

# **Emerson Medical Monthly Google Performance Summary**

**09/01/2021 - 09/30/2021**

# Key Performance Indicators

09/01/2021 - 09/30/2021

Cost  
Emerson Medical - Dr. Natalya Chalik

**\$2,021.82**

\$2,033.85 -0.59%

Conversions  
Emerson Medical - Dr. Natalya Chalik

**44.28**

47.72 -7.21%

Clicks  
Emerson Medical - Dr. Natalya Chalik

**365**

425 -14.12%

Conv. Rate  
Emerson Medical - Dr. Natalya Chalik

**12.13%**

11.23% 8.01%

Avg CPC  
Emerson Medical - Dr. Natalya Chalik

**\$5.54**

\$4.79 15.66%

Cost / Conv  
Emerson Medical - Dr. Natalya Chalik

**\$45.66**

\$42.62 7.13%

## Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary  
Emerson Medical - Dr. Natalya Chalik

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,021.82	\$2,033.85	-0.59%
Impressions	4,853	5,603	-13.39%
Clicks	365	425	-14.12%
Avg CPC	\$5.54	\$4.79	15.66%
CTR	7.52%	7.59%	-0.92%
Conversions	44.28	47.72	-7.21%
Conv Rate	12.13%	11.23%	8.01%
Cost / Conv	\$45.66	\$42.62	7.13%

## Budget Coverage

Search Impr. Share  
Emerson Medical - Dr. Natalya Chalik

**49.57%**

46.65% 6.26%

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

**12.93%**

13.76% -6.03%

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

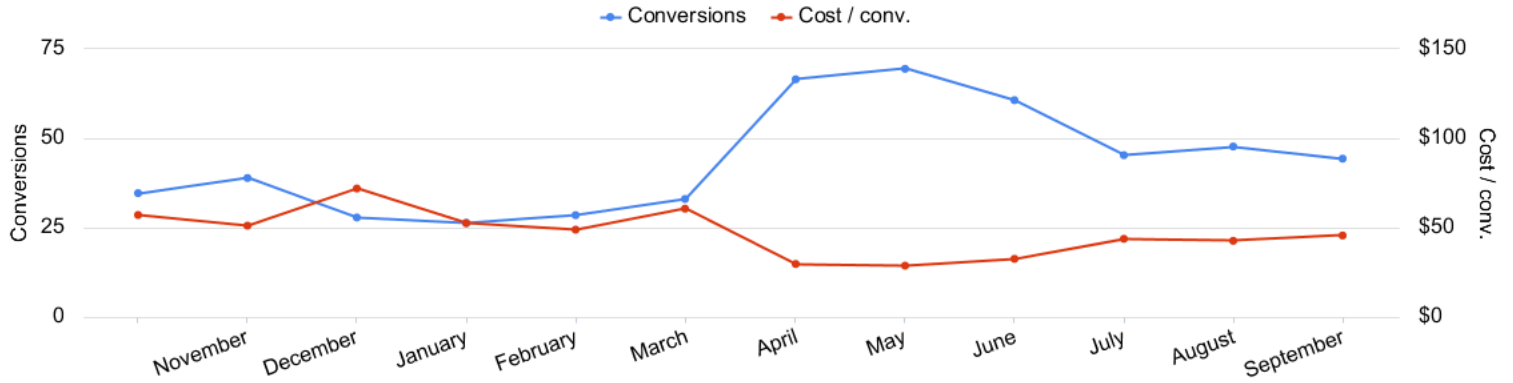
**37.51%**

39.59% -5.25%

# Monthly Performance Trends

10/01/2020 - 09/30/2021

**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)
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%	47.72	11.23%	\$42.62	46.65%	13.76%
09/01/2021	\$2,021.82	4,853	365	\$5.54	7.52%	44.28	12.13%	\$45.66	49.57%	12.93%
<b>Total</b>	<b>\$22,732.34</b>	<b>76,259</b>	<b>5,993</b>	<b>\$3.79</b>	<b>7.86%</b>	<b>523.22</b>	<b>8.73%</b>	<b>\$43.44</b>	<b>36.31%</b>	<b>14.98%</b>

# Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 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	\$500.25	1,828	160	\$3.13	8.75%	23.29	14.56%	\$21.48
search   beta   coolsculpting	\$1,521.57	3,025	205	\$7.42	6.78%	21	10.24%	\$72.46

# Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

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

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting near me	\$82.72	19	6	\$13.79	31.58%	5	83.33%	\$16.54
weight loss doctors staten island	\$24.00	16	6	\$4.00	37.50%	3	50.00%	\$8.00
weight loss clinic staten island	\$9.76	6	5	\$1.95	83.33%	2.22	44.40%	\$4.40
how to lose weight fast	\$23.05	136	11	\$2.10	8.09%	2	18.18%	\$11.53
coolsculpting staten island	\$38.34	20	3	\$12.78	15.00%	2	66.67%	\$19.17
cool sculpting staten island	\$56.26	10	3	\$18.75	30.00%	1.59	53.00%	\$35.38
what is coolsculpting and does it work	\$4.89	2	1	\$4.89	50.00%	1	100.00%	\$4.89
best weight loss program	\$4.06	16	1	\$4.06	6.25%	1	100.00%	\$4.06
the sharks weight loss product	\$5.21	1	1	\$5.21	100.00%	1	100.00%	\$5.21
weight loss	\$20.80	82	6	\$3.47	7.32%	1	16.67%	\$20.80
weight loss doctors near me	\$7.12	12	2	\$3.56	16.67%	1	50.00%	\$7.12
freeze therapy for fat	\$22.17	1	1	\$22.17	100.00%	1	100.00%	\$22.17
brazilian butt lift staten island	\$10.26	1	1	\$10.26	100.00%	1	100.00%	\$10.26
weight loss specialist near me	\$2.12	3	2	\$1.06	66.67%	1	50.00%	\$2.12
plant based diet plan for beginners	\$1.30	2	1	\$1.30	50.00%	1	100.00%	\$1.30
liposuction	\$79.44	88	12	\$6.62	13.64%	1	8.33%	\$79.44
weight management doctor	\$6.77	7	2	\$3.38	28.57%	1	50.00%	\$6.77
4 month weight loss plan	\$1.37	1	1	\$1.37	100.00%	1	100.00%	\$1.37
fat loss extreme reviews	\$15.37	4	1	\$15.37	25.00%	1	100.00%	\$15.37
how much is lipo 360	\$14.88	2	1	\$14.88	50.00%	1	100.00%	\$14.88

# Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

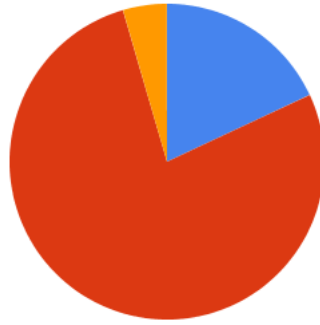
 Top Responsive Search Ads (by Conversions)  
Emerson Medical - Dr. Natalya Chalik

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	\$317.61	938	96	\$3.31	10.23%	18.67	19.45%	\$17.01
<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	\$408.54	506	43	\$9.50	8.50%	8.06	18.74%	\$50.69
<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	\$71.67	251	7	\$10.24	2.79%	1	14.29%	\$71.67
<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	\$337.66	695	54	\$6.25	7.77%	1	1.85%	\$337.66
<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	\$80.31	39	7	\$11.47	17.95%	0	0.00%	\$0.00

# Budget Utilization by Device

## Conversions by Device

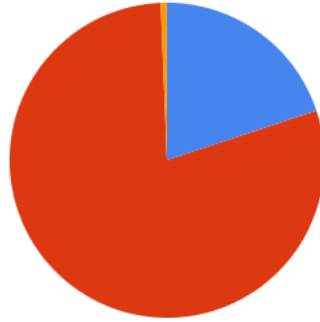
Emerson Medical - Dr. Natalya Chalik



■ Computers - Conversions: 8 (18.07%) 
 ■ Mobile devices with full browsers - Conversions: 34.28 (77.42%) 
 ■ Tablets with full browsers - Conversions: 2 (4.52%)

## Cost by Device

Emerson Medical - Dr. Natalya Chalik




■ Computers - Cost: \$402.64 (19.91%) 
 ■ Mobile devices with full browsers - Cost: \$1,606.56 (79.46%) 
 ■ Tablets with full browsers - Cost: \$12.62 (0.62%)

## Device Performance (by Conversions)


Emerson Medical - Dr. Natalya Chalik

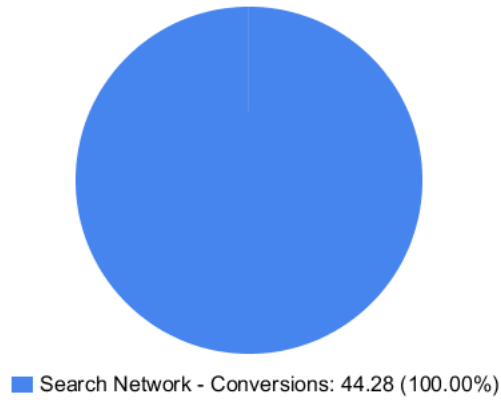
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,035	304	\$1,606.56	\$5.28	7.53%	34.28	11.28%	\$46.86
Computers	743	57	\$402.64	\$7.06	7.67%	8	14.04%	\$50.33
Tablets with full browsers	75	4	\$12.62	\$3.15	5.33%	2	50.00%	\$6.31


# 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	4,853	365	\$2,021.82	\$5.54	7.52%	44.28	12.13%	\$45.66

# Conversion Summary

09/01/2021 - 09/30/2021


 Conversion Performance  
Emerson Medical - Dr. Natalya Chalik

Conversion name	All conv.	% Change
Click to Call	37.28	-3.72%
Form Submit	6	-33.33%
Calls from ads	1	100.00%

# Geo-Targeting Summary

09/01/2021 - 09/30/2021

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 Top Locations  
Emerson Medical - Dr. Natalya Chalik

Region	Clicks	Conversions	Cost / conv.
New York	365	44.28	\$45.66

# 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