

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

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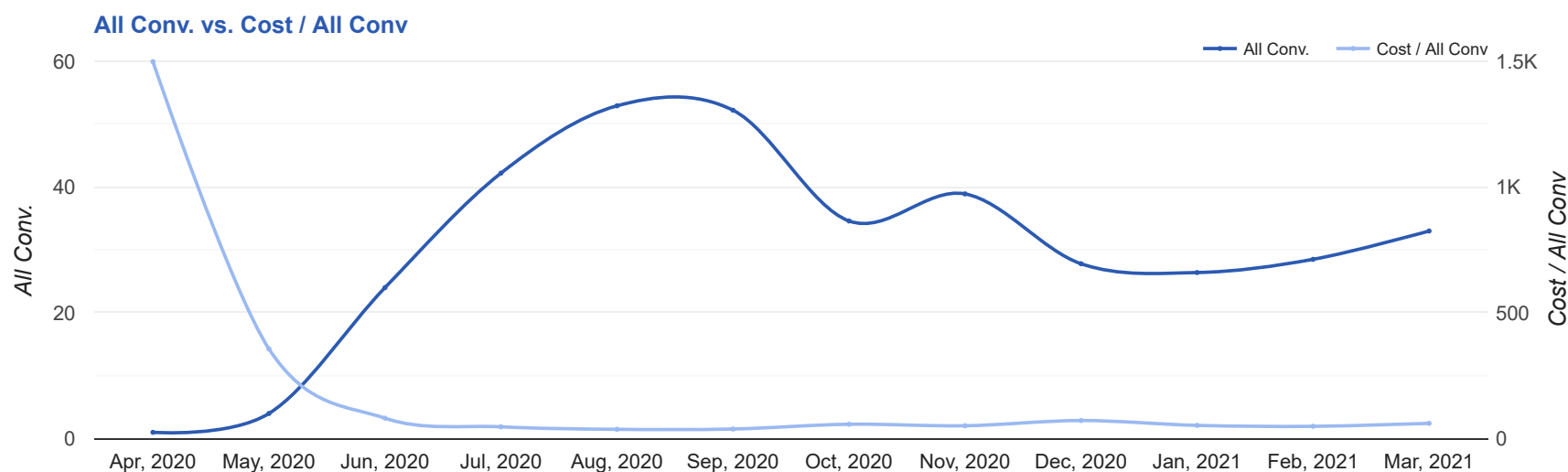
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,001	33	5.73%	\$60.74
↑ 44%	↑ 16%	↓ 4%	↑ 24%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	5,982	480	\$1,393.64	\$2.90	8.02%	-	5.94%	\$48.87	28.5
1 Mar 2021 — 31 Mar 2021	6,829	575	\$2,001.46	\$3.48	8.42%	-	5.73%	\$60.74	33
Change	847 ↑ 14%	95 ↑ 20%	\$607.82 ↑ 44%	\$0.58 ↑ 20%	0.40% ↑ 5%	0 ↔ -	0.21% ↓ 4%	\$11.87 ↑ 24%	4.43 ↑ 16%

# Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Apr '20	650	65	\$1,497.94	\$23.05	10%	-	1	1.54%	\$1,497.94
May '20	1,109	119	\$1,426.07	\$11.98	10.73%	-	4	3.36%	\$356.52
Jun '20	5,418	480	\$1,952.10	\$4.07	8.86%	-	24	5%	\$81.34
Jul '20	4,945	496	\$1,978.00	\$3.99	10.03%	-	42.2	8.5%	\$46.91
Aug '20	10,222	707	\$1,953.00	\$2.76	6.92%	-	52.9	7.49%	\$36.90
Sep '20	8,891	660	\$1,994.44	\$3.02	7.42%	-	52.2	7.92%	\$38.18
Oct '20	5,327	433	\$1,978.29	\$4.57	8.13%	-	34.6	8%	\$57.11
Nov '20	8,196	508	\$1,988.98	\$3.92	6.2%	-	38.9	7.66%	\$51.12
Dec '20	7,508	484	\$2,001.07	\$4.13	6.45%	-	27.8	5.75%	\$71.88
Jan '21	6,464	462	\$1,385.44	\$3.00	7.15%	-	26.4	5.71%	\$52.56
Feb '21	5,982	480	\$1,393.64	\$2.90	8.02%	-	28.5	5.94%	\$48.87
Mar '21	6,829	575	\$2,001.46	\$3.48	8.42%	-	33	5.73%	\$60.74
<b>Total</b>	<b>71,541</b>	<b>5,469</b>	<b>\$21,550.43</b>	<b>\$3.94</b>	<b>7.64%</b>	<b>-</b>	<b>365.6</b>	<b>6.68%</b>	<b>\$58.95</b>

# Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	4,789	371	\$1,497.70	\$4.04	7.75%	-	24	6.46%	\$62.53
search   beta   weight loss	2,040	204	\$503.76	\$2.47	10%	-	9	4.41%	\$55.97

# Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting staten island	20	8	\$68.72	\$8.59	40.00%	-	3	37.50%	\$22.91
cool sculpting	10	9	\$58.50	\$6.50	90.00%	-	2.5	27.22%	\$23.88
how much does coolsculpting cost	4	4	\$18.34	\$4.58	100.00%	-	2	50.00%	\$9.17
cool sculpting cost stomach	2	3	\$15.82	\$5.27	150.00%	-	2	66.67%	\$7.91
what is the cheapest weight loss program	1	1	\$4.01	\$4.01	100.00%	-	1	100.00%	\$4.01
brazilian body contour	1	1	\$1.75	\$1.75	100.00%	-	1	100.00%	\$1.75
weight loss doctor staten island	4	5	\$18.65	\$3.73	125.00%	-	1	20.00%	\$18.65
double chin removal cost	1	1	\$2.71	\$2.71	100.00%	-	1	100.00%	\$2.71
what is the best program to lose weight	1	1	\$3.85	\$3.85	100.00%	-	1	100.00%	\$3.85
360 lipo cost	1	1	\$2.72	\$2.72	100.00%	-	1	100.00%	\$2.72

## Top Display Placements

No Data Found for this account

# Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
{Keyword:Emerson Medical Weight Loss} - Doctor Supervised Weight Loss - Diet & Metabolism Experts <a href="http://www.natalyachalikmd.com/--/--">www.natalyachalikmd.com/--/--</a> Dr. Natalya Chalik, MD Can Help You Fix Your Metabolism. In-Depth Testing. Learn More	734	89	\$217.67	\$2.45	12.13%	-	4.5	5.06%	\$48.37
CoolSculpting in Staten Island - Limited Time Offer   Mar 2021 - Our Biggest Discount Ever <a href="http://www.natalyachalikmd.com//">www.natalyachalikmd.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	70	12	\$65.63	\$5.47	17.14%	-	3.3	27.83%	\$19.65
CoolSculpting in Staten Island - Save \$1000 Off 6+ Treatments - Flexible Payment Options <a href="http://www.natalyachalikmd.com//">www.natalyachalikmd.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	202	10	\$51.74	\$5.17	4.95%	-	2.7	26.60%	\$19.45
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.	251	31	\$108.72	\$3.51	12.35%	-	2.5	8.06%	\$43.49
CoolSculpting in Staten Island - Save \$1000 Off 6+ Treatments - Our Biggest Discount Ever <a href="http://www.natalyachalikmd.com//">www.natalyachalikmd.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	60	11	\$64.47	\$5.86	18.33%	-	2	18.18%	\$32.23

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

## Budget Coverage

Display Impr Share

0%

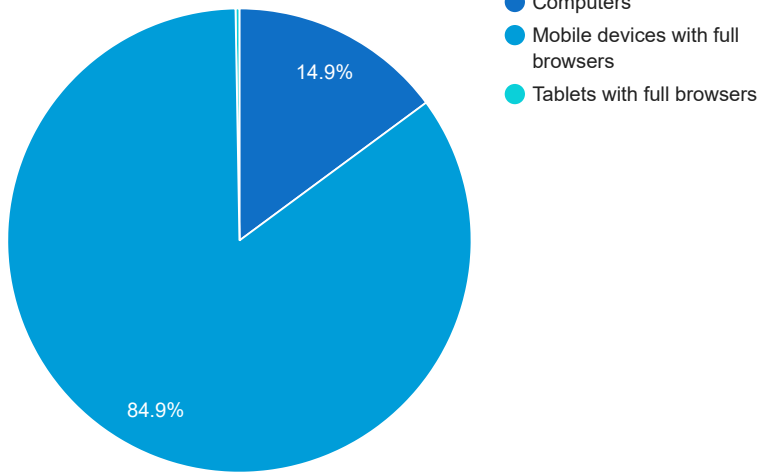
Search Impr Share

35.88%

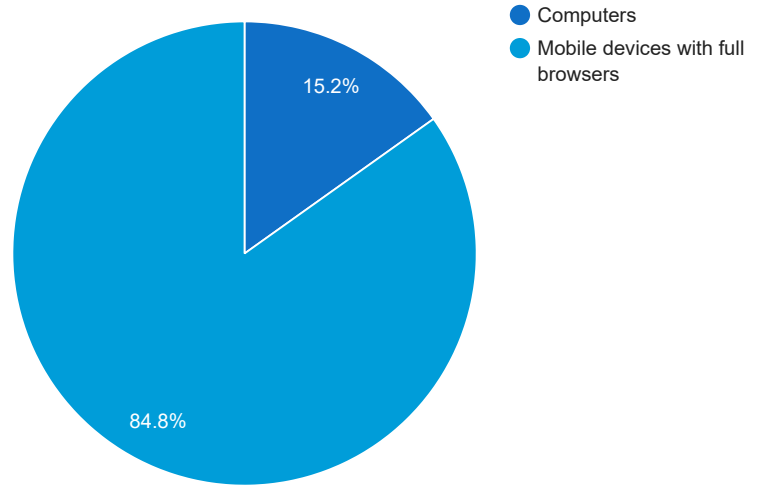
↑ 21%

## Cost and Conversions by Device

### Cost



### All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,715	490	\$1,698.35	\$3.47	8.57%	-	28	5.7%	\$60.76
Computers	984	82	\$297.71	\$3.63	8.33%	-	5	6.1%	\$59.54
Tablets with full browsers	130	3	\$5.40	\$1.80	2.31%	-	0	0%	\$0.00

## Cost and Conversions by Network (Search vs. Display)

### Cost



### All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	6,829	575	\$2,001.46	\$3.48	8.42%	-	33	5.73%	\$60.74

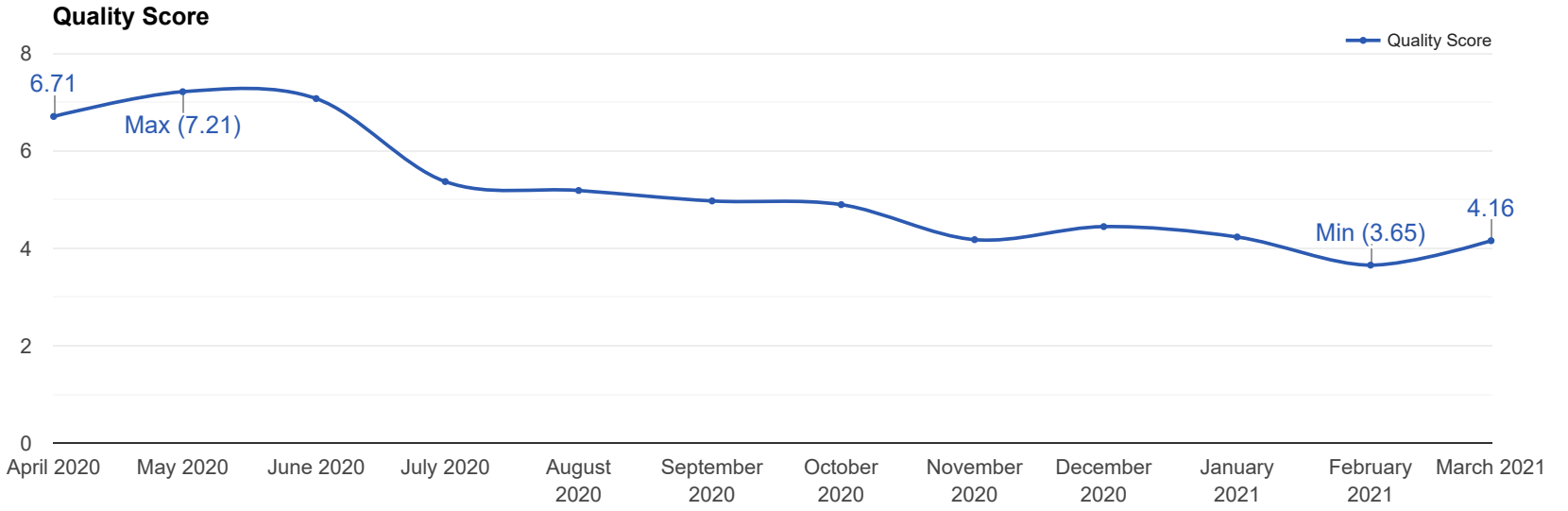
# Account Health - Quality Score

Current Quality Score

6

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



# Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



# Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Form Submit	18
Phone Call	8
Click to Call	6
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