

# CoolSculpting Marketing Services Apex Dermatology Q3 + Q4 2022 Total Marketing Expenses (07/01/2022 - 12/31/2022)

**Total Google Ads: \$51,428.11**  
**Total Marketing Service Fee: \$16,650.00**  
**Total CoolSculpting Marketing Cost: \$68,078.11**

Google Ads | Chris Zelig > Apex Dermatology 510-410-7007 | All campaigns

Overview | Campaigns | Custom Jul 1 - Dec 31, 2022 | Show last 30 days

Filters: Campaign status: All | Campaign name contains cool

Campaign	Budget	Status	Clicks	CTR	Cost
search   coolsculpting   hudson	\$65.32/day	Eligible	814	5.93%	\$11,604.81
search   coolsculpting   westlake	\$64.10/day	Eligible	851	4.26%	\$11,482.65
search   coolsculpting   concord	\$65.32/day	Eligible	487	6.35%	\$11,077.72
search   coolsculpting   mayfield	\$48.99/day	Eligible	998	5.49%	\$8,669.24
search   coolsculpting   canton	\$48.99/day	Eligible	653	7.27%	\$8,593.69
CoolSculpting	\$75.00/day	Paused Some ads disapproved, Some ads limited by policy	0	-	\$0.00
<b>Total: Filtered campaigns</b>			<b>3,803</b>	<b>5.55%</b>	<b>\$51,428.11</b>
<b>Total: Account</b>	<b>\$592.72/day</b>		<b>15,457</b>	<b>8.29%</b>	<b>\$72,749.33</b>

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern 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 > Apex Dermatology 510-410-7007 | All campaigns > search | coolsculpting | hudson

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$65.32/day | Optimization score: 100% | More details

Overview | Ads | Custom Jul 1 - Dec 31, 2022 | Show last 30 days

Filters: Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			814	5.93%	\$11,604.81
Apex Dermatology   Fat Reduction in Hudson, OH   Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/hudson Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... <a href="#">View assets details</a>	x. expanded reach	Eligible	212	3.96%	\$2,563.58
Apex Dermatology   Fat Reduction in Hudson, OH   Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/hudson Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... <a href="#">View assets details</a>	4. liposuction	Eligible	167	8.15%	\$1,959.59
(Keyword Apex Dermatology)   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/hudson CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... <a href="#">View assets details</a>	0. coolsculpting - general	Eligible	140	13.42%	\$2,715.23
Fat Reduction in Hudson, OH   Freezing Fat Really Works   Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/hudson Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed	69	2.92%	\$766.78
Fat Reduction in Hudson, OH   Eliminate Fat & Feel Great   Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/hudson Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed	37	5.84%	\$471.58
(Keyword Apex Dermatology)   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/hudson CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... <a href="#">View assets details</a>	1. coolsculpting - price	Eligible	36	13.74%	\$726.53

Google Ads | Chris Zelig > Apex Dermatology 510-410-7007 | All campaigns > search | coolsculpting | hudson

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$65.32/day | Optimization score: 100% | More details

Overview | Ads | Custom Jul 1 - Dec 31, 2022 | Show last 30 days

Filters: Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			814	5.93%	\$11,604.81
Fat Reduction in Hudson, OH   Eliminate Fat & Feel Great   Freeze Away Body Fat go.apexskin.com/coolsculpting/hudson CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. expanded reach	Removed	25	4.73%	\$340.75
CoolSculpting® in Hudson, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/hudson Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Hudson, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed Policy (Moderately Restricted)	23	13.14%	\$484.37
CoolSculpting® in Hudson, OH   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/hudson Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Hudson, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed	22	14.01%	\$345.20
CoolSculpting® in Hudson, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever go.apexskin.com/coolsculpting/hudson Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed	18	20.00%	\$207.62
(Keyword Apex Dermatology)   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/hudson CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... <a href="#">View assets details</a>	2. body sculpting	Eligible	15	6.12%	\$234.95
Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat go.apexskin.com/coolsculpting/hudson CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. liposuction	Removed	12	6.70%	\$147.01
Apex Dermatology   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/hudson CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... <a href="#">View assets details</a>	x. non-service medspa	Eligible	10	4.46%	\$83.43

Google Ads | Chris Zelig > Apex Dermatology 510-410-7007 | All campaigns > search | coolsculpting | hudson

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$65.32/day | Optimization score: 100% | More details

Overview | Ads | Custom Jul 1 - Dec 31, 2022 | Show last 30 days

Filters: Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			814	5.93%	\$11,604.81
Apex Dermatology   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/hudson CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... <a href="#">View assets details</a>	x. non-service medspa	Eligible	10	4.46%	\$83.43
CoolSculpting® in Hudson, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever go.apexskin.com/coolsculpting/hudson Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed	8	5.44%	\$114.45
CoolSculpting® in Hudson, OH   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/hudson Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed	5	8.20%	\$137.09
CoolSculpting® in Hudson, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever go.apexskin.com/coolsculpting/hudson Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Hudson, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	1. coolsculpting - price	Removed	5	18.52%	\$92.90
CoolSculpting® Fat Reduction   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/hudson Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Hudson, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed	4	16.67%	\$41.00
CoolSculpting® in Hudson, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/hudson Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed	3	12.50%	\$118.66
CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Best Prices. FDA-Cleared go.apexskin.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Application Treats Two	3. coolsculpting elite	Removed	1	50.00%	\$11.84

Google Ads | Chris Zelig | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | hudson

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$65.32/day, Optimization score: 100%

Recommendations: + Add status: All Add filter

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace						
				814	5.93%	\$11,604.81
Ads	<input type="checkbox"/>	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Best Prices. FDA-Cleared. go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	50.00%	\$11.84
Assets	<input type="checkbox"/>	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.				
Landing pages	<input type="checkbox"/>	CoolSculpting® in Hudson, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/hudson	2. body sculpting	Removed	2.22%	\$8.63
Keywords	<input type="checkbox"/>	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today				
Audiences	<input type="checkbox"/>	Apex Dermatology   Freeze Away Body Fat   Freeze Away Body Fat go.apexskin.com/coolsculpting/hudson	4. liposuction	Removed	1.14%	\$33.62
Settings	<input type="checkbox"/>	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.				
Change history	<input type="checkbox"/>	(Keyword: Apex Dermatology)   CoolSculpting® Elite   Fat Reduction Treatment +9 more go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Eligible	0.00%	\$0.00
Suggested	<input type="checkbox"/>	Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details				
Experiments	<input type="checkbox"/>	CoolSculpting® Elite Provider   Freeze Stubborn Fat 2x Faster   Best Prices. FDA-Cleared. go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	-	\$0.00
Devices	<input type="checkbox"/>	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.				
+ Show more	<input type="checkbox"/>	(Keyword: Apex Dermatology)   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	-	\$0.00
	<input type="checkbox"/>	The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat. Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.				
	<input type="checkbox"/>	(Keyword: Apex Dermatology)   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	-	\$0.00
	<input type="checkbox"/>	CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Leading CoolSculpting® Elite Provider in				

Google Ads | Chris Zelig | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | hudson

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$65.32/day, Optimization score: 100%

Recommendations: + Add status: All Add filter

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace						
				814	5.93%	\$11,604.81
Ads	<input type="checkbox"/>	Free Consultation. Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.				
Assets	<input type="checkbox"/>	(Keyword: Apex Dermatology)   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	-	\$0.00
Landing pages	<input type="checkbox"/>	Leading CoolSculpting® Elite Provider in Hudson, OH. Schedule a Free Consultation. Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.				
Keywords	<input type="checkbox"/>	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Top Provider in Hudson, OH go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	-	\$0.00
Audiences	<input type="checkbox"/>	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.				
Settings	<input type="checkbox"/>	CoolSculpting® Elite Provider   Next-Generation Fat Reduction   No Surgery & Minimal Downtime go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	-	\$0.00
Change history	<input type="checkbox"/>	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.				
Suggested	<input type="checkbox"/>	Apex Dermatology   Freezing Fat Really Works   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/hudson	4. liposuction	Removed	0.00%	\$0.00
Experiments	<input type="checkbox"/>	CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.				
Devices	<input type="checkbox"/>					
+ Show more						
				814	5.93%	\$11,604.81
				814	5.93%	\$11,604.81

Show rows: 500 | 1 - 46 of 46

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern 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 | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | hudson

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$65.32/day, Optimization score: 100%

Recommendations: + Add status: All Add filter

Responsive search ad  Leave feedback

Custom Jul 1 - Dec 31, 2022 Show last 30 days

Assets Combinations

Try including more keywords in your headlines

Ad strength Average

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Apex Dermatology	Approved	Headline	None	455	Advertiser
Freezing Fat Really Works	Approved	Headline	None	10	Advertiser
Non-Surgical Lipo Alternative	Approved	Headline	None	41	Advertiser
Get Rid of Unwanted Fat	Approved	Headline	None	496	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	36	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	489	Advertiser
Freeze Your Way to Leaner Body	Approved	Headline	None	231	Advertiser
No Surgery & Minimal Downtime	Approved	Headline	None	203	Advertiser
Schedule a Free Consultation	Approved	Headline	None	153	Advertiser
Target Belly Fat, Love Handles	Approved	Headline	None	1,202	Advertiser

Google Ads | Chris Zelig | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | hudson

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$65.32/day, Optimization score: 100%

Recommendations: + Add status: All Add filter

Responsive search ad  Leave feedback

Custom Jul 1 - Dec 31, 2022 Show last 30 days

Assets Combinations

Try including more keywords in your headlines

Ad strength Average

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Away Body Fat	Approved	Headline	None	1,286	Advertiser
Located in Hudson, OH	Approved	Headline	None	4,382	Advertiser
Fat Reduction in Hudson, OH	Approved	Headline	None	456	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	1,877	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved	Description	None	96	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	5,179	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	85	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	4,392	Advertiser

Show rows: 500 | 1 - 18 of 18

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern 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 | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | hudson

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$65.32/day, Optimization score: 100%

Recommendations: + Add status: All Add filter

Assets

Table view: Associations

All Business name Business logo Sitelink Callout Structured snippet Call Price App Promotion

Asset status: All but removed Asset type: All Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Structured snippet								
<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin...	search   coolsculpting   hudson	Campaign	Advertiser	3	103	2.91%	\$41.78
Sitelink								
<input type="checkbox"/>	CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting   hudson	Campaign	Advertiser	403	6,668	6.04%	\$7,210.00
<input type="checkbox"/>	Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	search   coolsculpting   hudson	Campaign	Advertiser	385	6,522	5.90%	\$6,843.48
<input type="checkbox"/>	Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	search   coolsculpting   hudson	Campaign	Advertiser	304	5,312	5.72%	\$5,434.41
<input type="checkbox"/>	About Us Learn More About Our Team, Location and Available Beauty Treatments.	search   coolsculpting   hudson	Campaign	Advertiser	309	5,697	5.42%	\$4,943.66
<input type="checkbox"/>	Request An Appointment	Account	Account	Automatically created	13	208	6.25%	\$183.76

Google Ads									
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$65.32/day	Optimization score: 100%	More details			
<div style="display: flex; justify-content: space-between;"> <span>Asset status: All but removed</span> <span>Asset type: All</span> <span>Add filter</span> </div>									
Ad groups	Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Callout									
Ads & assets	Freeze Your Fat	search   coolsculpting   hudson	Campaign	Eligible	Advertiser	62	1,086	5.71%	\$999.25
Ads	FDA Cleared	search   coolsculpting   hudson	Campaign	Eligible	Advertiser	59	1,179	5.00%	\$951.21
Assets	Nonsurgical Fat Reduction	search   coolsculpting   hudson	Campaign	Eligible	Advertiser	48	917	5.23%	\$889.62
Landing pages	Highlights: No Surgery	search   coolsculpting   hudson	Campaign	Eligible	Advertiser	40	959	4.17%	\$782.78
Keywords	Liposuction Alternative	search   coolsculpting   hudson	Campaign	Eligible	Advertiser	46	963	4.78%	\$665.58
Audiences	Multiple Offices	Account	Account	Eligible	Advertiser	1	10	10.00%	\$19.32
Settings	Most Insurances Accepted	Account	Account	Eligible	Advertiser	1	6	16.67%	\$19.32
Change history	Ohio's Best Skin Care	Account	Account	Eligible	Advertiser	0	5	0.00%	\$0.00
Suggested	Same Day Appointments	Account	Account	Eligible	Advertiser	0	7	0.00%	\$0.00
Experiments	Promotion								
Devices	Fall Sale - Up to 50% off 8+ Treatments	search   coolsculpting   hudson	Campaign	Eligible	Advertiser	212	3,648	5.81%	\$3,395.24
+ Show more	Winter Sale - Up to 50% off 8+ Treatments	search   coolsculpting   hudson	Campaign	Eligible	Advertiser	66	1,026	6.43%	\$1,208.58
Call									
Total: Business logo						0	0	-	\$0.00
Total: Sitelinks						406	6,746	6.02%	\$7,268.35

Google Ads									
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$65.32/day	Optimization score: 100%	More details			
<div style="display: flex; justify-content: space-between;"> <span>Asset status: All but removed</span> <span>Asset type: All</span> <span>Add filter</span> </div>									
Ad groups	Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Ads & assets	Most Insurances Accepted	Account	Account	Eligible	Advertiser	1	6	16.67%	\$19.32
Ads	Ohio's Best Skin Care	Account	Account	Eligible	Advertiser	0	5	0.00%	\$0.00
Assets	Same Day Appointments	Account	Account	Eligible	Advertiser	0	7	0.00%	\$0.00
Landing pages	Promotion								
Keywords	Fall Sale - Up to 50% off 8+ Treatments	search   coolsculpting   hudson	Campaign	Eligible	Advertiser	212	3,648	5.81%	\$3,395.24
Audiences	Winter Sale - Up to 50% off 8+ Treatments	search   coolsculpting   hudson	Campaign	Eligible	Advertiser	66	1,026	6.43%	\$1,208.58
Settings	Call								
Change history	(440) 443-0429	search   coolsculpting   hudson	Campaign	Eligible	Advertiser	18	726	2.48%	\$436.62
Suggested	Total: Business logo					0	0	-	\$0.00
Experiments	Total: Sitelinks					406	6,746	6.02%	\$7,268.35
Devices	Total: Callouts					128	2,414	5.30%	\$2,095.83
+ Show more	Total: Structured snippets					3	103	2.91%	\$41.78
Total: Calls									
Total: Promotions									
462 7,048 6.56% \$7,199.11									

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 Some inventory may be provided through third party intermediaries.  
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Google Ads									
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$64.10/day	Optimization score: 100%	More details			
<div style="display: flex; justify-content: space-between;"> <span>Ad status: All</span> <span>Add filter</span> </div>									
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Ads & assets	Total: Ads in your current workspace			851	4.26%	\$11,482.65			
Assets	Apex Dermatology   Fat Reduction in Westlake, OH   Non-Surgical Fat Reduction +11 more	4. liposuction	Eligible	204	5.57%	\$2,306.94			
Landing pages	Apex Dermatology   Fat Reduction in Westlake, OH   Non-Surgical Fat Reduction +11 more	x. expanded reach	Eligible	203	2.63%	\$2,352.04			
Keywords	(Keyword: Apex Dermatology)   CoolSculpting in (LOCATION/City)   Freeze Away Body Fat +12 more	0. coolsculpting - general	Eligible	93	8.03%	\$2,158.47			
Audiences	Fat Reduction in Westlake, OH   Freezing Fat Really Works   Get Rid of Unwanted Fat	x. expanded reach	Removed	85	2.71%	\$809.10			
Settings	Fat Reduction in Westlake, OH   Eliminate Fat & Feel Great   Get Rid of Unwanted Fat	x. expanded reach	Removed	52	3.75%	\$554.23			
Change history	CoolSculpting® in Westlake, OH   Freeze Away Body Fat   Our Biggest Discount Ever	0. coolsculpting - general	Removed	51	11.43%	\$953.94			

Google Ads									
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$64.10/day	Optimization score: 100%	More details			
<div style="display: flex; justify-content: space-between;"> <span>Ad status: All</span> <span>Add filter</span> </div>									
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Ads & assets	Total: Ads in your current workspace			851	4.26%	\$11,482.65			
Assets	CoolSculpting® in Westlake, OH   Freeze Away Body Fat   Get 50% Off 8+ Treatments	0. coolsculpting - general	Removed	37	9.25%	\$685.03			
Landing pages	(Keyword: Apex Dermatology)   CoolSculpting in (LOCATION/City)   Freeze Away Body Fat +12 more	1. coolsculpting - price	Eligible	37	12.98%	\$614.92			
Keywords	CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount...								
Audiences	CoolSculpting® in Westlake, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever	1. coolsculpting - price	Removed	16	8.12%	\$174.55			
Settings	CoolSculpting® in Westlake, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever	2. body sculpting	Eligible	13	4.94%	\$204.30			
Change history	CoolSculpting® in Westlake, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever	2. body sculpting	Removed	12	4.65%	\$119.77			
Suggested	Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat	4. liposuction	Removed	12	7.23%	\$137.75			
Experiments	CoolSculpting® in Westlake, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever	1. coolsculpting - price	Removed	7	9.59%	\$52.36			

Google Ads									
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$64.10/day	Optimization score: 100%	More details			
<div style="display: flex; justify-content: space-between;"> <span>Ad status: All</span> <span>Add filter</span> </div>									
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Ads & assets	Total: Ads in your current workspace			851	4.26%	\$11,482.65			
Assets	CoolSculpting® in Westlake, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever	1. coolsculpting - price	Removed	7	9.59%	\$52.36			
Landing pages	Fat Reduction in Westlake, OH   Eliminate Fat & Feel Great   Freeze Away Body Fat	x. expanded reach	Removed	7	2.99%	\$43.49			
Keywords	CoolSculpting® Fat Reduction   Freeze Away Body Fat   Get 50% Off 8+ Treatments	0. coolsculpting - general	Removed	4	9.76%	\$111.59			
Audiences	CoolSculpting® in Westlake, OH   Freeze Away Body Fat   Get 50% Off 8+ Treatments	2. body sculpting	Removed	4	5.71%	\$40.19			
Settings	CoolSculpting® in Westlake, OH   Freeze Away Body Fat   Get 50% Off 8+ Treatments	1. coolsculpting - price	Removed	4	8.00%	\$46.48			
Change history	Apex Dermatology   Freeze Away Body Fat   Freeze Away Body Fat	4. liposuction	Removed	4	7.27%	\$35.24			
Suggested	Apex Dermatology   CoolSculpting in (LOCATION/City)   Freeze Away Body Fat +12 more	x. non-service medspa	Eligible	4	1.41%	\$66.77			

Google Ads | Chris Zelig | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | westlake

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$64.10/day, Optimization score: 100%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
851					
4.26%					
\$11,482.65					
Apex Dermatology   CoolSculpting in (LOCATION(City))   Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/westlake	x. non-service medspa	Eligible	4	1.41%	\$66.77
CoolSculpting® in Westlake, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/westlake	2. body sculpting	Removed	2	2.56%	\$15.49
(Keyword Apex Dermatology)   CoolSculpting® Elite   Fat Reduction Treatment +9 more go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Eligible	0	0.00%	\$0.00
CoolSculpting® Elite Provider   Freeze Stubborn Fat 2x Faster   Best Prices - FDA-Cleared. go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	0	-	\$0.00
(Keyword Apex Dermatology)   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	0	-	\$0.00
(Keyword Apex Dermatology)   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	0	-	\$0.00
CoolSculpting® Elite Provider   Next-Generation Fat Reduction   Best Prices - FDA-Cleared. go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	0	0.00%	\$0.00

Google Ads | Chris Zelig | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | westlake

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$64.10/day, Optimization score: 100%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
851					
4.26%					
\$11,482.65					
Free Consultation. Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.					
(Keyword Apex Dermatology)   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	0	-	\$0.00
CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Top Provider in Westlake, OH go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	0	0.00%	\$0.00
CoolSculpting® Elite Provider   Next-Generation Fat Reduction   No Surgery & Minimal Downtime go.apexskin.com/coolsculpting/elite	3. coolsculpting elite	Removed	0	-	\$0.00
Apex Dermatology   Freezing Fat Really Works   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/westlake	4. liposuction	Removed	0	0.00%	\$0.00
Total: Ads in your current workspace					
851					
4.26%					
\$11,482.65					
Total: Campaign					
851					
4.26%					
\$11,482.65					

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

Google Ads | Chris Zelig | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | westlake

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$64.10/day, Optimization score: 100%

Responsive search ad

Ad strength: Excellent

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Apex Dermatology	Approved	Headline	None	572	Advertiser
Freezing Fat Really Works	Approved	Headline	None	6	Advertiser
Non-Surgical Lipo Alternative	Approved	Headline	None	60	Advertiser
Get Rid of Unwanted Fat	Approved	Headline	None	21	Advertiser
Get \$1,000 Off 8+ Treatments	-	Headline	None	0	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	17	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	884	Advertiser
Freeze Your Way to Leaner Body	Approved	Headline	None	22	Advertiser
No Surgery & Minimal Downtime	Approved	Headline	None	786	Advertiser
Schedule a Free Consultation	Approved	Headline	None	113	Advertiser

Google Ads | Chris Zelig | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | westlake

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$64.10/day, Optimization score: 100%

Responsive search ad

Ad strength: Excellent

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Target Belly Fat, Love Handles	Approved	Headline	None	19	Advertiser
Freeze Away Body Fat	Approved	Headline	None	466	Advertiser
Fat Reduction in Westlake, OH	Approved	Headline	None	1,284	Advertiser
Located in Westlake, OH	Approved	Headline	None	2,902	Advertiser
Get 50% Off 8+ Treatments	-	Headline	None	0	Advertiser
Get \$500 Off 8+ Treatments	-	Headline	None	0	Advertiser
50% off 8+ treatments	-	Headline	None	1	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	586	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved	Description	None	56	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved	Description	None	57	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	3,549	Advertiser
Best Prices - FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	-	Description	None	0	Advertiser

Google Ads | Chris Zelig | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | westlake

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$64.10/day, Optimization score: 100%

Responsive search ad

Ad strength: Excellent

Asset	Status	Asset type	Position pinning	Impr.	Asset source
50% Off 8+ Treatments	Approved	Headline	None	586	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved	Description	None	56	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved	Description	None	57	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	3,549	Advertiser
Best Prices - FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	-	Description	None	0	Advertiser
Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	105	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	3,174	Advertiser

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Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Structured snippet								
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chi...	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	2	100	2.00%	\$13.85
Sitelink								
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	342	7,142	4.79%	\$5,491.64
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	341	7,072	4.82%	\$5,407.43
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	268	6,099	4.39%	\$4,297.66
About Us Learn More About Our Team, Location and Available Beauty Treatments.	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	273	6,437	4.24%	\$4,091.35
Request An Appointment	Account	Account	Eligible	Automatically created	12	323	3.72%	\$242.45
Callout								

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Callout								
FDA Cleared	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	55	1,202	4.58%	\$1,041.84
Freeze Your Fat	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	52	1,186	4.38%	\$828.90
Liposuction Alternative	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	45	1,024	4.39%	\$739.46
Nonsurgical Fat Reduction	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	45	991	4.54%	\$711.65
Highlights: No Surgery	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	37	1,021	3.62%	\$541.64
Multiple Offices	Account	Account	Eligible	Advertiser	0	5	0.00%	\$0.00
Ohio's Best Skin Care	Account	Account	Eligible	Advertiser	0	6	0.00%	\$0.00
Most Insurances Accepted	Account	Account	Eligible	Advertiser	0	4	0.00%	\$0.00
Same Day Appointments	Account	Account	Eligible	Advertiser	0	7	0.00%	\$0.00
Promotion								
Fall Sale - Up to 50% off 8+ Treatments	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	200	4,107	4.87%	\$3,265.17
Winter Sale - Up to 50% off 8+ Treatments	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	71	1,113	6.38%	\$1,166.23
Call								
(440) 443-0435	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	17	874	1.95%	\$387.07
Total: Business logo					0	0	-	\$0.00
Total: Sitelinks					344	7,213	4.77%	\$5,510.09

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Callout								
Ohio's best skin care	Account	Account	Eligible	Advertiser	0	6	0.00%	\$0.00
Most Insurances Accepted	Account	Account	Eligible	Advertiser	0	4	0.00%	\$0.00
Same Day Appointments	Account	Account	Eligible	Advertiser	0	7	0.00%	\$0.00
Promotion								
Fall Sale - Up to 50% off 8+ Treatments	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	200	4,107	4.87%	\$3,265.17
Winter Sale - Up to 50% off 8+ Treatments	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	71	1,113	6.38%	\$1,166.23
Call								
(440) 443-0435	search   coolsculpting   westlake	Campaign	Eligible	Advertiser	17	874	1.95%	\$387.07
Total: Business logo					0	0	-	\$0.00
Total: Sitelinks					344	7,213	4.77%	\$5,510.09
Total: Callouts					116	2,814	4.12%	\$2,088.81
Total: Structured snippets					2	100	2.00%	\$13.85
Total: Calls					17	874	1.95%	\$387.07
Total: Promotions					439	8,288	5.30%	\$6,550.76

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Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
Apex Dermatology   Fat Reduction in Concord, OH   Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/concord Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	x. expanded reach	Eligible	145	3.99%	\$2,901.17
{Keyword:Apex Dermatology}   CoolSculpting in (LOCATION/City)   Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/concord CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	0. coolsculpting - general	Eligible	83	18.99%	\$2,950.89
Fat Reduction in Concord, OH   Freezing Fat Really Works   Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/concord Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed	50	3.70%	\$988.02
Apex Dermatology   Fat Reduction in Concord, OH   Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/concord Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	4. liposuction	Not eligible Ad group paused	36	7.20%	\$806.17
CoolSculpting® in Concord, OH   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/concord Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Concord, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed	27	23.48%	\$559.81
Fat Reduction in Concord, OH   Eliminate Fat & Feel Great   Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/concord Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed	27	5.10%	\$368.34

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
CoolSculpting® in Concord, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever go.apexskin.com/coolsculpting/concord Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed	26	24.07%	\$640.16
CoolSculpting® in Concord, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/concord Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Concord, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed	21	18.75%	\$472.03
{Keyword:Apex Dermatology}   CoolSculpting in (LOCATION/City)   Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/concord CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Eligible	13	23.64%	\$408.80
{Keyword:Apex Dermatology}   CoolSculpting in (LOCATION/City)   Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/concord CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Not eligible Ad group paused	11	10.19%	\$271.09
CoolSculpting® in Concord, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever go.apexskin.com/coolsculpting/concord Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Ad group paused	11	10.48%	\$223.60
CoolSculpting® in Concord, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/concord Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed	5	22.73%	\$130.36
Fat Reduction in Concord, OH   Eliminate Fat & Feel Great   Freeze Away Body Fat go.apexskin.com/coolsculpting/concord CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime.	x. expanded reach	Removed	5	3.07%	\$60.80

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace						
				487	6.35%	\$11,077.72
	<input type="checkbox"/>	Fat Reduction in Concord, OH   Eliminate Fat & Feel Great   Freeze Away Body Fat go.apexskin.com/coolsculpting/concord	x. expanded reach Removed	5	3.07%	\$60.80
	<input type="checkbox"/>	CoolSculpting® in Concord, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/concord	2. body sculpting Removed Ad group paused	4	10.53%	\$79.45
	<input type="checkbox"/>	CoolSculpting® in Concord, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever go.apexskin.com/coolsculpting/concord	1. coolsculpting - price Removed	4	40.00%	\$77.49
	<input type="checkbox"/>	Apex Dermatology   Freeze Away Body Fat   Freeze Away Body Fat go.apexskin.com/coolsculpting/concord	4. liposuction Removed Ad group paused	4	5.97%	\$60.81
	<input type="checkbox"/>	Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat go.apexskin.com/coolsculpting/concord	4. liposuction Removed Ad group paused	4	3.15%	\$36.28
	<input type="checkbox"/>	Apex Dermatology   CoolSculpting in (LOCATION(City))   Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/concord	x. non-service medspa Eligible	4	3.03%	\$9.28
	<input type="checkbox"/>	CoolSculpting® Fat Reduction   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/concord	0. coolsculpting - general Removed	3	21.43%	\$22.47

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace						
				487	6.35%	\$11,077.72
	<input type="checkbox"/>	CoolSculpting® Fat Reduction   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/concord	0. coolsculpting - general Removed	3	21.43%	\$22.47
	<input type="checkbox"/>	CoolSculpting® in Concord, OH   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/concord	2. body sculpting Removed Ad group paused	3	9.68%	\$95.02
	<input type="checkbox"/>	Apex Dermatology   Freezing Fat Really Works   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/concord	4. liposuction Removed Ad group paused	1	6.25%	\$5.68
	<input type="checkbox"/>	(Keyword Apex Dermatology)   CoolSculpting® Elite   Fat Reduction Treatment +9 more go.apexskin.com/coolsculpting/elite	3. coolsculpting elite Eligible	0	-	\$0.00
	<input type="checkbox"/>	CoolSculpting® Elite Provider   Freeze Stubborn Fat 2x Faster   Best Prices, FDA-Cleared. go.apexskin.com/coolsculpting/elite	3. coolsculpting elite Removed	0	-	\$0.00
	<input type="checkbox"/>	(Keyword Apex Dermatology)   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster go.apexskin.com/coolsculpting/elite	3. coolsculpting elite Removed	0	-	\$0.00
	<input type="checkbox"/>	(Keyword Apex Dermatology)   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster go.apexskin.com/coolsculpting/elite	3. coolsculpting elite Removed	0	-	\$0.00

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace						
				487	6.35%	\$11,077.72
	<input type="checkbox"/>	Free Consultation, Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.				
	<input type="checkbox"/>	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Best Prices, FDA-Cleared. go.apexskin.com/coolsculpting/elite	3. coolsculpting elite Removed	0	-	\$0.00
	<input type="checkbox"/>	(Keyword Apex Dermatology)   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster go.apexskin.com/coolsculpting/elite	3. coolsculpting elite Removed	0	-	\$0.00
	<input type="checkbox"/>	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Top Provider in Concord, OH go.apexskin.com/coolsculpting/elite	3. coolsculpting elite Removed	0	-	\$0.00
	<input type="checkbox"/>	CoolSculpting® Elite Provider   Next-Generation Fat Reduction   No Surgery & Minimal Downtime go.apexskin.com/coolsculpting/elite	3. coolsculpting elite Removed	0	-	\$0.00
Total: Ads in your current workspace				487	6.35%	\$11,077.72
Total: Campaign				487	6.35%	\$11,077.72

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Assets	Status	Asset type	Position pinning	Impr.	Asset source
Apex Dermatology	Approved	Headline	None	79	Advertiser
Freezing Fat Really Works	Approved	Headline	None	13	Advertiser
Non-Surgical Lipo Alternative	Approved	Headline	None	27	Advertiser
Get Rid of Unwanted Fat	Approved	Headline	None	167	Advertiser
Get \$1,000 Off 8+ Treatments	-	Headline	None	0	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	150	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	553	Advertiser
Fat Reduction in Concord, OH	Approved	Headline	None	318	Advertiser
Freeze Your Way to Leaner Body	Approved	Headline	None	244	Advertiser
Located in Concord, OH	Approved	Headline	None	2,835	Advertiser

Assets	Status	Asset type	Position pinning	Impr.	Asset source
No Surgery & Minimal Downtime	Approved	Headline	None	206	Advertiser
Schedule a Free Consultation	Approved	Headline	None	22	Advertiser
Target Belly Fat, Love Handles	Approved	Headline	None	201	Advertiser
Freeze Away Body Fat	Approved	Headline	None	2,322	Advertiser
Get 50% Off 8+ Treatments	-	Headline	None	3	Advertiser
Get \$50% Off 8+ Treatments	-	Headline	None	0	Advertiser
50% off 8+ treatments	-	Headline	None	4	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	443	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved	Description	None	63	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	-	Description	None	0	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	3,529	Advertiser
Best Prices, FDA-Cleared, Clinically Proven Fat Removal, No Surgery, Minimal Downtime	Approved	Description	None	47	Advertiser

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$65.32/day, Optimization score: 100%

### Responsive search ad

Assets | Combinations

Try including more keywords in your headlines

Ad strength Average

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Asset	Status	Asset type	Position pinning	Impr.	Asset source
50% Off 8+ Treatments	Approved	Headline	None	443	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved	Description	None	63	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	-	Description	None	0	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	3,529	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	47	Advertiser
Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	2	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	81	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	3,076	Advertiser

Show rows: 500 | 1 - 25 of 25

### Assets

Table view: Associations

Asset status: All | Asset type: All | Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Structured snippet								
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chi...	search   coolsculpting   concord	Campaign	Eligible	Advertiser	4	75	5.33%	\$78.57
Insurance coverage: Medical Mutual, United Health Care, Blue Cross Blue Shield, Aetna...	Account	Account	Removed Policy (Trademarks in ad text +1 more)	Advertiser	0	0	-	\$0.00
SiteLink								
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting   concord	Campaign	Eligible	Advertiser	302	4,832	6.25%	\$7,813.85
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	search   coolsculpting   concord	Campaign	Eligible	Advertiser	293	4,705	6.23%	\$7,530.92
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	search   coolsculpting   concord	Campaign	Eligible	Advertiser	195	3,632	5.37%	\$5,177.32
About Us Learn More About Our Team, Location and Available Beauty Treatments.	search   coolsculpting   concord	Campaign	Eligible	Advertiser	214	4,091	5.23%	\$5,134.37

### Assets

Asset status: All | Asset type: All | Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Request An Appointment	Account	Account	Eligible	Automatically created	4	161	2.48%	\$191.73
Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Account	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)	Advertiser	0	0	-	\$0.00
Insurances Accepted View all the health insurance plans we accept at our offices	Account	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)	Advertiser	0	0	-	\$0.00
Employment Opportunities Learn About Career Opportunities Available at Apex Skin	Account	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)	Advertiser	0	0	-	\$0.00
Book Appointment Same Day Appointments Available Call or book online today.	Account	Account	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	\$0.00
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting   concord	Campaign	Removed	Advertiser	0	0	-	\$0.00
Callout								
Nonsurgical Fat Reduction	search   coolsculpting   concord	Campaign	Eligible	Advertiser	38	636	5.97%	\$1,013.51
Liposuction Alternative	search   coolsculpting   concord	Campaign	Eligible	Advertiser	34	627	5.42%	\$916.82
Freeze Your Fat	search   coolsculpting   concord	Campaign	Eligible	Advertiser	29	674	4.30%	\$850.40
Highlights: No Surgery	search   coolsculpting   concord	Campaign	Eligible	Advertiser	33	610	5.41%	\$768.80
FDA Cleared	search   coolsculpting   concord	Campaign	Eligible	Advertiser	32	731	4.38%	\$742.95

### Assets

Asset status: All | Asset type: All | Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Ohio's Best Skin Care	Account	Account	Eligible	Advertiser	2	7	28.57%	\$19.62
Multiple Offices	Account	Account	Eligible	Advertiser	0	6	0.00%	\$0.00
Most Insurances Accepted	Account	Account	Eligible	Advertiser	0	7	0.00%	\$0.00
Same Day Appointments	Account	Account	Eligible	Advertiser	0	5	0.00%	\$0.00
50% Off 8+ Treatments	search   coolsculpting   concord	Campaign	Removed	Advertiser	0	8	0.00%	\$0.00
Promotion								
Fall Sale - Up to 50% off 8+ Treatments	search   coolsculpting   concord	Campaign	Eligible	Advertiser	172	2,287	7.52%	\$3,568.85
Summer Sale - Up to 50% off 8+ Treatments	search   coolsculpting   concord	Campaign	Removed	Advertiser	107	1,696	6.31%	\$2,512.97
Winter Sale - Up to 50% off 8+ Treatments	search   coolsculpting   concord	Campaign	Eligible	Advertiser	32	593	5.40%	\$1,221.22
Spring Sale - \$1,000 off 8+ Treatments	search   coolsculpting   concord	Campaign	Removed	Advertiser	0	0	-	\$0.00
Spring Sale - \$1,000 off 8+ Treatments	search   coolsculpting   concord	Campaign	Removed	Advertiser	0	0	-	\$0.00
Call								
(440) 443-0426	search   coolsculpting   concord	Campaign	Eligible	Advertiser	31	583	5.32%	\$1,188.89
Total: Business logo					0	0	-	\$0.00
Total: Sitelinks					303	4,893	6.19%	\$7,828.26
Total: Callouts					74	1,372	5.39%	\$1,976.96
Total: Structured snippets					4	75	5.33%	\$78.57

### Assets

Asset status: All | Asset type: All | Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Fall Sale - Up to 50% off 8+ Treatments	search   coolsculpting   concord	Campaign	Eligible	Advertiser	172	2,287	7.52%	\$3,568.85
Summer Sale - Up to 50% off 8+ Treatments	search   coolsculpting   concord	Campaign	Removed	Advertiser	107	1,696	6.31%	\$2,512.97
Winter Sale - Up to 50% off 8+ Treatments	search   coolsculpting   concord	Campaign	Eligible	Advertiser	32	593	5.40%	\$1,221.22
Spring Sale - \$1,000 off 8+ Treatments	search   coolsculpting   concord	Campaign	Removed	Advertiser	0	0	-	\$0.00
Spring Sale - \$1,000 off 8+ Treatments	search   coolsculpting   concord	Campaign	Removed	Advertiser	0	0	-	\$0.00
Call								
(440) 443-0426	search   coolsculpting   concord	Campaign	Eligible	Advertiser	31	583	5.32%	\$1,188.89
Total: Business logo					0	0	-	\$0.00
Total: Sitelinks					303	4,893	6.19%	\$7,828.26
Total: Callouts					74	1,372	5.39%	\$1,976.96
Total: Structured snippets					4	75	5.33%	\$78.57
Total: Calls					31	583	5.32%	\$1,188.89
Total: Promotions					311	4,576	6.80%	\$7,303.04

Show rows: 500 | 1 - 28 of 28

Overview	Enabled	Status: Eligible	Type: Search	Budget: \$48.99/day	Optimization score: 100%	More details	
Recommendations	Ads						
Insights	Custom Jul 1 - Dec 31, 2022 Show last 30 days						
Ad groups	Ad status: All Add filter						
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Ads & assets	<input type="checkbox"/>	Apex Dermatology   Fat Reduction in Mayfield, OH   Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/mayfield Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	x. expanded reach	Eligible	352	3.86%	\$2,549.81
Assets	<input type="checkbox"/>	Apex Dermatology   Fat Reduction in Mayfield, OH   Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/mayfield Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	3. liposuction	Eligible	253	6.89%	\$1,769.97
Landing pages	<input type="checkbox"/>	(Keyword Apex Dermatology)   CoolSculpting in (LOCATION/City))   Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/mayfield Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mayfield, OH. Expert, Safe Fat Loss With Quick Results. Minim... View assets details	0. coolsculpting - general	Eligible	102	10.30%	\$1,573.29
Keywords	<input type="checkbox"/>	(Keyword Apex Dermatology)   CoolSculpting in (LOCATION/City))   Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/mayfield Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mayfield, OH. Expert, Safe Fat Loss With Quick Results. Minim... View assets details	2. body sculpting	Not eligible Ad group paused	33	8.25%	\$417.26
Audiences	<input type="checkbox"/>	CoolSculpting® in Mayfield, OH   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/mayfield Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mayfield, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed	38	10.64%	\$398.08
Settings	<input type="checkbox"/>	CoolSculpting® in Mayfield, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/mayfield Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mayfield, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed	40	11.73%	\$391.37
Change history	<input type="checkbox"/>	Fat Reduction in Mayfield, OH   Freezing Fat Really Works   Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/mayfield Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed	46	3.79%	\$381.16

Overview	Enabled	Status: Eligible	Type: Search	Budget: \$48.99/day	Optimization score: 100%	More details	
Recommendations	Ads						
Insights	Custom Jul 1 - Dec 31, 2022 Show last 30 days						
Ad groups	Ad status: All Add filter						
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Ads & assets	<input type="checkbox"/>	Fat Reduction in Mayfield, OH   Freezing Fat Really Works   Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/mayfield Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed	46	3.79%	\$381.16
Assets	<input type="checkbox"/>	(Keyword Apex Dermatology)   CoolSculpting in (LOCATION/City))   Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/mayfield Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Eligible	22	9.36%	\$321.41
Landing pages	<input type="checkbox"/>	Fat Reduction in Mayfield, OH   Eliminate Fat & Feel Great   Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/mayfield Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed	25	4.74%	\$226.25
Keywords	<input type="checkbox"/>	CoolSculpting® in Mayfield, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever go.apexskin.com/coolsculpting/mayfield Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Ad group paused	19	5.60%	\$190.88
Audiences	<input type="checkbox"/>	CoolSculpting® in Mayfield, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever go.apexskin.com/coolsculpting/mayfield Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed	18	11.32%	\$103.37
Settings	<input type="checkbox"/>	Fat Reduction in Mayfield, OH   Eliminate Fat & Feel Great   Freeze Away Body Fat go.apexskin.com/coolsculpting/mayfield CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. expanded reach	Removed	10	6.29%	\$80.38
Change history	<input type="checkbox"/>	CoolSculpting® in Mayfield, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/mayfield Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed	12	14.63%	\$67.00

Overview	Enabled	Status: Eligible	Type: Search	Budget: \$48.99/day	Optimization score: 100%	More details	
Recommendations	Ads						
Insights	Custom Jul 1 - Dec 31, 2022 Show last 30 days						
Ad groups	Ad status: All Add filter						
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Ads & assets	<input type="checkbox"/>	CoolSculpting® in Mayfield, OH   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/mayfield Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Ad group paused	6	5.83%	\$59.72
Assets	<input type="checkbox"/>	CoolSculpting® in Mayfield, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever go.apexskin.com/coolsculpting/mayfield Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mayfield, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	1. coolsculpting - price	Removed	10	10.00%	\$54.93
Landing pages	<input type="checkbox"/>	Apex Dermatology   CoolSculpting in (LOCATION/City))   Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/mayfield Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mayfield, OH. Expert, Safe Fat Loss With Quick Results. Minim... View assets details	x. non-service medspa	Eligible	5	3.29%	\$39.33
Keywords	<input type="checkbox"/>	CoolSculpting® in Mayfield, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/mayfield Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Ad group paused	4	3.96%	\$27.32
Audiences	<input type="checkbox"/>	Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat go.apexskin.com/coolsculpting/mayfield CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	3. liposuction	Removed	2	3.33%	\$13.25
Settings	<input type="checkbox"/>	CoolSculpting® Fat Reduction   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/mayfield Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mayfield, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed	1	3.13%	\$4.46
Change history	<input type="checkbox"/>	Apex Dermatology   Freezing Fat Really Works   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/mayfield CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	3. liposuction	Removed	0	0.00%	\$0.00
Total: Ads in your current workspace				998	5.49%	\$8,669.24	
Total: Campaign				998	5.49%	\$8,669.24	

Overview	Enabled	Status: Eligible	Type: Search	Budget: \$48.99/day	Optimization score: 100%	More details	
Recommendations	Ads						
Insights	Custom Jul 1 - Dec 31, 2022 Show last 30 days						
Ad groups	Ad status: All Add filter						
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Ads & assets	<input type="checkbox"/>	CoolSculpting® in Mayfield, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/mayfield Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Ad group paused	4	3.96%	\$27.32
Assets	<input type="checkbox"/>	Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat go.apexskin.com/coolsculpting/mayfield CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	3. liposuction	Removed	2	3.33%	\$13.25
Landing pages	<input type="checkbox"/>	CoolSculpting® Fat Reduction   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/mayfield Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mayfield, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed	1	3.13%	\$4.46
Keywords	<input type="checkbox"/>	Apex Dermatology   Freezing Fat Really Works   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/mayfield CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	3. liposuction	Removed	0	0.00%	\$0.00
Audiences	<input type="checkbox"/>	Apex Dermatology   Freeze Away Body Fat   Freeze Away Body Fat go.apexskin.com/coolsculpting/mayfield Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	3. liposuction	Removed	0	0.00%	\$0.00
Total: Ads in your current workspace				998	5.49%	\$8,669.24	
Total: Campaign				998	5.49%	\$8,669.24	

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern 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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Overview	Enabled	Status: Eligible	Type: Search	Budget: \$48.99/day	Optimization score: 100%	More details
Recommendations	Responsive search ad					
Insights	Custom Jul 1 - Dec 31, 2022 Show last 30 days					
Ad groups	Assets Combinations					
Ads & assets	Try including more keywords in your headlines					
Assets	Ad strength Average					
Landing pages	Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more					
Keywords	Asset status: All Add filter					
Assets	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Apex Dermatology	Approved	Headline	None	Learning	676	Advertiser
Freezing Fat Really Works	Approved	Headline	None	Learning	41	Advertiser
Non-Surgical Lipo Alternative	Approved	Headline	None	Learning	98	Advertiser
Get Rid of Unwanted Fat	Approved	Headline	None	Learning	170	Advertiser
Get \$1,000 Off 8+ Treatments	-	Headline	None	-	0	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	Learning	57	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	Good	3,520	Advertiser
Freeze Your Way to Leaner Body	Approved	Headline	None	Learning	200	Advertiser
No Surgery & Minimal Downtime	Approved	Headline	None	Learning	1,415	Advertiser
Schedule a Free Consultation	Approved	Headline	None	Learning	326	Advertiser

Google Ads | Chris Zelig > Apex Dermatology 510-410-7007 | All campaigns > search | coolsculpting | mayfield

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Responsive search ad

Assets

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Target Belly Fat, Love Handles	Approved	Headline	None	Learning	230	Advertiser
Freeze Away Body Fat	Approved	Headline	None	Good	2,219	Advertiser
Located in Mayfield, OH	Approved	Headline	None	Good	6,359	Advertiser
Fat Reduction in Mayfield, OH	Approved	Headline	None	Learning	3,065	Advertiser
Get 50% Off 8+ Treatments	-	Headline	None	-	0	Advertiser
Get \$50 Off 8+ Treatments	-	Headline	None	-	0	Advertiser
50% off 8+ treatments	-	Headline	None	-	3	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	Learning	656	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved	Description	None	Learning	162	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	-	Description	None	-	0	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	Best	8,819	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	Learning	148	Advertiser

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Responsive search ad

Assets

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
50% Off 8+ Treatments	Approved	Headline	None	Learning	656	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved	Description	None	Learning	162	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	-	Description	None	-	0	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	Best	8,819	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	Learning	148	Advertiser
Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	-	4	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	-	732	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	Best	7,129	Advertiser

Show rows: 500 | 1 - 25 of 25

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Assets

Associations

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin...	search   coolsculpting   mayfield	Campaign	Eligible	Advertiser	3	118	2.54%	\$37.49
Insurance coverage: Medical Mutual, United Health Care, Blue Cross Blue Shield, Aetna...	Account	Account	Removed Policy (Trademarks in ad text +1 more)	Advertiser	0	0	-	\$0.00
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting   mayfield	Campaign	Eligible	Advertiser	395	7,340	5.38%	\$4,238.55
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	search   coolsculpting   mayfield	Campaign	Eligible	Advertiser	386	7,205	5.36%	\$4,127.01
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	search   coolsculpting   mayfield	Campaign	Eligible	Advertiser	341	6,437	5.30%	\$3,723.42
About Us Learn More About Our Team, Location and Available Beauty Treatments.	search   coolsculpting   mayfield	Campaign	Eligible	Advertiser	324	6,441	5.03%	\$3,483.29

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Assets

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Request An Appointment	Account	Account	Eligible	Automatically created	10	274	3.65%	\$190.08
Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Account	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)	Advertiser	0	0	-	\$0.00
Insurances Accepted View all the health insurance plans we accept at our offices	Account	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)	Advertiser	0	0	-	\$0.00
Employment Opportunities Learn About Career Opportunities Available at Apex Skin	Account	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)	Advertiser	0	0	-	\$0.00
Book Appointment Same Day Appointments Available Call or book online today.	Account	Account	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	\$0.00
Freeze Your Fat	search   coolsculpting   mayfield	Campaign	Eligible	Advertiser	53	1,127	4.70%	\$591.06
FDA Cleared	search   coolsculpting   mayfield	Campaign	Eligible	Advertiser	53	1,220	4.34%	\$581.31
Liposuction Alternative	search   coolsculpting   mayfield	Campaign	Eligible	Advertiser	52	964	5.39%	\$482.56
Highlights: No Surgery	search   coolsculpting   mayfield	Campaign	Eligible	Advertiser	43	983	4.37%	\$423.74
Nonsurgical Fat Reduction	search   coolsculpting   mayfield	Campaign	Eligible	Advertiser	48	939	5.11%	\$415.93
50% Off 8+ Treatments	search   coolsculpting   mayfield	Campaign	Removed	Advertiser	1	4	25.00%	\$55.86
Multiple Offices	Account	Account	Eligible	Advertiser	0	9	0.00%	\$0.00

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Assets

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Ohio's Best Skin Care	Account	Account	Eligible	Advertiser	0	4	0.00%	\$0.00
Most Insurances Accepted	Account	Account	Eligible	Advertiser	0	8	0.00%	\$0.00
Same Day Appointments	Account	Account	Eligible	Advertiser	0	13	0.00%	\$0.00
Fall Sale - Up to 50% off 8+ Treatments	search   coolsculpting   mayfield	Campaign	Eligible	Advertiser	253	3,684	6.87%	\$2,065.07
Summer Sale - Up to 50% off 8+ Treatments	search   coolsculpting   mayfield	Campaign	Removed	Advertiser	180	2,732	6.59%	\$1,369.01
Winter Sale - Up to 50% off 8+ Treatments	search   coolsculpting   mayfield	Campaign	Eligible	Advertiser	55	953	5.77%	\$675.43
Spring Sale - \$1,000 off 8+ Treatments	search   coolsculpting   mayfield	Campaign	Removed	Advertiser	0	0	-	\$0.00
(440) 443-0427	search   coolsculpting   mayfield	Campaign	Eligible	Advertiser	24	752	3.19%	\$238.23
Total: Business logo					0	0	-	\$0.00
Total: Sitelinks					397	7,376	5.38%	\$4,262.38
Total: Callouts					123	2,545	4.83%	\$1,276.76
Total: Structured snippets					3	118	2.54%	\$37.49
Total: Calls					24	752	3.19%	\$238.23
Total: Promotions					488	7,369	6.62%	\$4,109.51

Show rows: 500 | 1 - 26 of 26

Google Ads | Chris Zelig | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | canton

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Recommendations: Ads

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
	(Keyword Apex Dermatology)   CoolSculpting in (LOCATION)(City))   Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	0. coolsculpting - general	Eligible	108	16.72%	\$2,216.90
	Apex Dermatology   Fat Reduction in Canton, OH   Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/canton Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	x. expanded reach	Not eligible Ad group paused	215	5.43%	\$2,202.16
	Apex Dermatology   Fat Reduction in Canton, OH   Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/canton Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge... View assets details	3. liposuction	Eligible	104	8.32%	\$1,171.64
	Fat Reduction in Canton, OH   Freezing Fat Really Works   Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/canton Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed Ad group paused	38	2.74%	\$454.58
	(Keyword Apex Dermatology)   CoolSculpting in (LOCATION)(City))   Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	1. coolsculpting - price	Eligible	25	18.52%	\$421.51
	CoolSculpting® in Canton, OH   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed	22	16.79%	\$413.80
	CoolSculpting® in Canton, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed	26	17.45%	\$349.37

Google Ads | Chris Zelig | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | canton

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
	CoolSculpting® in Canton, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed Policy (Moderately Restricted)	26	17.45%	\$349.37
	Fat Reduction in Canton, OH   Eliminate Fat & Feel Great   Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/canton Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed Ad group paused	30	5.14%	\$309.07
	CoolSculpting® in Canton, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever go.apexskin.com/coolsculpting/canton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed	26	29.55%	\$283.20
	CoolSculpting® in Canton, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/canton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Ad group paused	9	25.00%	\$170.39
	(Keyword Apex Dermatology)   CoolSculpting in (LOCATION)(City))   Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/canton Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Not eligible Ad group paused	10	9.26%	\$160.86
	CoolSculpting® in Canton, OH   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/canton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Ad group paused	7	15.91%	\$122.18
	Apex Dermatology   CoolSculpting in (LOCATION)(City))   Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	x. non-service medspa	Eligible	7	6.14%	\$99.50

Google Ads | Chris Zelig | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | canton

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
	Fat Reduction in Canton, OH   Eliminate Fat & Feel Great   Freeze Away Body Fat go.apexskin.com/coolsculpting/canton CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. expanded reach	Removed Ad group paused	9	7.20%	\$70.13
	CoolSculpting® in Canton, OH   Freeze Away Body Fat   Our Biggest Discount Ever go.apexskin.com/coolsculpting/canton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed	7	18.42%	\$69.10
	CoolSculpting® in Canton, OH   Save 50% Off 8+ Treatments   Our Biggest Discount Ever go.apexskin.com/coolsculpting/canton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Ad group paused	7	8.33%	\$63.45
	CoolSculpting® Fat Reduction   Freeze Away Body Fat   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed	1	6.67%	\$7.93
	Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat go.apexskin.com/coolsculpting/canton CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	3. liposuction	Removed	2	3.70%	\$7.92
	Apex Dermatology   Freezing Fat Really Works   Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/canton CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	3. liposuction	Removed	0	0.00%	\$0.00
	Apex Dermatology   Freeze Away Body Fat   Freeze Away Body Fat go.apexskin.com/coolsculpting/canton Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	3. liposuction	Removed	0	0.00%	\$0.00
Total: Ads in your current workspace				653	7.27%	\$8,593.69
Total: Campaign				653	7.27%	\$8,593.69

Show rows: 500 | 1 - 21 of 21

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern 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 | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | canton

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Responsive search ad

Ad strength: Excellent

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Your Fat Away Today	Approved	Headline	None	12	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	4	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	28	Advertiser
CoolSculpting in (LOCATION)(City))	Approved	Headline	None	563	Advertiser
CoolSculpting Near Me	Approved	Headline	None	20	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	6	Advertiser
(Keyword Apex Dermatology)	Approved	Headline	None	20	Advertiser
Schedule a Free Consultation	Approved	Headline	None	1	Advertiser
Save \$1,000 Off 8+ Treatments	-	Headline	None	0	Advertiser
Fat Reduction Treatment	Approved	Headline	None	4	Advertiser

Google Ads | Chris Zelig | Apex Dermatology | 510-410-7007 | All campaigns | search | coolsculpting | canton

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

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Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Your Fat Away Today	Approved	Headline	None	12	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	4	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	28	Advertiser
CoolSculpting in (LOCATION)(City))	Approved	Headline	None	563	Advertiser
CoolSculpting Near Me	Approved	Headline	None	20	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	6	Advertiser
(Keyword Apex Dermatology)	Approved	Headline	None	20	Advertiser
Schedule a Free Consultation	Approved	Headline	None	1	Advertiser
Save \$1,000 Off 8+ Treatments	-	Headline	None	0	Advertiser
Fat Reduction Treatment	Approved	Headline	None	4	Advertiser

Google Ads | Chris Zelig > Apex Dermatology | 510-410-7007 | All campaigns > search | coolsculpting | canton

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Responsive search ad

Ad strength: Excellent

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Huge CoolSculpting Promotion	Approved	Headline	None	72	Advertiser
Freeze Away Body Fat	Approved	Headline	None	275	Advertiser
Top Provider in Medina, OH	-	Headline	None	0	Advertiser
Book Now for Up to \$1000 Off	-	Headline	None	0	Advertiser
Top Provider in Canton, OH	Approved	Headline	None	47	Advertiser
Book Now for Up to 50% Off	-	Headline	None	26	Advertiser
Save 50% Off 8+ Treatments	-	Headline	None	0	Advertiser
50% off 8+ treatments	-	Headline	None	1	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	275	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	9	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	633	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medina, OH	-	Description	None	0	Advertiser

Google Ads | Chris Zelig > Apex Dermatology | 510-410-7007 | All campaigns > search | coolsculpting | canton

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Responsive search ad

Ad strength: Excellent

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	9	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	633	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medina, OH	-	Description	None	0	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	-	Description	None	0	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH	Approved	Description	None	4	Advertiser
Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	26	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	520	Advertiser

Show rows: 500 | 1 - 27 of 27

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Google Ads | Chris Zelig > Apex Dermatology | 510-410-7007 | All campaigns > search | coolsculpting | canton

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Assets

Table view: Associations

Asset types: All, Business name, Business logo, Sitelink, Callout, Structured snippet, Call, Price, App, Promotion

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double CHI...	search   coolsculpting   canton	Campaign	Eligible	Advertiser	5	91	5.49%	\$54.52
Insurance coverage: Medical Mutual, United Health Care, Blue Cross Blue Shield, Aetna...	Account	Account	Removed Policy (Trademarks in ad text +1 more)	Advertiser	0	0	-	\$0.00
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting   canton	Campaign	Eligible	Advertiser	363	4,686	7.75%	\$5,725.27
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	search   coolsculpting   canton	Campaign	Eligible	Advertiser	337	4,553	7.40%	\$5,194.98
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	search   coolsculpting   canton	Campaign	Eligible	Advertiser	258	3,529	7.31%	\$4,120.56
About Us Learn More About Our Team, Location and Available Beauty Treatments.	search   coolsculpting   canton	Campaign	Eligible	Advertiser	261	3,849	6.78%	\$3,476.26

Google Ads | Chris Zelig > Apex Dermatology | 510-410-7007 | All campaigns > search | coolsculpting | canton

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Assets

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Request An Appointment	Account	Account	Eligible	Automatically created	1	53	1.89%	\$18.59
Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Account	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)	Advertiser	0	0	-	\$0.00
Insurances Accepted View all the health insurance plans we accept at our offices	Account	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)	Advertiser	0	0	-	\$0.00
Employment Opportunities Learn About Career Opportunities Available at Apex Skin	Account	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)	Advertiser	0	0	-	\$0.00
Book Appointment Same Day Appointments Available Call or book online today.	Account	Account	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	\$0.00
Freeze Your Fat	search   coolsculpting   canton	Campaign	Eligible	Advertiser	44	753	5.84%	\$647.68
Liposuction Alternative	search   coolsculpting   canton	Campaign	Eligible	Advertiser	42	688	6.10%	\$585.78
FDA Cleared	search   coolsculpting   canton	Campaign	Eligible	Advertiser	38	796	4.77%	\$582.33
Highlights: No Surgery	search   coolsculpting   canton	Campaign	Eligible	Advertiser	38	675	5.63%	\$534.79
Nonsurgical Fat Reduction	search   coolsculpting   canton	Campaign	Eligible	Advertiser	35	647	5.41%	\$458.16
Multiple Offices	Account	Account	Eligible	Advertiser	1	3	33.33%	\$3.17
Ohio's Best Skin Care	Account	Account	Eligible	Advertiser	0	6	0.00%	\$0.00

Google Ads | Chris Zelig > Apex Dermatology | 510-410-7007 | All campaigns > search | coolsculpting | canton

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.99/day, Optimization score: 100%

Assets

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Cost
Most Insurances Accepted	Account	Account	Eligible	Advertiser	0	2	0.00%	\$0.00
Same Day Appointments	Account	Account	Eligible	Advertiser	0	4	0.00%	\$0.00
50% Off 8+ Treatments	search   coolsculpting   canton	Campaign	Removed	Advertiser	0	11	0.00%	\$0.00
Fall Sale - Up to 50% off 8+ Treatments	search   coolsculpting   canton	Campaign	Eligible	Advertiser	195	2,261	8.62%	\$2,771.01
Summer Sale - Up to 50% off 8+ Treatments	search   coolsculpting   canton	Campaign	Removed	Advertiser	151	2,136	7.07%	\$2,104.41
Winter Sale - Up to 50% off 8+ Treatments	search   coolsculpting   canton	Campaign	Eligible	Advertiser	67	504	13.29%	\$1,045.66
Spring Sale - \$1,000 off 8+ Treatments	search   coolsculpting   canton	Campaign	Removed	Advertiser	0	0	-	\$0.00
(234) 410-7546	search   coolsculpting   canton	Campaign	Eligible	Advertiser	37	481	7.69%	\$651.11
Total: Business logo					0	0	-	\$0.00
Total: Sitelinks					368	4,730	7.78%	\$5,783.44
Total: Callouts					88	1,619	5.44%	\$1,237.81
Total: Structured snippets					5	91	5.49%	\$54.52
Total: Calls					37	481	7.69%	\$651.11
Total: Promotions					413	4,901	8.43%	\$5,921.08

Show rows: 500 | 1 - 26 of 26

# MEDSTARMEDIA

Medstar Media, Inc.  
6466949450  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah  
84095  
United States

<b>Billed To</b> Ruth Barnum Apex Dermatology United States	<b>Date of Issue</b> 07/01/2022  <b>Due Date</b> 07/01/2022	<b>Invoice Number</b> FB2022-232	<b>Amount Due (USD)</b> <b>\$0.00</b>
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Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media accounts • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring - Includes the ad management of 5 locations for CoolSculpting campaigns.	\$2,750.00	1	\$2,750.00

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Subtotal	2,750.00
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Tax	0.00
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Total	2,750.00
Amount Paid	2,750.00

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<b>Amount Due (USD)</b>	<b>\$0.00</b>
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# MEDSTARMEDIA

Medstar Media, Inc.  
6466949450  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah  
84095  
United States

<b>Billed To</b> Ruth Barnum Apex Dermatology United States	<b>Date of Issue</b> 08/01/2022  <b>Due Date</b> 08/01/2022	<b>Invoice Number</b> FB2022-263	<b>Amount Due (USD)</b> <b>\$0.00</b>
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Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media accounts • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring - Includes the ad management of 5 locations for CoolSculpting campaigns.	\$2,750.00	1	\$2,750.00

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Subtotal	2,750.00
Tax	0.00
Total	2,750.00
Amount Paid	2,750.00
<b>Amount Due (USD)</b>	<b>\$0.00</b>

Medstar Media, Inc.  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States  
6466949450



**Paid**

Ruth Barnum  
Apex Dermatology  
US

Invoice Number FB2022-296  
Date of Issue 09/01/2022  
Due Date 09/01/2022  

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Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media accounts • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring - Includes the ad management of 5 locations for CoolSculpting campaigns.	\$2,750.00	1	\$2,750.00

Subtotal	2,750.00
Tax	0.00
<hr/> Total	2,750.00
Amount Paid	2,750.00
<hr/> <hr/> Amount Due (USD)	\$0.00

Medstar Media, Inc.  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States  
6466949450



**Paid**

Ruth Barnum  
Apex Dermatology  
US

Invoice Number FB2022-330  
Date of Issue 10/01/2022  
Due Date 10/01/2022  

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Amount Due (USD) \$0.00

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Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media accounts • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring - Includes the ad management of 5 locations for CoolSculpting campaigns.	\$2,750.00	1	\$2,750.00

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Subtotal	2,750.00
Tax	0.00

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Total	2,750.00
Amount Paid	2,750.00

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Amount Due (USD) \$0.00

Medstar Media, Inc.  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States  
6466949450



Ruth Barnum  
Apex Dermatology  
US

Invoice Number	FB2022-361
Date of Issue	11/01/2022
Due Date	11/01/2022
<hr/>	
Amount Due (USD)	\$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media accounts • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology  - Includes the ad management of 5 locations for CoolSculpting campaigns.	\$2,750.00	1	\$2,750.00

Subtotal	2,750.00
Tax	0.00
<hr/>	
Total	2,750.00
Amount Paid	2,750.00
<hr/>	
Amount Due (USD)	\$0.00

Medstar Media, Inc.  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States  
6466949450



Ruth Barnum  
Apex Dermatology  
US

Invoice Number                      FB2022-404  
Date of Issue                         12/01/2022  
Due Date                                12/01/2022  

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**Amount Due (USD)                      \$0.00**

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Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media accounts • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology  - Includes the ad management of 5 locations for CoolSculpting campaigns.	\$2,750.00	1	\$2,750.00

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Text Blast 1644 Contacts	\$150.00	1	\$150.00
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Subtotal                                      2,900.00  
Tax    0.00

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Total    2,900.00  
Amount Paid                                 2,900.00

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**Amount Due (USD)                      \$0.00**