

Dr. Moran Coolsculpting Google Adwords Q3 2019 (7/1/2019 - 9/30/2019)

Coolsculpting Beta: \$4,494.55

Coolsculpting Alpha: \$156.58

Google Ad Spend: \$4,651.13

Google Ads | Chris Zelig > Dr. Moran 805-743-0327 | All campaigns

4 keyword conflicts | You earned a credit

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

Recommendations: Campaign status: All, Campaign name contains cool | View all | ADD FILTER

Ad groups	Campaign	Budget	Status	Clicks	CTR	Cost
	search beta coolsculpting	US\$69.59/day	Eligible	571	3.42%	US\$4,494.55
	search alpha coolsculpting	US\$30.00/day	Limited by budget	5	2.45%	US\$156.58
	Total: Filtered campaigns			576	3.41%	US\$4,651.13
	Total: Account	US\$99.59/day		844	3.82%	US\$5,233.09
	Total: Search campaigns			844	3.82%	US\$5,233.09

Reporting is not carried out in 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 header's hover text for accredited metrics.
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Google Ads | Chris Zelig > Dr. Moran 805-743-0327 | All campaigns > search | beta | coolsculpting

In this campaign 4 keyword conflicts

Overview: Enabled | Status: Eligible | Optimisation score: 93.9% | Type: Search | Budget: US\$69.59/day

Recommendations: ADS | EXTENSIONS | AUTOMATED EXTENSIONS | Custom 3 Jul - 30 Sep 2019

Ad groups: Ad status: All | ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
	Total: Ads			571	3.42%	US\$4,494.55
	{Keyword: #1 CoolSculpting Deal 25% Off} Freeze Away Stubborn Fat 25% Off CoolSculpting Cost +6... www.dr-moran.co	coolsculpting	Ad group paused Approved (limited): Restricted medical content +1 more	377	4.01%	US\$2,329.38
	#1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat... View assets details					
	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Fat Reduction in Newton Centre www.dr-moran.co	coolsculpting	Ad group paused Approved (limited): Restricted drug terms	66	2.82%	US\$694.04
	#1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat. CoolSculpting Reduces Fat Without Surgery. Learn More about Freezing Fat.					
	25% Off CoolSculpting Cost Fat Reduction in Newton Centre Target Belly Fat, Love Handles www.dr-moran.co	coolsculpting	Ad group paused Approved (limited): Restricted drug terms	51	2.14%	US\$627.42
	25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Newtown Centre. Free Consult.					
	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Dr. Moran Medical Aesthetics					

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In this campaign 4 keyword conflicts

Overview: Enabled | Status: Eligible | Optimisation score: 93.9% | Type: Search | Budget: US\$69.59/day

Recommendations: Ad status: All | ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
	Total: Ads			571	3.42%	US\$4,494.55
	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Dr. Moran Medical Aesthetics www.dr-moran.co/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted drug terms	17	3.16%	US\$277.19
	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Newton Centre, MA. Schedule a Free Consultation					
	CoolSculpting in Newton Centre #1 Fat Reduction Treatment No Surgery & Minimal Downtime www.dr-moran.co/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted drug terms	13	2.95%	US\$155.59
	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					
	#1 Provider in Newton Centre Safe & Effective Fat Reduction 25% Off All CoolSculpting® +10 more www.dr-moran.co/coolsculpting/newton-centre	0. coolsculpting - general	Approved (limited): Restricted drug terms	16	2.97%	US\$151.32
	#1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Expert, Safe Fat... View assets details					
	25% Off All CoolSculpting® Dr. Moran Medical Aesthetics #1 Provider in Newton Centre www.dr-moran.co/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted drug terms	4	2.58%	US\$45.68
	#1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime					

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In this campaign 4 keyword conflicts

Overview: Enabled | Status: Eligible | Optimisation score: 93.9% | Type: Search | Budget: US\$69.59/day

Recommendations: Ad status: All | ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
	Total: Ads			571	3.42%	US\$4,494.55
	{Keyword: Best Price in Newport News} Dr. Moran Medical Aesthetics Flexible Payment Options dr-moran.co/coolsculpting/special	1. coolsculpting - price	Approved (limited): Restricted drug terms	5	12.50%	US\$38.36
	Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.					
	25% Off All CoolSculpting® Affordable & Quick Treatments Dr. Moran Medical Aesthetics dr-moran.co/coolsculpting/special	1. coolsculpting - price	Approved (limited): Restricted drug terms	3	2.21%	US\$38.06
	Treatments Tailored To You. In a Luxurious Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now!					
	{Keyword: #1 CoolSculpting Deal 25% Off} Freeze Away Stubborn Fat 25% Off CoolSculpting Cost +6... www.dr-moran.co	SKAG +how +much +is +coolsculpting BROAD	Ad group paused Approved (limited): Restricted drug terms	9	8.91%	US\$37.99
	#1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat... View assets details					
	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Dr. Moran Medical Aesthetics www.dr-moran.co/coolsculpting	2. cryolipolysis	Approved (limited): Restricted drug terms	1	10.00%	US\$29.73
	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Newton Centre, MA. Schedule a Free Consultation					

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In this campaign 4 keyword conflicts

Overview: Enabled | Status: Eligible | Optimisation score: 93.9% | Type: Search | Budget: US\$69.59/day

Recommendations: Ad status: All | ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
	Total: Ads			571	3.42%	US\$4,494.55
	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Dr. Moran Medical Aesthetics www.dr-moran.co/coolsculpting	2. cryolipolysis	Approved (limited): Restricted drug terms	1	10.00%	US\$29.73
	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Newton Centre, MA. Schedule a Free Consultation					
	25% Off CoolSculpting Cost Fat Reduction in Newton Centre Target Belly Fat, Love Handles www.dr-moran.co	SKAG how much is coolsculpting BROAD	Ad group paused Approved (limited): Restricted drug terms	2	1.57%	US\$19.09
	25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Newtown Centre. Free Consult.					
	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Dr. Moran Medical Aesthetics www.dr-moran.co/coolsculpting	3. body sculpting	Approved (limited): Restricted drug terms	1	3.13%	US\$11.59
	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Newton Centre, MA. Schedule a Free Consultation					
	#1 Provider in Newton Centre Safe & Effective Fat Reduction 25% Off All CoolSculpting® +10 more www.dr-moran.co/coolsculpting/newton-centre	3. body sculpting	Approved (limited): Restricted drug terms	1	1.33%	US\$10.72
	#1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Expert, Safe Fat...					

Google Ads | Chris Zelig > Dr. Moran 805-743-0327 | All campaigns > search | beta | coolsculpting | In this campaign 4 keyword conflicts

Overview	Enabled	Status: Eligible	Optimisation score: 93.9%	Type: Search	Budget: US\$69.59/day	More details		
Recommendations	Ad status: All ADD FILTER							
Ad groups	Total: Ads 571							
Ads & extensions	Total: Campaign 571							
Landing pages	<input type="checkbox"/>	#1 Provider in Newton Centre Safe & Effective Fat Reduction 25% Off All CoolSculpting® +10 more drmoran.co/coolsculpting/newton-centre	3. body sculpting	Approved (limited): Restricted drug terms	1	1.33%	US\$10.72	
Keywords								
Audiences	<input type="checkbox"/>	25% Off All CoolSculpting® Best Price in Newton Centre Dr. Moran Medical Aesthetics +6 more drmoran.co/coolsculpting/special	1. coolsculpting - price	Poor ad strength Approved (limited): Restricted drug terms	2	3.77%	US\$10.54	
Demographics								
Settings								
Locations	<input type="checkbox"/>	#1 Provider in Newton Centre Safe & Effective Fat Reduction 25% Off All CoolSculpting® +10 more drmoran.co/coolsculpting/newton-centre	5. sculpsure	Approved (limited): Restricted drug terms	1	12.50%	US\$7.75	
Ad schedule								
Devices	<input type="checkbox"/>	{Keyword: #1 CoolSculpting Deal 25% Off} Freeze Away Stubborn Fat 25% Off CoolSculpting Cost +6... www.drmoran.co	SKAG how much is coolsculpting BROAD	Ad group paused Approved (limited): Restricted drug terms	1	0.99%	US\$7.08	
Advanced bid adj.								
Change history	#1 CoolSculpting Deal 25% Off Freeze Away							

Google Ads | Chris Zelig > Dr. Moran 805-743-0327 | All campaigns > search | beta | coolsculpting | In this campaign 4 keyword conflicts

Overview	Enabled	Status: Eligible	Optimisation score: 93.9%	Type: Search	Budget: US\$69.59/day	More details		
Recommendations	Ad status: All ADD FILTER							
Ad groups	Total: Ads 571							
Ads & extensions	Total: Campaign 571							
Landing pages	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Fat Reduction in Newton Centre www.drmoran.co	SKAG how much is coolsculpting BROAD	Ad group paused Approved (limited): Restricted drug terms	1	1.56%	US\$3.02	
Keywords								
Audiences	<input type="checkbox"/>	{Keyword: #1 CoolSculpting Deal 25% Off} No Surgery, Pain, or Downtime Freeze Away Stubborn... www.drmoran.co	SKAG coolsculpting face BROAD	Ad group removed Approved (limited): Restricted drug terms	0	-	US\$0.00	
Demographics								
Settings								
Locations	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat No Surgery, Pain, or Downtime www.drmoran.co	SKAG coolsculpting face BROAD	Ad group removed Approved (limited): Restricted drug terms	0	-	US\$0.00	
Ad schedule								
Devices	<input type="checkbox"/>	25% Off CoolSculpting Cost Fat Reduction in Newton Centre Target Belly Fat, Love Handles www.drmoran.co	SKAG coolsculpting face BROAD	Ad group removed Approved (limited): Restricted drug terms	0	-	US\$0.00	
Advanced bid adj.								
Change history								

Google Ads | Chris Zelig > Dr. Moran 805-743-0327 | All campaigns > search | beta | coolsculpting | In this campaign 4 keyword conflicts

Overview	Enabled	Status: Eligible	Optimisation score: 93.9%	Type: Search	Budget: US\$69.59/day	More details		
Recommendations	Ad status: All ADD FILTER							
Ad groups	Total: Ads 571							
Ads & extensions	Total: Campaign 571							
Landing pages	<input type="checkbox"/>	www.drmoran.co/coolsculpting	coolsculpting face	Approved (limited): Restricted drug terms	0	-	US\$0.00	
Keywords								
Audiences	<input type="checkbox"/>	CoolSculpting in Newton Centre #1 Fat Reduction Treatment No Surgery & Minimal Downtime www.drmoran.co/coolsculpting	coolsculpting face	Approved (limited): Restricted drug terms	0	0.00%	US\$0.00	
Demographics								
Settings								
Locations	Total: Ads 571							
Ad schedule	Total: Campaign 571							
Devices	Show rows 500 1 - 62 of 62							
Advanced bid adj.	Reporting is not carried out in real time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more							
Change history	© 2019 Google							

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Overview	Enabled	Status: Eligible	Optimisation score: 93.9%	Type: Search	Budget: US\$69.59/day	More details		
Recommendations	ADs EXTENSIONS AUTOMATED EXTENSIONS							
Ad groups	Extension type: All ADD FILTER							
Ads & extensions	Associations view							
Landing pages	Sitelink extension							
Keywords	<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology - Latest Applicators & Dual Sculpting	search beta coolscul...	Campaign	Approved	2	50.00%	US\$17.64
Audiences	<input type="checkbox"/>	5 Star Reviews Real CoolSculpting Reviews Patient Testimonials	search beta coolscul...	Campaign	Approved	0	0.00%	US\$0.00
Demographics								
Settings	<input type="checkbox"/>	Before and After Photos See CoolSculpting Before and After Photos	search beta coolscul...	Campaign	Approved	0	0.00%	US\$0.00
Locations	<input type="checkbox"/>	25% Off All Fat Areas Save on CoolSculpting Cost Fat Freezing Special	search beta coolscul...	Campaign	Approved (limited): Restricted drug terms	0	0.00%	US\$0.00
Ad schedule								
Devices	Call extension							
Advanced bid adj.	<input type="checkbox"/>	(617) 631-3258	search beta coolscul...	Campaign	Approved	8	3.74%	US\$138.89
Change history	<input type="checkbox"/>	(617) 631-3258 (mobile)	search beta coolscul...	Campaign	Approved	6	3.17%	US\$67.49

Google Ads | Chris Zelig > Dr. Moran 805-743-0327 | All campaigns > search | beta | coolsculpting | In this campaign 4 keyword conflicts

Overview	Enabled	Status: Eligible	Optimisation score: 93.9%	Type: Search	Budget: US\$69.59/day	More details		
Recommendations	Extension type: All ADD FILTER							
Ad groups	Associations view							
Ads & extensions	Callout extension							
Landing pages	<input type="checkbox"/>	Liposuction Alternative	search beta coolscul...	Campaign	Approved	196	3.01%	US\$1,729.75
Keywords	<input type="checkbox"/>	New Clients 25% OFF	search beta coolscul...	Campaign	Approved	197	3.03%	US\$1,670.77
Audiences	<input type="checkbox"/>	Highlights: No Surgery	search beta coolscul...	Campaign	Approved	195	3.05%	US\$1,660.55
Demographics	<input type="checkbox"/>	1 Fat Reduction Treatment	search beta coolscul...	Campaign	Approved	184	3.00%	US\$1,620.27
Settings	<input type="checkbox"/>	Contact Us + Free Consult	search beta coolscul...	Campaign	Approved	206	3.26%	US\$1,597.40
Locations	Total: Sitelink extensions 2							
Ad schedule	Total: Callout extensions 321							
Devices	Total: Call extensions 14							
Advanced bid adj.	Show rows 500 1 - 11 of 11							
Change history	Reporting is not carried out in real time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more							

Google Ads | Chris Zelig > Dr. Moran 805-743-0327 | All campaigns > search | alpha | coolsculpting | Budget: US\$30.00/day

Overview: Enabled, Status: Limited by budget, Optimisation score: 58%, Type: Search

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Landing pages	<input type="checkbox"/>	CoolSculpting in Newton Centre #1 Fat Reduction Treatment No Surgery & Minimal Downtime www.dr-moran.co/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted drug terms	2	2.47%	US\$90.50
Keywords	<input type="checkbox"/>	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					
Audiences	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Dr. Moran Medical Aesthetics www.dr-moran.co/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted drug terms	1	2.86%	US\$26.40
Demographics	<input type="checkbox"/>	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Newton Centre, MA. Schedule a Free Consultation					
Settings	<input type="checkbox"/>	#1 Provider in Newton Centre Safe & Effective Fat Reduction 25% Off All CoolSculpting® +10 more www.dr-moran.co/coolsculpting/newton-centre	0. coolsculpting - general	Approved (limited): Restricted drug terms	1	2.70%	US\$21.27
Locations	<input type="checkbox"/>	#1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Expert, Safe Fat... View assets details					
Ad schedule	<input type="checkbox"/>	25% Off All CoolSculpting® Dr. Moran Medical Aesthetics #1 Provider in Newton Centre www.dr-moran.co/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted drug terms	1	10.00%	US\$18.41
Devices	<input type="checkbox"/>	#1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Best Prices. View assets details					

Google Ads | Chris Zelig > Dr. Moran 805-743-0327 | All campaigns > search | alpha | coolsculpting | Budget: US\$30.00/day

Overview: Enabled, Status: Limited by budget, Optimisation score: 58%, Type: Search

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Landing pages	<input type="checkbox"/>	25% Off All CoolSculpting® Dr. Moran Medical Aesthetics #1 Provider in Newton Centre www.dr-moran.co/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted drug terms	1	10.00%	US\$18.41
Keywords	<input type="checkbox"/>	#1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.					
Audiences	<input type="checkbox"/>	25% Off All CoolSculpting® Best Price in Newton Centre Dr. Moran Medical Aesthetics +6 more www.dr-moran.co/coolsculpting/special	1. coolsculpting - price	Poor ad strength Approved (limited): Restricted drug terms	0	0.00%	US\$0.00
Demographics	<input type="checkbox"/>	Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting... View assets details					
Settings	<input type="checkbox"/>	25% Off All CoolSculpting® Affordable & Quick Treatments Dr. Moran Medical Aesthetics www.dr-moran.co/coolsculpting/special	1. coolsculpting - price	Approved (limited): Restricted drug terms	0	0.00%	US\$0.00
Locations	<input type="checkbox"/>	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!					
Ad schedule	<input type="checkbox"/>	Best Price in Newport News Dr. Moran Medical Aesthetics Flexible Payment Options www.dr-moran.co/coolsculpting/special	1. coolsculpting - price	Approved (limited): Restricted drug terms	0	-	US\$0.00
Devices	<input type="checkbox"/>	Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.					

Google Ads | Chris Zelig > Dr. Moran 805-743-0327 | All campaigns > search | alpha | coolsculpting | Budget: US\$30.00/day

Overview: Enabled, Status: Limited by budget, Optimisation score: 58%, Type: Search

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Landing pages	<input type="checkbox"/>	25% Off All CoolSculpting® Dr. Moran Medical Aesthetics #1 Provider in Newton Centre www.dr-moran.co/coolsculpting	2. coolsculpting - fat freeze	Approved (limited): Restricted drug terms	0	-	US\$0.00
Keywords	<input type="checkbox"/>	#1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.					
Audiences	<input type="checkbox"/>	CoolSculpting in Newton Centre #1 Fat Reduction Treatment No Surgery & Minimal Downtime www.dr-moran.co/coolsculpting	2. coolsculpting - fat freeze	Approved (limited): Restricted drug terms	0	0.00%	US\$0.00
Demographics	<input type="checkbox"/>	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					
Settings	Total: Ads ②			5	2.45%	US\$156.58	
Locations	Total: Campaign ②			5	2.45%	US\$156.58	

Show rows 500 | 1 - 13 of 13

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Overview: Enabled, Status: Limited by budget, Optimisation score: 58%, Type: Search

Recommendations: ADS, EXTENSIONS, AUTOMATED EXTENSIONS

Ad groups: Extension type: All

Ad groups	Extension	Added to	Level	Status	Clicks	CTR	Cost
You do not have any extensions yet							
+ CREATE AD EXTENSION							