

City Dermatology and Laser Coolsculpting Google Adwords & Facebook Ads Q4 2019 (10/1/2019 - 12/31/2019)

search beta coolsculpting: \$3,428.49
 search alpha coolsculpting: \$1,626.81

Total Google Ads: \$5,055.30
 Facebook Ads: \$1,484.11
Total Media Cost: \$6,539.41

Google Ads | Chris Zelig | City Dermatology & Laser... | All campaigns

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview | Campaigns

Custom Oct 1 - Dec 31, 2019

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$60.19/day	Paused	176	6.33%	\$3,428.49
search alpha coolsculpting	\$30.00/day	Paused	116	9.34%	\$1,626.81
Campaign #1	\$5.00/day	Removed	0	-	\$0.00
Coolsculpting BMM	Coolsculpting \$70.00/day	Paused	0	-	\$0.00
Coolsculpting Exact	Coolsculpting \$70.00/day	Paused	0	-	\$0.00
Competitor	\$10.00/day	Paused	0	-	\$0.00
CoolSculpting Calls	\$10.00/day	Paused	0	-	\$0.00
search beta coolsculpting OLD	\$80.00/day	Paused	0	-	\$0.00
Total: Campaigns			292	7.26%	\$5,055.30
Total: Account	\$0.00/day		292	7.26%	\$5,055.30

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

Google Ads | Chris Zelig | City Dermatology & Laser... | search | beta | coolsculpting

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview | Ads

Paused | Type: Search | Budget: \$60.19/day | More details

Custom Oct 1 - Dec 31, 2019

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
CoolSculpting in Cincinnati #1 Fat Reduction Treatment No Surgery & Minimal Downtime					
	0. coolsculpting - general	Campaign paused	55	8.62%	\$977.46
#1 Provider in Cincinnati Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more					
	0. coolsculpting - general	Campaign paused	20	3.51%	\$414.26
#1 CoolSculpting Deal. Freeze Fat. Top Provider in Cincinnati, OH. Free Consult. Expert, Safe Fat Loss With Quick Results...					
	0. coolsculpting - general	Campaign paused	18	4.60%	\$408.56
#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat City Dermatology & Laser					
	0. coolsculpting - general	Campaign paused	12	3.43%	\$361.88
25% Off All CoolSculpting® City Dermatology & Laser #1 Provider in Cincinnati					
	1. coolsculpting - price	Campaign paused	14	24.14%	\$306.49
Best Price in Cincinnati City Dermatology & Laser Flexible Payment Options					
	1. coolsculpting - price	Campaign paused	7	14.00%	\$121.22
25% Off All CoolSculpting® Best Price in Cincinnati City Dermatology & Laser +6 more					
	1. coolsculpting - price	Campaign paused	20	16.95%	\$292.51

Google Ads | Chris Zelig | City Dermatology & Laser... | search | beta | coolsculpting

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Overview | Ads

Paused | Type: Search | Budget: \$60.19/day | More details

Custom Oct 1 - Dec 31, 2019

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
25% Off All CoolSculpting® Best Price in Cincinnati City Dermatology & Laser +6 more					
	1. coolsculpting - price	Campaign paused	20	16.95%	\$292.51
25% Off All CoolSculpting® Affordable & Quick Treatments City Dermatology & Laser					
	1. coolsculpting - price	Campaign paused	6	8.70%	\$135.86
CoolSculpting in Cincinnati #1 Fat Reduction Treatment Best Prices. FDA-Cleared.					
	6. coolsculpting - fat freeze	Campaign paused	9	18.75%	\$134.81
(Keyword: Best Price in Cincinnati) City Dermatology & Laser Flexible Payment Options					
	1. coolsculpting - price	Campaign paused	7	10.45%	\$121.22
#1 Provider in Cincinnati Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more					
	3. body sculpting	Campaign paused	4	4.17%	\$94.87
#1 Provider in Cincinnati Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more					
	2. cryolipolysis	Campaign paused	3	33.33%	\$52.68
25% Off CoolSculpting® Cost New Client Special City Dermatology & Laser					

Google Ads | Chris Zelig | City Dermatology & Laser... | search | beta | coolsculpting

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Overview | Ads

Paused | Type: Search | Budget: \$60.19/day | More details

Custom Oct 1 - Dec 31, 2019

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
25% Off CoolSculpting® Cost New Client Special City Dermatology & Laser					
	1. coolsculpting - price	Campaign paused	1	1.89%	\$44.52
City Dermatology & Laser Freezing Fat Really Works 25% Off First Treatment					
	6. coolsculpting - fat freeze	Campaign paused	1	5.00%	\$40.73
CoolSculpting in Cincinnati #1 Fat Reduction Treatment No Surgery & Minimal Downtime					
	3. body sculpting	Campaign paused	4	3.96%	\$25.44
25% Off All Fat Freezing City Dermatology & Laser #1 Provider in Cincinnati					
	6. coolsculpting - fat freeze	Campaign paused	1	4.76%	\$13.94
CoolSculpting in Cincinnati #1 Fat Reduction Treatment No Surgery & Minimal Downtime					
	2. cryolipolysis	Campaign paused	1	7.14%	\$3.26
(Keyword: 25% Off CoolSculpting Cost) No Surgery, Pain, or Downtime Fat Reduction in Cincinnati +6 more					
	coolsculpting	Campaign paused	0	-	\$0.00

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Overview: Paused, Type: Search, Budget: \$60.19/day

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 176					
Total: Campaign 176					

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview: Paused, Type: Search, Budget: \$60.19/day

Extensions

Extension type: Callout extension

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Highlights: No Surgery	Callout extension	search beta coolsculpting	Campaign	Approved	69	6.82%	\$1,379.27
Liposuction Alternative	Callout extension	search beta coolsculpting	Campaign	Approved	60	6.07%	\$1,287.50
Contact Us + Free Consult	Callout extension	search beta coolsculpting	Campaign	Approved	67	6.77%	\$1,203.30
FDA Approved	Callout extension	search beta coolsculpting	Campaign	Approved	16	6.48%	\$407.27
Freeze Your Fat	Callout extension	search beta coolsculpting	Campaign	Approved	17	6.94%	\$361.04
New Clients 25% Off	Callout extension	search beta coolsculpting	Campaign	Approved	17	7.20%	\$353.91
Nonsurgical Fat Reduction	Callout extension	search beta coolsculpting	Campaign	Approved	15	7.01%	\$256.72
Total: Sitelink extensions					2	10.53%	\$85.80
Total: Callout extensions					127	6.71%	\$2,511.88
Total: Structured snippet extensions					0	0.00%	\$0.00
Total: Call extensions					50	6.33%	\$1,107.02
Total: Promotion extensions					34	6.58%	\$789.61

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview: Paused, Type: Search, Budget: \$30.00/day

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
CoolSculpting in Cincinnati #1 Fat Reduction Treatment No Surgery & Minimal Downtime	0. coolsculpting - general	Campaign paused	37	9.97%	\$549.23
#1 Provider in Cincinnati Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	0. coolsculpting - general	Campaign paused	23	9.27%	\$307.96
#1 CoolSculpting Deal. Freeze Fat. Top Provider in Cincinnati, OH. Free Consult. Expert, Safe Fat Loss With Quick Results...	0. coolsculpting - general	Campaign paused	14	7.65%	\$176.72
25% Off All CoolSculpting® Best Price in Cincinnati City Dermatology & Laser +6 more	1. coolsculpting - price	Campaign paused	12	15.79%	\$130.63
25% Off All CoolSculpting® City Dermatology & Laser #1 Provider in Cincinnati	0. coolsculpting - general	Campaign paused	6	3.23%	\$112.73
Best Price in Cincinnati City Dermatology & Laser Flexible Payment Options	1. coolsculpting - price	Campaign paused	5	16.67%	\$89.22

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview: Paused, Type: Search, Budget: \$30.00/day

Ads

Ad	Ad group	Status	Clicks	CTR	Cost		
25% Off CoolSculpting® Cost New Client Special City Dermatology & Laser	1. coolsculpting - price	Campaign paused	3	11.54%	\$66.80		
25% Off All CoolSculpting® Affordable & Quick Treatments City Dermatology & Laser	1. coolsculpting - price	Campaign paused	3	13.64%	\$46.89		
CoolSculpting in Cincinnati #1 Fat Reduction Treatment No Surgery & Minimal Downtime	2. coolsculpting - fat freeze	Campaign paused	4	15.38%	\$39.75		
#1 Provider in Cincinnati Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	2. coolsculpting - fat freeze	Campaign paused	4	21.05%	\$38.08		
(Keyword Best Price in Cincinnati) City Dermatology & Laser Flexible Payment Options	1. coolsculpting - price	Campaign paused	3	9.09%	\$37.36		
25% Off All CoolSculpting® City Dermatology & Laser #1 Provider in Cincinnati	2. coolsculpting - fat freeze	Campaign paused	1	14.29%	\$17.92		
Total: Ads					116	9.34%	\$1,626.81
Total: Campaign					116	9.34%	\$1,626.81

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview: Paused, Type: Search, Budget: \$30.00/day

Ads

Ad	Ad group	Status	Clicks	CTR	Cost		
#1 Provider in Cincinnati Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	2. coolsculpting - fat freeze	Campaign paused	4	21.05%	\$38.08		
(Keyword Best Price in Cincinnati) City Dermatology & Laser Flexible Payment Options	1. coolsculpting - price	Campaign paused	3	9.09%	\$37.36		
25% Off All CoolSculpting® City Dermatology & Laser #1 Provider in Cincinnati	2. coolsculpting - fat freeze	Campaign paused	1	14.29%	\$17.92		
#1 CoolSculpting Deal. Freeze Fat. Top Provider in Cincinnati, OH. Free Consult. Expert, Safe Fat Loss With Quick Results...	2. coolsculpting - fat freeze	Campaign paused	1	6.67%	\$13.52		
Total: Ads					116	9.34%	\$1,626.81
Total: Campaign					116	9.34%	\$1,626.81

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Overview | Paused | Type: Search | Budget: \$30.00/day | More details

Extensions

Custom Oct 1 - Dec 31, 2019

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Callout extension							
<input type="checkbox"/>	Liposuction Alternative	Callout extension	search alpha coolsculpti...	Campaign	Approved	28	\$468.25
<input type="checkbox"/>	Highlights: No Surgery	Callout extension	search alpha coolsculpti...	Campaign	Approved	27	\$428.66
<input type="checkbox"/>	Contact Us + Free Consult	Callout extension	search alpha coolsculpti...	Campaign	Approved	20	\$373.95
<input type="checkbox"/>	Freeze Your Fat	Callout extension	search alpha coolsculpti...	Campaign	Approved	14	\$226.07
<input type="checkbox"/>	Nonsurgical Fat Reduction	Callout extension	search alpha coolsculpti...	Campaign	Approved	10	\$160.94
<input type="checkbox"/>	FDA Approved	Callout extension	search alpha coolsculpti...	Campaign	Approved	9	\$144.18
<input type="checkbox"/>	New Clients 25% Off	Callout extension	search alpha coolsculpti...	Campaign	Approved	9	\$138.23
Total: Sitelink extensions						2	\$24.51
Total: Callout extensions						50	\$856.50
Total: Structured snippet extensions						1	\$17.77
Total: Call extensions						26	\$394.69
Total: Promotion extensions						24	\$389.73

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. [Learn more](#)

Ads Manager | Lana Long (10151134992331590) | Updated just now

We recently detected activity on Audience Network that violated our Audience Network Policies and are refunding advertising spend for impacted ads. We have refunded \$2.21 on 2019-12-18 to the payment method on your ad account 10151134992331590. We appreciate your accommodation for the inconvenience this refund may have caused.

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-10 CS - Women - FB - Low Vio	Lowest cost Conversions	Using camp...	Nov 8, 2019, 11:0... 63 days ago	10 Leads	10,936	25,721	\$67.96 Per Lead	—	—	—	\$679.63
2019-10 CS - Women - FB - Low Vio	Lowest cost Conversions	Using camp...	Oct 31, 2019, 5:3... 71 days ago	42 Leads	212	7,586	\$11.69 Per Lead	—	—	—	\$491.00
CS - Women - Halloween	Lowest cost Conversions	Using camp...		14 Leads	4,581	7,936	\$16.85 Per Lead	—	—	—	\$235.84
2019 - 10 - FB - CS Women - Halloween	Lowest cost Conversions	Using camp...	Oct 18, 2019, 3:5... 84 days ago	2 Leads	198	1,122	\$38.82 Per Lead	—	—	—	\$77.64
Results from 4 ads				68 Leads	13,284 People	42,365 Total	\$21.83 Per Lead				\$1,484.11 Total Spent

Ads Manager | Lana Long (10151134992331590) | Search business

Coolsculpting > FB | Coolsculpting | Women | Prospecting > 2019-10 CS - Women - FB - Low Vio

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: 2019-10 CS - Women - FB - Low Vio

Identity: Facebook Page (City Dermatology and Laser), Instagram Account (citydermlaser)

Create Ad | Use Existing Post | Use Mockup

Format: Dynamic creative is enabled. Multiple ads will be automatically generated using your individual creative assets.

Single Image or Video (Selected): One image or video, or a slideshow with multiple images

Media: [Image of woman in white bodysuit]

Ad Preview: City Dermatology and Laser sponsored. Coolsculpting safely freezes away stubborn fat that resists diet and exercise. [LEARN MORE](#)

Ads Manager | Lana Long (10151134992331590) | Search business

Coolsculpting > FB | Coolsculpting | Women | Retargeting > 2019-10 CS - Women - FB - Low Vio

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: 2019-10 CS - Women - FB - Low Vio

Identity: Facebook Page (City Dermatology and Laser), Instagram Account (citydermlaser)

Create Ad | Use Existing Post | Use Mockup

Format: Dynamic creative is enabled. Multiple ads will be automatically generated using your individual creative assets.

Single Image or Video (Selected): One image or video, or a slideshow with multiple images

Media: [Image of woman in black bikini]

Ad Preview: City Dermatology and Laser sponsored. Learn about Coolsculpting - the latest breakthrough in non-surgical fat reduction. [LEARN MORE](#)

Ads Manager | Lana Long (10151134992331590) | Search business

Coolsculpting > CS - Women - General Population - Halloween > CS - Women - Halloween

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: CS - Women - Halloween

Identity: Facebook Page (City Dermatology and Laser), Instagram Account (citydermlaser)

Create Ad | Use Existing Post | Use Mockup

Format: Dynamic creative is enabled. Multiple ads will be automatically generated using your individual creative assets.

Single Image or Video (Selected): One image or video, or a slideshow with multiple images

Media: [Image of woman in black bikini with bunny ears]

Ad Preview: City Dermatology and Laser sponsored. Learn about Coolsculpting - the latest breakthrough in non-surgical fat reduction. [LEARN MORE](#)

Lana Long (101511349231590)

We recently detected activity on A... We have refunded \$2.21 on 2019...

Search

Filters

Ad Name

- 2019-10 CS - W...
- 2019-10 CS - W...
- CS - Women - H...
- 2019 - 10 - FB - ...

Results from 4 ads

Coolsculpting > CS -Women - FB - Retargeting - Halloween > 2019 - 10 - FB - CS Women - Halloween

Ad Name 2019 - 10 - FB - CS Women - Halloween

Identity

Facebook Page
Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

City Dermatology and Laser

Instagram Account
The Instagram account below is connected to the selected Facebook Page. Manage connections in Page settings.

citydermlaser

Create Ad Use Existing Post Use Mockup

Format
Dynamic creative is enabled. Multiple ads will be automatically generated using your individual creative assets.

- Single Image or Video
One image or video, or a slideshow with multiple images
- Carousel
2 or more scrollable images or videos

Media
Choose up to 10 images or videos and we'll generate multiple combinations using dynamic creative. You can also create new videos or slideshows using templates.

Image

Close

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

