

Emerson Medical Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Emerson Medical - Dr. Natalya Chalik

\$1,981.99

\$1,975.15 **0.35%**

Clicks
Emerson Medical - Dr. Natalya Chalik

484

579 **-16.41%**

Avg CPC
Emerson Medical - Dr. Natalya Chalik

\$4.10

\$3.41 **20.23%**

Conversions
Emerson Medical - Dr. Natalya Chalik

45.28

60.66 **-25.35%**

Conv. Rate
Emerson Medical - Dr. Natalya Chalik

9.36%

10.48% **-10.69%**

Cost / Conv
Emerson Medical - Dr. Natalya Chalik

\$43.77

\$32.56 **34.43%**

Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary
Emerson Medical - Dr. Natalya Chalik

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,981.99	\$1,975.15	0.35%
Impressions	5,907	6,303	-6.28%
Clicks	484	579	-16.41%
Avg CPC	\$4.10	\$3.41	20.23%
CTR	8.19%	9.19%	-10.88%
Conversions	45.28	60.66	-25.35%
Conv Rate	9.36%	10.48%	-10.69%
Cost / Conv	\$43.77	\$32.56	34.43%

Budget Coverage

Search Impr. Share
Emerson Medical - Dr. Natalya Chalik

47.62%

47.76% **-0.29%**

Search IS Lost (due to Budget)
Emerson Medical - Dr. Natalya Chalik

15.69%

11.27% **39.22%**

Search IS Lost (due to Rank)
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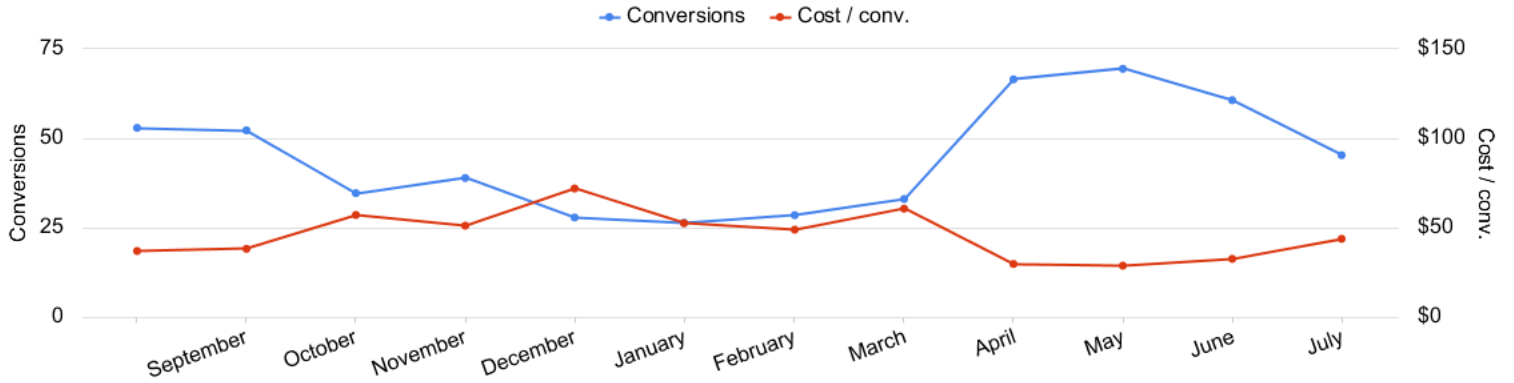
36.69%

40.97% **-10.45%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Emerson Medical - Dr. Natalya Chalik




Account Performance by Month
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Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$1,953.00	10,222	707	\$2.76	6.92%	52.93	7.49%	\$36.90	26.54%	12.92%
09/01/2020	\$1,994.44	8,891	660	\$3.02	7.42%	52.24	7.91%	\$38.18	28.08%	14.94%
10/01/2020	\$1,978.29	5,327	433	\$4.57	8.13%	34.64	8.00%	\$57.10	28.21%	10.91%
11/01/2020	\$1,988.98	8,196	508	\$3.92	6.20%	38.91	7.66%	\$51.11	27.39%	19.81%
12/01/2020	\$2,001.07	7,508	484	\$4.13	6.45%	27.84	5.75%	\$71.88	30.93%	16.49%
01/01/2021	\$1,385.44	6,464	462	\$3.00	7.15%	26.36	5.72%	\$52.34	28.44%	14.79%
02/01/2021	\$1,393.64	5,982	480	\$2.90	8.02%	28.52	5.94%	\$48.87	29.77%	17.05%
03/01/2021	\$2,001.46	6,829	575	\$3.48	8.42%	33.03	5.74%	\$60.60	36.00%	12.60%
04/01/2021	\$1,975.73	6,689	596	\$3.31	8.91%	66.51	11.16%	\$29.70	46.96%	16.28%
05/01/2021	\$1,994.92	6,598	602	\$3.31	9.12%	69.47	11.54%	\$28.72	49.07%	11.61%
06/01/2021	\$1,975.15	6,303	579	\$3.41	9.19%	60.66	10.48%	\$32.56	47.76%	11.27%
07/01/2021	\$1,981.99	5,907	484	\$4.10	8.19%	45.28	9.35%	\$43.77	47.62%	15.69%
Total	\$22,624.11	84,916	6,570	\$3.44	7.74%	536.39	8.17%	\$42.17	32.87%	14.79%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
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Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,477.45	3,659	299	\$4.94	8.17%	30.28	10.13%	\$48.79
search beta weight loss	\$504.54	2,248	185	\$2.73	8.23%	15	8.11%	\$33.64

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
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Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting	\$21.32	3	3	\$7.11	100.00%	2	66.67%	\$10.66
cool sculpting	\$63.68	9	10	\$6.37	111.11%	2	20.00%	\$31.84
body sculpture near me	\$12.49	2	2	\$6.25	100.00%	2	100.00%	\$6.25
nutritionist near me	\$2.11	1	1	\$2.11	100.00%	1	100.00%	\$2.11
how do u get rid of back fat	\$2.17	1	1	\$2.17	100.00%	1	100.00%	\$2.17
weight loss staten island	\$11.90	1	2	\$5.95	200.00%	1	50.00%	\$11.90
how much is liposuction nyc	\$5.73	1	1	\$5.73	100.00%	1	100.00%	\$5.73
diet doctor staten island	\$2.83	2	1	\$2.83	50.00%	1	100.00%	\$2.83
tummy tuxk	\$1.38	1	1	\$1.38	100.00%	1	100.00%	\$1.38
surgical thigh lift	\$6.86	1	2	\$3.43	200.00%	1	50.00%	\$6.86
medicine doctors prescribe for weight loss	\$8.14	3	3	\$2.71	100.00%	1	33.33%	\$8.14
micro body contouring	\$5.33	1	1	\$5.33	100.00%	1	100.00%	\$5.33
cool sculpting results	\$11.22	3	2	\$5.61	66.67%	1	50.00%	\$11.22
coolsculpting cost	\$25.83	6	5	\$5.17	83.33%	1	20.00%	\$25.83
protein shake diet plan	\$1.48	1	1	\$1.48	100.00%	1	100.00%	\$1.48
lose weight doctor	\$3.94	1	1	\$3.94	100.00%	1	100.00%	\$3.94
nutrition doctor near me	\$3.68	2	1	\$3.68	50.00%	1	100.00%	\$3.68
what is the best way to reduce belly fat	\$2.09	1	1	\$2.09	100.00%	1	100.00%	\$2.09
lose body fat diet plan female	\$2.77	1	1	\$2.77	100.00%	1	100.00%	\$2.77
cool sculpting nyc	\$29.18	2	2	\$14.59	100.00%	1	50.00%	\$29.18

Top Search Ads (by Conversions)

07/01/2021 - 07/31/2021



Top Responsive Search Ads (by Conversions)

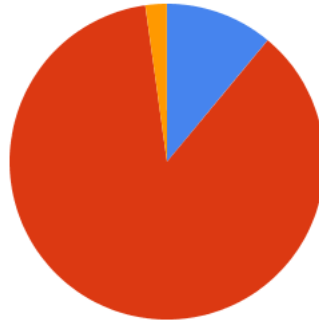
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Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:Emerson Medical Weight Loss} Doctor Supervised Weight Loss Diet & Metabolism Experts</p> <p>www.natalyachalikmd.com/</p> <p>Dr. Natalya Chalik, MD Can Help You Fix Your Metabolism. In-Depth Testing. Learn More Top Rated Weight Loss Doctor. New Weight Loss Methods Available. Book a Consultation</p>	search beta weight loss	\$256.15	1,053	92	\$2.78	8.74%	6.84	7.43%	\$37.45
<p>Emerson Medical Fat Reduction on Staten Island Non-Surgical Fat Reduction</p> <p>www.natalyachalikmd.com/</p> <p>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search beta coolsculpting	\$214.43	939	54	\$3.97	5.75%	4.44	8.22%	\$48.30
<p>Emerson Medical Fat Reduction on Staten Island Non-Surgical Fat Reduction</p> <p>www.natalyachalikmd.com/</p> <p>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search beta coolsculpting	\$288.56	885	71	\$4.06	8.02%	3	4.23%	\$96.19
<p>{Keyword:Emerson Medical} CoolSculpting in Staten Island 2021 CoolSculpting Discount</p> <p>www.natalyachalikmd.com/</p> <p>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Staten Island, NY. Schedule a Free Consultation.</p>	search beta coolsculpting	\$120.42	305	21	\$5.73	6.89%	1.21	5.76%	\$99.52
<p>{Keyword:Emerson Medical} CoolSculpting® Elite Fat Reduction Treatment</p> <p>www.natalyachalikmd.com/coolsculpting/elite</p> <p>Leading CoolSculpting® Elite Provider in Staten Island, NY. Schedule a Free Consultation CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More</p>	search beta coolsculpting	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00

Budget Utilization by Device

Conversions by Device

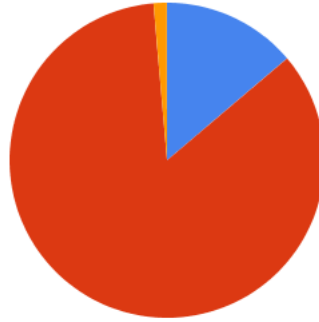
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■ Computers - Conversions: 5 (11.04%)
 ■ Mobile devices with full browsers - Conversions: 39.28 (86.75%)
 ■ Tablets with full browsers - Conversions: 1 (2.21%)

Cost by Device

Emerson Medical - Dr. Natalya Chalik




■ Computers - Cost: \$273.65 (13.81%)
 ■ Mobile devices with full browsers - Cost: \$1,681.55 (84.84%)
 ■ Tablets with full browsers - Cost: \$26.79 (1.35%)

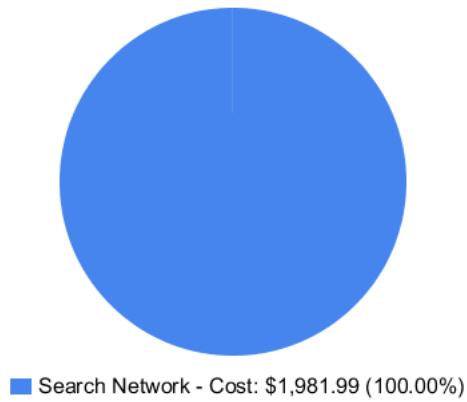
Device Performance (by Conversions)


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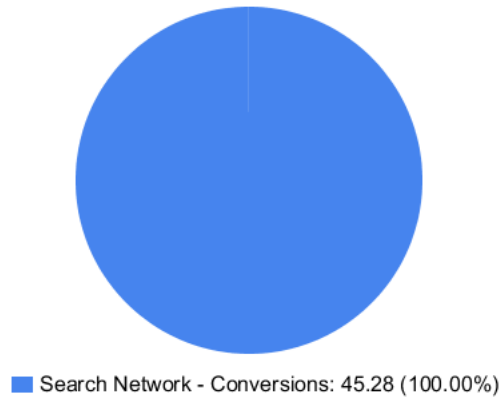
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,976	414	\$1,681.55	\$4.06	8.32%	39.28	9.49%	\$42.81
Computers	802	62	\$273.65	\$4.41	7.73%	5	8.06%	\$54.73
Tablets with full browsers	129	8	\$26.79	\$3.35	6.20%	1	12.50%	\$26.79


Budget Utilization by Network

 Cost by Network
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 Conversions by Network
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 Network Performance
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Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	5,907	484	\$1,981.99	\$4.10	8.19%	45.28	9.35%	\$43.77

Conversion Summary

07/01/2021 - 07/31/2021




Conversion Performance
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Conversion name	All conv.
Click to Call	32.77
Form Submit	11.51
Calls from ads	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
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Region	Clicks	Conversions	Cost / conv.
New York	484	45.28	\$43.77

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage