

# Amari Clinic Coolsculpting Google Adwords Q4 2019 (10/01/2019 - 12/31/2019)

search | beta | coolsculpting: \$4,518.66  
 search | alpha | coolsculpting: \$3,213.54  
 Total Google Ads Spend: \$7,732.20

Google Ads | Chris Zelig > Amari 863-354-6407 | All campaigns

Create new, more relevant ads in 2 ad groups | Expand your reach with Google Search partners in 7 campaigns

Overview | Campaigns | Recommendations | Ad groups | Advertisements | Auction insights | Ad extensions | Landing pages | Keywords | Audiences | Demographics | Settings | Locations | Ad schedule

Campaigns

Campaign	Budget	Status	Clicks	CTR	Cost
search   beta   coolsculpting	\$79.51/day	Eligible	177	5.56%	\$4,518.66
search   alpha   coolsculpting	\$56.82/day	Paused	74	5.02%	\$3,213.54
CoolSculpting - Search	\$150.00/day	Paused	0	-	\$0.00
<b>Total: Filtered ca...</b>			<b>251</b>	<b>5.39%</b>	<b>\$7,732.20</b>
<b>Total: Account</b>	<b>\$223.17/day</b>		<b>3,270</b>	<b>5.57%</b>	<b>\$16,918.57</b>

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Google Ads | Chris Zelig > Amari 863-354-6407 | All campaigns > search | beta | coolsculpting

In this campaign: Create new, more relevant ads in 1 ad group | Add Google search partners to this campaign

Overview | Recommendations | Ad groups | Advertisements | Auction insights | Ad extensions | Landing pages | Keywords | Audiences | Demographics | Settings | Locations | Ad schedule

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>177</b>	<b>5.56%</b>	<b>\$4,518.66</b>
CoolSculpting Scarsdale   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles www.amarclinic.com/coolsculpting Save on Coolsculpting® - Freeze away fat without surgery. New clients save 25%. #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Scarsdale, NY.	0. coolsculpting - general	Approved	43	6.42%	\$1,062.02
25% Off All CoolSculpting®   Best Price in Scarsdale   Amari Health +6 more amarclinic.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minim...	1. coolsculpting - price	Approved (limited): Trademarks in ad text +1 more	39	12.75%	\$988.81
#1 Cool Sculpting Deal 25% off   25% Off Cool Sculpting in NY   CoolSculpting Scarsdale +3 more amarclinic.com/coolsculpting/scarsdale #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Scarsdale, NY. #1 FDA-Cleared, non-surgical fat...	0. coolsculpting - general	Approved	31	3.97%	\$878.24
25% Off Cool Sculpting in NY   Target Belly Fat, Love					

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25% Off Cool Sculpting in NY   Target Belly Fat, Love Handles   Freeze Away Stubborn Fat www.amarclinic.com/coolsculpting #1 CoolSculpting Deal. 25% off. Freeze fat. Top provider in Scarsdale, NY. Save on Coolsculpting® - Freeze away fat without surgery. New clients save 25%	0. coolsculpting - general	Approved	18	3.96%	\$622.59
What is Cool Sculpting?   Safe & Effective Fat Reduction   Freeze Away Stubborn Fat www.amarclinic.com/coolsculpting 25% off CoolSculpting. #1 FDA-Cleared, non-surgical fat reduction treatment. #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Scarsdale, NY.	0. coolsculpting - general	Approved	17	5.36%	\$384.30
#1 Cool Sculpting Deal 25% off   25% Off Cool Sculpting in NY   CoolSculpting Scarsdale +3 more amarclinic.com/coolsculpting/scarsdale #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Scarsdale, NY. #1 FDA-Cleared, non-surgical fat...	5. sculpsure	Approved	6	12.50%	\$128.33
CoolSculpting in Scarsdale   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared. amarclinic.com/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free CoolSculpting® Consultation Today	6. coolsculpting - fat freeze	Approved	6	3.57%	\$121.30

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CoolSculpting in Scarsdale   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared. amarclinic.com/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free CoolSculpting® Consultation Today	6. coolsculpting - fat freeze	Approved	6	3.57%	\$121.30
What is Cool Sculpting?   Safe & Effective Fat Reduction   Freeze Away Stubborn Fat www.amarclinic.com/coolsculpting 25% off CoolSculpting. #1 FDA-Cleared, non-surgical fat reduction treatment. #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Scarsdale, NY.	5. sculpsure	Approved	3	14.29%	\$95.28
25% Off Cool Sculpting in NY   Target Belly Fat, Love Handles   Freeze Away Stubborn Fat www.amarclinic.com/coolsculpting #1 CoolSculpting Deal. 25% off. Freeze fat. Top provider in Scarsdale, NY. Save on Coolsculpting® - Freeze away fat without surgery. New clients save 25%	5. sculpsure	Approved	4	7.69%	\$87.59
CoolSculpting Scarsdale   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles www.amarclinic.com/coolsculpting Save on Coolsculpting® - Freeze away fat without	3. body sculpting	Approved	4	6.67%	\$57.61

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Ads

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>177</b>	<b>5.56%</b>	<b>\$4,518.66</b>
CoolSculpting Scarsdale   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles www.amarclinic.com/coolsculpting Save on Coolsculpting® - Freeze away fat without surgery. New clients save 25%. #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Scarsdale, NY.	3. body sculpting	Approved	4	6.67%	\$57.61
#1 Provider in Scarsdale   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more amarclinic.com/fat-freezing/scarsdale #1 CoolSculpting Deal. Top Provider In Scarsdale, NY for Freezing Fat. Free Consult. Expert, Safe Fat Loss With...	6. coolsculpting - fat freeze	Poor ad strength Approved (limited): Trademarks in ad text +1 more	2	5.26%	\$52.93
#1 Cool Sculpting Deal 25% off   25% Off Cool Sculpting in NY   CoolSculpting Scarsdale +3 more amarclinic.com/coolsculpting/scarsdale #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Scarsdale, NY. #1 FDA-Cleared, non-surgical fat...	3. body sculpting	Approved	3	3.30%	\$30.29
CoolSculpting Scarsdale   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles www.amarclinic.com/coolsculpting Save on Coolsculpting® - Freeze away fat without surgery. New clients save 25%. #1 CoolSculpting	5. sculpsure	Approved	1	6.67%	\$9.37

Google Ads | Chris Zelig | Amari 863-354-6407 | search | beta | coolsculpting | Optimization score: 72.9% | Budget: \$79.51/day

Overview: Enabled, Status: Eligible, Optimization score: 72.9%, Type: Search, Budget: \$79.51/day

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 2						
	CoolSculpting Scarsdale   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles www.amarclinic.com/coolsculpting Save on CoolSculpting® - Freeze away fat without surgery. New clients save 25%. #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Scarsdale, NY.	5. sculpsure	Approved	1	6.67%	\$9.37
	25% Off Cool Sculpting in NY   Freeze Away Stubborn Fat   Safe & Effective Fat Reduction +1 more www.amarclinic.com #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Scarsdale, NY. #1 FDA-Cleared, non-surgical fat... View assets details	coolsculpting face	Approved	0	-	\$0.00
	25% Off Cool Sculpting in NY   Target Belly Fat, Love Handles   Freeze Away Stubborn Fat www.amarclinic.com #1 CoolSculpting Deal. 25% off. Freeze fat. Top provider in Scarsdale, NY. Save on CoolSculpting® - Freeze away fat without surgery. New clients save 25%	coolsculpting face	Approved	0	0.00%	\$0.00
	What is Cool Sculpting?   Safe & Effective Fat Reduction   Freeze Away Stubborn Fat www.amarclinic.com 25% off CoolSculpting® #1 FDA-Cleared non-surgical	coolsculpting face	Approved	0	0.00%	\$0.00

Google Ads | Chris Zelig | Amari 863-354-6407 | search | beta | coolsculpting | Optimization score: 72.9% | Budget: \$79.51/day

Overview: Enabled, Status: Eligible, Optimization score: 72.9%, Type: Search, Budget: \$79.51/day

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 2						
	Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Scarsdale, NY. Schedule a Free Consultation	freeze	Trademarks in ad text	0	-	\$0.00
	25% Off All Fat Freezing   Amari Medical   #1 Provider in Scarsdale amarclinic.com/coolsculpting/fat-freezing #1 CoolSculpting® Deal. Top Provider in Scarsdale, NY for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze	Approved (limited): Trademarks in ad text	0	-	\$0.00
Total: Campaign 2						
				177	5.56%	\$4,518.66

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Google Ads | Chris Zelig | Amari 863-354-6407 | search | beta | coolsculpting | Optimization score: 72.9% | Budget: \$79.51/day

Overview: Enabled, Status: Eligible, Optimization score: 72.9%, Type: Search, Budget: \$79.51/day

Recommendations: Extension type: All, ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	Sitelink extension	search   beta   coolscu...	Campaign	Approved	0	-	\$0.00
State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	Sitelink extension	search   beta   coolscu...	Campaign	Approved	0	0.00%	\$0.00
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	Sitelink extension	search   beta   coolscu...	Campaign	Approved	0	-	\$0.00
Before and After Photos See CoolSculpting Before and After Photos	Sitelink extension	search   beta   coolscu...	Campaign	Approved	0	-	\$0.00
Call extension							
(914) 722-3000 (mobile)	Call extension	Account	Account	Approved	16	6.69%	\$547.15

Google Ads | Chris Zelig | Amari 863-354-6407 | search | beta | coolsculpting | Optimization score: 72.9% | Budget: \$79.51/day

Overview: Enabled, Status: Eligible, Optimization score: 72.9%, Type: Search, Budget: \$79.51/day

Recommendations: Extension type: All, ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Call extension							
(914) 722-3000 (mobile)	Call extension	Account	Account	Approved	16	6.69%	\$547.15
(914) 722-3000	Call extension	Account	Account	Approved	4	2.48%	\$254.12
Location extension							
sapanjs@gmail.com (View locations) All locations selected	Location extension	Account	Account	-	-	-	-
Callout extension							
Highlights: No Surgery	Callout extension	search   beta   coolscu...	Campaign	Approved	59	7.81%	\$1,768.86
New Clients 25% Off	Callout extension	search   beta   coolscu...	Campaign	Approved	42	9.77%	\$1,451.47
Contact Us + Free Consult	Callout extension	search   beta   coolscu...	Campaign	Approved	53	7.22%	\$1,445.00
Freeze Your Fat	Callout extension	search   beta   coolscu...	Campaign	Approved	38	8.58%	\$1,380.38

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Overview: Enabled, Status: Eligible, Optimization score: 72.9%, Type: Search, Budget: \$79.51/day

Recommendations: Extension type: All, ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Callout extension							
Freeze Your Fat	Callout extension	search   beta   coolscu...	Campaign	Approved	38	8.58%	\$1,380.38
Liposuction Alternative	Callout extension	search   beta   coolscu...	Campaign	Approved	52	6.68%	\$1,295.66
FDA Approved	Callout extension	search   beta   coolscu...	Campaign	Approved	35	7.58%	\$1,284.66
Nonsurgical Fat Reduction	Callout extension	search   beta   coolscu...	Campaign	Approved	32	8.42%	\$1,090.87
Structured snippet extension							
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet extension	search   beta   coolscu...	Campaign	Approved	1	14.29%	\$78.69
Promotion extension							
25% off for New Clients	Promotion extension	search   beta   coolscu...	Campaign	Approved	39	5.80%	\$1,194.69
Total: Sitelink extensions					27	4.10%	\$532.00
Total: Callout extensions					100	6.74%	\$2,961.49

Google Ads | Chris Zelig | Amari 863-354-6407 | search | beta | coolsculpting | Optimization score: 72.9% | Budget: \$79.51/day

Overview: Enabled, Status: Eligible, Optimization score: 72.9%, Type: Search, Budget: \$79.51/day

Recommendations: Extension type: All, ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Promotion extension							
25% off for New Clients	Promotion extension	search   beta   coolscu...	Campaign	Approved	39	5.80%	\$1,194.69
Total: Sitelink extensions					27	4.10%	\$532.00
Total: Callout extensions					100	6.74%	\$2,961.49
Total: Structured snippet extensions					1	14.29%	\$78.69
Total: Call extensions					20	5.00%	\$801.27
Total: Location extensions					65	4.70%	\$1,710.91
Total: Promotion extensions					39	5.80%	\$1,194.69

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