

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Chalik Emerson Medical

550-334-6766

Key Performance Indicators (KPIs)

Cost

\$1,394

↑ 1%

Conv

27.5

↑ 4%

Conv Rate

5.72%

↔ 0%

Cost / Conv

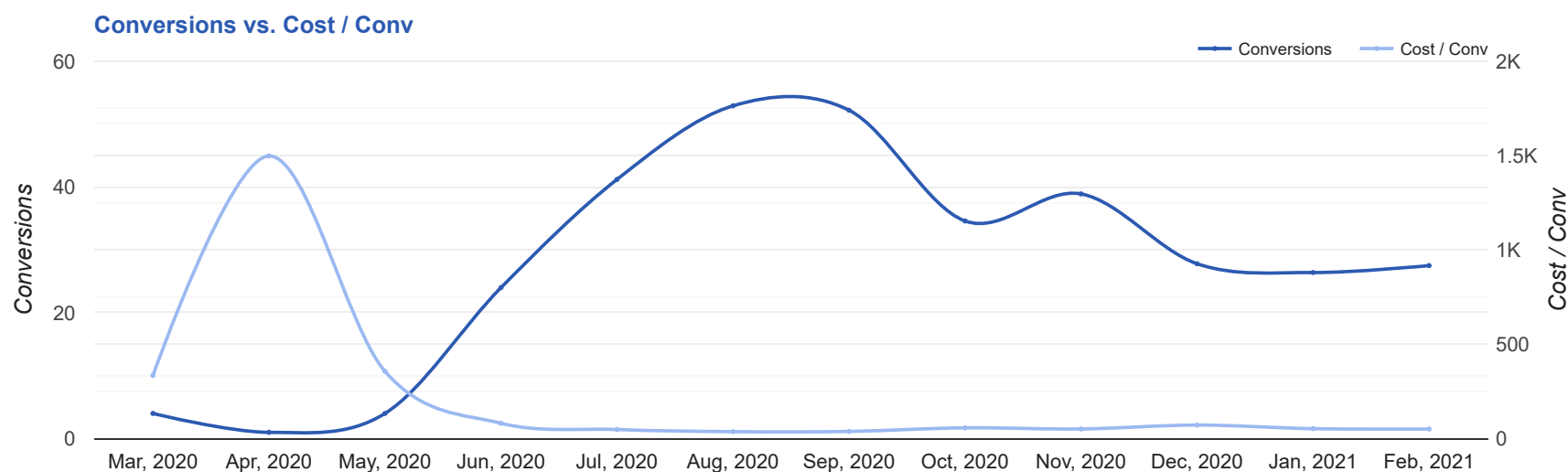
\$50.73

↓ 3%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	6,464	462	\$1,385.44	\$3.00	7.15%	-	26.4	5.71%	\$52.56	28.44%
1 Feb 2021 — 28 Feb 2021	5,982	480	\$1,393.64	\$2.90	8.02%	-	27.5	5.72%	\$50.73	29.71%
Change	482 ↓ 7%	18 ↑ 4%	\$8.20 ↑ 1%	\$0.10 ↓ 3%	0.87% ↑ 12%	--	1.11 ↑ 4%	0.01% ↑ 0%	\$1.83 ↓ 3%	1.27% ↑ 4%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	26.4	5.71%	\$52.56	28.44%
Feb '21	5,982	480	\$1,393.64	\$2.90	8.02%	-	27.5	5.72%	\$50.73	29.71%
Total	65,712	4,986	\$20,887.38	\$4.19	7.59%	-	334.6	6.71%	\$62.43	29.17%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	3,675	292	\$891.62	\$3.05	7.95%	-	21	7.19%	\$42.46	23.91%
search beta weight loss	2,307	188	\$502.02	\$2.67	8.15%	-	6.5	3.44%	\$77.59	47.15%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

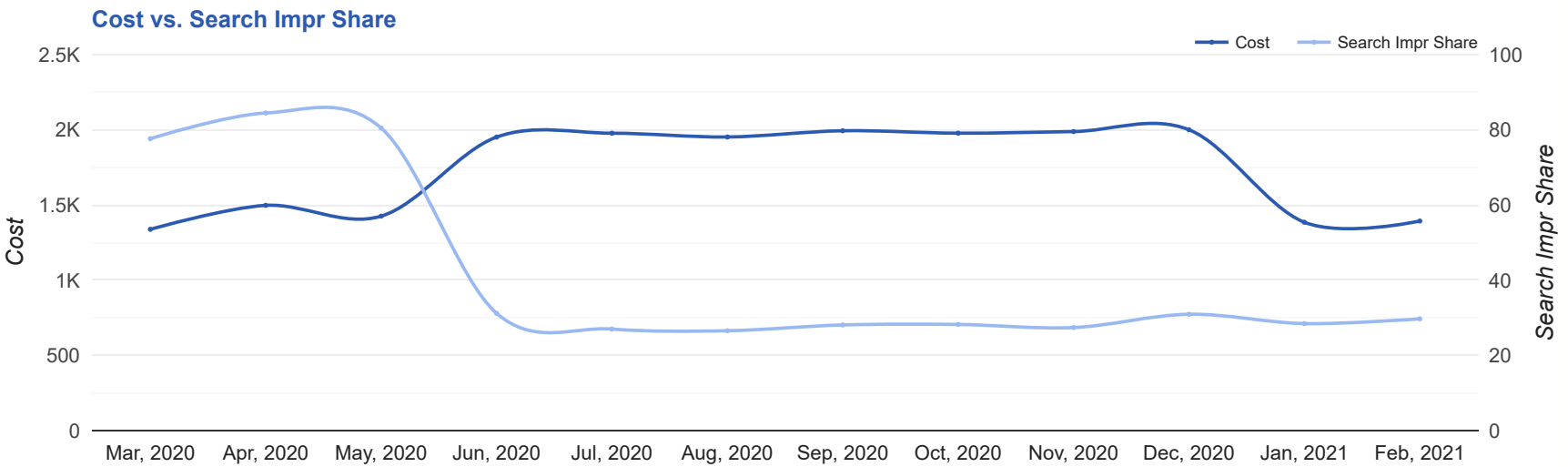
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Staten Island - Freeze Away Body Fat - Flexible Payment Options www.natalyachalikmd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	23	4	\$15.00	\$3.75	17.39%	-	3	75.00%	\$5.00
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.	200	28	\$101.79	\$3.64	14.00%	-	2.5	9.07%	\$40.07
{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	809	68	\$176.71	\$2.60	8.41%	-	2.3	3.32%	\$78.19
CoolSculpting in Staten Island - Limited Time Offer Feb 2021 - Our Biggest Discount Ever www.natalyachalikmd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	46	6	\$31.79	\$5.30	13.04%	-	2	33.33%	\$15.89
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.	120	11	\$30.94	\$2.81	9.17%	-	2	18.18%	\$15.47

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

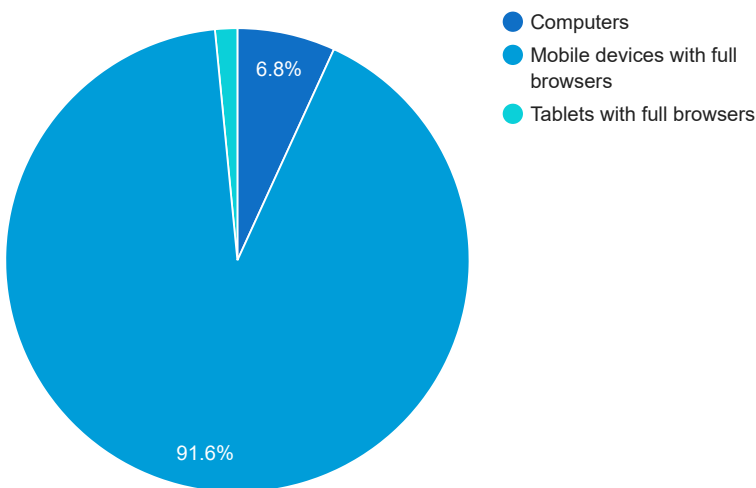
Budget Coverage



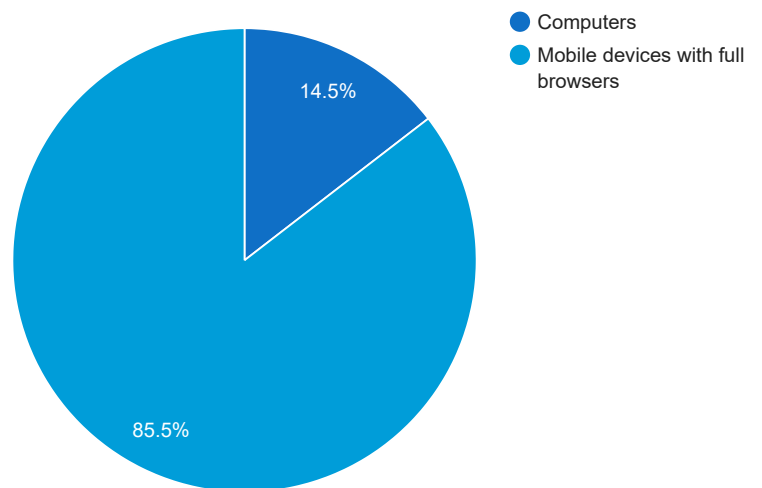
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	1,338.41	77.67
Apr, 2020	1,497.94	84.50
May, 2020	1,426.07	80.50
Jun, 2020	1,952.10	31.19
Jul, 2020	1,978	26.99
Aug, 2020	1,953	26.54
Sep, 2020	1,994.44	28.08
Oct, 2020	1,978.29	28.21
Nov, 2020	1,988.98	27.39
Dec, 2020	2,001.07	30.93
Jan, 2021	1,385.44	28.44
Feb, 2021	1,393.64	29.71

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	5,003	431	\$1,276.86	\$2.96	8.61%	-	23.5	5.45%	\$54.40
Computers	830	39	\$95.16	\$2.44	4.7%	-	4	10.23%	\$23.85
Tablets with full browsers	149	10	\$21.62	\$2.16	6.71%	-	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	5,982	480	\$1,393.64	\$2.90	8.02%	-	27.5	5.72%	\$50.75

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submit	13
Phone Call	10.5
Calls from ads	2
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