

# The Cocar A&R CoolSculpting Google Adwords & Facebook Ads Q3 2020 (07/1/2020 - 09/30/2020)

**Total Google Ads: \$5,947.96**  
**Facebook Ad Spend: \$2,026.64**  
**Total Media Spend: \$7,974.60**

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns

Overview Campaigns Custom Jul 1 - Sep 30, 2020

Recommendations Campaign status: All ADD FILTER

Ad	Budget	Status	Clicks	CTR	Cost
<input type="checkbox"/> Campaign					
<input type="checkbox"/> search   beta   coolsculpting	\$82.54/day	Bid strategy learning	876	3.41%	\$5,947.96
Total: Campaigns			876	3.41%	\$5,947.96
Total: Account	\$82.54/day		876	3.41%	\$5,947.96

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Mountain Time. Learn more  
 Some inventory may be provided through third party intermediaries.  
 You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.  
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Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolscu...

Overview Enabled Status: Bid strategy learning Type: Search Budget: \$82.54/day Optimization score: 82.6%

Recommendations Ads Custom Jul 1 - Sep 30, 2020

Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminister   Fat Reduction... www.thecocar.com Leading CoolSculpting Provider in Westminister, CO. Schedule a Free Consultation. Top Fat Reduction... View assets details	0. coolsculpting - general	Eligible	169	5.50%	\$1,467.48
<input type="checkbox"/> Colorado Center for Aesthetics   CoolSculpting in Westminister   Fat Reduction Treatment +12 more www.thecocar.com Leading CoolSculpting Provider in Westminister, CO. Schedule a Free Consultation. Top Fat Reduction... View assets details	x. Expanded Reach	Not eligible Poor ad strength, Ad group paused	299	2.80%	\$1,446.80
<input type="checkbox"/> CoolSculpting in Westminister   Fat Reduction Treatment   Flexible Payment Options www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Westminister, CO. Schedule a Free Consultation	x. Expanded Reach	Not eligible Ad group paused	156	2.36%	\$861.67
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminister   Fat Reduction... www.thecocar.com Leading CoolSculpting Provider in Westminister, CO. Schedule a Free Consultation. Top Fat Reduction... View assets details	1. coolsculpting - price	Eligible	55	8.15%	\$411.95

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolscu...

Overview Enabled Status: Bid strategy learning Type: Search Budget: \$82.54/day Optimization score: 82.6%

Recommendations Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/> CoolSculpting in Westminister   Fat Reduction Treatment   Flexible Payment Options www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Westminister, CO. Schedule a Free Consultation	0. coolsculpting - general	Eligible	16	6.30%	\$371.59
<input type="checkbox"/> CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Top Provider in Westminister www.thecocar.com CoolSculpting Deal. Freeze Fat. Top Provider in Westminister, CO. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach	Not eligible Ad group paused	37	2.65%	\$199.49
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   New Client Special   25% Off All Fat Freezing www.thecocar.com Best CoolSculpting Deal. Top Provider in Westminister, CO for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	0. coolsculpting - general	Eligible	12	4.98%	\$144.73
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminister   Fat Reduction... www.thecocar.com Leading CoolSculpting Provider in Westminister, CO. Schedule a Free Consultation. Top Fat Reduction... View assets details	7. coolsculpting - near me	Removed Ad group removed	12	10.81%	\$129.88

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolscu...

Overview Enabled Status: Bid strategy learning Type: Search Budget: \$82.54/day Optimization score: 82.6%

Recommendations Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/> Eliminate Fat And Feel Great.					
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   New Client Special   25% Off All Fat Freezing www.thecocar.com Best CoolSculpting Deal. Top Provider in Westminister, CO for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	0. coolsculpting - general	Eligible	12	4.98%	\$144.73
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminister   Fat Reduction... www.thecocar.com Leading CoolSculpting Provider in Westminister, CO. Schedule a Free Consultation. Top Fat Reduction... View assets details	7. coolsculpting - near me	Removed Ad group removed	12	10.81%	\$129.88
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminister   Fat Reduction... www.thecocar.com Leading CoolSculpting Provider in Westminister, CO. Schedule a Free Consultation. Top Fat Reduction... View assets details	6. coolsculpting - fat freeze	Removed Ad group removed	5	5.15%	\$119.91
<input type="checkbox"/> 25% Off All CoolSculpting   Affordable & Quick Treatments   Colorado Center for Aesthetics www.thecocar.com Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Eligible	5	16.13%	\$111.12

Overview		Enabled	Status: <u>Bid strategy learning</u>	Type: Search	Budget: \$82.54/day	Optimization score: 82.6%	More details
<b>Ads</b> Custom Jul 1 - Sep 30, 2020							
Ad status: All ADD FILTER							
Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   New Client Special   25% Off All Fat Freezing www.thecocar.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Eligible	5	8.47%	\$102.35		
<input type="checkbox"/> Colorado Center for Aesthetics   New Client Special   25% Off All Fat Freezing www.thecocar.com Best CoolSculpting Deal. Top Provider in Westminster, CO for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	x. Expanded Reach	Paused Ad group paused	12	1.33%	\$65.31		
<input type="checkbox"/> Best CoolSculpting Price   Colorado Center for Aesthetics   Flexible Payment Options www.thecocar.com Best CoolSculpting Deal. Freeze Fat. Top Provider in Westminster, CO. Free Consult. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Paused	4	5.13%	\$62.78		
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminster   Fat Reduction... www.thecocar.com Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation. Top Fat Reduction...	4. lipo	Not eligible Poor ad strength, Ad group paused	7	10.94%	\$54.33		

Overview		Enabled	Status: <u>Bid strategy learning</u>	Type: Search	Budget: \$82.54/day	Optimization score: 82.6%	More details
<b>Ads</b> Custom Jul 1 - Sep 30, 2020							
Ad status: All ADD FILTER							
Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminster   Fat Reduction... www.thecocar.com Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation. Top Fat Reduction...	4. lipo	Not eligible Poor ad strength, Ad group paused	7	10.94%	\$54.33		
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminster   Fat Reduction... www.thecocar.com Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation. Top Fat Reduction...	2. body sculpting	Eligible (Limited) Poor ad strength	12	4.74%	\$50.26		
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminster   Fat Reduction... www.thecocar.com Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation. Top Fat Reduction...	coolsculpting - chin	Removed Poor ad strength, Ad group removed	10	10.53%	\$48.18		
<input type="checkbox"/> 25% Off All Fat Freezing   Colorado Center for Aesthetics   Top Provider in Westminster www.thecocar.com Best CoolSculpting Deal. Top Provider in Westminster, CO for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze	Removed Ad group removed	2	4.55%	\$44.60		
Double Chin Removal   Affordable & Quick Treatments   CoolSculpting in Westminster							

Overview		Enabled	Status: <u>Bid strategy learning</u>	Type: Search	Budget: \$82.54/day	Optimization score: 82.6%	More details
<b>Ads</b> Custom Jul 1 - Sep 30, 2020							
Ad status: All ADD FILTER							
Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/> 25% Off All Fat Freezing   Colorado Center for Aesthetics   Top Provider in Westminster www.thecocar.com Best CoolSculpting Deal. Top Provider in Westminster, CO for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze	Removed Ad group removed	2	4.55%	\$44.60		
<input type="checkbox"/> Double Chin Removal   Affordable & Quick Treatments   CoolSculpting in Westminster www.thecocar.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Top Fat Reduction Treatment. Define Your Jawline with CoolSculpting. Book A Free Consult	coolsculpting - chin	Removed Ad group removed	12	13.95%	\$43.56		
<input type="checkbox"/> Body Sculpting   CoolSculpting in Westminster   Non-Surgical Fat Reduction www.thecocar.com Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great. Best CoolSculpting Deal. Freeze Fat. Top Provider in Westminster, CO. Free Consult.	2. body sculpting	Eligible	12	3.90%	\$41.95		
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   Freeze Away Stubborn Fat   25% Off First Treatment www.thecocar.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation	6. coolsculpting - fat freeze	Removed Ad group removed	2	22.22%	\$41.14		

Overview		Enabled	Status: <u>Bid strategy learning</u>	Type: Search	Budget: \$82.54/day	Optimization score: 82.6%	More details
<b>Ads</b> Custom Jul 1 - Sep 30, 2020							
Ad status: All ADD FILTER							
Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   New Client Special   25% Off All Fat Freezing www.thecocar.com Best CoolSculpting Deal. Top Provider in Westminster, CO for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	5. sculpsure	Not eligible Ad group paused	10	7.58%	\$34.15		
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting for Double Chin   Top Provider in... www.thecocar.com Freeze Fat Away with CoolSculpting. Reduce Your Double Chin. New Clients Save 25%. CoolSculpting Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	coolsculpting - chin	Removed Ad group removed	2	5.88%	\$17.00		
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   Non-Surgical Lipo Alternative   Freeze Your Fat Away... www.thecocar.com Is CoolSculpting Right For You? Book Your Free Consultation for 25% Off Today. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Not eligible Ad group paused	3	11.11%	\$12.31		
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminster   Fat Reduction... www.thecocar.com Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation	5. sculpsure	Not eligible Poor ad strength, Ad group paused	3	7.14%	\$10.87		

Overview		Enabled	Status: <u>Bid strategy learning</u>	Type: Search	Budget: \$82.54/day	Optimization score: 82.6%	More details
<b>Ads</b> Custom Jul 1 - Sep 30, 2020							
Ad status: All ADD FILTER							
Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/> CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Top Provider in Westminster www.thecocar.com CoolSculpting Deal. Freeze Fat. Top Provider in Westminster, CO. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	0. coolsculpting - general	Paused	2	1.65%	\$9.99		
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   Freeze Away Stubborn Fat   CoolSculpting   Cryolipolysis www.thecocar.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO. Cryolipolysis: Clinically Proven Fat Removal. Eliminate Fat And Feel Great. Free Consult	3. cryolipolysis	Not eligible Ad group paused	2	4.65%	\$9.62		
<input type="checkbox"/> CoolSculpting in Westminster   Fat Reduction Treatment   Freezing Fat Really Works www.thecocar.com No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	6. coolsculpting - fat freeze	Removed Ad group removed	2	7.69%	\$8.37		
<input type="checkbox"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminster   Fat Reduction... www.thecocar.com Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation. Top Fat Reduction...	3. cryolipolysis	Not eligible Poor ad strength, Ad group paused	2	4.26%	\$7.98		

Google Ads										
Chris Zelig > The Cocar A&R 827-043-2293   All campaigns > search   beta   coolscu...   Optimization score: 82.6%										
Overview	Enabled	Status: Bid strategy learning	Type: Search	Budget: \$82.54/day	Optimization score: 82.6%					More details
Recommendations	+ Ad status: All ADD FILTER									
Ad groups	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad	Ad group	Status	Clicks	CTR	Cost					
<input type="checkbox"/> <input type="radio"/> CoolSculpting in Westminster   Fat Reduction Treatment   Freezing Fat Really Works www.thecocar.com No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	6. coolsculpting - fat freeze	Removed Ad group removed	2	7.69%	\$8.37					
<input type="checkbox"/> <input type="radio"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminster   Fat Reduction... www.thecocar.com Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation. Top Fat Reduction... View assets details	3. cryolipolysis	Not eligible Poor ad strength, Ad group paused	2	4.26%	\$7.98					
<input type="checkbox"/> <input type="radio"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminster   Freeze Your Fat Awa... www.thecocar.com Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation. Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	7. coolsculpting - near me	Removed Ad group removed	1	14.29%	\$5.16					
<input type="checkbox"/> <input type="radio"/> 25% Off All Fat Freezing   Colorado Center for Aesthetics   Top Provider in Westminster www.thecocar.com CoolSculpting is the Top Cryolipolysis Fat Reduction Treatment. Freeze Away Stubborn Fat. Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation	3. cryolipolysis	Not eligible Ad group paused	1	6.25%	\$4.73					

Google Ads										
Chris Zelig > The Cocar A&R 827-043-2293   All campaigns > search   beta   coolscu...   Optimization score: 82.6%										
Overview	Enabled	Status: Bid strategy learning	Type: Search	Budget: \$82.54/day	Optimization score: 82.6%					More details
Recommendations	Custom Jul 1 - Sep 30, 2020									
Ad groups	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad	Ad group	Status	Clicks	CTR	Cost					
<input type="checkbox"/> <input type="radio"/> Freeze Fat with CoolSculpting   Non-Surgical Body Sculpting   Top Provider in Westminster www.thecocar.com Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	2. body sculpting	Eligible	1	7.14%	\$4.66					
<input type="checkbox"/> <input type="radio"/> {Keyword:Colorado Center for Aesthetics}   Body Sculpting   Top Provider in Westminster www.thecocar.com CoolSculpting Freezes Fat Cells to Contour the Body. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation	2. body sculpting	Paused	2	3.33%	\$3.31					
<input type="checkbox"/> <input type="radio"/> How to Reduce Double Chin Fat   CoolSculpting for the Chin   Freeze Away Stubborn Fat www.thecocar.com Top Fat Reduction Treatment. Target Love Handles, Abdomen, Bra Bulge, Double Chin, & More. Best CoolSculpting Deal. Freeze Fat. Top Provider in Westminster, CO. Free Consult.	coolsculpting - chin	Removed Ad group removed	1	3.85%	\$0.73					
<input type="checkbox"/> <input type="radio"/> {Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminster   Fat Reduction... www.thecocar.com Leading CoolSculpting Provider in Westminster, CO	coolsculpting - face	Removed Ad group removed	0	0.00%	\$0.00					

Google Ads										
Chris Zelig > The Cocar A&R 827-043-2293   All campaigns > search   beta   coolscu...   Optimization score: 82.6%										
Overview	Enabled	Status: Bid strategy learning	Type: Search	Budget: \$82.54/day	Optimization score: 82.6%					More details
Recommendations	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad groups	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad	Ad group	Status	Clicks	CTR	Cost					
<input type="checkbox"/> <input type="radio"/> Bra Bulge, Double Chin, & More										
<input type="checkbox"/> <input type="radio"/> Freeze Fat with CoolSculpting   Non-Surgical Fat Reduction   Freeze Your Fat Away Today www.thecocar.com CoolSculpting Uses Cryolipolysis to Permanently Freeze and Remove Unwanted Body Fat. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	3. cryolipolysis	Not eligible Ad group paused	0	0.00%	\$0.00					
<input type="checkbox"/> <input type="radio"/> CoolSculpting in Westminster   Fat Reduction Treatment   Flexible Payment Options www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation	5. sculpsure	Not eligible Ad group paused	0	0.00%	\$0.00					
<input type="checkbox"/> <input type="radio"/> CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Top Provider in Westminster www.thecocar.com CoolSculpting Deal. Freeze Fat. Top Provider in Westminster, CO. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	5. sculpsure	Not eligible Ad group paused	0	0.00%	\$0.00					
Total: Ads			876	3.41%	\$5,947.96					
Total: Campaign			876	3.41%	\$5,947.96					

Google Ads										
Chris Zelig > The Cocar A&R 827-043-2293   All campaigns > search   beta   coolscu...   Optimization score: 82.6%										
Overview	Enabled	Status: Bid strategy learning	Type: Search	Budget: \$82.54/day	Optimization score: 82.6%					More details
Recommendations	Custom Jul 1 - Sep 30, 2020									
Ad groups	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ads & extensions	Associations view									
Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost			
Sitelink extension										
<input type="checkbox"/> State-of-the-Art Facility Advanced Fat Freezing Technology Latest Applicators & Dual Sculpting	Sitelink extension	search   beta   cool...	Campaign	Approved	1	4.55%	\$2.60			
<input type="checkbox"/> Before and After Photos See CoolSculpting Before and After Photos.	Sitelink extension	search   beta   cool...	Campaign	Approved	1	4.76%	\$2.60			
<input type="checkbox"/> Book A Virtual Consult Why Wait? Book a Virtual Consult #1 Provider in Westminster, CO	Sitelink extension	search   beta   cool...	Campaign	Approved	1	5.00%	\$2.60			
<input type="checkbox"/> 5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials.	Sitelink extension	search   beta   cool...	Campaign	Approved	1	5.26%	\$2.60			
<input type="checkbox"/> 25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special.	Sitelink extension	search   beta   cool...	Campaign	Approved	0	0.00%	\$0.00			
Callout extension										

Google Ads										
Chris Zelig > The Cocar A&R 827-043-2293   All campaigns > search   beta   coolscu...   Optimization score: 82.6%										
Overview	Enabled	Status: Bid strategy learning	Type: Search	Budget: \$82.54/day	Optimization score: 82.6%					More details
Recommendations	Associations view									
Ad groups	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost			
<input type="checkbox"/> Why Wait? Book a Virtual Consult #1 Provider in Westminster, CO	Sitelink extension	search   beta   cool...	Campaign	Approved	1	5.00%	\$2.60			
<input type="checkbox"/> 5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials.	Sitelink extension	search   beta   cool...	Campaign	Approved	1	5.26%	\$2.60			
<input type="checkbox"/> 25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special.	Sitelink extension	search   beta   cool...	Campaign	Approved	0	0.00%	\$0.00			
Callout extension										
<input type="checkbox"/> FDA Approved	Callout extension	search   beta   cool...	Campaign	Approved	138	3.81%	\$1,142.48			
<input type="checkbox"/> New Clients 25% Off	Callout extension	search   beta   cool...	Campaign	Approved	126	4.19%	\$1,097.38			
<input type="checkbox"/> Highlights: No Surgery	Callout extension	search   beta   cool...	Campaign	Approved (limited): Health in personalized advertising	124	4.15%	\$996.74			
<input type="checkbox"/> Freeze Your Fat	Callout extension	search   beta   cool...	Campaign	Approved	129	3.99%	\$904.80			
<input type="checkbox"/> Free Virtual Consultation	Callout extension	search   beta   cool...	Campaign	Approved	106	3.96%	\$885.21			

Google Ads | Chris Zelig | The Cocar A&R 827-043-2293 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Bid strategy learning | Type: Search | Budget: \$82.54/day | Optimization score: 82.6%

Recommendations: All | Extension type: All | ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost	
Callout extension								
<input type="checkbox"/>	Liposuction Alternative	Callout extension	search   beta   cool...	Campaign	Approved (limited): Health in personalized advertising	108	3.65%	\$852.48
<input type="checkbox"/>	Virtual Consult Available	Callout extension	search   beta   cool...	Campaign	Approved	108	3.73%	\$838.77
<input type="checkbox"/>	Contact Us + Free Consult	Callout extension	search   beta   cool...	Campaign	Approved	101	3.46%	\$764.08
<input type="checkbox"/>	Nonsurgical Fat Reduction	Callout extension	search   beta   cool...	Campaign	Approved	107	3.65%	\$762.00
Structured snippet extension								
<input type="checkbox"/>	Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,...	Structured snippet extension	search   beta   cool...	Campaign	Approved	2	0.85%	\$29.31
Promotion extension								

Google Ads | Chris Zelig | The Cocar A&R 827-043-2293 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Bid strategy learning | Type: Search | Budget: \$82.54/day | Optimization score: 82.6%

Recommendations: + | Extension type: All | ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost	
Structured snippet extension								
<input type="checkbox"/>	Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,...	Structured snippet extension	search   beta   cool...	Campaign	Approved	2	0.85%	\$29.31
Promotion extension								
<input type="checkbox"/>	Fall Sale - \$1,000 off CoolSculpting®	Promotion extension	search   beta   cool...	Campaign	Approved	87	3.89%	\$472.95
Total: Sitelink extensions					1	2.86%	\$2.60	
Total: Callout extensions					405	3.89%	\$3,161.41	
Total: Structured snippet extensions					2	0.85%	\$29.31	
Total: Promotion extensions					331	3.22%	\$2,683.71	

Show rows: 10 | 11 - 16 of 16

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Mountain Time. Learn more

Campaigns | COCAR (520884708317875) | Updated just now | Discard Drafts | Review and Publish

Search and filter

1 Selected | Ad Sets for 1 Campaign | Ads for 1 Campaign

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency
Coolsculpting - Conversions	Active	Lowest cost	\$33.33 Daily	34 Leads	18,850	60,116	\$59.61 Per Lead	\$2,026.64	Ongoing	3.19
Post: "After work beverages ... work hard play..."	Off	Lowest cost	\$10.00 Lifetime	45 Post Engag...	634	903	\$0.22 Per Post Eng...	\$10.00	Jul 30, 2020	1.42
[02/19/2020] Promoting Contact Us	Completed	Lowest cost	\$5.00 Daily	Link Click	-	-	-	\$0.00	Feb 24, 2020	-
Lead generation - Botox Feb Special	Off	Using ad s...	Using ad ...	-	-	-	-	\$0.00	Ongoing	-
CoolSculpting - Lead generation - 2	Off	Lowest cost	\$30.00 Daily	On-Faceboo...	-	-	-	\$0.00	Ongoing	-
CoolSculpting Ad 1	Off	Lowest cost	\$20.00 Daily	On-Faceboo...	-	-	-	\$0.00	Ongoing	-
Post: "We are one of only a few practices in C..."	Completed	Lowest cost	\$10.00 Lifetime	Post Engag...	-	-	-	\$0.00	Jan 31, 2020	-
Post: "We'd LOVE to help you keep your skin l..."	Completed	Lowest cost	\$10.00 Lifetime	Post Engag...	-	-	-	\$0.00	Jan 21, 2020	-
Post: "We can help you get that Six Pack! Co..."	Completed	Lowest cost	\$10.00 Lifetime	Landing Pag...	-	-	-	\$0.00	Jan 19, 2020	-
Post: "Are you ready for swim suit season ..."	Completed	Lowest cost	\$10.00 Lifetime	Post Engag...	-	-	-	\$0.00	Jan 14, 2020	-
Traffic Ad - The COCAR December	Off	Using ad s...	Using ad ...	Landing Pag...	-	-	-	\$0.00	Ongoing	-
Lead generation - Dermaplane & O2 Facial	Off	Using ad s...	Using ad ...	On-Faceboo...	-	-	-	\$0.00	Ongoing	-
Lead generation - CoolSculpting	Off	Using ad s...	Using ad ...	-	-	-	-	\$0.00	Ongoing	-
Results from 41 campaigns				-	19,506 People	61,019 Total	-	\$2,036.64 Total Spent	-	3.13 Per Person

Ads | COCAR (520884708317875) | Updated just now | Discard Drafts | Review and Publish

Search and filter

1 Selected | Ad Sets for 1 Campaign | Ads for 1 Campaign

Ad Name	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
Dynamic Ad 1	ca...	Oct 8, 2020, 7:38 ... 12 days ago	34 Leads	18,850	60,116	\$59.61 Per Lead	-	-	-	\$2,026.64
Results from 1 ad			34 Leads	18,850 People	60,116 Total	\$59.61 Per Lead	-	-	-	\$2,026.64 Total Spent

Ads | COCAR (520884708317875) | Search and filter

1 Selected | Ad Sets for 1 Campaign | Ads for 1 Campaign

Dynamic Ad 1

Identity: Facebook Page: Colorado Center for Aesthetics & Rejuvenation | Instagram Account: thecocar\_

Ad Setup: Format: Single Image or Video

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

Media: Select Images | Select Videos | Create Slideshow | Create Video

Preview On: 13 Placements: Facebook Feeds, Feeds, Stories, In-Stream

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

Close | Discard Draft | Publish