

Cool Aesthetics CoolSculpting + Cooltone Google Adwords & Facebook Ads Q3 2020 (7/1/2020 - 9/30/2020)

search beta coolsculpting: \$2,895.66
search beta cooltone: \$ 692.40

Total Google Ads: \$3,588.06
Total Facebook Ads: \$1,053.61
Total Media Spend: \$4,641.67

Google Ads | Chris Zelig > Cool Aesthetics - Dr. Ho... 632-979-3423 | All campaigns

Overview | Campaigns | Custom Jul 1 - Sep 30, 2020

Recommendations | Campaign status: All | ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$166.67/day	Eligible	549	4.98%	\$2,895.66
search beta cooltone	\$44.18/day	Paused	67	4.16%	\$692.40
search alpha coolsculpting	\$31.95/day	Paused	0	-	\$0.00
Total: Campaigns			616	4.87%	\$3,588.06
Total: Account	\$166.67/day		616	4.87%	\$3,588.06

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Central 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 > Cool Aesthetics - Dr. Ho... 632-979-3423 | All campaigns > search | beta | coolsculpting

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$166.67/day | Optimization score: 94.6% | More details

Recommendations | Ads | Custom Jul 1 - Sep 30, 2020

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			549	4.98%	\$2,895.66
CoolSculpting in Oklahoma City Fat Reduction Treatment Flexible Payment Options coolaesthetics.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Oklahoma City, OK. Schedule a Free Consultation	0. coolsculpting - general	Approved	123	7.22%	\$847.79
CoolSculpting in Oklahoma City Fat Reduction Treatment Flexible Payment Options coolaesthetics.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Oklahoma City, OK. Schedule a Free Consultation	x. Expanded Reach Test	Ad group paused	81	2.74%	\$345.59
CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Book A Virtual Consultation 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 Virtual Consultation	0. coolsculpting - general	Removed	26	7.95%	\$326.56
(Keyword: Cool Aesthetics) CoolSculpting in Oklahoma City Fat Reduction Treatment +12 more www.coolaesthetics.com Leading CoolSculpting Provider in Oklahoma City, OK. Schedule a Free Consultation. Top Fat Reduction Treatment...	4. lipo	Ad group paused	55	4.95%	\$188.50
Cool Aesthetics CoolSculpting in Oklahoma City Fat Reduction Treatment +12 more www.coolaesthetics.com Leading CoolSculpting Provider in Oklahoma City, OK. Schedule a Free Consultation. Top Fat Reduction Treatment...	x. Expanded Reach Test	Ad group paused	46	4.11%	\$184.39
25% Off All CoolSculpting Virtual Consultation Available Top Provider in Oklahoma City coolaesthetics.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Oklahoma City, OK. Free Virtual Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal	0. coolsculpting - general	Removed	11	8.53%	\$155.11

Google Ads | Chris Zelig > Cool Aesthetics - Dr. Ho... 632-979-3423 | All campaigns > search | beta | coolsculpting

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$166.67/day | Optimization score: 94.6% | More details

Recommendations | Ads | Custom Jul 1 - Sep 30, 2020

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			549	4.98%	\$2,895.66
CoolSculpting in Oklahoma City #1 Fat Reduction Treatment No Surgery & Minimal Downtime coolaesthetics.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	4. lipo	Ad group paused	31	6.49%	\$140.14
CoolSculpting in Oklahoma City Fat Reduction Treatment Virtual Consultation Available 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 Virtual Consultation	x. Expanded Reach Test	Ad group paused	27	3.70%	\$91.81
#1 Provider in Oklahoma City Safe & Effective Fat Reduction 25% Off All CoolSculpting® +10 more coolaesthetics.com/coolsculpting/oklahoma-city #1 CoolSculpting Deal. Freeze Fat. Top Provider in Oklahoma City, OK. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Removed	13	6.70%	\$65.60
(Keyword: Cool Aesthetics) CoolSculpting in Oklahoma City Fat Reduction Treatment +12 more www.coolaesthetics.com Leading CoolSculpting Provider in Oklahoma City, OK. Schedule a Free Consultation. Top Fat Reduction Treatment...	0. coolsculpting - general	Approved	14	6.31%	\$63.87
CoolSculpting in Oklahoma City Fat Reduction Treatment Virtual Consultation Available 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 Virtual Consultation	2. body sculpting	Removed	9	8.74%	\$62.49
25% Off All CoolSculpting® Best Price in Oklahoma City Cool Aesthetics +7 more coolaesthetics.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minimal... View assets details	1. coolsculpting - price	Removed	16	11.94%	\$60.86
(Keyword: Cool Aesthetics) New Client Special 25% Off All Fat Freezing www.coolaesthetics.com Best CoolSculpting Deal. Top Provider in Oklahoma City, OK for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	0. coolsculpting - general	Approved	9	6.67%	\$40.92

Google Ads | Chris Zelig > Cool Aesthetics - Dr. Ho... 632-979-3423 | All campaigns > search | beta | coolsculpting

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$166.67/day | Optimization score: 94.6% | More details

Recommendations | Ads | Custom Jul 1 - Sep 30, 2020

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			549	4.98%	\$2,895.66
(Keyword: Cool Aesthetics) New Client Special 25% Off All Fat Freezing www.coolaesthetics.com Best CoolSculpting Deal. Top Provider in Oklahoma City, OK for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	0. coolsculpting - general	Approved	9	6.67%	\$40.92
(Keyword: Cool Aesthetics) CoolSculpting in Oklahoma City Fat Reduction Treatment +12 more www.coolaesthetics.com Leading CoolSculpting Provider in Oklahoma City, OK. Schedule a Free Consultation. Top Fat Reduction Treatment...	1. coolsculpting - price	Approved	14	9.66%	\$39.11
Cool Aesthetics New Client Special 25% Off All Fat Freezing www.coolaesthetics.com Best CoolSculpting Deal. Top Provider in Oklahoma City, OK for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	x. Expanded Reach Test	Ad group paused	6	3.87%	\$36.48
Non-Surgical Lipo Alternative Freeze Fat Away CoolSculpting in Oklahoma City www.coolaesthetics.com Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo. Leading CoolSculpting Provider in Oklahoma City, OK. Schedule a Free Consultation	4. lipo	Ad group paused	10	3.88%	\$24.34
Avoid Liposuction Surgery Try CoolSculpting For 25% Off Schedule a Free Consultation www.coolaesthetics.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. Learn More Here.	4. lipo	Ad group paused	12	5.38%	\$23.39
Best Price in Oklahoma City Virtual Consultation Available 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 Virtual Consultation Today.	1. coolsculpting - price	Removed	5	15.63%	\$21.83

Google Ads | Cool Aesthetics - Dr. Ho... | search | beta | coolsculpting

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$166.67/day | Optimization score: 94.6%

Recommendations: Extension type: All | ADD FILTER

Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost	
	Nonsurgical Fat Reduction	Callout extension	search beta coolsculpting	Campaign	Approved	77	5.50%	\$456.91	
	Liposuction Alternative	Callout extension	search beta coolsculpting	Campaign	Approved (limited): Health in personalized advertising	88	6.07%	\$438.17	
	Freeze Your Fat	Callout extension	search beta coolsculpting	Campaign	Approved	75	4.64%	\$421.74	
	Free Virtual Consultation	Callout extension	search beta coolsculpting	Campaign	Approved	77	5.71%	\$411.18	
	Contact Us + Free Consult	Callout extension	search beta coolsculpting	Campaign	Approved	74	5.49%	\$391.52	
	Virtual Consult Available	Callout extension	search beta coolsculpting	Campaign	Approved	75	5.61%	\$376.62	
	Structured snippet extension								
	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	Structured snippet extension	search beta coolsculpting	Campaign	Approved	3	3.19%	\$15.41	
	Promotion extension								
	Fall Sale - \$1,000 off CoolSculpting®	Promotion extension	search beta coolsculpting	Campaign	Approved	0	-	\$0.00	
	Total: Sitelink extensions						0	0.00%	\$0.00
	Total: Callout extensions						282	5.65%	\$1,550.84
	Total: Structured snippet extensions						3	3.19%	\$15.41
	Total: Call extensions						230	4.08%	\$1,259.57
	Total: Promotion extensions						218	4.56%	\$1,039.18

Show rows: 500 | 1 - 18 of 18

Google Ads | Cool Aesthetics - Dr. Ho... | search | beta | cooltone

Overview: Paused | Type: Search | Budget: \$44.18/day

Recommendations: Ad status: All | ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
	Total: Ads						67	4.16%	\$692.40
	Cool Aesthetics Non-Invasive Body Contouring Build Muscle and Burn Fat +10 more	x. Expanded Reach Test	Campaign paused Approved (limited): Trademarks in ad text	57	4.03%	\$416.41			
	CoolTone Body Contouring Non-Invasive Body Contouring Build Muscle and Burn Fat +5 more	2. body contouring	Campaign paused Approved (limited): Trademarks in ad text	4	4.82%	\$159.69			
	(Keyword: Cool Aesthetics) Non-Invasive Body Contouring Build Muscle and Burn Fat +10 more	2. body contouring	Campaign paused Approved (limited): Trademarks in ad text	3	4.00%	\$79.06			
	(Keyword: Cool Aesthetics) Non-Invasive Body Contouring Build Muscle and Burn Fat +10 more	0. cooltone - general	Campaign paused Approved (limited): Trademarks in ad text	3	8.82%	\$37.24			
	CoolTone Cellulite Treatment Tighten Skin, Smooth Texture Say Goodbye to Cellulite +5 more	1. cooltone - price	Campaign paused	0	-	\$0.00			
	CoolTone Cellulite Treatment Tighten Skin, Smooth Texture Say Goodbye to Cellulite +5 more	1. cooltone - price	Campaign paused Disapproved: Destination mismatch +1 more	0	-	\$0.00			
	Cellulite Reduction Reduce Cellulite & Smooth Skin Save on Cellulite Treatment		Campaign paused						

Google Ads | Cool Aesthetics - Dr. Ho... | search | beta | cooltone

Overview: Paused | Type: Search | Budget: \$44.18/day

Recommendations: Ad status: All | ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
	Total: Ads						67	4.16%	\$692.40
	Non-Surgical & Minimal Downtime. CoolTone is a New Non-Invasive Body Contouring Treatment from the Makers of CoolSculpting.		ad text						
	CoolTone Oklahoma City Muscle and Body Toning Save on CoolTone Cost	x. Expanded Reach Test	Campaign paused Approved (limited): Trademarks in ad text	0	0.00%	\$0.00			
	Cool Aesthetics CoolTone Trim & Tone Muscles Top Provider in Oklahoma City	x. Expanded Reach Test	Campaign paused Approved (limited): Trademarks in ad text	0	0.00%	\$0.00			
	[Dynamically generated headline] [Dynamically generated display URL] CoolTone is a Non-Surgical Body Contouring Procedure. Build, Strengthen, & Tone Muscles. Burn Fat and Build Muscle to Achieve Your Dream Body. Non-Surgical & Minimal Downtime	x. dynamic	Campaign paused Approved (limited): Trademarks in ad text	0	-	\$0.00			
	[Dynamically generated headline] [Dynamically generated display URL] Body Contouring with CoolTone Improves Muscle Tone in the Abdomen, Buttocks, Thighs & Arms. Leading CoolTone Provider in Oklahoma City, OK. Schedule a Free Consultation	x. dynamic	Campaign paused Approved (limited): Trademarks in ad text	0	-	\$0.00			
	Total: Ads						67	4.16%	\$692.40
	Total: Campaign						67	4.16%	\$692.40

Show rows: 500 | 1 - 41 of 41

Google Ads | Cool Aesthetics - Dr. Ho... | search | beta | cooltone

Overview: Paused | Type: Search | Budget: \$44.18/day

Recommendations: Extension type: All | ADD FILTER

Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
	Sitelink extension							
	Before and After Photos See Real Cooltone Before and After Photos	Sitelink extension	search beta cooltone	Campaign	Approved	0	-	\$0.00
	State-of-the-Art Facility Learn More about Our State of the Art Facility	Sitelink extension	search beta cooltone	Campaign	Approved	0	-	\$0.00
	5 Star Reviews Real Cooltone Reviews Patient Testimonials	Sitelink extension	search beta cooltone	Campaign	Approved	0	-	\$0.00
	CoolTone Special Check Out the Latest Cooltone Specials and Deals	Sitelink extension	search beta cooltone	Campaign	Approved	0	-	\$0.00
	Book A Virtual Consult Why Wait? Book a Virtual Consult #1 Provider in Oklahoma City	Sitelink extension	search beta cooltone	Campaign	Approved	0	-	\$0.00
	Call extension							
	(405) 842-9732 (mobile)	Call extension	Account	Account	Approved	25	3.81%	\$330.73
	(405) 842-9732	Call extension	Account	Account	Approved	13	5.14%	\$185.13
	Callout extension							
	Burn Muscle + Build Fat	Callout extension	search beta cooltone	Campaign	Approved	59	4.21%	\$653.93
	Non-Surgical	Callout extension	search beta cooltone	Campaign	Approved	59	4.09%	\$630.20
	Virtual Consult Available	Callout extension	search beta cooltone	Campaign	Approved	56	3.98%	\$588.42
	Free Virtual Consultation	Callout extension	search beta cooltone	Campaign	Approved	61	4.38%	\$566.79

Google Ads | Cool Aesthetics - Dr. Ho... | search | beta | cooltone

Overview: Paused | Type: Search | Budget: \$44.18/day

Recommendations: Extension type: All | ADD FILTER

Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost	
	Sitelink extension								
	CoolTone Special Check Out the Latest Cooltone Specials and Deals	Sitelink extension	search beta cooltone	Campaign	Approved	0	-	\$0.00	
	Book A Virtual Consult Why Wait? Book a Virtual Consult #1 Provider in Oklahoma City	Sitelink extension	search beta cooltone	Campaign	Approved	0	-	\$0.00	
	Call extension								
	(405) 842-9732 (mobile)	Call extension	Account	Account	Approved	25	3.81%	\$330.73	
	(405) 842-9732	Call extension	Account	Account	Approved	13	5.14%	\$185.13	
	Callout extension								
	Burn Muscle + Build Fat	Callout extension	search beta cooltone	Campaign	Approved	59	4.21%	\$653.93	
	Non-Surgical	Callout extension	search beta cooltone	Campaign	Approved	59	4.09%	\$630.20	
	Virtual Consult Available	Callout extension	search beta cooltone	Campaign	Approved	56	3.98%	\$588.42	
	Free Virtual Consultation	Callout extension	search beta cooltone	Campaign	Approved	61	4.38%	\$566.79	
	Free Consult / Contact	Callout extension	search beta cooltone	Campaign	Approved	56	3.97%	\$557.36	
	Total: Callout extensions						66	4.26%	\$686.22
	Total: Call extensions						38	4.18%	\$515.86

Show rows: 500 | 1 - 12 of 12

Campaigns Clinton Webster (1449370475...)

Updated just now | Discard Drafts | Review and Publish

Search and filter | Filters | Jul 1, 2020 - Sep 30, 2020

Campaigns | Ad Sets | Ads

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

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Website Leads
Coolsculpting - Conversions	No Ads	Lowest cost	\$16.60 Daily	20 Leads	17,065	40,838	\$52.68 Per Lead	\$1,053.61	Ongoing	20
Post: "Independence Day is less than a mont...	Completed	Lowest cost	\$14.00 Lifetime	Messaging ...	-	-	Per Messagi...	\$0.00	Jun 19, 2020	-
Post: "Independence Day is less than a mont...	Completed	Lowest cost	\$18.00 Lifetime	Messaging ...	-	-	Per Messagi...	\$0.00	Jun 15, 2020	-
Post: "Make sure you know who you are work...	Ad Set Error(s)	Lowest cost	\$20.00 Lifetime	Post Engag...	-	-	Per Post Eng...	\$0.00	May 2, 2020	-
Post: "Celebrate April 20th! You can still get y...	Completed	Lowest cost	\$20.00 Lifetime	Messaging ...	-	-	Per Messagi...	\$0.00	Apr 16, 2020	-
Post: "Celebrate April 20th! You can still get y...	Completed	Lowest cost	\$20.00 Lifetime	Messaging ...	-	-	Per Messagi...	\$0.00	Apr 16, 2020	-
Post: "GIVEAWAY valued at over \$2,500~"	Completed	Lowest cost	\$15.00 Lifetime	Post Engag...	-	-	Per Post Eng...	\$0.00	Jan 31, 2020	-
Post: "Open House Invitation! ENTER OUR GI...	Completed	Lowest cost	\$15.00 Lifetime	Post Engag...	-	-	Per Post Eng...	\$0.00	Jan 14, 2020	-
[01/07/2020] Promoting http://www.coolaest...	Ad Set Error(s)	Lowest cost	\$15.00 Daily	Link Click	-	-	Per Link Click	\$0.00	Jan 12, 2020	-
[01/07/2020] Promoting http://www.coolaest...	Ad Set Error(s)	Lowest cost	\$15.00 Daily	Link Click	-	-	Per Link Click	\$0.00	Jan 12, 2020	-
Post: "Are you ready for CoolTone and CoolSc...	Completed	Lowest cost	\$2.00 Lifetime	Post Engag...	-	-	Per Post Eng...	\$0.00	Jan 3, 2020	-
Post: "This laser hair removal sale starts now...	Completed	Lowest cost	\$10.00 Lifetime	Link Click	-	-	Per Link Click	\$0.00	Dec 5, 2019	-
Post: "The Botox deal is incredible! Hope to s...	Completed	Lowest cost	\$25.00 Lifetime	Messaging ...	-	-	Per Messagi...	\$0.00	Nov 20, 2019	-
Results from 153 campaigns					17,065 People	40,838 Total	-	\$1,053.61 Total Spent		20 Total

Ads Clinton Webster (1449370475...)

Updated just now | Discard Drafts | Review and Publish

Search and filter | Filters | Jul 1, 2020 - Sep 30, 2020

Campaigns | 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	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
2020-01 - CS - Women - Image 2 - Temp	ca...	Oct 8, 2020, 9:27 ... 6 days ago	20 Leads	17,065	40,838	\$52.68 Per Lead	-	-	-	\$1,053.61
2020-01 - CS - Women - Image 3	ca...	Oct 8, 2020, 9:27 ... 6 days ago	-	-	-	-	-	-	-	-
2020-01 - CS - Women - Image 2	ca...	Oct 8, 2020, 9:27 ... 6 days ago	Lead	-	-	Per Lead	-	-	-	-
2020-01 - CS - Women - Image 1	ca...	Oct 8, 2020, 9:27 ... 6 days ago	Lead	-	-	Per Lead	-	-	-	-
2020-01 - CS - Women - Valentine Image 3	ca...	Oct 8, 2020, 9:27 ... 6 days ago	Lead	-	-	Per Lead	-	-	-	-
2020-01 - CS - Women - Valentine Image 1	ca...	Oct 8, 2020, 9:27 ... 6 days ago	Lead	-	-	Per Lead	-	-	-	-
2020-01 - CS - Women - Valentine Image 2	ca...	Oct 8, 2020, 9:27 ... 6 days ago	Lead	-	-	Per Lead	-	-	-	-
Results from 7 ads			20 Leads	17,065 People	40,838 Total	\$52.68 Per Lead				\$1,053.61 Total Spent

Ads Clinton Webster (1449370475...)

Search and filter

Coolsculpting - Conversions | **Coolsculpting - Women** | **2020-01 - CS - Women - Image 2 - Temp** | Rejected

+ Create | Duplicate | Edit | A/B Test | Search

Ad Name | **Ad Preview**

2020-01 - CS - Women - Image 2 - Temp

Ad Can't Be Edited
You might not have permission to change this ad. Try making a new one.

16 Placements | View More Variations

Facebook Feeds | Feeds | Stories

Story Unavailable: The story in this ad is unavailable for preview. Either it does not exist, or you do not have permission to see it.

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

Close | Discard Draft | Publish