

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

Chalik Emerson Medical

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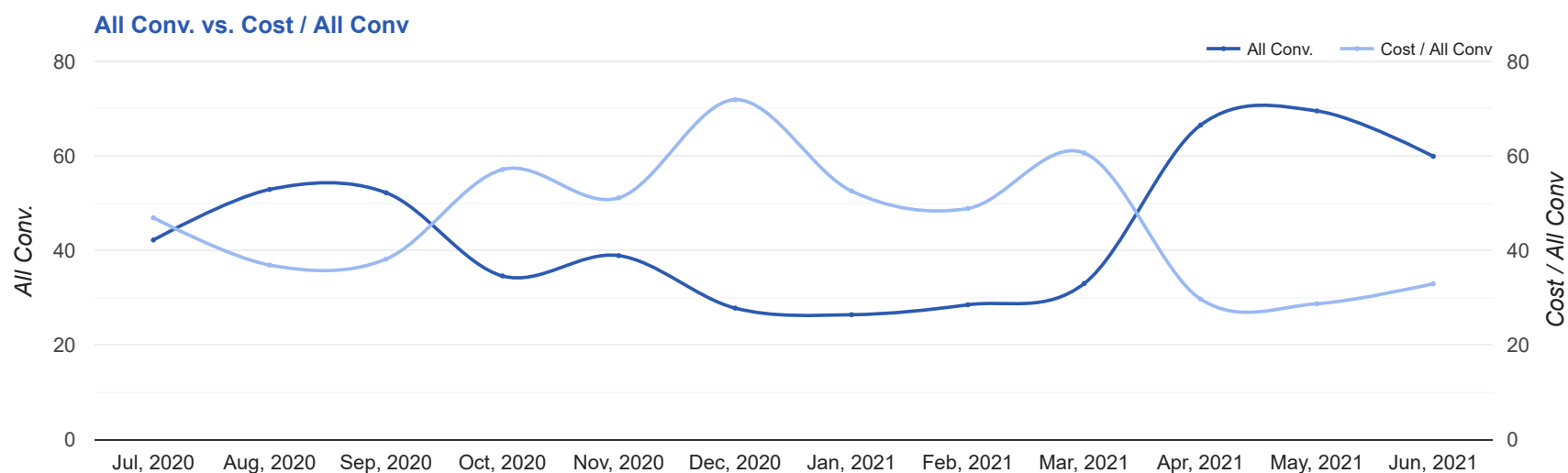
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,975	59.9	10.35%	\$32.95
↓ 1%	↓ 14%	↓ 10%	↑ 15%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	6,598	602	\$1,994.92	\$3.31	9.12%	-	11.54%	\$28.72	69.5
1 Jun 2021 — 30 Jun 2021	6,303	579	\$1,975.15	\$3.41	9.19%	-	10.35%	\$32.95	59.9
Change	295 ↓ 4%	23 ↓ 4%	\$19.77 ↓ 1%	\$0.10 ↑ 3%	0.07% ↑ 1%	0 ↔ -	1.19% ↓ 10%	\$4.23 ↑ 15%	9.53 ↓ 14%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	69.5	11.54%	\$28.72
Jun '21	6,303	579	\$1,975.15	\$3.41	9.19%	-	59.9	10.35%	\$32.95
Total	83,954	6,582	\$22,620.12	\$3.44	7.84%	-	532.6	8.09%	\$42.47

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	4,086	376	\$1,492.63	\$3.97	9.2%	-	39	10.37%	\$38.27
search beta weight loss	2,217	203	\$482.52	\$2.38	9.16%	-	20.9	10.32%	\$23.04

Top Keywords - 1 Jun 2021 — 30 Jun 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	22	10	\$55.46	\$5.55	45.45%	-	4.2	41.70%	\$13.30
cool sculpting	27	15	\$97.21	\$6.48	55.56%	-	4.2	27.73%	\$23.37
what is the best body sculpting procedure	1	1	\$6.80	\$6.80	100.00%	-	2	200.00%	\$3.40
cool sculpting results	2	2	\$10.06	\$5.03	100.00%	-	2	100.00%	\$5.03
how much coolsculpting cost	1	1	\$6.56	\$6.56	100.00%	-	2	200.00%	\$3.28
weight loss doctors staten island	4	4	\$12.06	\$3.02	100.00%	-	1.7	43.25%	\$6.97
cool sculpting reviews	7	6	\$20.97	\$3.49	85.71%	-	1.3	22.17%	\$15.77
joe rogan carnivore diet plan	2	1	\$2.00	\$2.00	50.00%	-	1	100.00%	\$2.00
coolsculpting elite cost	1	1	\$2.76	\$2.76	100.00%	-	1	100.00%	\$2.76
diet centers near me	1	1	\$1.06	\$1.06	100.00%	-	1	100.00%	\$1.06

Top Performing Ads - 1 Jun 2021 — 30 Jun 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 www.natalyachalikmd.com/ -- Dr. Natalya Chalik, MD Can Help You Fix Your Metabolism. In-Depth Testing. Learn More	1,186	130	\$319.53	\$2.46	10.96%	-	14.9	11.49%	\$21.39
{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.	502	48	\$250.20	\$5.21	9.56%	-	7.5	15.60%	\$33.40
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.	764	68	\$227.62	\$3.35	8.90%	-	6.1	8.94%	\$37.44
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.	730	51	\$111.98	\$2.20	6.99%	-	5	9.80%	\$22.40
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.	1,163	92	\$308.83	\$3.36	7.91%	-	4.9	5.33%	\$63.03

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

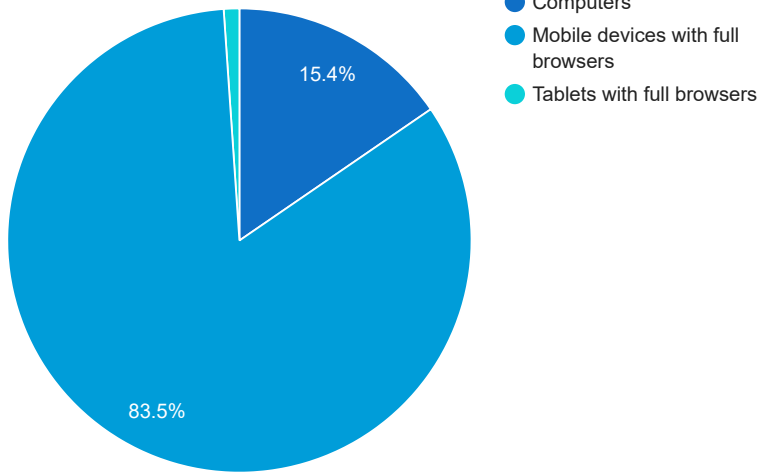
Search Impr Share

47.73%

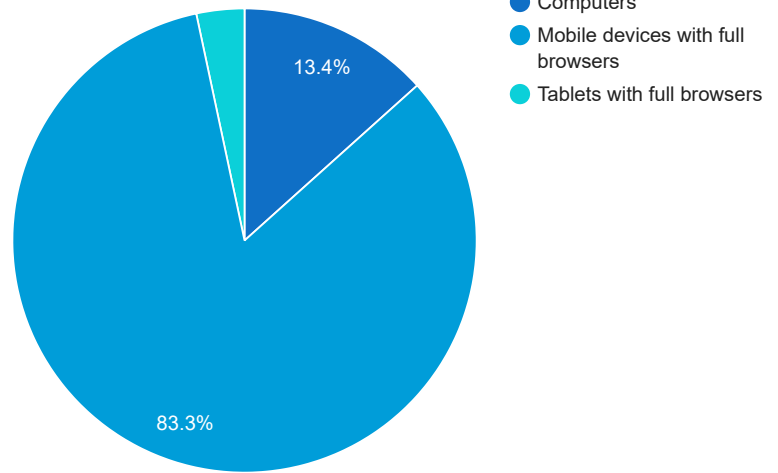
↓ 3%

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	5,219	495	\$1,648.99	\$3.33	9.48%	-	49.9	10.09%	\$33.02
Computers	952	77	\$304.74	\$3.96	8.09%	-	8	10.39%	\$38.09
Tablets with full browsers	132	7	\$21.42	\$3.06	5.3%	-	2	28.57%	\$10.71

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	6,303	579	\$1,975.15	\$3.41	9.19%	-	59.9	10.35%	\$32.95

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Click to Call	42.9
Form Submit	16
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