

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

Chalik Emerson Medical

550-334-6766

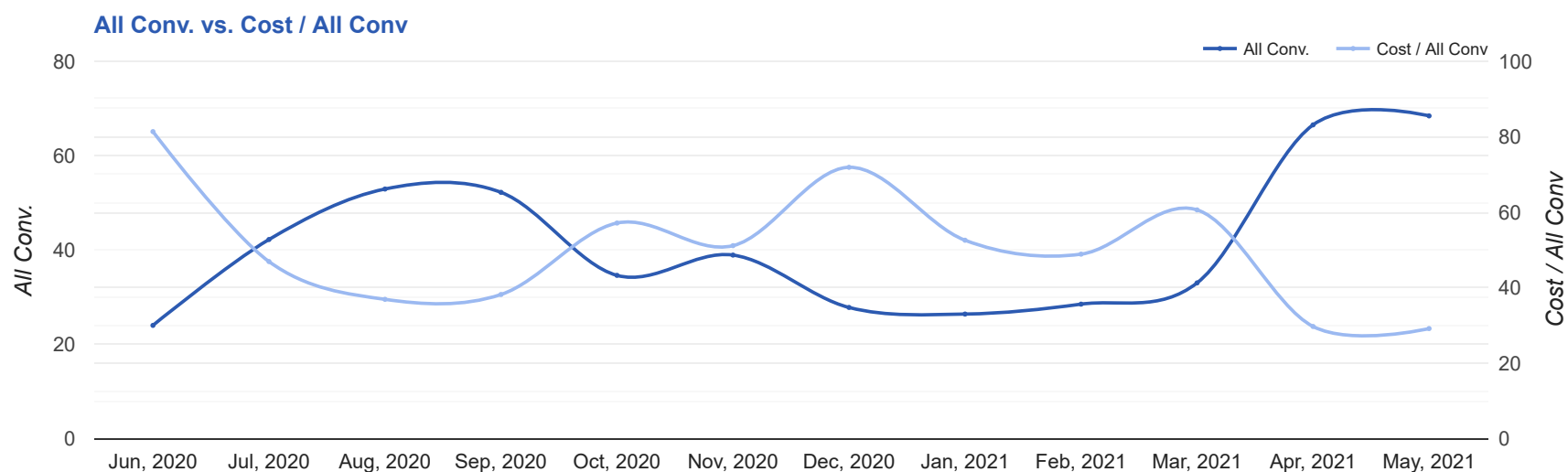
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,995	68.4	11.36%	\$29.16
↑ 1%	↑ 3%	↑ 2%	↓ 2%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	6,689	596	\$1,975.73	\$3.31	8.91%	-	11.16%	\$29.71	66.5
1 May 2021 — 31 May 2021	6,598	602	\$1,994.92	\$3.31	9.12%	-	11.36%	\$29.16	68.4
Change	91 ↓ 1%	6 ↑ 1%	\$19.19 ↑ 1%	\$0.00 ↔ 0%	0.21% ↑ 2%	0 ↔ -	0.20% ↑ 2%	\$0.55 ↓ 2%	1.90 ↑ 3%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	66.5	11.16%	\$29.71
May '21	6,598	602	\$1,994.92	\$3.31	9.12%	-	68.4	11.36%	\$29.16
Total	83,069	6,483	\$22,597.07	\$3.49	7.8%	-	495.6	7.64%	\$45.60

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	4,170	366	\$1,499.99	\$4.10	8.78%	-	52.3	14.28%	\$28.70
search beta weight loss	2,428	236	\$494.93	\$2.10	9.72%	-	16.1	6.84%	\$30.66

Top Keywords - 1 May 2021 — 31 May 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	32	17	\$84.09	\$4.95	53.13%	-	7	41.18%	\$12.01
coolsculpting near me	5	5	\$31.92	\$6.38	100.00%	-	3	60.00%	\$10.64
coolsculpting nyc	1	1	\$10.76	\$10.76	100.00%	-	2	200.00%	\$5.38
cool sculpting	19	14	\$88.91	\$6.35	73.68%	-	2	14.29%	\$44.45
liposuction	17	8	\$32.44	\$4.05	47.06%	-	1.8	22.25%	\$18.22
coolsculpting	13	7	\$31.86	\$4.55	53.85%	-	1.6	23.14%	\$19.67
coolsculpting staten island cost	1	1	\$6.56	\$6.56	100.00%	-	1	100.00%	\$6.56
medical weight loss centers of america reviews	1	1	\$3.67	\$3.67	100.00%	-	1	100.00%	\$3.67
lipo for bra fat	1	1	\$3.33	\$3.33	100.00%	-	1	100.00%	\$3.33
cost of skin tightening	1	1	\$1.47	\$1.47	100.00%	-	1	100.00%	\$1.47

Top Performing Ads - 1 May 2021 — 31 May 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 www.natalyachalikmd.com/ -- -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	554	54	\$302.03	\$5.59	9.75%	-	13.4	24.87%	\$22.49
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.	1,167	83	\$292.31	\$3.52	7.11%	-	8.5	10.24%	\$34.39
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.	719	64	\$142.89	\$2.23	8.90%	-	7.7	12.05%	\$18.53
{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	1,283	131	\$277.05	\$2.11	10.21%	-	6.8	5.17%	\$40.92
[Dynamic Headline] [Dynamic Display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	46	15	\$74.96	\$5.00	32.61%	-	6	40.00%	\$12.49

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

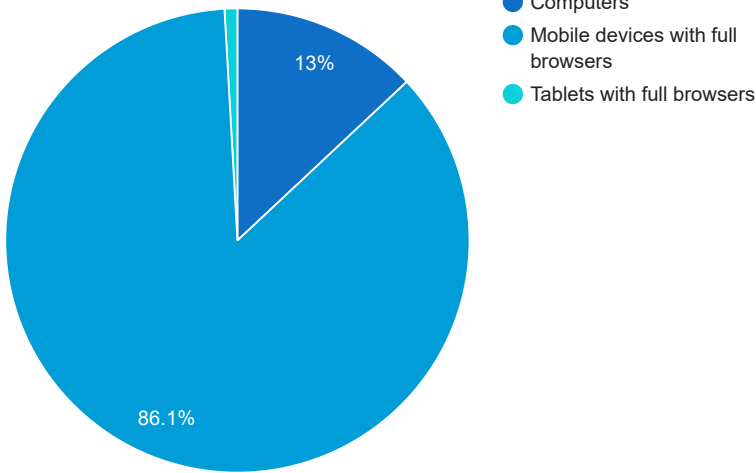
Search Impr Share

49.07%

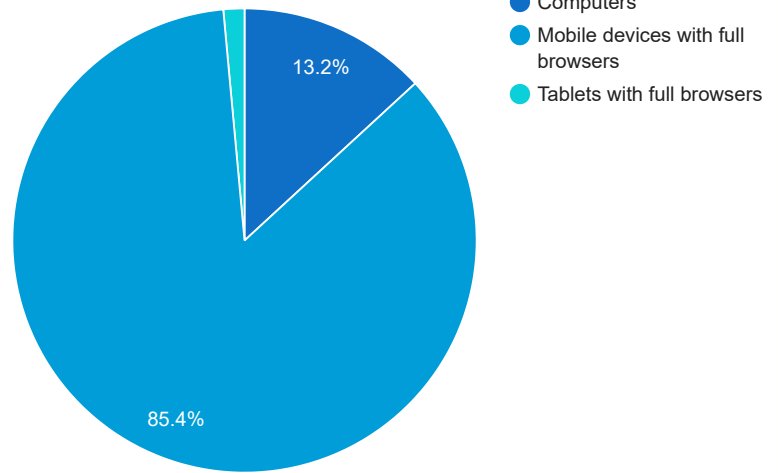
↑ 4%

Cost and Conversions by Device

Cost



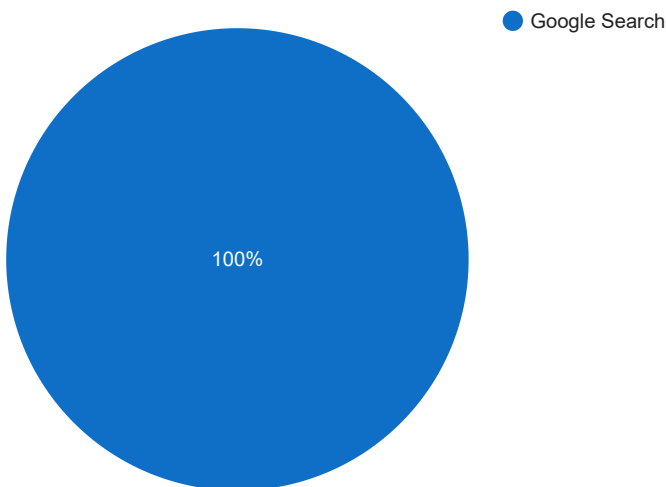
All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,572	518	\$1,717.47	\$3.32	9.3%	-	58.4	11.28%	\$29.40
Computers	862	74	\$259.66	\$3.51	8.58%	-	9	12.16%	\$28.85
Tablets with full browsers	164	10	\$17.79	\$1.78	6.1%	-	1	10%	\$17.79

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	6,598	602	\$1,994.92	\$3.31	9.12%	-	68.4	11.36%	\$29.16

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Click to Call	38.6
Form Submit	27.8
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 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