

Bloom Health CoolSculpting Google Adwords & Facebook Ads Q2 2020 (4/1/2020 - 6/30/2020)

Total Google Ads: \$1,633.99
Total Facebook Ads: \$ 442.09
Total Media Spend: \$2,076.08

Google Ads | Chris Zelig | Bloom Health | 901-947-7282 | All campaigns

Overview | Recommendations | Campaigns

Custom Apr 1 - Jun 30, 2020

Campaign status: All | Campaign name contains cool | View all | ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$38.74/day	Eligible	223	7.12%	\$1,633.99
CoolSculpt 2019	\$10.00/day	Removed	0	-	\$0.00
CoolSculpting	\$40.00/day	Paused	0	-	\$0.00
search alpha coolsculpting	\$29.59/day	Paused	0	-	\$0.00
Total: Filtered campaigns			223	7.12%	\$1,633.99
Total: Account	\$38.74/day		227	7.05%	\$1,662.87

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) 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 | Bloom Health | 901-947-7282 | All campaigns | search | beta | coolsculpting

Overview | Recommendations | Ad status: All | ADD FILTER

Enabled | Status: Eligible | Type: Search | Budget: \$38.74/day | Optimization score: 90.9%

Custom Apr 1 - Jun 30, 2020

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			223	7.12%	\$1,633.99
#1 Provider Bloomfield Hills Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more bloom.health/coolsculpting/bloomfieldhills #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Approved (limited): Restricted drug terms +1 more	114	6.90%	\$930.94
#1 Provider Bloomfield Hills Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more bloom.health/coolsculpting/bloomfieldhills #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	4. lipo	Poor ad strength Approved (limited): Restricted medical content +1 more	23	8.52%	\$156.31
#1 Provider Bloomfield Hills Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more bloom.health/coolsculpting/bloomfieldhills #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	3. body sculpting	Poor ad strength Approved (limited): Restricted medical content +1 more	20	6.80%	\$125.01
25% Off All CoolSculpting® Best Price in Bloomfield Hills Bloom Health +6 more bloom.health/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minimal Downtime. Rea... View assets details	1. coolsculpting - price	Approved (limited): Restricted drug terms +1 more	24	7.84%	\$111.02
CoolSculpting Bloomfield Hills Fat Reduction Treatment Book A Virtual Consultation www.bloom.health/coolsculpting Best Prices. FDA Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book a Virtual Consultation	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	14	9.40%	\$106.81
CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Virtual Consultation Available www.bloom.health/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Bloomfield Hills. Schedule a Free Virtual Consultation	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	4	4.49%	\$46.78

Google Ads | Chris Zelig | Bloom Health | 901-947-7282 | All campaigns | search | beta | coolsculpting

Overview | Recommendations | Ad status: All | ADD FILTER

Enabled | Status: Eligible | Type: Search | Budget: \$38.74/day | Optimization score: 90.9%

Custom Apr 1 - Jun 30, 2020

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			223	7.12%	\$1,633.99
CoolSculpting Bloomfield Hills Fat Reduction Treatment Book A Virtual Consultation bloom.health/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting Consultation Today	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content +1 more	5	15.63%	\$37.09
CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Virtual Consultation Available www.bloom.health/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Bloomfield Hills. Schedule a Free Virtual Consultation	4. lipo	Approved (limited): Restricted medical content +1 more	1	12.50%	\$19.39
CoolSculpting Bloomfield Hills Fat Reduction Treatment Book A Virtual Consultation www.bloom.health/coolsculpting Best Prices. FDA Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book a Virtual Consultation	4. lipo	Approved (limited): Restricted medical content +1 more	3	6.38%	\$18.01
25% Off All CoolSculpting® Virtual Consultation Available Top Provider Bloomfield Hills www.bloom.health/coolsculpting CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills. Free Virtual Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	2	4.76%	\$17.33
25% Off All CoolSculpting® Affordable & Quick Treatments Virtual Consultation Available bloom.health/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book a Free Virtual Consult	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	3	17.65%	\$16.69
#1 Provider Bloomfield Hills Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more bloom.health/coolsculpting/bloomfieldhills #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	2. cryolipolysis	Poor ad strength Approved (limited): Restricted medical content +1 more	1	6.25%	\$13.08

Google Ads | Chris Zelig | Bloom Health | 901-947-7282 | All campaigns | search | beta | coolsculpting

Overview | Recommendations | Ad status: All | ADD FILTER

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Custom Apr 1 - Jun 30, 2020

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			223	7.12%	\$1,633.99
CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Virtual Consultation Available www.bloom.health/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Bloomfield Hills. Schedule a Free Virtual Consultation	3. body sculpting	Approved (limited): Restricted medical content +1 more	2	22.22%	\$13.06
CoolSculpting Bloomfield Hills Fat Reduction Treatment Book A Virtual Consultation www.bloom.health/coolsculpting Best Prices. FDA Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book a Virtual Consultation	3. body sculpting	Approved (limited): Restricted medical content +1 more	2	3.51%	\$10.14
#1 Provider Bloomfield Hills Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more bloom.health/coolsculpting/bloomfieldhills #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	5. sculpsure	Poor ad strength Approved (limited): Restricted medical content +1 more	2	5.71%	\$4.46
(Keyword: Best Price in Bloomfield Hills) Book A Virtual Consultation Flexible Payment Options bloom.health/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Virtual Consultation Today.	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	1	3.23%	\$4.18
#1 Provider Bloomfield Hills Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more bloom.health/coolsculpting/bloomfieldhills #1 CoolSculpting Deal. Freeze Fat. Top Provider in Bloomfield Hills, MI. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	coolsculpting face	Poor ad strength Approved (limited): Restricted medical content +1 more	2	28.57%	\$3.69
(Keyword: #1 CoolSculpting Deal 25% Off) Fat Reduction: Bloomfield 25% Off CoolSculpting Cost +6 more www.bloom.health 25% Off CoolSculpting® #1 FDA-Cleared, Non-surgical Fat Reduction Treatment. CoolSculpting Reduces Fat Without... View assets details	SKAG coolsculpting face BROAD	Ad group removed Approved (limited): Restricted drug terms	0	-	\$0.00
#1 CoolSculpting Deal 25% Off Fat Reduction: Bloomfield Freeze Away Stubborn Fat www.bloom.health		Ad group removed			

Google Ads | Bloom Health | search | beta | coolsculpting | Budget: \$38.74/day | Optimization score: 90.9%

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Total: Ads							223	7.12%	\$1,633.99
Extensions	Coolsculpting Bloomfield Hills Fat Reduction Treatment Book A Virtual Consultation www.bloomhealth/coolsculpting Best Prices. FDA Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Daily Fat + Love Handles. Book a Virtual Consultation	5. sculpsure	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00			
Automated extensions	CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Virtual Consultation Available www.bloomhealth/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Bloomfield Hills. Schedule a Free Virtual Consultation	5. sculpsure	Approved (limited): Restricted medical content +1 more	0	-	\$0.00			
Landing pages	25% Off All Fat Freezing Bloom Health Virtual Consultation Available bloom.health/coolsculpting/fat-freezing Best CoolSculpting Deal. Top Provider in Bloomfield Hills for Fat Freezing. Free Consult. Best Prices. FDA Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00			
Keywords	Freezing Fat Really Works Virtual Consultation Available 25% Off First Treatment bloom.health/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Bloomfield Hills. MI. Book a Free Virtual Consultation	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00			
Total: Ads							223	7.12%	\$1,633.99
Total: Campaign							223	7.12%	\$1,633.99

Google Ads | Bloom Health | search | beta | coolsculpting | Budget: \$38.74/day | Optimization score: 90.9%

Extensions

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Before and After Photos See CoolSculpting Before and After Photos	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Book A Virtual Consult Why Wait? Book a Virtual Consult #1 Provider in Bloomfield Hills	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Call extension							
248-365-0311	Call extension	Account	Account	Approved	56	6.88%	\$527.94
Location extension							
mrcrawford@crawmed.com (View locations) All locations selected	Location extension	Account	Account	-	-	-	-
Callout extension							
Freeze Your Fat	Callout extension	search beta coolsculpting	Campaign	Approved	49	9.14%	\$437.64
Highlights: No Surgery	Callout extension	search beta coolsculpting	Campaign	Approved	48	9.80%	\$374.96

Google Ads | Bloom Health | search | beta | coolsculpting | Budget: \$38.74/day | Optimization score: 90.9%

Extensions

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Highlights: No Surgery	Callout extension	search beta coolsculpting	Campaign	Approved	48	9.80%	\$374.96
Free Virtual Consultation	Callout extension	search beta coolsculpting	Campaign	Approved	37	7.64%	\$368.91
Liposuction Alternative	Callout extension	search beta coolsculpting	Campaign	Approved	36	7.66%	\$340.24
FDA Approved	Callout extension	search beta coolsculpting	Campaign	Approved	40	6.93%	\$334.07
New Clients 25% Off	Callout extension	search beta coolsculpting	Campaign	Approved	36	6.99%	\$324.38
Nonsurgical Fat Reduction	Callout extension	search beta coolsculpting	Campaign	Approved	43	9.45%	\$317.92
Contact Us + Free Consult	Callout extension	search beta coolsculpting	Campaign	Approved	30	6.71%	\$296.16
Virtual Consult Available	Callout extension	search beta coolsculpting	Campaign	Approved	31	6.86%	\$237.52
Structured snippet extension							
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolimini, Fat Reduction	Structured snippet extension	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00
Promotion extension							
25% off for New Clients	Promotion extension	search beta coolsculpting	Campaign	Approved (limited): Restricted medical content	133	7.71%	\$1,081.69
Total: Callout extensions					132	8.12%	\$1,060.52
Total: Structured snippet extensions					0	0.00%	\$0.00
Total: Call extensions					56	6.88%	\$527.94
Total: Location extensions					48	6.23%	\$346.99
Total: Promotion extensions					133	7.71%	\$1,081.69

Google Ads | Bloom Health | search | beta | coolsculpting | Budget: \$38.74/day | Optimization score: 90.9%

Extensions

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
FDA Approved	Callout extension	search beta coolsculpting	Campaign	Approved	40	6.93%	\$334.07
New Clients 25% Off	Callout extension	search beta coolsculpting	Campaign	Approved	36	6.99%	\$324.38
Nonsurgical Fat Reduction	Callout extension	search beta coolsculpting	Campaign	Approved	43	9.45%	\$317.92
Contact Us + Free Consult	Callout extension	search beta coolsculpting	Campaign	Approved	30	6.71%	\$296.16
Virtual Consult Available	Callout extension	search beta coolsculpting	Campaign	Approved	31	6.86%	\$237.52
Structured snippet extension							
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolimini, Fat Reduction	Structured snippet extension	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00
Promotion extension							
25% off for New Clients	Promotion extension	search beta coolsculpting	Campaign	Approved (limited): Restricted medical content	133	7.71%	\$1,081.69
Total: Callout extensions					132	8.12%	\$1,060.52
Total: Structured snippet extensions					0	0.00%	\$0.00
Total: Call extensions					56	6.88%	\$527.94
Total: Location extensions					48	6.23%	\$346.99
Total: Promotion extensions					133	7.71%	\$1,081.69

Google Ads | Bloom Health | search | beta | coolsculpting | Budget: \$38.74/day | Optimization score: 90.9%

Campaigns

Updated just now

Additional Information: We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$1.48 on 2020-06-18 to the payment method on your ad account 29811437737033. We appreciate your accommodation for the inconvenience this refund may have caused.

Campaign Name	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases
Covid-19 Testing - Conversions	\$33.33 Daily	83 Leads	62,304	133,124	\$16.11 Per Lead	\$1,337.25	Ongoing	2,018	1	-
Coolsculpting - Conversions	\$33.00 Daily	Lead	10,012	20,293	Per Lead	\$442.09	Ongoing	120	-	-
Botox - Conversions	\$16.50 Daily	Lead	18,592	35,713	Per Lead	\$268.92	Ongoing	113	-	-
Results from 3 campaigns		83 Leads	88,464 People	189,130 Total	\$24.68 Per Lead	\$2,048.26 Total Spent		2,251 Total	1 Total	- Total

Ads Bloom Health (2981143773777... Updated just now Discard Drafts Review and Publish

Additional Information
We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$1.48 on 2020-06-18 to the payment method on your ad account 298114377377033. We appreciate your accommodation for the inconvenience this refund may have caused.

Search Filters + Add filters to narrow the data you are seeing. Apr 1, 2020 - Jun 30, 2020

COVID-19 Resources Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Performance Breakdown Reports

	Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent	Ends	Link Clicks
<input type="checkbox"/>	<input checked="" type="checkbox"/> 2020-02 - CS - Women - Img 2	Lead	10,012	20,293	Per Lead	—	—	—	\$442.09	Ongoing	120
<input type="checkbox"/>	2020-02 - CS - Women - Img 2 - Temp	Lead	—	—	Per Lead	—	—	—	\$0.00	Ongoing	—
<input type="checkbox"/>	2020-02 - CS - Women - Img 1	Lead	—	—	Per Lead	—	—	—	\$0.00	Ongoing	—
Results from 3 ads		Lead	10,012 People	20,293 Total	Per Lead				\$442.09 Total Spent		120 Total

Ads Bloom Health (2981143773777... Search

Additional Information
We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$1.48 on 2020-06-18 to the payment method on your ad account 298114377377033. We appreciate your accommodation for the inconvenience this refund may have caused.

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COVID-19 Resources Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Performance Breakdown Reports

Ad Name

- 2020-02 - CS - Women - Img 2
- 2020-02 - CS - Women - Img 2 - Temp
- 2020-02 - CS - Women - Img 1

Results from 3 ads

Coolsculpting - Conversions > Coolsculpting - Women > 2020-02 - CS - Women - Img 2 Active

Edit Review

Ad Name: 2020-02 - CS - Women - Img 2

Identity

Facebook Page: Select Page

Instagram Account: No Instagram account

Ad Setup: Create Ad

Format: Single Image or Video

Fullscreen Mobile Experience: Add an Instant Experience

Ad Creative: Select the media, text, and destination for your ad. You can

15 Placements: Facebook Feeds, Feeds, Stories, In-Stream

Ad Preview: Bloom Health sponsored. Coolsculpting #1 Non-Surgical Fat Reduction Procedure. Great Results. No Surgery/Downtime.

Close By clicking the 'Publish' button, you agree to Facebook's Terms and Advertising Guidelines. Discard Draft Publish