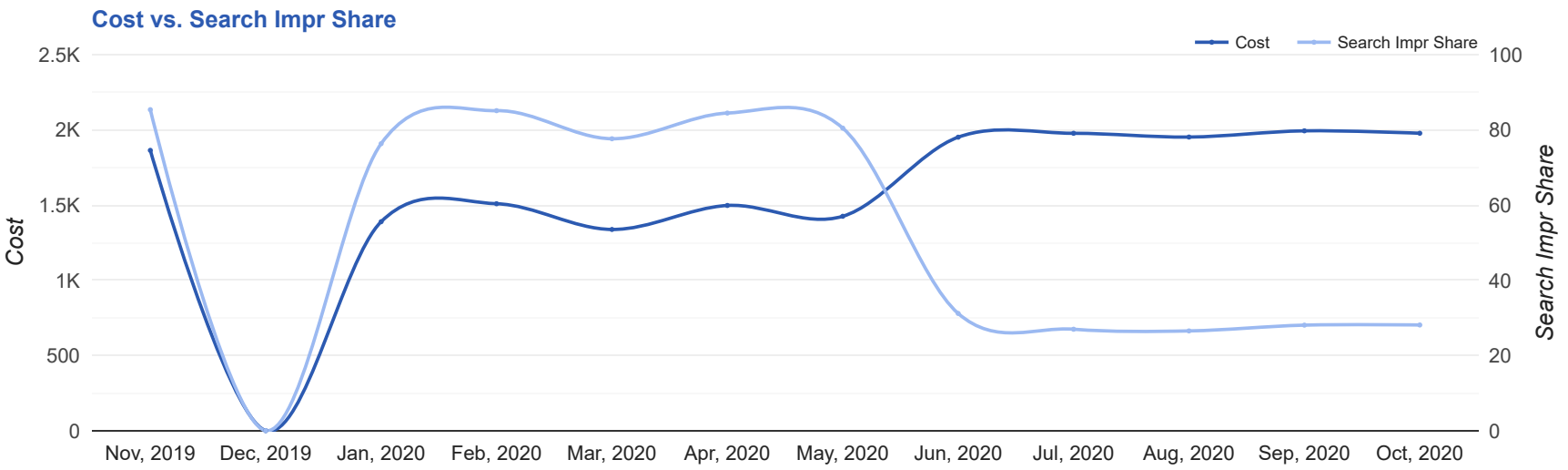
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">#1 Provider in Staten Island - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="http://www.natalyachalikmd.com/coolsculpting/staten-island">www.natalyachalikmd.com/coolsculpting/staten-island</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult.	423	37	\$411.55	\$11.12	8.75%	-	14	37.84%	\$29.40
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.	361	35	\$117.80	\$3.37	9.70%	-	4.7	13.34%	\$25.22
<a href="#">#1 Provider in Staten Island - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <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.	338	26	\$88.18	\$3.39	7.69%	-	3.5	13.46%	\$25.19
<a href="#">CoolSculpting in Staten Island - \$1,000 Off October Special - Flexible Payment Options</a> <a href="http://www.natalyachalikmd.com//">www.natalyachalikmd.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	73	7	\$48.31	\$6.90	9.59%	-	2	28.57%	\$24.16
<a href="#">CoolSculpting in Staten Island - \$1,000 Off October Special - Our Biggest Discount Ever</a> <a href="http://www.natalyachalikmd.com//">www.natalyachalikmd.com//</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Staten Island, NY	23	6	\$63.09	\$10.52	26.09%	-	2	33.33%	\$31.55

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Oct 2020 — 31 Oct 2020

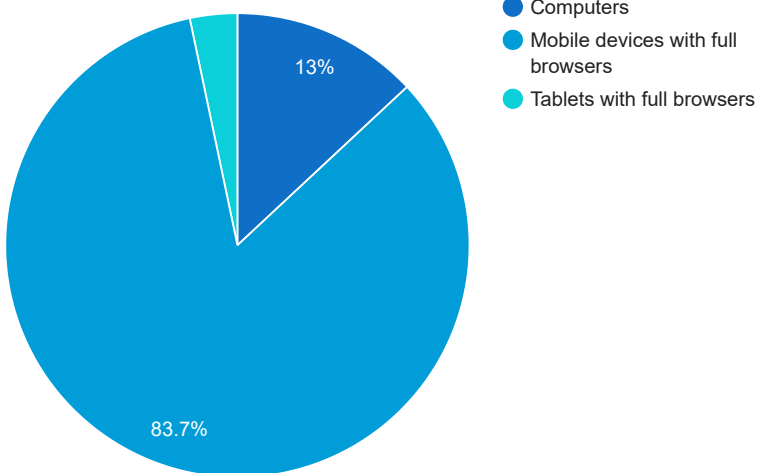
## Budget Coverage



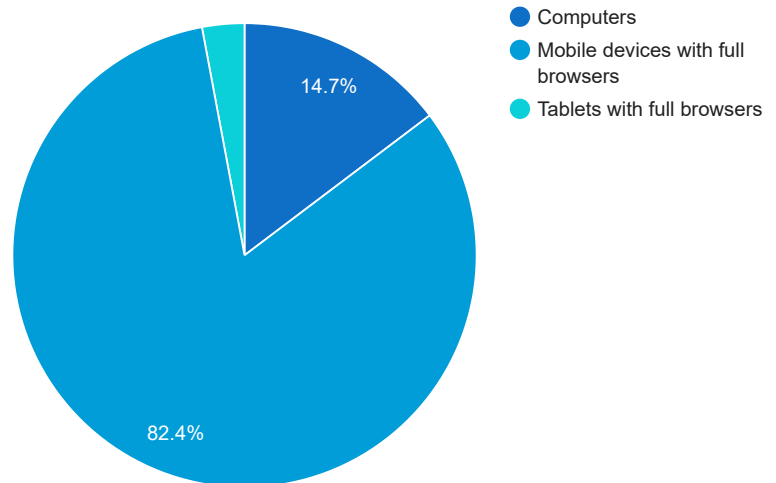
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	1,864.63	85.41
Dec, 2019	0	0
Jan, 2020	1,389.86	76.36
Feb, 2020	1,509.51	85.14
Mar, 2020	1,338.41	77.67
Apr, 2020	1,497.94	84.50
May, 2020	1,426.07	80.50
Jun, 2020	1,952.10	31.19
Jul, 2020	1,978	26.99
Aug, 2020	1,953	26.54
Sep, 2020	1,994.44	28.08
Oct, 2020	1,978.29	28.12

## 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	4,469	378	\$1,654.89	\$4.38	8.46%	-	28	7.41%	\$59.10
Computers	712	46	\$258.12	\$5.61	6.46%	-	5	10.87%	\$51.62
Tablets with full browsers	146	9	\$65.28	\$7.25	6.16%	-	1	11.11%	\$65.28

### 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	5,327	433	\$1,978.29	\$4.57	8.13%	-	34	7.85%	\$58.19

# Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submit	15
Phone Call	13
CS Phone Call (Emerson Medical - Unfiltered)	5
Click to Call	1

## 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