

# **Emerson Medical Monthly Google Performance Summary**

**08/01/2021 - 08/31/2021**

# Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
Emerson Medical - Dr. Natalya Chalik

**\$2,033.85**

\$1,981.99 **2.62%**

Clicks  
Emerson Medical - Dr. Natalya Chalik

**425**

484 **-12.19%**

Avg CPC  
Emerson Medical - Dr. Natalya Chalik

**\$4.79**

\$4.10 **16.83%**

Conversions  
Emerson Medical - Dr. Natalya Chalik

**47**

45.28 **3.80%**

Conv. Rate  
Emerson Medical - Dr. Natalya Chalik

**11.06%**

9.36% **18.16%**

Cost / Conv  
Emerson Medical - Dr. Natalya Chalik

**\$43.27**

\$43.77 **-1.14%**

## Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary  
Emerson Medical - Dr. Natalya Chalik

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$2,033.85	\$1,981.99	2.62%
Impressions	5,603	5,907	-5.15%
Clicks	425	484	-12.19%
Avg CPC	\$4.79	\$4.10	16.83%
CTR	7.59%	8.19%	-7.33%
Conversions	47	45.28	3.80%
Conv Rate	11.06%	9.36%	18.16%
Cost / Conv	\$43.27	\$43.77	-1.14%

## Budget Coverage

Search Impr. Share  
Emerson Medical - Dr. Natalya Chalik

**46.68%**

47.50% **-1.73%**

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

**13.36%**

15.94% **-16.19%**

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

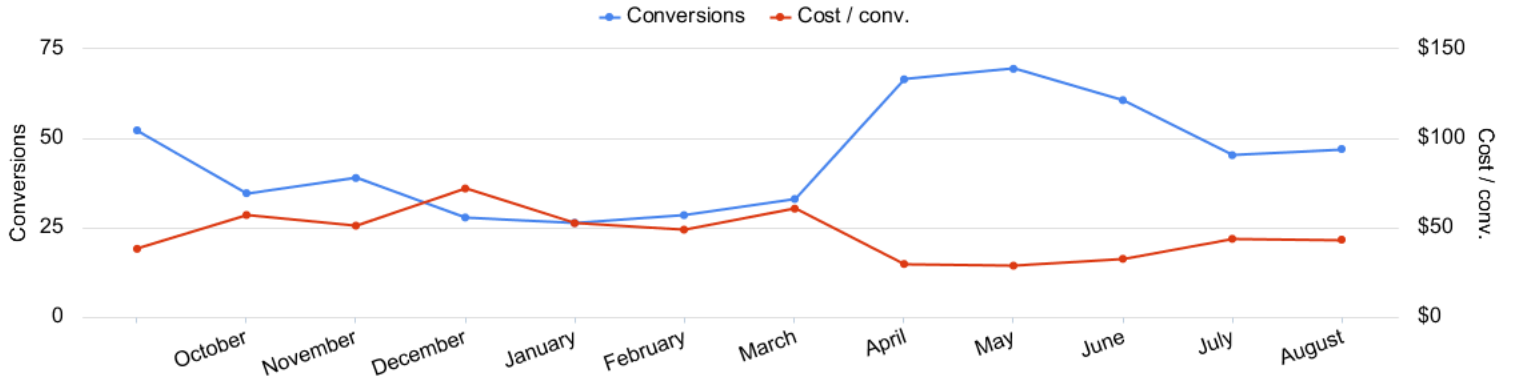
**39.96%**

36.57% **9.27%**

# Monthly Performance Trends

09/01/2020 - 08/31/2021

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




**Account Performance by Month**  
Emerson Medical - Dr. Natalya Chalik

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
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	47.50%	15.94%
08/01/2021	\$2,033.85	5,603	425	\$4.79	7.59%	47	11.06%	\$43.27	46.68%	13.36%
<b>Total</b>	<b>\$22,704.96</b>	<b>80,297</b>	<b>6,288</b>	<b>\$3.61</b>	<b>7.83%</b>	<b>530.46</b>	<b>8.44%</b>	<b>\$42.79</b>	<b>34.63%</b>	<b>15.04%</b>

# Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
Emerson Medical - Dr. Natalya Chalik

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   weight loss	\$507.69	2,125	171	\$2.97	8.05%	30	17.54%	\$16.92
search   beta   coolsculpting	\$1,526.16	3,478	254	\$6.01	7.30%	17	6.69%	\$89.77

# Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)  
Emerson Medical - Dr. Natalya Chalik

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
body sculpting near me	\$7.06	1	1	\$7.06	100.00%	2	200.00%	\$3.53
cool sculpting staten island	\$67.41	5	5	\$13.48	100.00%	2	40.00%	\$33.70
nutritionist near me	\$22.17	21	10	\$2.22	47.62%	2	20.00%	\$11.09
fat freezing	\$16.88	2	2	\$8.44	100.00%	1	50.00%	\$16.88
weight loss coach	\$8.27	1	1	\$8.27	100.00%	1	100.00%	\$8.27
how can i lose weight fast	\$3.64	1	1	\$3.64	100.00%	1	100.00%	\$3.64
weight loss clinic nyc	\$2.60	1	1	\$2.60	100.00%	1	100.00%	\$2.60
weight loss clinic	\$2.99	1	1	\$2.99	100.00%	1	100.00%	\$2.99
diet plan to lose weight	\$6.44	2	2	\$3.22	100.00%	1	50.00%	\$6.44
sonobella	\$10.45	1	1	\$10.45	100.00%	1	100.00%	\$10.45
free diet plans to lose 30 pounds	\$4.95	1	1	\$4.95	100.00%	1	100.00%	\$4.95
effective fast weight loss	\$2.54	1	1	\$2.54	100.00%	1	100.00%	\$2.54
cool sculpting nyc cost	\$8.74	1	1	\$8.74	100.00%	1	100.00%	\$8.74
fat dissolving injections belly	\$3.92	1	1	\$3.92	100.00%	1	100.00%	\$3.92
doctors who promote ketogenic diet	\$4.98	1	2	\$2.49	200.00%	1	50.00%	\$4.98
obesity doctors near me	\$5.96	1	2	\$2.98	200.00%	1	50.00%	\$5.96
how to lose weight fast	\$30.06	49	18	\$1.67	36.73%	1	5.56%	\$30.06
weight loss doctors in staten island	\$9.46	1	1	\$9.46	100.00%	1	100.00%	\$9.46
weight loss programs	\$3.40	1	1	\$3.40	100.00%	1	100.00%	\$3.40
nyc liposuction cost	\$3.31	1	1	\$3.31	100.00%	1	100.00%	\$3.31

# Top Search Ads (by Conversions)

08/01/2021 - 08/31/2021

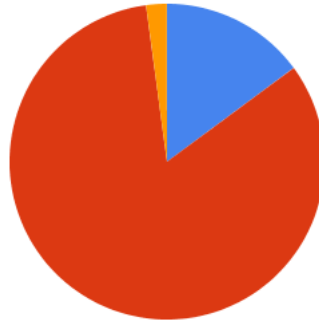
 Top Responsive Search Ads (by Conversions)  
Emerson Medical - Dr. Natalya Chalik

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">{Keyword:Emerson Medical Weight Loss}   Doctor Supervised Weight Loss   Diet &amp; Metabolism Experts</a> <a href="http://www.natalyachalikmd.com/weight_loss/staten_island">www.natalyachalikmd.com/weight_loss/staten_island</a> 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	search   beta   weight loss	\$343.02	1,098	112	\$3.06	10.20%	16	14.29%	\$21.44
<a href="#">{Keyword:Emerson Medical}   CoolSculpting in Staten Island   2021 CoolSculpting Discount</a> <a href="http://www.natalyachalikmd.com/coolsculpting/staten_island">www.natalyachalikmd.com/coolsculpting/staten_island</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.   Leading CoolSculpting Provider in Staten Island, NY. Schedule a Free Consultation.	search   beta   coolsculpting	\$326.32	393	42	\$7.77	10.69%	3	7.14%	\$108.77
<a href="#">Emerson Medical   Fat Reduction on Staten Island   Non-Surgical Fat Reduction</a> <a href="http://www.natalyachalikmd.com/coolsculpting/staten_island">www.natalyachalikmd.com/coolsculpting/staten_island</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search   beta   coolsculpting	\$305.09	817	56	\$5.45	6.85%	3	5.36%	\$101.70
<a href="#">Emerson Medical   Fat Reduction on Staten Island   Non-Surgical Fat Reduction</a> <a href="http://www.natalyachalikmd.com/coolsculpting/staten_island">www.natalyachalikmd.com/coolsculpting/staten_island</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search   beta   coolsculpting	\$148.07	627	28	\$5.29	4.47%	2	7.14%	\$74.03
<a href="#">{Keyword:Emerson Medical}   CoolSculpting® Elite   Fat Reduction Treatment</a> <a href="http://www.natalyachalikmd.com/coolsculpting/elite">www.natalyachalikmd.com/coolsculpting/elite</a> 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	search   beta   coolsculpting	\$8.60	5	1	\$8.60	20.00%	0	0.00%	\$0.00

# Budget Utilization by Device

## Conversions by Device

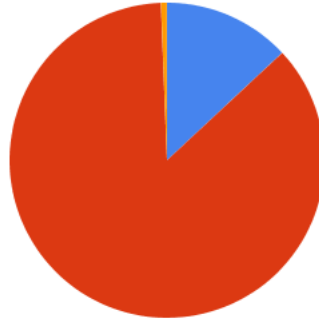
Emerson Medical - Dr. Natalya Chalik



■ Computers - Conversions: 7 (14.89%) 
 ■ Mobile devices with full browsers - Conversions: 39 (82.98%) 
 ■ Tablets with full browsers - Conversions: 1 (2.13%)

## Cost by Device

Emerson Medical - Dr. Natalya Chalik




■ Computers - Cost: \$265.82 (13.07%) 
 ■ Mobile devices with full browsers - Cost: \$1,755.72 (86.32%) 
 ■ Tablets with full browsers - Cost: \$12.31 (0.61%)

## Device Performance (by Conversions)


Emerson Medical - Dr. Natalya Chalik

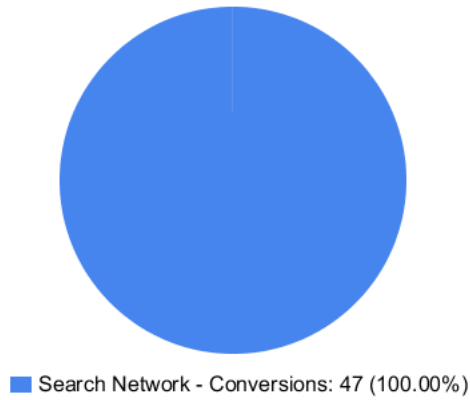
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,656	368	\$1,755.72	\$4.77	7.90%	39	10.60%	\$45.02
Computers	803	51	\$265.82	\$5.21	6.35%	7	13.73%	\$37.97
Tablets with full browsers	144	6	\$12.31	\$2.05	4.17%	1	16.67%	\$12.31


# Budget Utilization by Network

 Cost by Network  
Emerson Medical - Dr. Natalya Chalik



 Conversions by Network  
Emerson Medical - Dr. Natalya Chalik




 Network Performance  
Emerson Medical - Dr. Natalya Chalik

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	5,603	425	\$2,033.85	\$4.79	7.59%	47	11.06%	\$43.27

# Conversion Summary

08/01/2021 - 08/31/2021

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 Conversion Performance  
Emerson Medical - Dr. Natalya Chalik

Conversion name	All conv.
Click to Call	38
Form Submit	9

# Geo-Targeting Summary

08/01/2021 - 08/31/2021

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 Top Locations  
Emerson Medical - Dr. Natalya Chalik

Region	Clicks	Conversions	Cost / conv.
New York	425	47	\$43.27

# Glossary

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- 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