

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Chalik Emerson Medical

550-334-6766

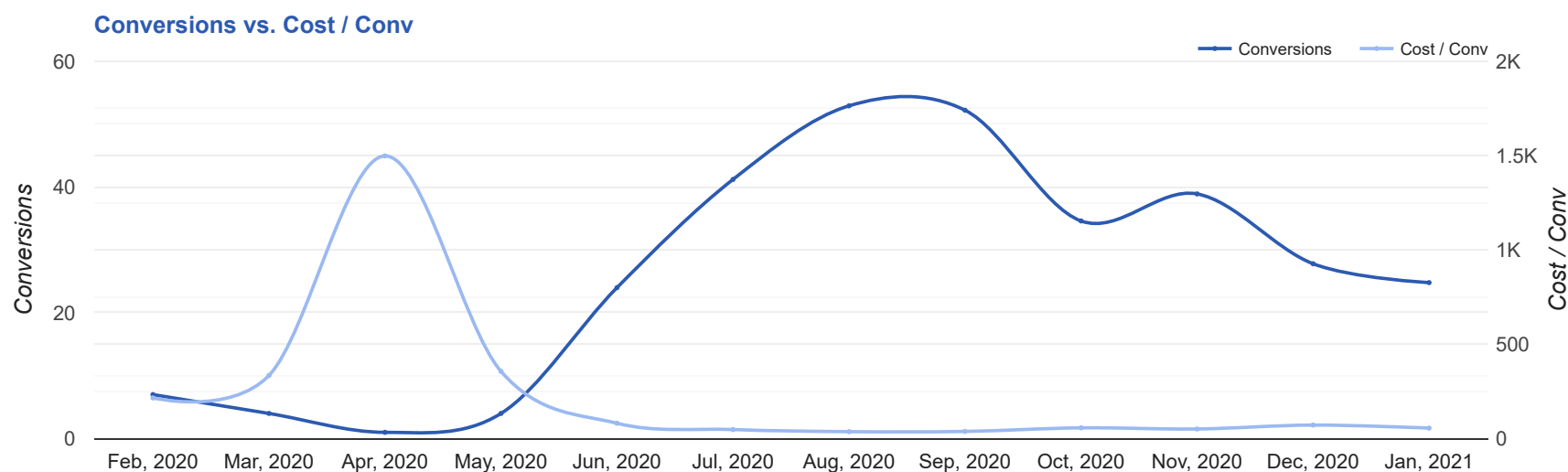
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,385	24.8	5.37%	\$55.80
↓ 31%	↓ 11%	↓ 7%	↓ 22%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	7,508	484	\$2,001.07	\$4.13	6.45%	-	27.8	5.75%	\$71.88	30.93%
1 Jan 2021 — 31 Jan 2021	6,464	462	\$1,385.44	\$3.00	7.15%	-	24.8	5.37%	\$55.80	28.5%
Change	1,044 ↓ 14%	22 ↓ 5%	\$615.63 ↓ 31%	\$1.13 ↓ 27%	0.70% ↑ 11%	--	3.01 ↓ 11%	0.38% ↓ 7%	\$16.08 ↓ 22%	2.43% ↓ 8%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	27.8	5.75%	\$71.88	30.93%
Jan '21	6,464	462	\$1,385.44	\$3.00	7.15%	-	24.8	5.37%	\$55.80	28.5%
Total	61,556	4,692	\$21,003.25	\$4.48	7.62%	-	312.6	6.66%	\$67.20	29.71%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,430	279	\$887.72	\$3.18	6.3%	-	16.1	5.76%	\$55.21	25%
search beta weight loss	2,034	183	\$497.72	\$2.72	9%	-	8.8	4.78%	\$56.88	40.06%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

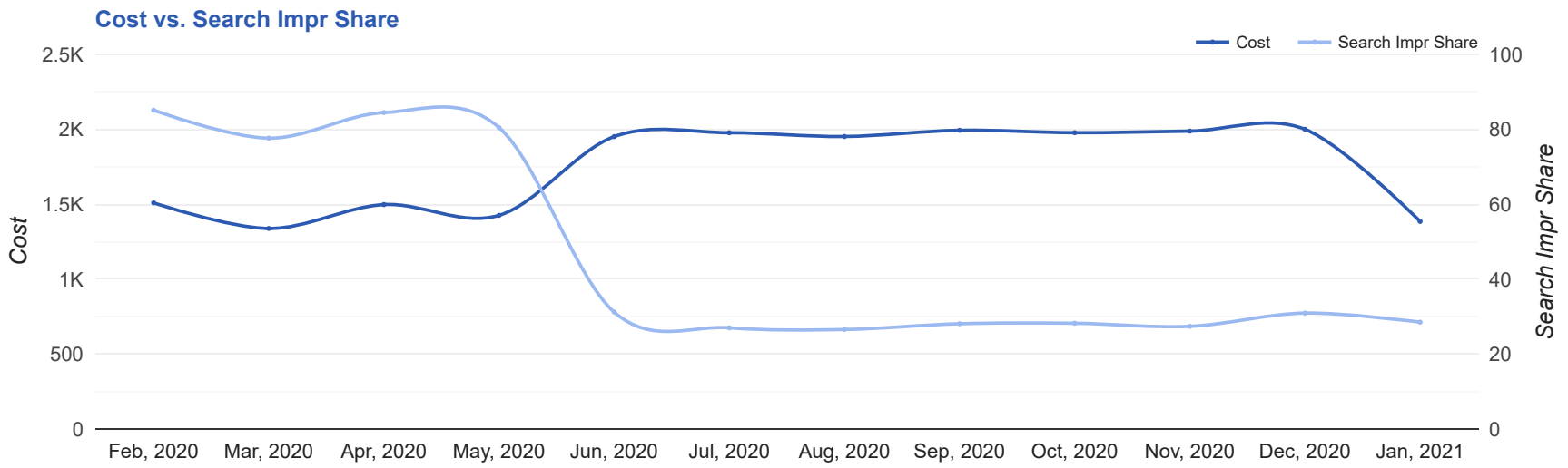
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Diet Doctor Staten Island - Dr. Natalya Chalik, M.D. - Take Charge of Your Weight Now www.natalyachalikmd.com// Lose Weight With Our Top Rated Program. Our Patients Have Lost Thousands of Pounds.	612	62	\$174.67	\$2.82	10.13%	-	4.8	7.66%	\$36.77
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.	122	11	\$37.96	\$3.45	9.02%	-	2	18.18%	\$18.98
Fat Reduction on Staten Island - Our Biggest Discount Ever - Offering \$1,000 Off 8+ Cycles www.natalyachalikmd.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	160	15	\$50.26	\$3.35	9.38%	-	1.7	11.60%	\$28.89
CoolSculpting in Staten Island - Jan 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.	89	3	\$15.46	\$5.15	3.37%	-	1.7	55.67%	\$9.26
CoolSculpting in Staten Island - Limited Time Offer Jan 2021 - Flexible Payment Options www.natalyachalikmd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	49	5	\$22.72	\$4.54	10.20%	-	1.3	25.00%	\$18.18

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

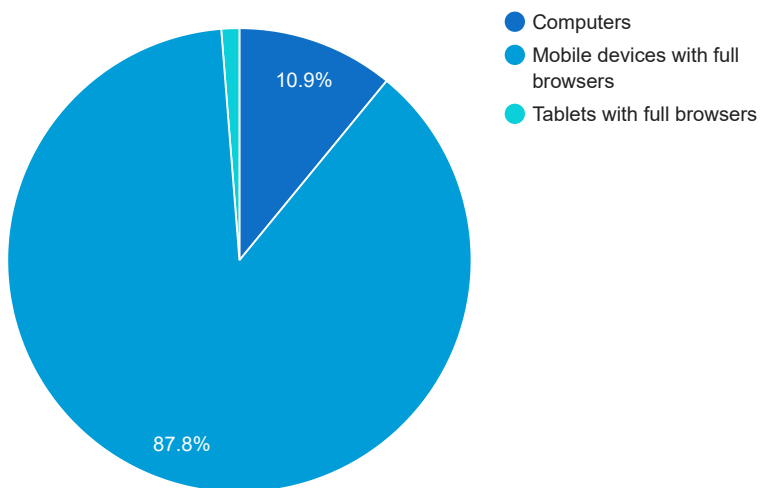
Budget Coverage



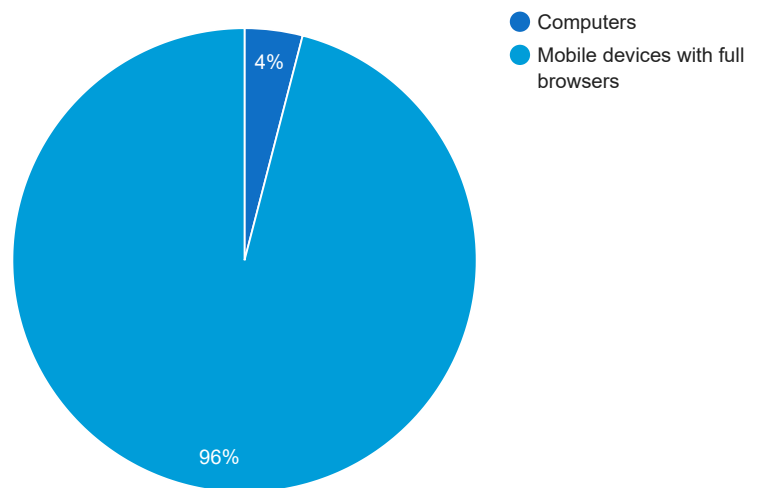
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	1,509.51	85.14
Mar, 2020	1,338.41	77.67
Apr, 2020	1,497.94	84.50
May, 2020	1,426.07	80.50
Jun, 2020	1,952.10	31.19
Jul, 2020	1,978	26.99
Aug, 2020	1,953	26.54
Sep, 2020	1,994.44	28.08
Oct, 2020	1,978.29	28.21
Nov, 2020	1,988.98	27.39
Dec, 2020	2,001.07	30.93
Jan, 2021	1,385.44	28.50

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	5,423	400	\$1,216.51	\$3.04	7.38%	-	23.8	5.96%	\$51.05
Computers	878	56	\$151.55	\$2.71	6.38%	-	1	1.79%	\$151.55
Tablets with full browsers	163	6	\$17.38	\$2.90	3.68%	-	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	6,464	462	\$1,385.44	\$3.00	7.15%	-	24.8	5.37%	\$55.80

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submit	13.9
Click to Call	5.9
Phone Call	5

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 page 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