

# Cool Aesthetics CoolSculpting Google Adwords Q4 2019 (11/18/2019 - 12/31/2019)

beta | coolsculpting \$387.78  
 alpha | coolsculpting \$187.51  
**Total Google Ad Spend: \$575.29**

Google Ads | Chris Zelig > Cool Esthetic... 632-979-3423 | All campaigns

1 keyword conflict

Overview Campaigns

Recommendations Campaign status: All, Campaign name contains coolsc

Campaign	Budget	Status	Clicks	CTR	Cost
search   beta   coolsculpting	\$26.21/day	Eligible (Learning)	13	8.39%	\$387.78
search   alpha   coolsculpting	\$27.22/day	Eligible	4	6.78%	\$187.51
Total: Filtered ca...			17	7.94%	\$575.29
Total: Account	\$53.43/day		18	6.98%	\$608.09

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Central Time. Learn more  
 Some inventory may be provided through third party intermediaries.  
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Google Ads | Chris Zelig > Cool Esthetic... 632-979-3423 | All campaigns > search | beta | coolscu...

1 keyword conflict

Overview Enabled Status: Eligible (Learning) Type: Search Budget: \$26.21/day Optimization score: 63.6%

Recommendations Ads

Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 13 8.39% \$387.78					
CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Cool Aesthetics coolaesthetics.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Oklahoma City, OK. Schedule a Free Consultation	0. coolsculpting - general	Ad group paused	2	6.45%	\$114.70
#1 Provider in Oklahoma City   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more coolaesthetics.com/coolsculpting/oklahoma-city #1 CoolSculpting Deal. Freeze Fat. Top Provider in Oklahoma City, OK. Free Consult. Expert, Safe Fat Loss... View assets details	0. coolsculpting - general	Ad group paused	2	8.33%	\$56.76
CoolSculpting in Oklahoma City   Freeze Away Stubborn Fat   Cool Aesthetics coolaesthetics.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation	0. coolsculpting - general	Ad group paused	2	18.18%	\$53.83

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1 keyword conflict

Overview Enabled Status: Eligible (Learning) Type: Search Budget: \$26.21/day Optimization score: 63.6%

Recommendations Ads

Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 13 8.39% \$387.78					
CoolSculpting in Oklahoma City   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared. coolaesthetics.com/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free CoolSculpting® Consultation Today	6. coolsculpting - fat freeze	Approved	2	100.00%	\$42.35
CoolSculpting in Oklahoma City   Freeze Away Stubborn Fat   Cool Aesthetics coolaesthetics.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation	3. body sculpting	Approved	1	33.33%	\$34.34
25% Off All CoolSculpting®   Cool Aesthetics   Flexible Payment Options coolaesthetics.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule A Free Consultation Today.	1. coolsculpting - price	Approved	1	10.00%	\$31.53
{Keyword:Best Price in Oklahoma City}   Cool Aesthetics   Flexible Payment Options coolaesthetics.com/coolsculpting/special					

Google Ads | Chris Zelig > Cool Esthetic... 632-979-3423 | All campaigns > search | beta | coolscu...

1 keyword conflict

Overview Enabled Status: Eligible (Learning) Type: Search Budget: \$26.21/day Optimization score: 63.6%

Recommendations Ads

Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 13 8.39% \$387.78					
{Keyword:Best Price in Oklahoma City}   Cool Aesthetics   Flexible Payment Options coolaesthetics.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Approved	1	14.29%	\$24.26
25% Off CoolSculpting® Cost   New Client Special   Cool Aesthetics coolaesthetics.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	1. coolsculpting - price	Approved	1	9.09%	\$17.24
25% Off All CoolSculpting®   Best Price in Oklahoma City   Cool Aesthetics +6 more coolaesthetics.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minim... View assets details	1. coolsculpting - price	Approved	1	7.14%	\$12.77
25% Off All CoolSculpting   Cool Aesthetics   Fat Reduction Treatment coolaesthetics.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in	0. coolsculpting -	Ad group paused	0	0.00%	\$0.00

Google Ads | Chris Zelig > Cool Esthetic... 632-979-3423 | All campaigns > search | beta | coolscu...

1 keyword conflict

Overview Enabled Status: Eligible (Learning) Type: Search Budget: \$26.21/day Optimization score: 63.6%

Recommendations Ads

Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 13 8.39% \$387.78					
25% Off All CoolSculpting   Cool Aesthetics   Fat Reduction Treatment coolaesthetics.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Oklahoma City, OK. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Ad group paused	0	0.00%	\$0.00
#1 Provider in Oklahoma City   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more coolaesthetics.com/coolsculpting/oklahoma-city #1 CoolSculpting Deal. Freeze Fat. Top Provider in Oklahoma City, OK. Free Consult. Expert, Safe Fat Loss... View assets details	coolsculpting face	Approved	0	-	\$0.00
CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Cool Aesthetics coolaesthetics.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Oklahoma City, OK. Schedule a Free Consultation	coolsculpting face	Approved	0	-	\$0.00
25% Off All CoolSculpting®   Cool Aesthetics   #1 Provider in Oklahoma City coolaesthetics.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in	coolsculpting face	Approved	0	-	\$0.00

Google Ads | Chris Zelig | Cool Esthetic... | All campaigns | search | beta | coolscu... | Optimization score: 63.6%

Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$26.21/day

Recommendations: Ad status: All

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 13						
City, OK for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.						
Cool Aesthetics   Freezing Fat Really Works   25% Off First Treatment coolaesthetics.com/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Oklahoma City, OK. Schedule a Free Consultation						
Total: Ads 13						
Total: Campaign 13						

Google Ads | Chris Zelig | Cool Esthetic... | All campaigns | search | beta | coolscu... | Optimization score: 63.6%

Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$26.21/day

Recommendations: Extension type: All

Associations view

Extension	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension						
25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	search   beta   coolscu...	Campaign	Approved	0	0.00%	\$0.00
State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	search   beta   coolscu...	Campaign	Approved	0	-	\$0.00
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	search   beta   coolscu...	Campaign	Approved	0	0.00%	\$0.00
Before and After Photos See CoolSculpting Before and After Photos	search   beta   coolscu...	Campaign	Approved	0	-	\$0.00
Call extension						
(405) 842-9732 (mobile)	Account	Account	Approved	9	8.65%	\$262.29

Google Ads | Chris Zelig | Cool Esthetic... | All campaigns | search | beta | coolscu... | Optimization score: 63.6%

Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$26.21/day

Recommendations: Extension type: All

Associations view

Extension	Added to	Level	Status	Clicks	CTR	Cost
Call extension						
(405) 842-9732 (mobile)	Account	Account	Approved	9	8.65%	\$262.29
(405) 842-9732	Account	Account	Approved	3	11.54%	\$111.20
Callout extension						
Highlights: No Surgery	search   beta   coolscu...	Campaign	Approved	7	14.58%	\$208.33
New Clients 25% Off	search   beta   coolscu...	Campaign	Approved	6	13.33%	\$167.12
Nonsurgical Fat Reduction	search   beta   coolscu...	Campaign	Approved	5	9.62%	\$204.01
Contact Us + Free Consult	search   beta   coolscu...	Campaign	Approved	5	10.42%	\$152.07
Freeze Your Fat	search   beta   coolscu...	Campaign	Approved	5	9.43%	\$134.45
FDA Approved	search   beta   coolscu...	Campaign	Approved	4	8.33%	\$130.15

Google Ads | Chris Zelig | Cool Esthetic... | All campaigns | search | beta | coolscu... | Optimization score: 63.6%

Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$26.21/day

Recommendations: Extension type: All

Associations view

Extension	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet extension						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	search   beta   coolscu...	Campaign	Approved	2	66.67%	\$79.33
Promotion extension						
25% off for New Clients	search   beta   coolscu...	Campaign	Approved	7	6.25%	\$264.02
Total: Sitelink extensions 0						
Total: Callout extensions 11						
Total: Structured snippet extensions 2						
Total: Call extensions 12						

Google Ads | Chris Zelig | Cool Esthetic... | All campaigns | search | alpha | coolscu... | Optimization score: 79.4%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$27.22/day

Recommendations: Ad status: All

Associations view

Ad	Ad group	Status	Clicks	CTR	Cost
CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Cool Aesthetics coolaesthetics.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Oklahoma City, OK. Schedule a Free Consultation	0. coolsculpting - general	Approved	2	20.00%	\$159.22
#1 Provider in Oklahoma City   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more coolaesthetics.com/coolsculpting/oklahoma-city #1 CoolSculpting Deal. Freeze Fat. Top Provider in Oklahoma City, OK. Free Consult. Expert, Safe Fat Loss... View assets details	0. coolsculpting - general	Approved	1	6.67%	\$15.31
Best Price in Oklahoma City   Cool Aesthetics   Flexible Payment Options coolaesthetics.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule A Free Consultation Today.	1. coolsculpting - price	Approved	1	100.00%	\$12.98
#1 Provider in Oklahoma City   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more coolaesthetics.com/fat-freezing/oklahoma-city	6. coolsculpting - fat	Approved	0	-	\$0.00

Google Ads | Chris Zelig | Cool Esthetic... | 632-979-3423 | All campaigns | search | alpha | coolsc... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$27.22/day, Optimization score: 79.4%

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
	<input type="checkbox"/>	#1 Provider in Oklahoma City   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more coolaesthetics.com/fat-freezing/oklahoma-city #1 CoolSculpting Deal. Top Provider In Oklahoma City, OK for Freezing Fat. Free Consult. Expert, Safe Fat Los... <a href="#">View assets details</a>	6. coolsculpting - fat freeze	Approved	0	-\$0.00
	<input type="checkbox"/>	25% Off All Fat Freezing   Cool Aesthetics   Top Provider in Oklahoma City coolaesthetics.com/coolsculpting/fat-freezing Best CoolSculpting Deal. Top Provider in Oklahoma City, OK for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze	Approved	0	-\$0.00
	<input type="checkbox"/>	CoolSculpting in Oklahoma City   Top Fat Reduction Treatment   Freeze Away Stubborn Fat coolaesthetics.com/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free CoolSculpting® Consultation Today	6. coolsculpting - fat freeze	Approved	0	-\$0.00
	<input type="checkbox"/>	Cool Aesthetics   Freeze Your Fat Off   25% Off First Treatment coolaesthetics.com/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Oklahoma City, OK. <a href="#">Schedule a Free Consultation</a>	6. coolsculpting - fat freeze	Approved	0	-\$0.00

Google Ads | Chris Zelig | Cool Esthetic... | 632-979-3423 | All campaigns | search | alpha | coolsc... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$27.22/day, Optimization score: 79.4%

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
	<input type="checkbox"/>	Aesthetics   Flexible Payment Options coolaesthetics.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Approved	0	0.00% \$0.00
	<input type="checkbox"/>	25% Off All CoolSculpting®   Affordable & Quick Treatments   Cool Aesthetics coolaesthetics.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now!	1. coolsculpting - price	Approved	0	0.00% \$0.00
	Total: Ads			4	6.78%	\$187.51
	Total: Campaign			4	6.78%	\$187.51

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Google Ads | Chris Zelig | Cool Esthetic... | 632-979-3423 | All campaigns | search | alpha | coolsc... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$27.22/day, Optimization score: 79.4%

Recommendations: Extension type: All, ADD FILTER

Associations view

Extensions	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension						
<input type="checkbox"/>	25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	search   alpha   coolscu...	Campaign	Approved	0	-\$0.00
<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	search   alpha   coolscu...	Campaign	Approved	0	-\$0.00
<input type="checkbox"/>	5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	search   alpha   coolscu...	Campaign	Approved	0	-\$0.00
<input type="checkbox"/>	Before and After Photos See CoolSculpting Before and After Photos	search   alpha   coolscu...	Campaign	Approved	0	-\$0.00
Call extension						
<input type="checkbox"/>	(405) 842-9732 (mobile)	Account	Account	Approved	4	10.00% \$187.51

Google Ads | Chris Zelig | Cool Esthetic... | 632-979-3423 | All campaigns | search | alpha | coolsc... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$27.22/day, Optimization score: 79.4%

Recommendations: Extension type: All, ADD FILTER

Associations view

Extensions	Added to	Level	Status	Clicks	CTR	Cost
Call extension						
<input type="checkbox"/>	(405) 842-9732 (mobile)	Account	Account	Approved	4	10.00% \$187.51
<input type="checkbox"/>	(405) 842-9732	Account	Account	Approved	0	0.00% \$0.00
Callout extension						
<input type="checkbox"/>	Liposuction Alternative	search   alpha   coolscu...	Campaign	Approved	4	19.05% \$187.51
<input type="checkbox"/>	Highlights: No Surgery	search   alpha   coolscu...	Campaign	Approved	2	11.76% \$159.22
<input type="checkbox"/>	Nonsurgical Fat Reduction	search   alpha   coolscu...	Campaign	Approved	2	10.53% \$135.15
<input type="checkbox"/>	Contact Us + Free Consult	search   alpha   coolscu...	Campaign	Approved	2	10.00% \$50.03
<input type="checkbox"/>	FDA Approved	search   alpha   coolscu...	Campaign	Approved	1	5.26% \$15.31
<input type="checkbox"/>	New Clients 25% Off	search   alpha   coolscu...	Campaign	Approved	0	0.00% \$0.00

Google Ads | Chris Zelig | Cool Esthetic... | 632-979-3423 | All campaigns | search | alpha | coolsc... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$27.22/day, Optimization score: 79.4%

Recommendations: Extension type: All, ADD FILTER

Associations view

Extensions	Added to	Level	Status	Clicks	CTR	Cost
<input type="checkbox"/>	New Clients 25% Off	search   alpha   coolscu...	Campaign	Approved	0	0.00% \$0.00
<input type="checkbox"/>	Freeze Your Fat	search   alpha   coolscu...	Campaign	Approved	0	0.00% \$0.00
Structured snippet extension						
<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	search   alpha   coolscu...	Campaign	Approved	0	-\$0.00
Promotion extension						
<input type="checkbox"/>	25% off for New Clients	search   alpha   coolscu...	Campaign	Approved	2	4.26% \$28.29
	Total: Callout extensions			4	7.84%	\$187.51
	Total: Call extensions			4	8.89%	\$187.51
	Total: Promotion extensions			2	4.26%	\$28.29

Show rows: 500 | 1 - 15 of 15