

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

Chalik Emerson Medical

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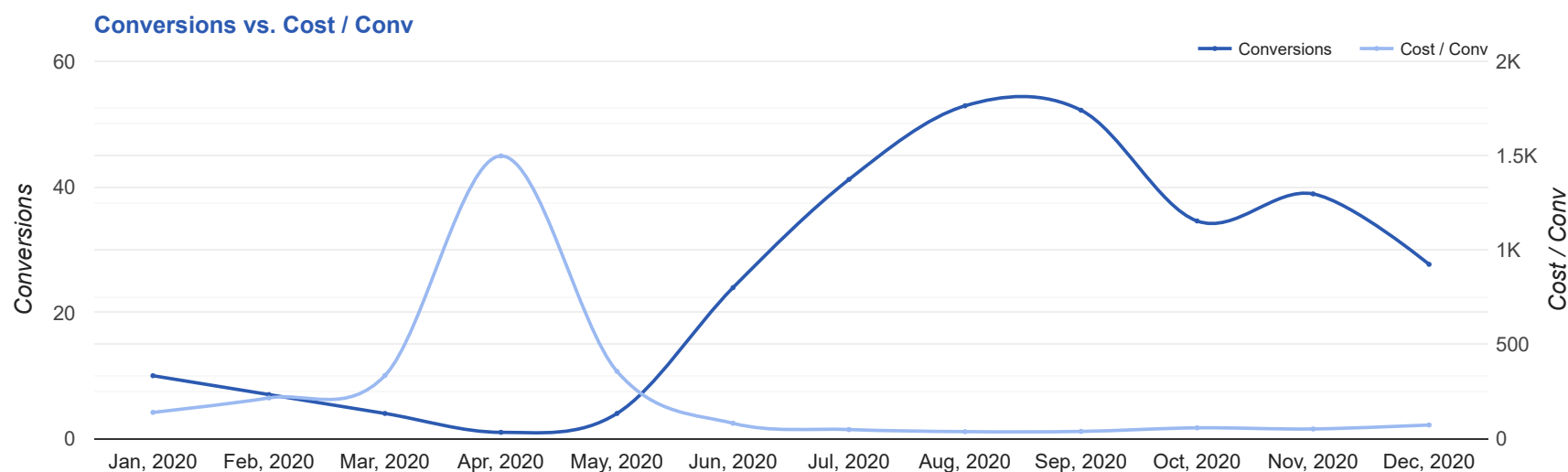
Key Performance Indicators (KPIs)

| | | | |
|---------|-------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$2,001 | 27.7 | 5.72% | \$72.32 |
| ↑ 1% | ↓ 29% | ↓ 25% | ↑ 41% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------|-------------|------------|-----------------|----------------|---------------|---------|----------------|----------------|------------------|----------------------|
| 1 Nov 2020 — 30 Nov 2020 | 8,196 | 508 | \$1,988.98 | \$3.92 | 6.2% | - | 38.9 | 7.66% | \$51.12 | 27.39% |
| 1 Dec 2020 — 31 Dec 2020 | 7,508 | 484 | \$2,001.07 | \$4.13 | 6.45% | - | 27.7 | 5.72% | \$72.32 | 30.92% |
| Change | 688 ↓ 8% | 24 ↓ 5% | \$12.09 ↑ 1% | \$0.21 ↑ 5% | 0.25% ↑ 4% | -- | 11.24 ↓ 29% | 1.94% ↓ 25% | \$21.20 ↑ 41% | 3.53% ↑ 13% |

Performance by Month - 1 Jan 2020 — 31 Dec 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% | - | 52.2 | 7.92% | \$38.18 | 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 | 27.39% |
| Dec '20 | 7,508 | 484 | \$2,001.07 | \$4.13 | 6.45% | - | 27.7 | 5.72% | \$72.32 | 30.92% |
| Total | 55,806 | 4,333 | \$21,007.67 | \$4.85 | 7.76% | - | 297.6 | 6.87% | \$70.60 | 30.09% |

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|----------------------------------|-------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta coolsculpting | 5,208 | 315 | \$1,497.35 | \$4.75 | 6.05% | - | 25.7 | 8.15% | \$58.33 | 30.93% |
| search beta weight loss | 2,300 | 169 | \$503.72 | \$2.98 | 7.35% | - | 2 | 1.18% | \$251.86 | 30.92% |

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

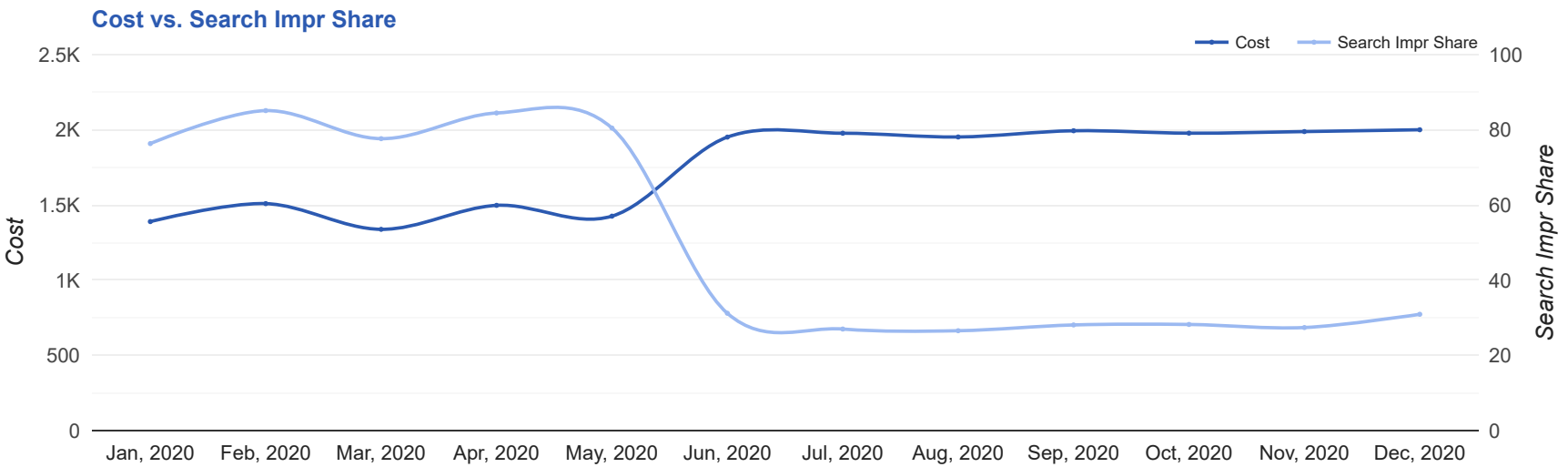
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|---|------|--------|----------|---------|--------|---------|------|-----------|-------------|
| Emerson Medical - Fat Reduction on Staten Island - Non-Surgical Fat Reduction www.natalyachalikmd.com/--/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. | 719 | 32 | \$172.04 | \$5.38 | 4.45% | - | 4 | 12.50% | \$43.01 |
| Emerson Medical - Fat Reduction on Staten Island - Non-Surgical Fat Reduction www.natalyachalikmd.com/--/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. | 223 | 16 | \$74.17 | \$4.64 | 7.17% | - | 3 | 18.75% | \$24.72 |
| Fat Reduction on Staten Island - Our Biggest Discount Ever - Freeze Away Body Fat www.natalyachalikmd.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. | 253 | 12 | \$62.35 | \$5.20 | 4.74% | - | 3 | 25.00% | \$20.78 |
| Fat Reduction on Staten Island - Eliminate Fat & Feel Great - Offering \$1,000 Off 8+ Cycles www.natalyachalikmd.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. | 91 | 5 | \$29.65 | \$5.93 | 5.49% | - | 2 | 40.00% | \$14.82 |
| CoolSculpting in Staten Island - Dec Only \$1,000 Off 8+ Cycles - Flexible Payment Options www.natalyachalikmd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | 79 | 8 | \$61.07 | \$7.63 | 10.13% | - | 1.8 | 22.50% | \$33.93 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

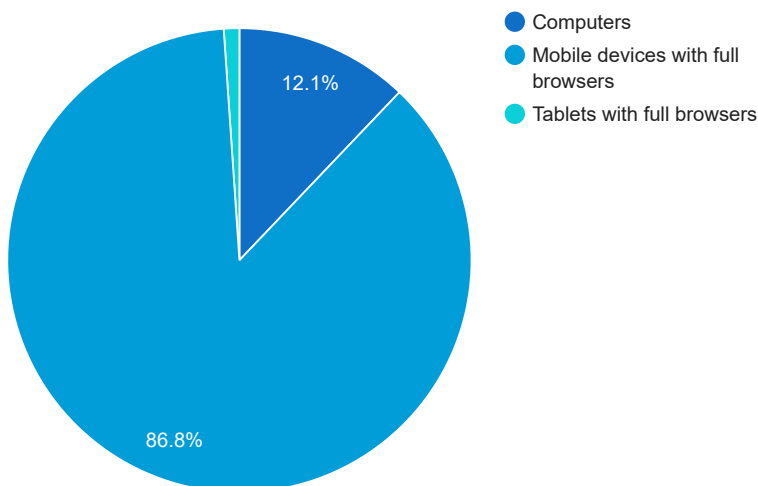
Budget Coverage



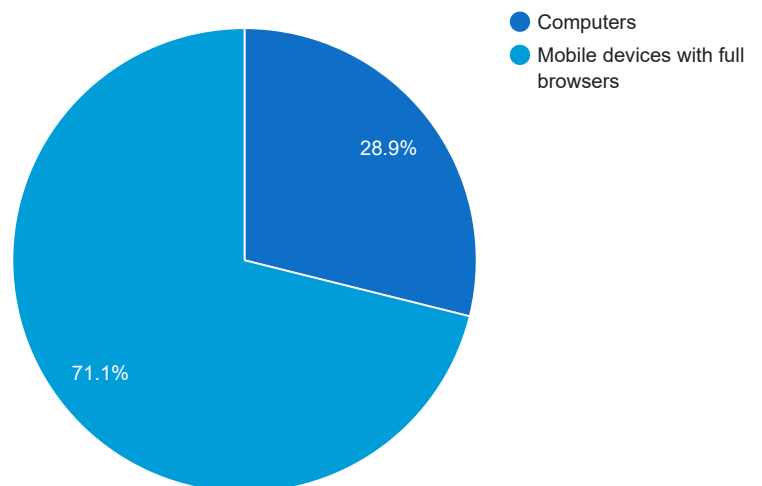
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Jan, 2020 | 1,389.86 | 76.36 |
| Feb, 2020 | 1,509.51 | 85.14 |
| Mar, 2020 | 1,338.41 | 77.67 |
| Apr, 2020 | 1,497.94 | 84.50 |
| May, 2020 | 1,426.07 | 80.50 |
| Jun, 2020 | 1,952.10 | 31.19 |
| Jul, 2020 | 1,978 | 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 | 27.39 |
| Dec, 2020 | 2,001.07 | 30.92 |

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 | 6,256 | 428 | \$1,737.11 | \$4.06 | 6.84% | - | 19.7 | 4.6% | \$88.31 |
| Computers | 1,053 | 49 | \$242.35 | \$4.95 | 4.65% | - | 8 | 16.33% | \$30.29 |
| Tablets with full browsers | 199 | 7 | \$21.61 | \$3.09 | 3.52% | - | 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 | 7,508 | 484 | \$2,001.07 | \$4.13 | 6.45% | - | 27.7 | 5.72% | \$72.32 |

Conversion Types - 1 Dec 2020 — 31 Dec 2020

| CONVERSION TYPE | CONV |
|-----------------|------|
| Form Submit | 16 |
| Phone Call | 5.7 |
| Click to Call | 5 |
| Calls from ads | 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