

Docere Med Spa Coolsculpting Google Adwords & Facebook Ads Q2 2020 (4/1/2020 - 6/30/2020)

Total Google Ads: \$1,488.68
Total Facebook Ads: \$ 37.27
Total Media Spend: \$1,525.95

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

Overview | Campaigns | Recommendations | Auction insights | Ad groups | Ads & extensions | Landing pages | Keywords | Audiences | Demographics | Settings | Often visited | Change history | More

Campaigns | Custom | Apr 1 - Jun 30, 2020

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$48.57/day	Eligible	175	9.07%	\$1,488.68
search alpha coolsculpting	\$27.12/day	Paused	0	-	\$0.00
Total: Campaigns			175	9.07%	\$1,488.68
Total: Account	\$48.57/day		175	9.07%	\$1,488.68

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 headers' hover text for accredited metrics.
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Google Ads | Chris Zelig | Docere Med Spa | 838-745-8996 | All campaigns | search | beta | coolsculpting

Overview | Ad status: Enabled | Status: Eligible | Type: Search | Budget: \$48.57/day | Optimization score: 80.1% | More details

Ads | Custom | Apr 1 - Jun 30, 2020

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			175	9.07%	\$1,488.68
#1 Provider in Strongsville Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more www.doceremedspa.com/coolsculpting/strongsville #1 CoolSculpting Deal. Freeze Fat. Top Provider in Strongsville, OH. Free Consult. Expert, Safe Fat Loss With... View assets details	0. coolsculpting - general	Approved	72	8.14%	\$625.33
25% Off All CoolSculpting® Best Price in Strongsville Docere Medical Spa +6 more www.doceremedspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minimal Downtime. Rea... View assets details	1. coolsculpting - price	Approved	41	14.05%	\$295.30
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	19	7.09%	\$118.98
#1 Provider in Strongsville Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more www.doceremedspa.com/coolsculpting/strongsville #1 CoolSculpting Deal. Freeze Fat. Top Provider in Strongsville, OH. Free Consult. Expert, Safe Fat Loss With... View assets details	3. body sculpting	Approved	18	11.61%	\$118.32
#1 Provider in Strongsville Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more www.doceremedspa.com/coolsculpting/strongsville #1 CoolSculpting Deal. Freeze Fat. Top Provider in Strongsville, OH. Free Consult. Expert, Safe Fat Loss With... View assets details	4. lipo	Approved	8	11.59%	\$88.27
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	3	3.45%	\$86.40

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

Overview | Ad status: Enabled | Status: Eligible | Type: Search | Budget: \$48.57/day | Optimization score: 80.1% | More details

Ads | Custom | Apr 1 - Jun 30, 2020

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			175	9.07%	\$1,488.68
#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	3	7.50%	\$52.78
Best Price in Strongsville Docere Medical Spa Flexible Payment Options www.doceremedspa.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	4.00%	\$36.69
#1 Provider in Strongsville Quick & Painless Fat Freezing Fat Freezing for 25% Off +9 more www.doceremedspa.com/fat-freezing/strongsville #1 CoolSculpting Deal. Top Provider in Strongsville, OH for Freezing Fat. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	6. coolsculpting - fat freeze	Approved	3	21.43%	\$31.95
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	3. body sculpting	Approved	3	17.65%	\$19.26
CoolSculpting in Strongsville #1 Fat Reduction Treatment Best Prices. FDA-Cleared. www.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	2	25.00%	\$5.87
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	4. lipo	Approved	1	3.85%	\$4.95
(Keyword: Best Price in Strongsville) Docere Medical Spa Flexible Payment Options					

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

Overview | Ad status: Enabled | Status: Eligible | Type: Search | Budget: \$48.57/day | Optimization score: 80.1% | More details

Ads | Custom | Apr 1 - Jun 30, 2020

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			175	9.07%	\$1,488.68
(Keyword: Best Price in Strongsville) Docere Medical Spa Flexible Payment Options www.doceremedspa.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	11.11%	\$4.58
(Keyword: #1 CoolSculpting Deal 25% Off) Freeze Away Stubborn Fat Fat Reduction in Strongsville +6 more www.doceremedspa.com #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat. Save on CoolSculpting Cost... View assets details	coolsculpting	Ad group paused	0	-	\$0.00
25% Off CoolSculpting Cost Target Belly Fat, Love Handles Safe & Effective Fat Reduction www.doceremedspa.com #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat. Save on CoolSculpting Cost - Freeze Away Fat Without Surgery. New Clients Save 25%.	coolsculpting	Ad group paused Approved (limited). Restricted medical content	0	-	\$0.00
#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Fat Reduction in Strongsville www.doceremedspa.com #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Strongsville, OH. Free Consult. 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment.	coolsculpting	Ad group paused Approved (limited). Restricted medical content	0	-	\$0.00
(Keyword: #1 CoolSculpting Deal 25% Off) Freeze Away Stubborn Fat Fat Reduction in Strongsville +6 more www.doceremedspa.com #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat. Save on CoolSculpting Cost... View assets details	SKAG coolsculpting face BROAD	Ad group removed	0	-	\$0.00
25% Off CoolSculpting Cost Target Belly Fat, Love Handles Safe & Effective Fat Reduction www.doceremedspa.com #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat. Save on CoolSculpting Cost - Freeze Away Fat Without Surgery. New Clients Save 25%.	SKAG coolsculpting face BROAD	Ad group removed	0	-	\$0.00
#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Fat Reduction in Strongsville www.doceremedspa.com #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Strongsville, OH. Free Consult. 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment.	SKAG coolsculpting face BROAD	Ad group removed	0	-	\$0.00

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

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.57/day, Optimization score: 80.1%

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads						
Total: Campaign						

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more

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

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.57/day, Optimization score: 80.1%

Recommendations: Extensions, Custom: Apr 1 - Jun 30, 2020

Ad groups: Extension type: All, ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
Call extension							
Callout extension							

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

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$48.57/day, Optimization score: 80.1%

Recommendations: Extension type: All, ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Callout extension							
Structured snippet extension							
Promotion extension							
Total: Callout extensions							
Total: Structured snippet extensions							
Total: Call extensions							

Campaigns | Docere (1385679068263903) | Updated 14 minutes ago

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

COVID-19 Resources | Campaigns (4 Selected) | Ad Sets for 4 Campaigns | Ads for 4 Campaigns

+ Create, Duplicate, Edit, A/B Test, Rules, View Setup, Columns: Custom, Breakdown, Reports

Campaign Name	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases
Post: "Our CoolSculpting Technicians"	\$12.00	1	118	174	\$12.00	\$12.00	Jun 25, 2020	1	—	—
Post: "Did someone say S P F ?"	\$12.00	—	383	888	—	\$12.00	Jun 25, 2020	3	—	—
Post: "IPL laser treatment on our beautiful cli..."	\$12.00	1	712	845	\$12.00	\$12.00	May 31, 2020	20	—	—
Post: "Take advantage of this 48 hour sale!"	\$12.00	—	565	859	—	\$12.00	May 30, 2020	—	—	—
Post: "In need of a massage? Call us today ..."	\$12.00	—	329	827	—	\$12.00	Jun 27, 2020	—	—	—
Post: "Docere is proud to announce that we ..."	\$12.00	19	451	765	\$0.63	\$12.00	Jun 23, 2020	3	—	—
Post: "Our Master Stylist Sonia is returning o..."	\$12.00	—	537	866	—	\$11.94	Jun 12, 2020	2	—	—
Post: "D I D Y O U K N O W ? After a medic..."	\$10.00	—	213	290	—	\$10.00	Jun 4, 2020	1	—	—
Post: "IPL laser treatment on our beautiful cli..."	\$10.00	—	853	1,211	—	\$10.00	Jun 4, 2020	15	—	—
Post: "Official website up and running! Conta..."	\$10.00	37	160	189	\$0.27	\$10.00	May 16, 2020	—	—	—
Post: "CoolSculpting with Joelle!"	\$10.00	7	108	162	\$1.43	\$10.00	Jun 24, 2020	—	—	—
Instagram Post: @bodybyjoelle getting her...	Using ad...	9	1,189	1,289	\$1.11	\$9.99	Jun 19, 2020	9	—	—
Post: "Please vote for us!"	\$8.00	19	645	1,112	\$0.42	\$8.00	May 26, 2020	19	—	—
Results from 166 campaigns	—	—	8,344	18,642	—	\$234.55	—	114	—	—

Campaigns | Docere (1385679068263903) | Updated 16 minutes ago

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

COVID-19 Resources | Campaigns (4 Selected) | Ad Sets for 4 Campaigns | Ads for 4 Campaigns

+ Create, Duplicate, Edit, A/B Test, Rules, View Setup, Columns: Custom, Breakdown, Reports

Campaign Name	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases
Post: "Today and tomorrow only! Get and pa..."	\$6.00	—	313	843	—	\$6.00	Jun 25, 2020	2	—	—
Post: "Relax, Renew & Refresh at Antoine's L..."	\$10.00	10	228	322	\$0.60	\$5.98	Jul 2, 2020	—	—	—
Post: "Our CoolSculpting Technicians"	\$12.00	—	74	97	—	\$5.28	Jul 4, 2020	—	—	—
Post: "REFERRAL PROGRAM"	\$5.00	7	152	182	\$0.49	\$3.43	Jul 2, 2020	2	—	—
[07/09/2020] Promoting Antoine's Le Jour Sp...	\$8.00	—	—	—	—	\$0.00	Jul 13, 2020	—	—	—
[07/09/2020] Promoting Docere	\$6.00	—	—	—	—	\$0.00	Jul 15, 2020	—	—	—
Post: "Want to take advantage of our micron..."	\$14.00	—	—	—	—	\$0.00	Jul 14, 2020	—	—	—
Post: "10% NEW GUEST OFFER"	\$20.00	—	—	—	—	\$0.00	Jul 13, 2020	—	—	—
Post: ""	\$25.00	—	—	—	—	\$0.00	Jul 13, 2020	—	—	—
Instagram Post: "Our CoolSculpting Techni..."	\$8.00	—	—	—	—	\$0.00	Jul 12, 2020	—	—	—
Instagram Post: "Want to take advantage of o..."	Using ad...	—	—	—	—	\$0.00	Jul 11, 2020	—	—	—
Post: "SAVE NOW! Docere is offering buy T..."	\$25.00	—	—	—	—	\$0.00	Jul 11, 2020	—	—	—
Post: "SAVINGS TIME!"	\$20.00	—	—	—	—	\$0.00	Jul 11, 2020	—	—	—
Results from 166 campaigns	—	—	8,344	18,642	—	\$234.55	—	114	—	—

Ads Docere (1385679068263903) Updated just now Discard Drafts Review and Publish

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

COVID-19 Resources Campaigns 4 Selected Ad Sets for 4 Campaigns Ads for 4 Campaigns

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

	Ad Name	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
<input type="checkbox"/>	Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"	\$12.00		Messaging ... 1	118	174	\$12.00	—	—	—	\$12.00
<input type="checkbox"/>	Post: "CoolSculpting with Joelle!"	\$10.00		Post Engag... 7	108	162	\$1.43	—	—	—	\$10.00
<input type="checkbox"/>	Instagram Post: @bodybyjoelle getting her...	\$8.00	etime	Link Clicks 9	1,083	1,180	\$0.89	Below average	—	—	\$8.00
<input type="checkbox"/>	Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"	\$5.28		Messaging ... 74	74	97	Per Messag...	Bottom 10% of ...	—	—	\$5.28
<input type="checkbox"/>	Instagram Post: @bodybyjoelle getting her...	\$1.99	etime	Link Click 107	107	109	Per Link Click	—	—	—	\$1.99
Results from 5 ads					1,421	1,722					\$37.27
					People	Total					Total Spent

Ads Docere (1385679068263903)

Search Filters

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

Ad Name

- Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"
- Post: "CoolSculpting with Joelle!"
- Instagram Post: @bodybyjoelle getting her...
- Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"
- Instagram Post: @bodybyjoelle getting her...

Results from 5 ads

Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"

Completed

Edit Review

You can't edit this ad because it's part of a scheduled ad set that has reached its end date. Please go to the Budget & Schedule section of the ad set and change the end date to a date in the future and then try your edits again.

Ad Name: Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"

Identity: Facebook Page: Select Page, Instagram Account: No Instagram account

Ad Setup: Use Existing Post

Ad Creative: Select the media, text, and destination for your ad. You can also customize your media and text for each placement. Learn More

Facebook Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"

5 Placements: Facebook Feeds, Feeds, Stories

Docere Medical Spa

16 1 Share

Like Comment Share

Ad rendering and interaction may vary based on device, format and other factors.

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

Ads Docere (1385679068263903)

Search Filters

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

Ad Name

- Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"
- Post: "CoolSculpting with Joelle!"
- Instagram Post: @bodybyjoelle getting her...
- Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"
- Instagram Post: @bodybyjoelle getting her...

Results from 5 ads

Post: "CoolSculpting with Joelle!"

Completed

Edit Review

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Ad Name: Post: "CoolSculpting with Joelle!"

Identity: Facebook Page: Select Page, Instagram Account: No Instagram account

Ad Setup: Use Existing Post

Ad Creative: Select the media, text, and destination for your ad. You can also customize your media and text for each placement. Learn More

Facebook Post: "CoolSculpting with Joelle! Th..."

3 Placements: Facebook Feeds, Feeds, In-Stream

Docere Medical Spa

6

Like Comment Share

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Ads Docere (1385679068263903)

Search Filters

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

Ad Name

- Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"
- Post: "CoolSculpting with Joelle!"
- Instagram Post: @bodybyjoelle getting her...
- Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"
- Instagram Post: @bodybyjoelle getting her...

Results from 5 ads

Instagram Post: @bodybyjoelle getting her...

Completed

Edit Review

Ad Name: Instagram Post: @bodybyjoelle getting her...

This ad was created on Instagram and can't be edited here. Open your Instagram app to edit the original.

2 Placements: Instagram Feed, Instagram Stories

Instagram Post: @bodybyjoelle getting her...

Instagram Post: @bodybyjoelle getting her...

Ad rendering and interaction may vary based on device, format and other factors.

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Ads Docere (1385679068263903)

Search Filters

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

Ad Name

- Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"
- Post: "CoolSculpting with Joelle!"
- Instagram Post: @bodybyjoelle getting her...
- Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"
- Instagram Post: @bodybyjoelle getting her...

Results from 5 ads

Post: "Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle!"

Completed

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5 Placements: Facebook Feeds, Feeds, Stories

Docere Medical Spa

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