

# AOB Med Spa Coolsculpting Google Adwords & Facebook Ads Q4 2019 (10/1/2019 - 12/31/2019)

search alpha coolsculpting: \$1,847.43  
 search beta coolsculpting: \$1,671.42

Total Google Ads: \$3,518.85  
 Facebook Ads: \$1,023.58  
**Total Media Cost: \$4,542.43**

Google Ads | Chris Zelig | AOB Med Spa 324-982-2786 | All campaigns

Overview | Campaigns | Custom Oct 7 - Dec 31, 2019

Recommendations | Campaign status: All | ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search   alpha   coolsculpting	\$24.80/day	Limited by budget	90	3.77%	\$1,847.43
search   beta   coolsculpting	\$30.80/day	Eligible	62	5.17%	\$1,671.42
<b>Total: Campaigns</b>			<b>152</b>	<b>4.24%</b>	<b>\$3,518.85</b>
<b>Total: Account</b>	\$55.60/day		152	4.24%	\$3,518.85

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Mountain Time. Learn more  
 Some inventory may be provided through third party intermediaries.  
 You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

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Google Ads | Chris Zelig | AOB Med Spa 324-982-2786 | All campaigns > search | alpha | coolsculpting

Overview | Enabled | Status: Limited by budget | Type: Search | Budget: \$24.80/day | Optimization score: 88.7% | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>90</b>	<b>3.77%</b>	<b>\$1,847.43</b>
#1 Provider in Denver   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more aobmedspa.com/coolsculpting/denver #1 CoolSculpting Deal. Freeze Fat. Top Provider in Denver, CO. Free Consult. Expert, Safe Fat Loss With Quick Results... View assets details	0. coolsculpting - general	Approved (limited): Restricted drug terms +1 more	23	4.08%	\$447.95
#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   AOB Med Spa www.aobmedspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Denver, CO. Schedule a Free Consultation	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	20	4.43%	\$397.88
25% Off All CoolSculpting®   AOB Med Spa   #1 Provider in Denver www.aobmedspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Denver, CO. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	16	3.09%	\$360.16
CoolSculpting in Denver   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.aobmedspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	10	1.92%	\$186.15
Best Price in Denver   AOB Med Spa   Flexible Payment Options aobmedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	5	10.64%	\$150.56
25% Off All CoolSculpting®   Affordable & Quick Treatments   AOB Med Spa aobmedspa.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now!	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	3	6.82%	\$73.46

Google Ads | Chris Zelig | AOB Med Spa 324-982-2786 | All campaigns > search | alpha | coolsculpting

Overview | Enabled | Status: Limited by budget | Type: Search | Budget: \$24.80/day | Optimization score: 88.7% | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>90</b>	<b>3.77%</b>	<b>\$1,847.43</b>
{Keyword Best Price in Denver}   AOB Med Spa   Flexible Payment Options aobmedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	4	6.90%	\$66.12
25% Off All Fat Freezing   AOB Med Spa   #1 Provider in Denver aobmedspa.com/coolsculpting/fat-freezing #1 CoolSculpting® Deal. Top Provider in Denver, CO for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content +1 more	1	5.00%	\$41.86
25% Off CoolSculpting® Cost   New Client Special   AOB Med Spa aobmedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. How Much Does CoolSculpting Cost? Less Than You Might Think! Book A Free Consultation Now!	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	3	6.98%	\$41.13
25% Off All CoolSculpting®   Best Price in Denver   AOB Med Spa +6 more aobmedspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Approved (limited): Restricted drug terms +1 more	3	7.50%	\$34.20
CoolSculpting in Denver   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared. aobmedspa.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 (limited): Restricted medical content +1 more	1	7.14%	\$24.95
CoolSculpting in Denver   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.aobmedspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	3. body sculpting	Approved (limited): Restricted medical content +1 more	1	8.33%	\$23.01
#1 Provider in Denver   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more aobmedspa.com/fat-freezing/denver #1 CoolSculpting Deal. Top Provider in Denver, CO for	6. coolsculpting - fat freeze	Approved (limited): Restricted drug terms +1 more	0	0.00%	\$0.00

Google Ads | Chris Zelig | AOB Med Spa 324-982-2786 | All campaigns > search | alpha | coolsculpting

Overview | Enabled | Status: Limited by budget | Type: Search | Budget: \$24.80/day | Optimization score: 88.7% | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>90</b>	<b>3.77%</b>	<b>\$1,847.43</b>
Sculpting Provider in Denver, CO. Schedule a Free Consultation					
#1 Provider in Denver   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more aobmedspa.com/coolsculpting/denver #1 CoolSculpting Deal. Freeze Fat. Top Provider in Denver, CO. Free Consult. Expert, Safe Fat Loss With Quick Results... View assets details	coolsculpting face	Approved (limited): Restricted drug terms	0	0.00%	\$0.00
#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   AOB Med Spa www.aobmedspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Denver, CO. Schedule a Free Consultation	coolsculpting face	Approved (limited): Restricted drug terms	0	-	\$0.00
25% Off All CoolSculpting®   AOB Med Spa   #1 Provider in Denver www.aobmedspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Denver, CO. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	coolsculpting face	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
CoolSculpting in Denver   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.aobmedspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	coolsculpting face	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
<b>Total: Ads</b>			<b>90</b>	<b>3.77%</b>	<b>\$1,847.43</b>
<b>Total: Campaign</b>			<b>90</b>	<b>3.77%</b>	<b>\$1,847.43</b>

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Google Ads | Chris Zelig | AOB Med Spa | 324-982-2786 | All campaigns | search | alpha | coolsculpting

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$24.80/day, Optimization score: 88.7%

### Extensions

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   alpha   coolsculpti...	Campaign	Approved (limited). Restricted drug terms	0	-	\$0.00
State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved (limited). Restricted drug terms	0	-	\$0.00
5 Star Reviews Real Coolsculpting Reviews & Patient Testimonials	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved (limited). Restricted drug terms	0	-	\$0.00
Before and After Photos See Coolsculpting Before and After Photos	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved (limited). Restricted medical content +1 more	0	0.00%	\$0.00
Call extension							
(303) 777-5030 (mobile)	Call extension	Account	Account	Approved	13	2.84%	\$359.63
(303) 777-5030	Call extension	Account	Account	Approved	12	4.27%	\$278.11
Callout extension							
Liposuction Alternative	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	24	4.74%	\$449.90
Nonsurgical Fat Reduction	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	15	3.14%	\$328.04
New Clients 25% Off	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	16	3.03%	\$326.55
Freeze Your Fat	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	19	3.26%	\$321.27
FDA Approved	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	16	2.64%	\$294.40
Contact Us + Free Consult	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	15	3.05%	\$202.09

Google Ads | Chris Zelig | AOB Med Spa | 324-982-2786 | All campaigns | search | alpha | coolsculpting

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$24.80/day, Optimization score: 88.7%

### Extensions

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Callout extension							
New Clients 25% Off	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	16	3.03%	\$326.55
Freeze Your Fat	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	19	3.26%	\$321.27
FDA Approved	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	16	2.64%	\$294.40
Contact Us + Free Consult	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	15	3.05%	\$202.09
Structured snippet extension							
Highlights: No Surgery	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	7	1.45%	\$112.99
Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolimini, Fat Reduction							
Promotion extension							
25% off for New Clients	Promotion extension	search   alpha   coolsculpti...	Campaign	Approved	43	2.86%	\$754.80
Total: Sitelink extensions					0	0.00%	\$0.00
Total: Callout extensions					52	3.62%	\$1,202.85
Total: Structured snippet extensions					2	8.00%	\$32.08
Total: Call extensions					25	3.39%	\$637.74
Total: Promotion extensions					43	2.86%	\$754.80

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Google Ads | Chris Zelig | AOB Med Spa | 324-982-2786 | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$30.80/day, Optimization score: 98.6%

### Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
62					
5.17%					
\$1,671.42					
25% Off All Coolsculpting®   Best Price in Denver   AOB Med Spa +6 more aobmedspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Approved (limited). Restricted drug terms +1 more	8	11.27%	\$289.40
Coolsculpting in Denver   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.aobmedspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	3. body sculpting	Approved (limited). Restricted medical content +1 more	7	5.69%	\$269.23
Coolsculpting in Denver   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.aobmedspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	0. coolsculpting - general	Approved (limited). Restricted medical content +1 more	13	7.47%	\$245.97
Coolsculpting in Denver   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.aobmedspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	2. cryolipolysis	Approved (limited). Restricted medical content +1 more	7	16.28%	\$163.46
#1 Provider in Denver   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more aobmedspa.com/fat-freezing/denver #1 Coolsculpting Deal. Top Provider in Denver, CO for Freezing Fat. Free Consult. Expert, Safe Fat Loss With Quick Results. Schedule Your Free Consultation Today.	6. coolsculpting - fat freeze	Approved (limited). Restricted medical content +1 more	5	12.82%	\$134.28
Coolsculpting in Denver   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared. aobmedspa.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 (limited). Restricted medical content +1 more	4	4.88%	\$110.06

Google Ads | Chris Zelig | AOB Med Spa | 324-982-2786 | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$30.80/day, Optimization score: 98.6%

### Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
62					
5.17%					
\$1,671.42					
25% Off All Coolsculpting®   AOB Med Spa   #1 Provider in Denver www.aobmedspa.com/coolsculpting #1 Coolsculpting Deal. Freeze Fat. Top Provider in Denver, CO. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Approved (limited). Restricted medical content +1 more	5	3.62%	\$108.41
(Keyword: Best Price in Denver)   AOB Med Spa   Flexible Payment Options aobmedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Approved (limited). Restricted medical content +1 more	3	5.17%	\$68.81
#1 Provider in Denver   Safe & Effective Fat Reduction   25% Off All Coolsculpting® +9 more aobmedspa.com/coolsculpting/denver #1 Coolsculpting Deal. Freeze Fat. Top Provider in Denver, CO. Free Consult. Expert, Safe Fat Loss With Quick Results. Schedule Your Free Consultation Today.	5. sculpsure	Poor ad strength Approved (limited). Restricted drug terms	1	20.00%	\$68.45
#1 Provider in Denver   Safe & Effective Fat Reduction   25% Off All Coolsculpting® +9 more aobmedspa.com/coolsculpting/denver #1 Coolsculpting Deal. Freeze Fat. Top Provider in Denver, CO. Free Consult. Expert, Safe Fat Loss With Quick Results. Schedule Your Free Consultation Today.	coolsculpting face	Approved (limited). Restricted drug terms	1	8.33%	\$41.95
Coolsculpting in Denver   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.aobmedspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	coolsculpting face	Approved (limited). Restricted medical content +1 more	1	7.14%	\$38.74
#1 Provider in Denver   Safe & Effective Fat Reduction   25% Off All Coolsculpting® +9 more aobmedspa.com/coolsculpting/denver #1 Coolsculpting Deal. Freeze Fat. Top Provider in Denver, CO. Free Consult. Expert, Safe Fat Loss With Quick Results. Schedule Your Free Consultation Today.	2. cryolipolysis	Poor ad strength Approved (limited). Restricted drug terms	2	6.45%	\$37.64
AOB Med Spa   Freezing Fat Really Works   25% Off First Treatment aobmedspa.com/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Denver, CO. Schedule a Free Consultation	6. coolsculpting - fat freeze	Approved (limited). Restricted medical content +1 more	1	4.17%	\$30.13

Google Ads | Chris Zelig | AOB Med Spa | 324-982-2786 | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$30.80/day, Optimization score: 98.6%

### Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
62					
5.17%					
\$1,671.42					
AOB Med Spa   Freezing Fat Really Works   25% Off First Treatment aobmedspa.com/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Denver, CO. Schedule a Free Consultation	6. coolsculpting - fat freeze	Approved (limited). Restricted medical content +1 more	1	4.17%	\$30.13
25% Off All Coolsculpting®   AOB Med Spa   #1 Provider in Denver www.aobmedspa.com/coolsculpting #1 Coolsculpting Deal. Freeze Fat. Top Provider in Denver, CO. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3. body sculpting	Approved (limited). Restricted medical content +1 more	1	5.88%	\$27.67
#1 Coolsculpting Deal 25% Off   Freeze Away Stubborn Fat   AOB Med Spa www.aobmedspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Denver, CO. Schedule a Free Consultation	3. body sculpting	Approved (limited). Restricted medical content +1 more	1	4.76%	\$16.94
#1 Coolsculpting Deal 25% Off   Freeze Away Stubborn Fat   AOB Med Spa www.aobmedspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Denver, CO. Schedule a Free Consultation	0. coolsculpting - general	Approved (limited). Restricted medical content +1 more	1	2.44%	\$14.14
#1 Provider in Denver   Safe & Effective Fat Reduction   25% Off All Coolsculpting® +9 more aobmedspa.com/coolsculpting/denver #1 Coolsculpting Deal. Freeze Fat. Top Provider in Denver, CO. Free Consult. Expert, Safe Fat Loss With Quick Results. Schedule Your Free Consultation Today.	3. body sculpting	Approved (limited). Restricted drug terms	1	1.67%	\$6.14
#1 Provider in Denver   Safe & Effective Fat Reduction   25% Off All Coolsculpting® +9 more aobmedspa.com/coolsculpting/denver #1 Coolsculpting Deal. Freeze Fat. Top Provider in Denver, CO. Free Consult. Expert, Safe Fat Loss With Quick Results. Schedule Your Free Consultation Today.	0. coolsculpting - general	Approved (limited). Restricted drug terms +1 more	0	0.00%	\$0.00
#1 Coolsculpting Deal 25% Off   Freeze Away Stubborn Fat   AOB Med Spa www.aobmedspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Denver, CO. Schedule a Free Consultation	0. coolsculpting - general	Approved (limited). Restricted	0	0.00%	\$0.00

Google Ads Overview: AOB Med Spa 324-982-2786 | Budget: \$30.80/day | Optimization score: 98.6%

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads						
62						
5.17%						
\$1,671.42						
Extensions	25% Off All CoolSculpting®   AOB Med Spa   #1 Provider in Denver	5. sculpsure	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00
Automated extensions	#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   AOB Med Spa	5. sculpsure	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00
Settings	CoolSculpting in Denver   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime	5. sculpsure	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00
Devices	25% Off All Fat Freezing   AOB Med Spa   #1 Provider in Denver	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00
Total: Ads						
62						
5.17%						
\$1,671.42						
Total: Campaign						
62						
5.17%						
\$1,671.42						

Google Ads Extensions: AOB Med Spa 324-982-2786 | Budget: \$30.80/day | Optimization score: 98.6%

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   coolsculpting	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	Sitelink extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	Sitelink extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
Before and After Photos See CoolSculpting Before and After Photos	Sitelink extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Call extension							
(303) 777-5030 (mobile)	Call extension	Account	Account	Approved	12	7.74%	\$574.36
(303) 777-5030	Call extension	Account	Account	Approved	7	4.09%	\$219.92
Callout extension							
Contact Us + Free Consult	Callout extension	search   beta   coolsculpting	Campaign	Approved	6	6.38%	\$228.19
New Clients 25% Off	Callout extension	search   beta   coolsculpting	Campaign	Approved	6	5.22%	\$197.05
Nonsurgical Fat Reduction	Callout extension	search   beta   coolsculpting	Campaign	Approved	7	6.54%	\$188.67
Highlights: No Surgery	Callout extension	search   beta   coolsculpting	Campaign	Approved	5	5.81%	\$182.27
FDA Approved	Callout extension	search   beta   coolsculpting	Campaign	Approved	4	3.70%	\$143.12
Freeze Your Fat	Callout extension	search   beta   coolsculpting	Campaign	Approved	4	4.08%	\$112.80

Google Ads Extensions: AOB Med Spa 324-982-2786 | Budget: \$30.80/day | Optimization score: 98.6%

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Callout extension							
Nonsurgical Fat Reduction	Callout extension	search   beta   coolsculpting	Campaign	Approved	7	6.54%	\$188.67
Highlights: No Surgery	Callout extension	search   beta   coolsculpting	Campaign	Approved	5	5.81%	\$182.27
FDA Approved	Callout extension	search   beta   coolsculpting	Campaign	Approved	4	3.70%	\$143.12
Freeze Your Fat	Callout extension	search   beta   coolsculpting	Campaign	Approved	4	4.08%	\$112.80
Structured snippet extension							
Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolimini, Fat Reduction	Structured snippet extension	search   beta   coolsculpting	Campaign	Approved	1	20.00%	\$32.57
Promotion extension							
25% off for New Clients	Promotion extension	search   beta   coolsculpting	Campaign	Approved	20	7.91%	\$639.49
Total: Sitelink extensions					1	20.00%	\$25.00
Total: Callout extensions					39	5.43%	\$1,075.09
Total: Structured snippet extensions					1	20.00%	\$32.57
Total: Call extensions					19	5.83%	\$794.28
Total: Promotion extensions					20	7.91%	\$639.49

Facebook Ads Manager: 183342691 | Updated just now

We recently detected activity on Audience Network that violated our Audience Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.01 on 2019-12-18 to the payment method on your ad account 183342691. We appreciate your accommodation for the inconvenience this refund may have caused.

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-10 Coolsculpting   FB   Women - Image 1	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 3.0... 29 days ago	101 Link Clicks	9,022	22,602	\$2.30 Per Link Click	—	—	—	\$232.18
2019-10 Coolsculpting   FB   Women - Image 4	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 3.0... 29 days ago	53 Link Clicks	5,996	14,358	\$2.22 Per Link Click	—	—	—	\$117.46
2019-12 - CS - Women - Holiday Image 1	Lowest cost Conversions	Using camp...	Dec 27, 2019, 6.1... 13 days ago	— Lead	1,883	3,701	— Per Lead	Below average Bottom 20% of ads	Below average Bottom 20% of ads	Below average Bottom 20% of ads	\$116.82
High Vio 2019-11 Coolsculpting   Women - Vid 1	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 3.0... 28 days ago	27 Link Clicks	2,547	6,870	\$3.90 Per Link Click	—	—	—	\$105.25
2019-10 Coolsculpting   FB   Women - Image 3	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 3.0... 28 days ago	39 Link Clicks	4,486	10,325	\$2.41 Per Link Click	—	—	—	\$94.14
2019-12 - CS - Women - Holiday Image 2	Lowest cost Conversions	Using camp...	Dec 27, 2019, 6.1... 14 days ago	— Lead	1,601	2,584	— Per Lead	Below average Bottom 20% of ads	Below average Bottom 20% of ads	Below average Bottom 20% of ads	\$72.08
2019-12 - CS - Women - Image 4	Lowest cost Conversions	Using camp...	Dec 27, 2019, 6.1... 13 days ago	3 Lead	1,628	2,178	\$18.80 Per Lead	Below average Bottom 35% of ads	Below average Bottom 35% of ads	Below average Bottom 35% of ads	\$56.40
2019-10 Coolsculpting   FB   Women - Image 3	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 3.0... 29 days ago	26 Link Clicks	3,063	6,003	\$1.81 Per Link Click	—	—	—	\$47.10
2019-10 Coolsculpting   FB   Women - Image 2	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 3.0... 29 days ago	23 Link Clicks	2,762	4,645	\$1.72 Per Link Click	—	—	—	\$39.46
2019-10 Coolsculpting   FB   Women - Image 14	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 3.0... 29 days ago	8 Link Clicks	1,480	3,068	\$4.11 Per Link Click	—	—	—	\$32.88
2019-10 Coolsculpting   FB   Women - Image 1	Lowest cost Using camp...	Using camp...	Dec 12, 2019, 3.0... 29 days ago	18 Link Clicks	2,653	4,381	\$1.79 Per Link Click	—	—	—	\$32.18
Results from 18 ads					19,084 People	83,449 Total	—	—	—	—	\$1,023.58 Total Spent

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Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-10 Coolsculpting   FB   Women - Image 2	Link Clicks	Using camp...	29 days ago	23 Link Clicks	2,762	4,645	\$1.72 Per Link Click	—	—	—	\$39.46
2019-10 Coolsculpting   FB   Women - Image 14	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 3.0... 29 days ago	8 Link Clicks	1,480	3,068	\$4.11 Per Link Click	—	—	—	\$32.88
2019-10 Coolsculpting   FB   Women - Image 1	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 3.0... 28 days ago	18 Link Clicks	2,653	4,381	\$1.79 Per Link Click	—	—	—	\$32.18
2019-12 - CS - Women - Image 14	Lowest cost Conversions	Using camp...	Dec 27, 2019, 6.1... 14 days ago	— Lead	897	1,234	— Per Lead	Below average Bottom 35% of ads	Below average Bottom 35% of ads	Below average Bottom 35% of ads	\$28.82
High Vio 2019-12 - CS - Women - Vid 1	Lowest cost Conversions	Using camp...	Dec 27, 2019, 6.1... 14 days ago	— Lead	481	651	— Per Lead	—	—	—	\$26.39
2019-12 - CS - Women - Image 1	Lowest cost Conversions	Using camp...	Dec 27, 2019, 6.1... 14 days ago	— Lead	537	655	— Per Lead	Average Bottom 35% of ads	Below average Bottom 35% of ads	Below average Bottom 35% of ads	\$18.68
2019-12 - CS - Women - Image 3	Lowest cost Conversions	Using camp...	Dec 27, 2019, 6.1... 13 days ago	— Lead	49	56	— Per Lead	—	—	—	\$1.56
2019-12 - CS - Women - Image 1	Lowest cost Conversions	Using camp...	Dec 27, 2019, 6.1... 14 days ago	— Lead	57	72	— Per Lead	—	—	—	\$1.35
2019-12 - CS - Women - Image 2	Lowest cost Conversions	Using camp...	Dec 27, 2019, 6.1... 14 days ago	— Lead	49	58	— Per Lead	—	—	—	\$0.79
2019-12 - CS - Women - Image 3	Lowest cost Conversions	Using camp...	Dec 27, 2019, 6.1... 14 days ago	— Lead	6	8	— Per Lead	—	—	—	\$0.04
Results from 18 ads					19,084 People	83,449 Total	—	—	—	—	\$1,023.58 Total Spent

Facebook Ads Manager interface showing the ad creation process for "2019-10 Coolsculpting | FB | Women - Image 1".

- Ad Name:** 2019-10 Coolsculpting | FB | Women - Image 1
- Identity:** Facebook Page (Your Facebook Page or Instagram account represents your business in ads. You can also Create a Facebook Page) and Instagram Account (No Instagram account).
- Format:** Single Image or Video (One image or video, or a slideshow with multiple images).
- Preview:** Shows a mobile view of the ad with a woman in a white bikini. Text includes "25% OFF COOLSCULPTING" and "Coolsculpting reduces fat with..."
- Options:** Create Ad, Use Existing Post, Use Mockup.

Facebook Ads Manager interface showing the ad creation process for "2019-10 Coolsculpting | FB | Women - Image 4".

- Ad Name:** 2019-10 Coolsculpting | FB | Women - Image 4
- Identity:** Facebook Page and Instagram Account (No Instagram account).
- Format:** Single Image or Video.
- Preview:** Shows a mobile view of the ad with a woman sitting. Text includes "25% OFF COOLSCULPTING" and "Coolsculpting safely freezes away stubborn fat that resists diet and exercise."
- Options:** Create Ad, Use Existing Post, Use Mockup.

Facebook Ads Manager interface showing the ad creation process for "2019-12 - CS - Women - Holiday Image 1".

- Ad Name:** 2019-12 - CS - Women - Holiday Image 1
- Identity:** Facebook Page and Instagram Account (No Instagram account).
- Format:** Single Image or Video.
- Preview:** Shows a mobile view of the ad with a woman in a white dress. Text includes "HELLO HOLIDAYS GOODYE FAT CELLS 25% OFF" and "Coolsculpting safely freezes away stubborn fat that resists diet and exercise."
- Options:** Create Ad, Use Existing Post, Use Mockup.

Facebook Ads Manager interface showing the ad creation process for "High Vio 2019-11 Coolsculpting | Women - Vid 1".

- Ad Name:** High Vio 2019-11 Coolsculpting | Women - Vid 1
- Identity:** Facebook Page and Instagram Account (No Instagram account).
- Format:** Single Image or Video.
- Preview:** Shows a mobile view of a video ad with a woman in a white bikini. Text includes "WHEN STUBBORN FAT JUST WON'T BUDGE" and "Coolsculpting safely freezes away stubborn fat that resists diet and exercise."
- Options:** Create Ad, Use Existing Post, Use Mockup.

Facebook Ads Manager interface showing the ad creation process for "2019-10 Coolsculpting | FB | Women - Image 3".

- Ad Name:** 2019-10 Coolsculpting | FB | Women - Image 3
- Identity:** Facebook Page and Instagram Account (No Instagram account).
- Format:** Single Image or Video.
- Preview:** Shows a mobile view of the ad with a woman sitting. Text includes "25% OFF COOLSCULPTING" and "Coolsculpting safely freezes away stubborn fat that resists diet and exercise."
- Options:** Create Ad, Use Existing Post, Use Mockup.

Facebook Ads Manager interface showing the creation of an ad for '2019-12 - CS - Women - Holiday Image 2'. The left sidebar contains a list of ad sets under 'Coolsculpting - Conversion' and 'Coolsculpting - Traffic'. The main panel shows the 'Ad Name' field with the text '2019-12 - CS - Women - Holiday Image 2'. The 'Identity' section is set to 'Facebook Page' with 'Your Facebook Page or Instagram account represents your business in ads. You can also Create a Facebook Page'. The 'Format' section is set to 'Single Image or Video'. A preview on the right shows a mobile news feed with an ad for 'COOLSCULPTING 25% OFF COOLSCULPTING' featuring a woman in a Santa hat. The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface showing the creation of an ad for '2019-12 - CS - Women - Image 4'. The left sidebar shows a list of ad sets. The main panel shows the 'Ad Name' field with the text '2019-12 - CS - Women - Image 4'. The 'Identity' section is set to 'Facebook Page'. The 'Format' section is set to 'Single Image or Video'. A preview on the right shows a mobile news feed with an ad for 'COOLSCULPTING FREEZE AWAY FAT CELLS SALE - 25% OFF' featuring a woman in a white bikini. The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface showing the creation of an ad for '2019-10 Coolsculpting | FB | Women - Image 3'. The left sidebar shows a list of ad sets. The main panel shows the 'Ad Name' field with the text '2019-10 Coolsculpting | FB | Women - Image 3'. The 'Identity' section is set to 'Facebook Page'. The 'Format' section is set to 'Single Image or Video'. A preview on the right shows a mobile news feed with an ad for 'COOLSCULPTING FREEZE AWAY FAT CELLS SALE - 25% OFF' featuring a woman in a blue bikini. The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface showing the creation of an ad for '2019-10 Coolsculpting | FB | Women - Image 2'. The left sidebar shows a list of ad sets. The main panel shows the 'Ad Name' field with the text '2019-10 Coolsculpting | FB | Women - Image 2'. The 'Identity' section is set to 'Facebook Page'. The 'Format' section is set to 'Single Image or Video'. A preview on the right shows a mobile news feed with an ad for 'COOLSCULPTING FREEZE AWAY FAT CELLS SALE - 25% OFF' featuring a woman in a black bikini. The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface showing the creation of an ad for '2019-10 Coolsculpting | FB | Women - Image 14'. The left sidebar shows a list of ad sets. The main panel shows the 'Ad Name' field with the text '2019-10 Coolsculpting | FB | Women - Image 14'. The 'Identity' section is set to 'Facebook Page'. The 'Format' section is set to 'Single Image or Video'. A preview on the right shows a mobile news feed with an ad for 'COOLSCULPTING FREEZE AWAY FAT CELLS SALE - 25% OFF' featuring a woman in a white top. The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface showing the 'Coolsculpting - Traffic' campaign. The selected ad is '2019-10 Coolsculpting | FB | Women - Image 1'. The ad preview shows a mobile news feed with a sponsored post for 'AOB Med Spa' featuring a woman and the text 'Coolsculpting & safely freezes away stubborn fat that resists diet and exercise. FREEZE AWAY FAT CELLS SALE : 25% OFF'. The ad format is 'Single Image or Video'.

Facebook Ads Manager interface showing the 'Coolsculpting - Conversion' campaign. The selected ad is '2019-12 - CS - Women - Image 14'. The ad preview shows a mobile news feed with a sponsored post for 'AOB Med Spa' featuring a woman and the text 'Coolsculpting & safely freezes away stubborn fat that resists diet and exercise. FREEZE AWAY FAT CELLS SALE : 25% OFF'. The ad format is 'Single Image or Video'.

Facebook Ads Manager interface showing the 'Coolsculpting - Conversion' campaign. The selected ad is 'High Vio 2019-12 - CS - Women - Vid 1'. The ad preview shows a mobile news feed with a sponsored video post for 'AOB Med Spa' featuring a woman and the text 'Coolsculpting & safely freezes away stubborn fat that resists diet and exercise. WHEN STUBBORN FAT JUST WON'T BUDGE. FREEZE AWAY FAT CELLS SALE : 25% OFF'. The ad format is 'Single Image or Video'.

Facebook Ads Manager interface showing the 'Coolsculpting - Conversion' campaign. The selected ad is '2019-12 - CS - Women - Image 1'. The ad preview shows a mobile news feed with a sponsored post for 'AOB Med Spa' featuring a woman and the text 'Coolsculpting & safely freezes away stubborn fat that resists diet and exercise. FREEZE AWAY FAT CELLS SALE : 25% OFF'. The ad format is 'Single Image or Video'.

Facebook Ads Manager interface showing the 'Coolsculpting - Conversion' campaign. The selected ad is '2019-12 - CS - Women - Image 3'. The ad preview shows a mobile news feed with a sponsored post for 'AOB Med Spa' featuring a woman and the text 'Coolsculpting & safely freezes away stubborn fat that resists diet and exercise. FREEZE AWAY FAT CELLS SALE : 25% OFF'. The ad format is 'Single Image or Video'.

Facebook Ads Manager interface for ad creation. The breadcrumb path is: Coolsculpting - Conversion > Coolsculpting - Women > 2019-12 - CS - Women - Image 1. The ad name is "2019-12 - CS - Women - Image 1".

**Identity:**

- Facebook Page: Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#).
- Instagram Account: Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Manage your available Instagram accounts in Business Manager.

**Format:** Choose how you'd like to structure your ad.

- Single Image or Video: One image or video, or a slideshow with multiple images.
- Carousel: 2 or more scrollable images or videos.
- Collection: Group of items that opens into a fullscreen mobile experience.

**Ad Preview:** Shows a scaled preview of the ad in a News Feed. The ad features a woman in a white bikini and text: "COOLSCULPTING & safely freezes away stubborn fat that resists diet and exercise. FREEZE AWAY FAT CELLS. 25% OFF. AOB MED SPA. 25% OFF COOLSCULPTING. COOLSCULPTING reduces fat witho...".

Buttons: [Close](#), [Discard Draft](#), [Publish](#). A note at the bottom states: "By clicking the 'Publish' button, you agree to Facebook's Terms and Advertising Guidelines."

Facebook Ads Manager interface for ad creation. The breadcrumb path is: Coolsculpting - Conversion > Coolsculpting - Women > 2019-12 - CS - Women - Image 2. The ad name is "2019-12 - CS - Women - Image 2".

**Identity:**

- Facebook Page: Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#).
- Instagram Account: Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Manage your available Instagram accounts in Business Manager.

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Facebook Ads Manager interface for ad creation. The breadcrumb path is: Coolsculpting - Conversion > Coolsculpting - Women > 2019-12 - CS - Women - Image 3. The ad name is "2019-12 - CS - Women - Image 3".

**Identity:**

- Facebook Page: Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#).
- Instagram Account: Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Manage your available Instagram accounts in Business Manager.

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