

Docere Medical Spa CoolSculpting Google Adwords Q3 2019 (7/1/2019 - 9/30/2019)

CoolSculpting Beta: \$2,536.18
CoolSculpting Alpha: \$65.19

Google Ad Spend: \$2,601.37

Google Ads | Chris Zelig > Docere Med Spa 838-745-8996 | All campaigns

Overview | CAMPAIGNS | AUCTION INSIGHTS | Custom Jul 1 - Sep 30, 2019

Recommendations: Campaign status: All ADD FILTER

Ad groups	Campaign	Budget	Status	Clicks	CTR	Cost
	search beta coolsculpting	\$36.5...	Limited by budget	122	6.59%	\$2,536.18
	search alpha coolsculpting	\$30.0...	Eligible	8	6.15%	\$65.19
Total: Campaigns				130	6.56%	\$2,601.37
Total: Account		\$66.56...		130	6.56%	\$2,601.37
Total: Search campaigns				130	6.56%	\$2,601.37

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.
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Google Ads | Chris Zelig > Docere Med Spa 838-745-8996 | All campaigns > search | beta | coolsculpting

Overview: Enabled Status: Limited by budget Type: Search Budget: \$36.56/day

Recommendations: ADS | EXTENSIONS | AUTOMATED EXTENSIONS | Custom Jul 15 - Sep 30, 2019

Ad groups: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
	{Keyword:#1 CoolSculpting Deal 25% Off} Freeze Away Stubborn Fat Fat Reduction in Strongsville. +6... www.doceremedspa.com	Ad group paused Approved (limited); Restricted medical content	55	8.22%	\$1,004.39
	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Fat Reduction in Strongsville www.doceremedspa.com	Ad group paused Approved (limited); Restricted medical content	19	5.14%	\$598.14
	25% Off CoolSculpting Cost Target Belly Fat, Love Handles Safe & Effective Fat Reduction www.doceremedspa.com	Ad group paused Approved (limited); Restricted medical content	15	5.54%	\$545.14
	CoolSculpting in Strongsville #1 Fat Reduction Treatment No Surgery & Minimal Downtime www.doceremedspa.com/coolsculpting	Approved (limited); Restricted medical content	19	8.96%	\$213.79

Google Ads | Chris Zelig > Docere Med Spa 838-745-8996 | All campaigns > search | beta | coolsculpting

Overview: Enabled Status: Limited by budget Type: Search Budget: \$36.56/day

Recommendations: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Docere Medical Spa www.doceremedspa.com/coolsculpting	Approved	3	6.82%	\$45.85
	#1 Provider in Strongsville Safe & Effective Fat Reduction 25% Off All CoolSculpting® +10 more doceremedspa.com/coolsculpting/strongsville	Approved	3	2.94%	\$34.44
	25% Off All CoolSculpting® Docere Medical Spa www.doceremedspa.com/coolsculpting	Approved	1	2.13%	\$29.57
	25% Off All CoolSculpting® Best Price in Strongsville Docere Medical Spa +6 more doceremedspa.com/coolsculpting/special	Poor ad strength Approved (limited); Restricted medical content	2	3.70%	\$15.82
	Best Price in Strongsville Docere Medical Spa Flexible Payment Options doceremedspa.com/coolsculpting/special	Approved	1	20.00%	\$13.17

Google Ads | Chris Zelig > Docere Med Spa 838-745-8996 | All campaigns > search | beta | coolsculpting

Overview: Enabled Status: Limited by budget Type: Search Budget: \$36.56/day

Recommendations: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
	25% Off CoolSculpting® Cost New Client Special Docere Medical Spa doceremedspa.com/coolsculpting/special	Approved (limited); Restricted medical content	1	12.50%	\$9.71
	#1 Provider in Strongsville Safe & Effective Fat Reduction 25% Off All CoolSculpting® +10 more doceremedspa.com/coolsculpting/strongsville	Approved	1	11.11%	\$9.44
	25% Off All CoolSculpting® Affordable & Quick Treatments Docere Medical Spa doceremedspa.com/coolsculpting/special	Approved	1	20.00%	\$8.71
	CoolSculpting in Strongsville #1 Fat Reduction Treatment No Surgery & Minimal Downtime www.doceremedspa.com/coolsculpting	Approved	1	4.35%	\$8.01
	{Keyword:#1 CoolSculpting Deal 25% Off} Freeze Away Stubborn Fat Fat Reduction in Strongsville. +6... www.doceremedspa.com	Ad group paused	0	-	\$0.00

Overview		Status: Limited by budget		Type: Search	Budget: \$36.56/day	More details		
Recommendations	Ad status: All		ADD FILTER		SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE			
Ad groups	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost	
Ads & extensions	Total: Ads 2				122	6.59%	\$2,536.18	
Landing pages	<input type="checkbox"/>	Off First Treatment doceremedspa.com/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Strongsville, OH. Schedule a Free Consultation	6. coolsculpting - fat freeze	Approved	0	-	\$0.00	
Keywords								
Audiences								
Demographics	<input type="checkbox"/>	CoolSculpting in Strongsville #1 Fat Reduction Treatment Best Prices. FDA-Cleared. doceremedspa.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 (limited): Restricted medical content	0	-	\$0.00	
Settings								
Locations	<input type="checkbox"/>	25% Off All Fat Freezing Docere Med Spa #1 Provider in Strongsville doceremedspa.com/coolsculpting/fat-freezing #1 CoolSculpting® Deal. Top Provider in Strongsville, OH 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	0	-	\$0.00	
Ad schedule								
Devices								
Advanced bid adj.	Total: Ads 2				122	6.59%	\$2,536.18	
Change history	Total: Campaign 2				122	6.59%	\$2,536.18	
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Overview		Status: Limited by budget		Type: Search	Budget: \$36.56/day	More details		
Recommendations	ADS		EXTENSIONS		AUTOMATED EXTENSIONS		Custom Jul 15 - Sep 30, 2019	
Ad groups	Extension type: All		ADD FILTER		Associations view			
Ads & extensions	<input type="checkbox"/>	Extension	Added to	Level	Status	Clicks	CTR	Cost
Landing pages	Sitelink extension							
Keywords	<input type="checkbox"/>	5 Star Reviews Real CoolSculpting Reviews Patient Testimonials	search beta coolsculpti...	Campaign	Approved	0	0.00%	\$0.00
Audiences								
Demographics	<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology - Latest Applicators & Dual Sculpting	search beta coolsculpti...	Campaign	Approved	0	-	\$0.00
Settings								
Locations	<input type="checkbox"/>	Before and After Photos See CoolSculpting Before and After Photos	search beta coolsculpti...	Campaign	Approved	0	0.00%	\$0.00
Ad schedule								
Devices								
Advanced bid adj.	<input type="checkbox"/>	25% OFF All Fat Areas Save on CoolSculpting Cost Fat Freezing Special	search beta coolsculpti...	Campaign	Disapproved: Capitalization	0	-	\$0.00
Change history								
Drafts & experiments	Call extension							
	<input type="checkbox"/>	(216) 446-8467 (mobile)	Account	Account	Approved	36	8.82%	\$889.52
	<input type="checkbox"/>	(216) 446-8467	Account	Account	Approved	13	5.80%	\$294.29
	Callout extension							
	<input type="checkbox"/>	Contact Us + Free Consult	search beta coolsculpti...	Campaign	Approved	74	7.83%	\$1,540.06
	<input type="checkbox"/>	Liposuction Alternative	search beta coolsculpti...	Campaign	Approved	70	7.34%	\$1,526.49

Overview		Status: Limited by budget		Type: Search	Budget: \$36.56/day	More details		
Recommendations	Extension type: All		ADD FILTER		Associations view			
Ads & extensions	<input type="checkbox"/>	Extension	Added to	Level	Status	Clicks	CTR	Cost
	<input type="checkbox"/>	(216) 446-8467 (mobile)	Account	Account	Approved	36	8.82%	\$889.52
	<input type="checkbox"/>	(216) 446-8467	Account	Account	Approved	13	5.80%	\$294.29
	Callout extension							
	<input type="checkbox"/>	Contact Us + Free Consult	search beta coolsculpti...	Campaign	Approved	74	7.83%	\$1,540.06
	<input type="checkbox"/>	Liposuction Alternative	search beta coolsculpti...	Campaign	Approved	70	7.34%	\$1,526.49
	<input type="checkbox"/>	New Clients 25% OFF	search beta coolsculpti...	Campaign	Approved	71	7.51%	\$1,489.59
	<input type="checkbox"/>	Highlights: No Surgery	search beta coolsculpti...	Campaign	Approved	70	7.39%	\$1,395.74
	<input type="checkbox"/>	1 Fat Reduction Treatment	search beta coolsculpti...	Campaign	Approved	57	6.99%	\$1,149.01
	Total: Sitelink extensions					0	0.00%	\$0.00
	Total: Callout extensions					99	7.30%	\$2,131.59
	Total: Call extensions					49	7.75%	\$1,183.81
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Overview		Status: Eligible		Type: Search	Budget: \$30.00/day	More details	
Recommendations	ADS		EXTENSIONS		AUTOMATED EXTENSIONS		Custom Jul 15 - Sep 30, 2019
Ad groups	Ad status: All		ADD FILTER		SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE		
Ads & extensions	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost
Landing pages	<input type="checkbox"/>	CoolSculpting in Strongsville #1 Fat Reduction Treatment No Surgery & Minimal Downtime www.doceremedspa.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	0. coolsculpting - general	Approved (limited): Restricted medical content	6	6.82%	\$54.58
Keywords							
Audiences							
Demographics	<input type="checkbox"/>	25% Off All CoolSculpting® Best Price in Strongsville Docere Medical Spa +6 more doceremedspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting... View assets details	1. coolsculpting - price	Poor ad strength Approved (limited): Restricted medical content	2	10.53%	\$10.61
Settings							
Locations	<input type="checkbox"/>	#1 Provider in Strongsville Safe & Effective Fat Reduction 25% Off All CoolSculpting® +10 more doceremedspa.com/coolsculpting/strongsville #1 CoolSculpting Deal. Freeze Fat. Top Provider in Strongsville, OH. Free Consult. Expert, Safe Fat Loss... View assets details	0. coolsculpting - general	Approved	0	0.00%	\$0.00
Ad schedule							
Devices							
Advanced bid adj.	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Docere Medical Spa www.doceremedspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Strongsville, OH. Schedule a Free Consultation	0. coolsculpting - general	Approved	0	0.00%	\$0.00
Change history							
Drafts & experiments	<input type="checkbox"/>	25% Off All CoolSculpting® Docere Medical Spa #1 Provider in Strongsville www.doceremedspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Strongsville, OH. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Approved	0	0.00%	\$0.00

Overview		Status: Eligible		Type: Search	Budget: \$30.00/day	More details	
Recommendations	Ad status: All		ADD FILTER		SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE		
Ad groups	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost
Ads & extensions	View assets details						
Landing pages	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Docere Medical Spa www.doceremedspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Strongsville, OH. Schedule a Free Consultation	2. coolsculpting - fat freeze	Approved	0	-	\$0.00
Keywords							
Audiences							
Demographics	<input type="checkbox"/>	25% Off All CoolSculpting® Docere Medical Spa #1 Provider in Strongsville www.doceremedspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Strongsville, OH. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2. coolsculpting - fat freeze	Approved	0	-	\$0.00
Settings							
Locations	<input type="checkbox"/>	CoolSculpting in Strongsville #1 Fat Reduction Treatment No Surgery & Minimal Downtime www.doceremedspa.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	2. coolsculpting - fat freeze	Approved	0	0.00%	\$0.00
Ad schedule							
Devices							
Advanced bid adj.	Total: Ads 2				8	6.15%	\$65.19
Change history	Total: Campaign 2				8	6.15%	\$65.19
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Overview ● Enabled Status: Eligible Type: Search Budget: \$30.00/day [More details](#)

Recommendations ADS **EXTENSIONS** AUTOMATED EXTENSIONS Custom Jul 15 - Sep 30, 2019

Ad groups + Extension type: All [ADD FILTER](#) Associations view

<input type="checkbox"/>	Extension	Added to	Level	Status	Clicks	CTR	Cost
Call extension							
<input type="checkbox"/>	(216) 446-8467	Account	Account	Approved	2	10.00%	\$11.93
<input type="checkbox"/>	(216) 446-8467 (mobile)	Account	Account	Approved	1	5.26%	\$7.48
Total: Call extensions					3	7.69%	\$19.41

Settings 1 - 2 of 2

- Landing pages
- Keywords
- Audiences
- Demographics
- Locations
- Ad schedule
- Devices
- Advanced bid adj.
- Change history
- Drafts & experiments