

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

Chalik Emerson Medical

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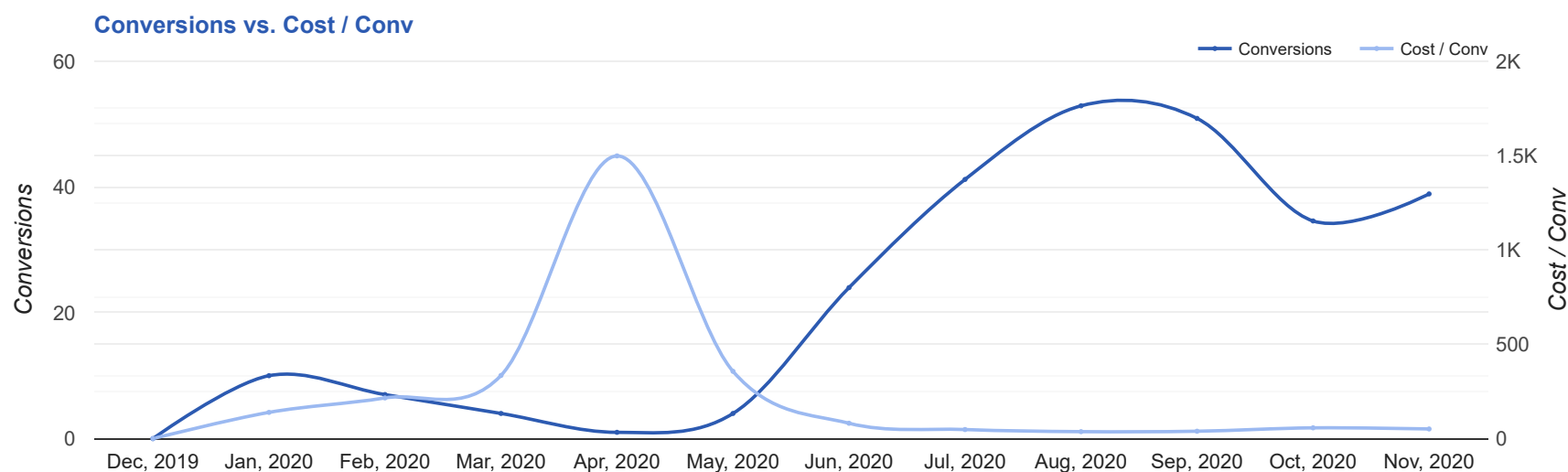
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,989	38.9	7.66%	\$51.12
↑ 1%	↑ 12%	↓ 4%	↓ 10%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	5,327	433	\$1,978.29	\$4.57	8.13%	-	34.6	8%	\$57.11	28.21%
1 Nov 2020 — 30 Nov 2020	8,196	508	\$1,988.98	\$3.92	6.2%	-	38.9	7.66%	\$51.12	27.54%
Change	2,869 ↑ 54%	75 ↑ 17%	\$10.69 ↑ 1%	\$0.65 ↓ 14%	1.93% ↓ 24%	--	4.27 ↑ 12%	0.34% ↓ 4%	\$5.99 ↓ 10%	0.67% ↓ 2%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	34.6	8%	\$57.11	28.21%
Nov '20	8,196	508	\$1,988.98	\$3.92	6.2%	-	38.9	7.66%	\$51.12	27.54%
Total	48,298	3,849	\$19,006.60	\$4.94	7.97%	-	268.6	6.98%	\$70.77	29.99%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,580	300	\$1,492.69	\$4.98	5.38%	-	26.4	8.8%	\$56.52	28.12%
search beta weight loss	2,616	208	\$496.29	\$2.39	7.95%	-	12.5	6.01%	\$39.70	26.41%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

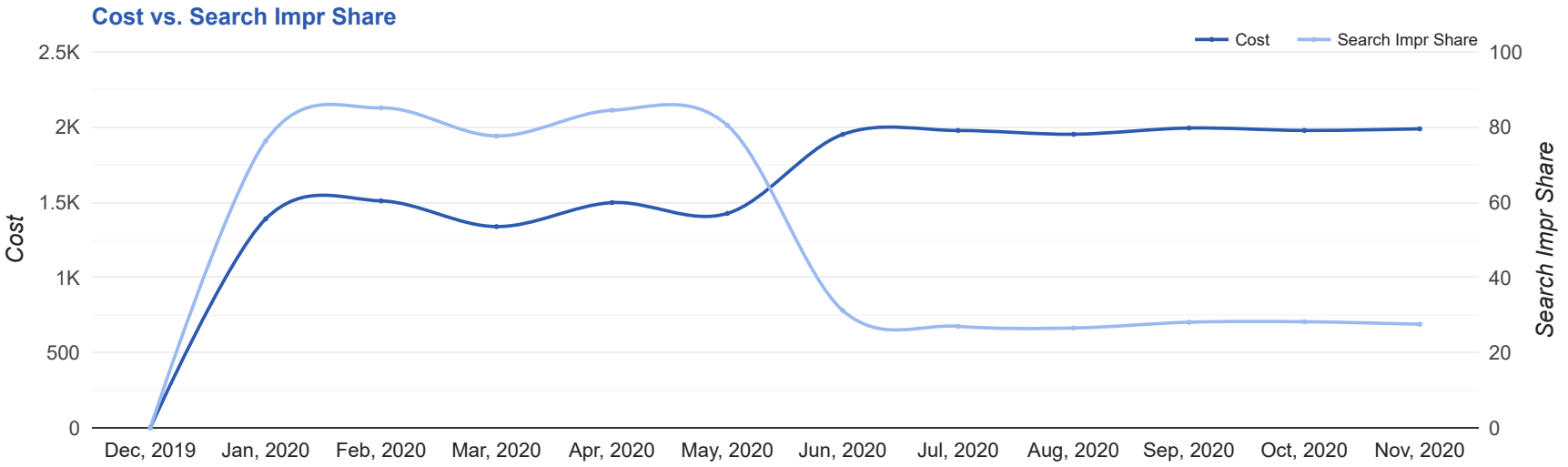
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Weight Loss Clinic - Dr. Natalya Chalik, M.D. - Take Charge of Your Weight Now www.natalyachalikmd.com// Lose Weight By Fixing Your Metabolism. Get A Personalized Program For Your Metabolism.	510	43	\$139.06	\$3.23	8.43%	-	8.2	19.12%	\$16.92
CoolSculpting in Staten Island - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever www.natalyachalikmd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	58	7	\$43.45	\$6.21	12.07%	-	3.8	53.57%	\$11.59
{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	1,230	105	\$242.81	\$2.31	8.54%	-	3.3	3.12%	\$74.03
Huge CoolSculpting Promotion - CoolSculpting in Staten Island - 2020 Coolsculpting Discount www.natalyachalikmd.com/--/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	65	11	\$92.44	\$8.40	16.92%	-	3.2	28.82%	\$29.16
Fat Reduction on Staten Island - Our Biggest Discount Ever - Offering \$1000 Off 8+ Cycles www.natalyachalikmd.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	362	10	\$54.89	\$5.49	2.76%	-	2	20.00%	\$27.45

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

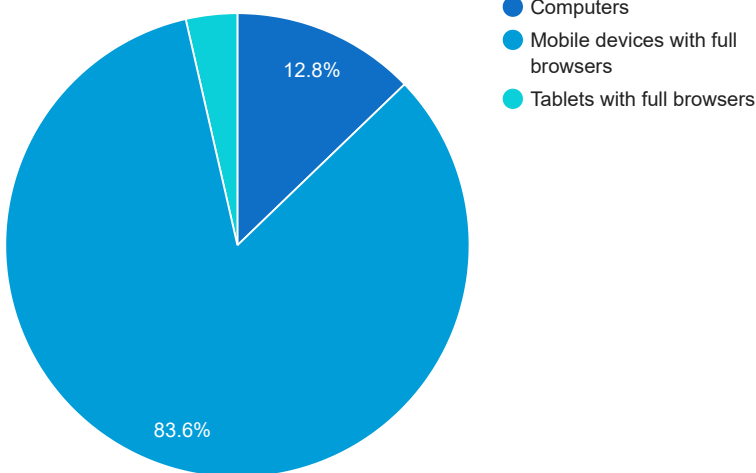
Budget Coverage



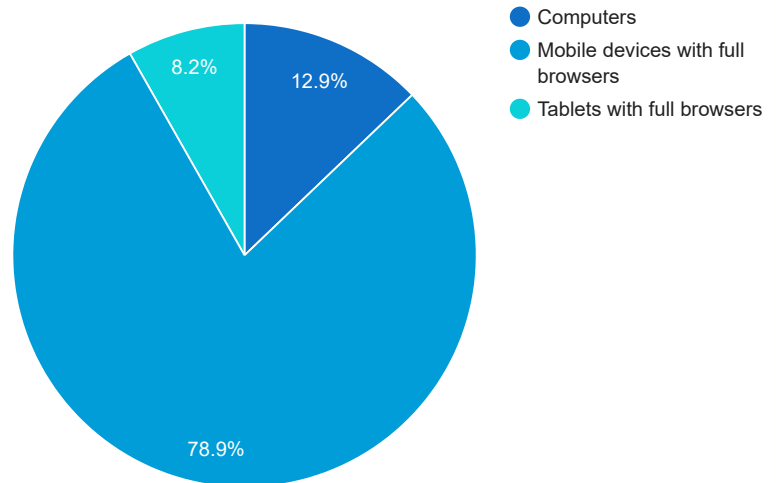
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	1,389.86	76.36
Feb, 2020	1,509.51	85.14
Mar, 2020	1,338.41	77.67
Apr, 2020	1,497.94	84.50
May, 2020	1,426.07	80.50
Jun, 2020	1,952.10	31.19
Jul, 2020	1,978	26.99
Aug, 2020	1,953	26.54
Sep, 2020	1,994.44	28.08
Oct, 2020	1,978.29	28.21
Nov, 2020	1,988.98	27.54

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	6,944	433	\$1,663.17	\$3.84	6.24%	-	30.7	7.1%	\$54.10
Computers	1,036	55	\$254.59	\$4.63	5.31%	-	5	9.09%	\$50.92
Tablets with full browsers	216	20	\$71.22	\$3.56	9.26%	-	3.2	15.85%	\$22.47

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	8,196	508	\$1,988.98	\$3.92	6.2%	-	38.9	7.66%	\$51.12

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submit	15.4
Phone Call	12.7
Click to Call	8.9
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