

**Monthly Account  
Performance Report  
1 Apr 2021 — 30 Apr 2021**

Chalik Emerson Medical

550-334-6766

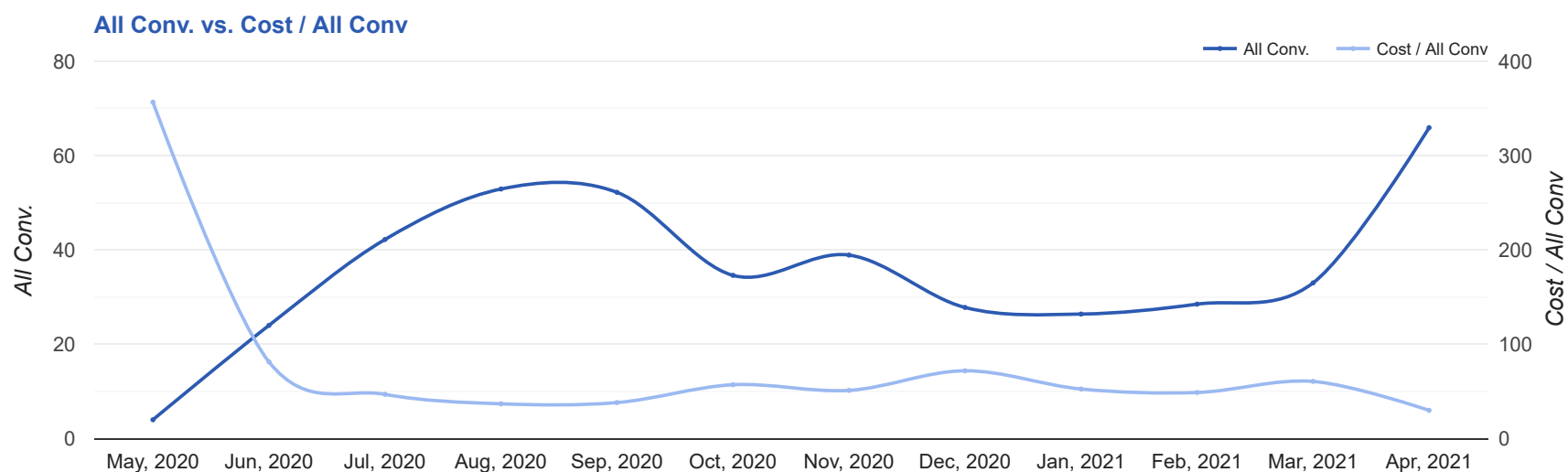
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,976	65.9	11.06%	\$29.97
↓ 1%	↑ 100%	↑ 93%	↓ 51%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	6,829	575	\$2,001.46	\$3.48	8.42%	-	5.74%	\$60.60	33
1 Apr 2021 — 30 Apr 2021	6,689	596	\$1,975.73	\$3.31	8.91%	-	11.06%	\$29.97	65.9
Change	140 ↓ 2%	21 ↑ 4%	\$25.73 ↓ 1%	\$0.17 ↓ 5%	0.49% ↑ 6%	0 ↔ -	5.32% ↑ 93%	\$30.63 ↓ 51%	32.89 ↑ 100%

# Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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	5.74%	\$60.60
Apr '21	6,689	596	\$1,975.73	\$3.31	8.91%	-	65.9	11.06%	\$29.97
<b>Total</b>	<b>77,580</b>	<b>6,000</b>	<b>\$22,028.22</b>	<b>\$3.67</b>	<b>7.73%</b>	<b>-</b>	<b>430.6</b>	<b>7.18%</b>	<b>\$51.16</b>

## Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	4,155	386	\$1,466.82	\$3.80	9.29%	-	45.6	11.82%	\$32.15
search   beta   weight loss	2,534	210	\$508.91	\$2.42	8.29%	-	20.3	9.67%	\$25.07

# Top Keywords - 1 Apr 2021 — 30 Apr 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	16	14	\$82.12	\$5.87	87.50%	-	4	28.57%	\$20.53
weight loss doctors near me	7	7	\$24.50	\$3.50	100.00%	-	3	42.86%	\$8.17
cool sculpting cost	12	8	\$45.54	\$5.69	66.67%	-	3	37.50%	\$15.18
cool sculpting double chin	1	1	\$8.17	\$8.17	100.00%	-	2	200.00%	\$4.08
liposuction	14	7	\$25.30	\$3.61	50.00%	-	2	28.57%	\$12.65
does coolsculpting really work	2	2	\$10.55	\$5.28	100.00%	-	2	100.00%	\$5.28
coolsculpting cost	11	11	\$42.07	\$3.82	100.00%	-	2	18.18%	\$21.04
lose weight fast	3	3	\$8.64	\$2.88	100.00%	-	1	33.33%	\$8.64
weight loss staten island	2	3	\$7.64	\$2.55	150.00%	-	1	33.33%	\$7.64
cutting weight	1	1	\$3.79	\$3.79	100.00%	-	1	100.00%	\$3.79

# Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
{Keyword:Emerson Medical} - CoolSculpting in Staten Island - 2021 CoolSculpting Discount <a href="http://www.natalyachalikmd.com/">www.natalyachalikmd.com/</a> -- -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	433	57	\$293.29	\$5.15	13.16%	-	16.5	28.95%	\$17.78
{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	900	95	\$234.58	\$2.47	10.56%	-	11.3	11.89%	\$20.76
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.	199	24	\$69.57	\$2.90	12.06%	-	4	16.67%	\$17.39
{Keyword:Emerson Medical} - CoolSculpting in Staten Island - 2021 CoolSculpting Discount <a href="http://www.natalyachalikmd.com/">www.natalyachalikmd.com/</a> -- -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	69	22	\$94.94	\$4.32	31.88%	-	4	18.18%	\$23.73
Fat Reduction on Staten Island - Our Biggest Discount Ever - Get \$1000 Off 6+ Treatments <a href="http://www.natalyachalikmd.com/">www.natalyachalikmd.com/</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	210	24	\$89.99	\$3.75	11.43%	-	4	16.67%	\$22.50

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

## Budget Coverage

Display Impr Share

0%

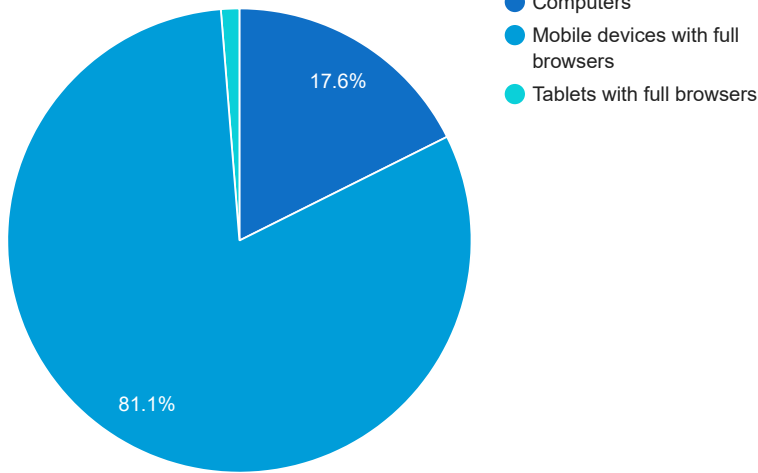
Search Impr Share

46.87%

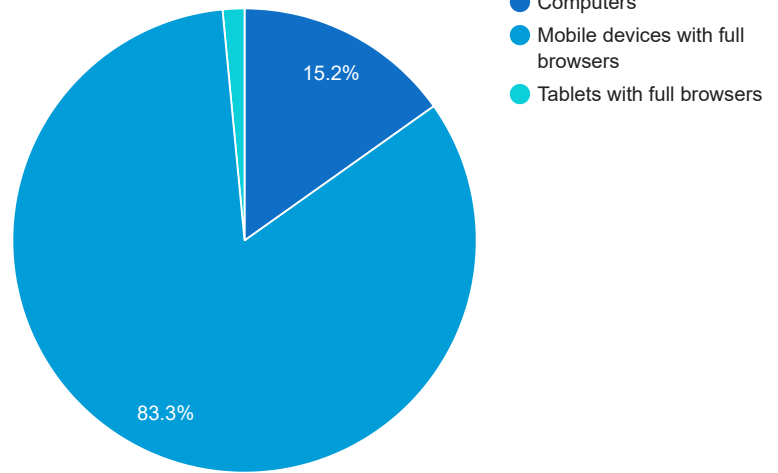
↑ 30%

## 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	5,581	489	\$1,602.19	\$3.28	8.76%	-	54.9	11.23%	\$29.17
Computers	986	97	\$348.25	\$3.59	9.84%	-	10	10.31%	\$34.83
Tablets with full browsers	122	10	\$25.29	\$2.53	8.2%	-	1	10%	\$25.29

## 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	6,689	596	\$1,975.73	\$3.31	8.91%	-	65.9	11.06%	\$29.97

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Click to Call	41.9
Form Submit	22
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