

Emerson Medical CoolSculpting Google Adwords Q1 2020 (1/1/2020 - 3/31/2020)

Search beta emsculpt: \$3,504.04

Search alpha emsculpt: \$ 733.74

Total Google Ads: \$4,237.78

Total Facebook Ads: \$2,069.07

Total Media Spend: \$6,306.85

Google Ads | Chris Zelig > Emerson Me... | 550-334-6766 | All campaigns

SEARCH REPORTS TOOLS & SETTINGS

259-215-0574 Chris Zelig support@medstarmedia.com

Recommendations Campaign status: All ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$88.81/day	Eligible (Limited)	326	10.15%	\$3,504.04
search alpha coolsculpting	\$25.98/day	Paused	55	16.72%	\$733.74
CoolSculpting Main Exact	\$70.00/day	Paused	0	-	\$0.00
CoolSculpting Main #3	\$30.00/day	Removed	0	-	\$0.00
CoolSculpting Main #2	\$30.00/day	Removed	0	-	\$0.00
CoolSculpting Main-BMM	\$25.00/day	Paused	0	-	\$0.00
CoolSculpting Main Exact Target CPA Experiment - CoolSculpting Main	\$70.00/day	Ended	0	-	\$0.00
search beta coolsculpting OLD	\$85.06/day	Paused	0	-	\$0.00
search beta coolsculpting broad	\$30.00/day	Paused	0	-	\$0.00
search beta coolsculpting exact	\$25.00/day	Paused	0	-	\$0.00
search beta coolsculpting generic BMM	\$30.00/day	Paused	0	-	\$0.00

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Recommendations Campaign status: All ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
Target CPA Experiment - CoolSculpting Main	\$70.00/day	Ended	0	-	\$0.00
search beta coolsculpting OLD	\$85.06/day	Paused	0	-	\$0.00
search beta coolsculpting broad	\$30.00/day	Paused	0	-	\$0.00
search beta coolsculpting exact	\$25.00/day	Paused	0	-	\$0.00
search beta coolsculpting generic BMM	\$30.00/day	Paused	0	-	\$0.00
search beta coolsculpting generic broad	\$15.00/day	Paused	0	-	\$0.00
search beta coolsculpting generic exact	\$25.00/day	Paused	0	-	\$0.00
Total: Campaigns			381	10.76%	\$4,237.78
Total: Account	\$88.81/day		381	10.76%	\$4,237.78

Show rows: 100 1 - 13 of 13

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SEARCH REPORTS TOOLS & SETTINGS

259-215-0574 Chris Zelig support@medstarmedia.com

Overview Enabled Status: Eligible (Limited) Type: Search Budget: \$88.81/day Optimization score: 85.2%

Recommendations Ads Custom Jan 1 - Mar 31, 2020

Ad status: All but removed ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: All but removed ads					
#1 Provider in Staten Island Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more natalyachalikmd.com/coolsculpting/staten-island #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult. Expert, Safe Fat Los... View assets details	0. coolsculpting - general	Approved	104	11.01%	\$1,220.15
CoolSculpting in Staten Island #1 Fat Reduction Treatment No Surgery & Minimal Downtime natalyachalikmd.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	Paused	82	10.22%	\$878.77
25% Off All CoolSculpting® Dr. Natalya Chalik #1 Provider in Staten Island natalyachalikmd.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Paused	23	5.82%	\$280.86
Best Price in Staten Island Dr. Natalya Chalik Flexible Payment Options					

Google Ads | Chris Zelig > Emerson Me... | 550-334-6766 | All campaigns > search | beta | coolscu...

SEARCH REPORTS TOOLS & SETTINGS

259-215-0574 Chris Zelig support@medstarmedia.com

Overview Enabled Status: Eligible (Limited) Type: Search Budget: \$88.81/day Optimization score: 85.2%

Recommendations Ads Custom Jan 1 - Mar 31, 2020

Ad status: All but removed ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: All but removed ads					
natalyachalikmd.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Paused	23	5.82%	\$280.86
Best Price in Staten Island Dr. Natalya Chalik Flexible Payment Options natalyachalikmd.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	Paused	22	20.95%	\$184.56
CoolSculpting in Staten Island #1 Fat Reduction Treatment Best Prices. FDA-Cleared. natalyachalikmd.com/fat-freezing/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	Paused	14	16.87%	\$128.08
CoolSculpting in Staten Island #1 Fat Reduction Treatment Book A Virtual Consultation natalyachalikmd.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 Virtual Consultation	0. coolsculpting - general	Approved	4	11.76%	\$124.32

Google Ads | Chris Zelig > Emerson Me... | 550-334-6766 | All campaigns > search | beta | coolscu...

SEARCH REPORTS TOOLS & SETTINGS

259-215-0574 Chris Zelig support@medstarmedia.com

Overview Enabled Status: Eligible (Limited) Type: Search Budget: \$88.81/day Optimization score: 85.2%

Recommendations Ads Custom Jan 1 - Mar 31, 2020

Ad status: All but removed ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: All but removed ads					
Handles. Book a Virtual Consultation					
#1 Provider in Staten Island Quick & Painless Fat Freezing Fat Freezing for 25% Off +9 more natalyachalikmd.com/fat-freezing/staten-island #1 CoolSculpting Deal. Top Provider in Staten Island, NY for Freezing Fat. Free Consult. Expert, Safe Fat... View assets details	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content	7	10.29%	\$121.68
CoolSculpting in Staten Island #1 Fat Reduction Treatment No Surgery & Minimal Downtime natalyachalikmd.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	Paused	13	10.32%	\$99.97
{Keyword:Best Price in Staten Island} Dr. Natalya Chalik Flexible Payment Options natalyachalikmd.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	Paused	11	10.19%	\$95.61
#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Dr. Natalya Chalik natalyachalikmd.com/coolsculpting	0. coolsculpting - general	Paused	5	6.25%	\$77.74

Overview		Status: Eligible (Limited)		Type: Search	Budget: \$88.81/day	Optimization score: 85.2%	More details						
<p>Enabled</p>													
<p>Ad status: All but removed</p>													
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost							
Total: All but removed ads							326	10.15%	\$3,504.04				
<p>natalyachalikmd.com/coolsculpting CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Virtual Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>							5. sculpsure	Approved	0	-	\$0.00		
<p>CoolSculpting in Staten Island Fat Reduction Treatment Virtual Consultation Available natalyachalikmd.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</p>							5. sculpsure	Approved	0	-	\$0.00		
Total: All but removed ads							326	10.15%	\$3,504.04				
Total: Campaign							326	10.15%	\$3,504.04				

Overview		Status: Eligible (Limited)		Type: Search	Budget: \$88.81/day	Optimization score: 85.2%	More details									
<p>Enabled</p>																
<p>Extensions</p>																
Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost								
<p>Sitelink extension</p>																
<p>Book A Virtual Consult Why Wait? Book a Virtual Consult With a #1 Provider in Staten Island</p>									Sitelink extension	search beta cool...	Campaign	Approved	12	10.08%	\$257.11	
<p>25% Off All Fat Areas Save 25% Off on Coolsculpting. New Client Special</p>									Sitelink extension	search beta cool...	Campaign	Approved	2	7.69%	\$84.07	
<p>Before and After Photos See Coolsculpting Before and After Photos</p>									Sitelink extension	search beta cool...	Campaign	Approved	4	12.50%	\$72.08	
<p>5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials</p>									Sitelink extension	search beta cool...	Campaign	Approved	3	9.68%	\$52.69	
<p>State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting</p>									Sitelink extension	search beta cool...	Campaign	Approved	3	10.00%	\$48.27	
<p>Call extension</p>																

Overview		Status: Eligible (Limited)		Type: Search	Budget: \$88.81/day	Optimization score: 85.2%	More details								
<p>Enabled</p>															
<p>Extensions</p>															
Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost							
<p>Call extension</p>															
<p>(718) 448-3800 (mobile)</p>									Call extension	Account	Account	Approved	30	9.04%	\$402.61
<p>(718) 448-3800</p>									Call extension	Account	Account	Approved	18	9.00%	\$197.80
<p>Callout extension</p>															
<p>Liposuction Alternative</p>									Callout extension	search beta cool...	Campaign	Approved	52	11.06%	\$603.15
<p>Highlights: No Surgery</p>									Callout extension	search beta cool...	Campaign	Approved	51	11.06%	\$572.53
<p>Freeze Your Fat</p>									Callout extension	search beta cool...	Campaign	Approved	53	9.80%	\$568.06
<p>Nonsurgical Fat Reduction</p>									Callout extension	search beta cool...	Campaign	Approved	50	11.74%	\$548.99
<p>FDA Approved</p>									Callout extension	search beta cool...	Campaign	Approved	46	8.58%	\$516.38
<p>Contact Us + Free Consult</p>									Callout extension	search beta cool...	Campaign	Approved	42	9.01%	\$466.97
<p>New Clients 25% Off</p>									Callout extension	search beta cool...	Campaign	Approved	46	8.88%	\$459.41

Overview		Status: Eligible (Limited)		Type: Search	Budget: \$88.81/day	Optimization score: 85.2%	More details								
<p>Enabled</p>															
<p>Extensions</p>															
Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost							
<p>Callout extension</p>															
<p>New Clients 25% Off</p>									Callout extension	search beta cool...	Campaign	Approved	46	8.88%	\$459.41
<p>Free Virtual Consultation</p>									Callout extension	search beta cool...	Campaign	Approved	5	20.00%	\$127.32
<p>Virtual Consult Available</p>									Callout extension	search beta cool...	Campaign	Approved	4	12.90%	\$113.12
<p>Structured snippet extension</p>															
<p>Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,...</p>									Structured snippet extension	search beta cool...	Campaign	Approved	5	16.67%	\$83.65
<p>Promotion extension</p>															
<p>25% off for New Clients</p>									Promotion extension	search beta cool...	Campaign	Approved	71	7.18%	\$744.41
Total: Sitelink extensions							12	10.08%	\$257.11						
Total: Callout extensions							138	10.19%	\$1,496.03						
Total: Structured snippet extensions							5	16.67%	\$83.65						

Overview		Status: Paused		Type: Search	Budget: \$25.98/day	More details							
<p>Paused</p>													
<p>Ads</p>													
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost							
Total: All but removed ads							24	17.27%	\$289.29				
<p>CoolSculpting in Staten Island #1 Fat Reduction Treatment No Surgery & Minimal Downtime natalyachalikmd.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</p>							0. coolsculpting - general	Campaign paused	24	17.27%	\$289.29		
<p>#1 Provider in Staten Island Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more natalyachalikmd.com/coolsculpting/staten-island #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult. Expert, Safe Fat Los... View assets details</p>							0. coolsculpting - general	Campaign paused	10	14.93%	\$172.53		
<p>25% Off All CoolSculpting® Dr. Natalya Chalik #1 Provider in Staten Island natalyachalikmd.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>							0. coolsculpting - general	Campaign paused	6	21.43%	\$115.55		
<p>Best Price in Staten Island Dr. Natalya Chalik Flexible Payment Options natalyachalikmd.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared</p>							1. coolsculpting - price	Campaign paused	6	25.00%	\$64.81		

Google Ads							Chris Zelig > Emerson Me... 550-334-6766	All campaigns > search alpha coolsc...	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com		
Ad status: All but removed							ADD FILTER	SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost								
	<input type="checkbox"/> <input checked="" type="radio"/>	Best Price in Staten Island Dr. Natalya Chalik Flexible Payment Options natalyachalikmd.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	Campaign paused	6	25.00%	\$64.81							
	<input type="checkbox"/> <input checked="" type="radio"/>	{Keyword:Best Price in Staten Island} Dr. Natalya Chalik Flexible Payment Options natalyachalikmd.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	Campaign paused	3	27.27%	\$31.04							
	<input type="checkbox"/> <input checked="" type="radio"/>	CoolSculpting in Staten Island #1 Fat Reduction Treatment No Surgery & Minimal Downtime natalyachalikmd.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	Campaign paused	3	14.29%	\$23.73							
	<input type="checkbox"/> <input checked="" type="radio"/>	25% Off All CoolSculpting® Dr. Natalya Chalik #1 Provider in Staten Island natalyachalikmd.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2. coolsculpting - fat freeze	Campaign paused	1	25.00%	\$18.19							

Google Ads							Chris Zelig > Emerson Me... 550-334-6766	All campaigns > search alpha coolsc...	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com		
Ad status: All but removed							ADD FILTER	SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost								
	<input type="checkbox"/> <input checked="" type="radio"/>	#1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2. coolsculpting - fat freeze	Campaign paused	1	25.00%	\$18.19							
	<input type="checkbox"/> <input checked="" type="radio"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Dr. Natalya Chalik natalyachalikmd.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Staten Island, NY. Schedule a Free Consultation	0. coolsculpting - general	Campaign paused	1	7.69%	\$10.80							
	<input type="checkbox"/> <input checked="" type="radio"/>	25% Off CoolSculpting® Cost New Client Special Dr. Natalya Chalik natalyachalikmd.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. How Much Does CoolSculpting Cost? Less Than You Might Think! Book A Free Consultation Now!	1. coolsculpting - price	Campaign paused	1	20.00%	\$7.80							
	<input type="checkbox"/> <input checked="" type="radio"/>	25% Off All CoolSculpting® Best Price in Staten Island Dr. Natalya Chalik +6 more natalyachalikmd.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting... View assets details	1. coolsculpting - price	Campaign paused	0	0.00%	\$0.00							
	<input type="checkbox"/> <input checked="" type="radio"/>	25% Off All CoolSculpting® Affordable & Quick Treatments Dr. Natalya Chalik natalyachalikmd.com/coolsculpting/special												

Google Ads							Chris Zelig > Emerson Me... 550-334-6766	All campaigns > search alpha coolsc...	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com		
Ad status: All but removed							ADD FILTER	SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost								
	<input type="checkbox"/> <input checked="" type="radio"/>	#1 Provider in Staten Island Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more natalyachalikmd.com/coolsculpting/staten-island #1 CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Consult. Expert, Safe Fat Los... View assets details	2. coolsculpting - fat freeze	Campaign paused	0	0.00%	\$0.00							
	<input type="checkbox"/> <input checked="" type="radio"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Dr. Natalya Chalik natalyachalikmd.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Staten Island, NY. Schedule a Free Consultation	2. coolsculpting - fat freeze	Campaign paused	0	0.00%	\$0.00							
	Total: All but removed ads				55	16.72%	\$733.74							
	Total: Campaign				55	16.72%	\$733.74							
Show rows: 100 1 - 13 of 13														
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Google Ads							Chris Zelig > Emerson Me... 550-334-6766	All campaigns > search alpha coolsc...	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com	
Extension type: All							ADD FILTER	SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost					
	<input type="checkbox"/>	See CoolSculpting Before and After Photos	Sitelink extension	search alpha cool...	Campaign	Approved	0	-	\$0.00				
Call extension													
	<input type="checkbox"/>	(718) 448-3800	Call extension	Account	Account	Approved	5	33.33%	\$90.49				
	<input type="checkbox"/>	(718) 448-3800 (mobile)	Call extension	Account	Account	Approved	4	21.05%	\$53.42				
Callout extension													
	<input type="checkbox"/>	FDA Approved	Callout extension	search alpha cool...	Campaign	Approved	8	16.67%	\$68.71				
	<input type="checkbox"/>	Contact Us + Free Consult	Callout extension	search alpha cool...	Campaign	Approved	7	17.07%	\$65.14				
	<input type="checkbox"/>	Liposuction Alternative	Callout extension	search alpha cool...	Campaign	Approved	7	16.28%	\$58.89				
	<input type="checkbox"/>	Freeze Your Fat	Callout extension	search alpha cool...	Campaign	Approved	6	13.95%	\$55.50				
	<input type="checkbox"/>	Nonsurgical Fat Reduction	Callout extension	search alpha cool...	Campaign	Approved	6	16.67%	\$46.81				
	<input type="checkbox"/>	Highlights: No Surgery	Callout extension	search alpha cool...	Campaign	Approved	5	11.36%	\$32.93				

Google Ads							Chris Zelig > Emerson Me... 550-334-6766	All campaigns > search alpha coolsc...	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com	
Extension type: All							ADD FILTER	SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost					
	<input type="checkbox"/>	Liposuction Alternative	Callout extension	search alpha cool...	Campaign	Approved	7	16.28%	\$58.89				
	<input type="checkbox"/>	Freeze Your Fat	Callout extension	search alpha cool...	Campaign	Approved	6	13.95%	\$55.50				
	<input type="checkbox"/>	Nonsurgical Fat Reduction	Callout extension	search alpha cool...	Campaign	Approved	6	16.67%	\$46.81				
	<input type="checkbox"/>	Highlights: No Surgery	Callout extension	search alpha cool...	Campaign	Approved	5	11.36%	\$32.93				
	<input type="checkbox"/>	New Clients 25% Off	Callout extension	search alpha cool...	Campaign	Approved	2	5.88%	\$31.28				
Structured snippet extension													
	<input type="checkbox"/>	Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,...	Structured snippet extension	search alpha cool...	Campaign	Approved	0	0.00%	\$0.00				
Promotion extension													
	<input type="checkbox"/>	25% off for New Clients	Promotion extension	search alpha cool...	Campaign	Approved	18	21.43%	\$224.83				
	Total: Callout extensions						19	16.24%	\$178.11				

Facebook Ads Manager interface for account 'Natalya Cool (101812293776684)'. The table displays campaign performance metrics for four campaigns.

Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Website Leads	Link Clicks	Website Purchases
Coolsculpting - Conversions	Multiple Co...	17,740	76,995	Multiple Co...	\$2,069.07	Ongoing	32	476	—
CS Traffic	Link Click	—	—	Per Link Click	\$0.00	Ongoing	—	—	—
Emerson CS2	Thank You	—	—	Per Thank ...	\$0.00	Ongoing	—	—	—
Emerson CS	Link Click	—	—	Per Link Click	\$0.00	Nov 9, 2017	—	—	—
Results from 4 campaigns		17,740 People	76,995 Total	—	\$2,069.07 Total Spent	—	32 Total	476 Total	— Total

Facebook Ads Manager interface showing a filtered view of ad sets. The table lists 36 ad sets with their respective performance metrics.

Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-12 - CS - Women - Image 3	13 Lead	11,560	28,485	\$54.31 Per Lead	—	—	—	\$706.09
2019-12 - CS - Women - Image 4	1 Lead	5,840	11,195	\$323.09 Per Lead	—	—	—	\$323.09
OLD - 2019-12 - CS - Women img 2	3 Lead	5,654	9,910	\$86.53 Per Lead	—	—	—	\$259.60
2020-01 - CS - Women - Valentine Image 2	8 Lead	3,041	4,973	\$18.45 Per Lead	—	—	—	\$147.56
2019-11 - IG - CS - Women - Image 3	1 Lead	2,495	3,846	\$108.22 Per Lead	—	—	—	\$108.22
2020-01 - CS - Women - Valentine Image 5	2 Lead	2,106	3,382	\$50.12 Per Lead	—	—	—	\$100.23
Results from 36 ads		17,740 People	76,995 Total	—	—	—	—	\$2,069.07 Total Spent

Facebook Ads Manager interface showing another filtered view of ad sets. The table lists 36 ad sets with their respective performance metrics.

Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2020-01 - CS - Women - Valentine Image 5	2 Lead	2,106	3,382	\$50.12 Per Lead	—	—	—	\$100.23
2020-01 - CS - Women - Image 1	1 Lead	1,638	2,564	\$89.81 Per Lead	—	—	—	\$89.81
2019-12 - CS - Women - Image 1	— Lead	2,510	3,717	— Per Lead	—	—	—	\$81.10
2020-01 - CS - IG - Women - Valentine Image 3	— Lead	1,636	2,026	— Per Lead	—	—	—	\$62.55
2020-01 - IG - CS - Women - Image 1	1 Lead	1,748	2,471	\$58.68 Per Lead	—	—	—	\$58.68
2020-01 - CS - Women - Image 2	— Lead	983	1,528	— Per Lead	—	—	—	\$52.42
2020-01 - CS - Women - Valentine Image 3	1 Lead	653	1,024	\$28.89 Per Lead	—	—	—	\$28.89
2020-01 - CS - Women - Valentine Image 1	2 Lead	634	904	\$13.90 Per Lead	—	—	—	\$27.80
2020-01 - CS - IG Women - Valentine Image 1	— Lead	418	455	— Per Lead	—	—	—	\$10.95
2020-01 - CS - Women - Valentine Image 5	— Lead	402	445	— Per Lead	—	—	—	\$10.55
Results from 36 ads		17,740 People	76,995 Total	—	—	—	—	\$2,069.07 Total Spent

Facebook Ads Manager interface showing another filtered view of ad sets. The table lists 36 ad sets with their respective performance metrics.

Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2020-01 - CS - IG Women - Image 4	— Lead	70	70	— Per Lead	—	—	—	\$1.53
2020-01 - IG - CS - Women - Image 2	— Lead	—	—	— Per Lead	—	—	—	—
2019-12 - CS - Women - Holiday Image 1	— Lead	—	—	— Per Lead	—	—	—	\$0.00
2019-12 - CS - Women - Holiday Image 3	— Lead	—	—	— Per Lead	—	—	—	\$0.00
Default name - Traffic - Copy 2	— Thank You	—	—	— Per Thank ...	—	—	—	—
Default name - Traffic - Copy 2	— Thank You	—	—	— Per Thank ...	—	—	—	—
Results from 36 ads		17,740 People	76,995 Total	—	—	—	—	\$2,069.07 Total Spent

Facebook Ads Manager interface showing another filtered view of ad sets. The table lists 36 ad sets with their respective performance metrics.

Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-12 - CS - Women - Image 3	—	—	—	—	—	—	—	—
Results from 36 ads		17,740 People	76,995 Total	—	—	—	—	\$2,069.07 Total Spent

Facebook Ads Manager interface showing the 'Edit' view for a specific ad set. The ad is titled '2019-12 - CS - Women - Image 3' and is for Emerson Medical - Natalya Chalik, MD. The ad creative features a woman in a bikini and promotes a 'FREEZE AWAY FAT CELLS SALE : 25% OFF'.

Ad Name: 2019-12 - CS - Women - Image 3

Identity: Facebook Page, Emerson Medical - Natalya Chalik, MD

Ad Creative: Emerson Medical - Natalya Chalik, MD. Coolsculpting® safely freezes away stubborn fat that resists diet and exercise. SALE 25% OFF. FREEZE AWAY FAT CELLS SALE : 25% OFF.

Buttons: Discard Draft, Publish

Facebook Ads Manager interface for ad creation. The breadcrumb trail is: Coolsculpting - Conversions > FB - Coolsculpting -Women > 2019-12 - CS - Women - Image 4. The ad name is "2019-12 - CS - Women - Image 4". The identity is set to "Emerson Medical - Natalya Cha...". The ad content features the Emerson Medical logo, the name "Emerson Medical - Natalya Chalik, MD", and the text "Coolsculpting @ safely freezes away stubborn fat that resists diet and exercise. SALE 25% OFF". The image shows a woman in a purple sports bra. Buttons for "Discard Draft" and "Publish" are visible.

Facebook Ads Manager interface for ad creation. The breadcrumb trail is: Coolsculpting - Conversions > IG - Coolsculpting - Women > 2019-11 - IG - CS - Women - Image 3. The ad name is "2019-11 - IG - CS - Women - Image 3". The identity is set to "Emerson Medical - Natalya Cha...". The ad content features the Instagram logo, the Emerson Medical logo, and the text "FREEZE AWAY FAT CELLS SALE : 25% OFF". The image shows a woman in a white bikini. Buttons for "Discard Draft" and "Publish" are visible.

Facebook Ads Manager interface for ad creation. The breadcrumb trail is: Coolsculpting - Conversions > FB - Coolsculpting -Women > 2020-01 - CS - Women - Valentine Image 5. The ad name is "2020-01 - CS - Women - Valentine Image 5". The identity is set to "Emerson Medical - Natalya Cha...". The ad content features the Emerson Medical logo, the name "Emerson Medical - Natalya Chalik, MD", and the text "Valentine's Day Special" and "Coolsculpting freezes away fat without surgery. ... See More". The image shows a woman in a silver dress holding a heart-shaped balloon. Buttons for "Discard Draft" and "Publish" are visible.

Facebook Ads Manager interface for ad creation. The breadcrumb trail is: Coolsculpting - Conversions > FB - Coolsculpting -Women > 2020-01 - CS - Women - Image 1. The ad name is "2020-01 - CS - Women - Image 1". The identity is set to "Emerson Medical - Natalya Cha...". The ad content features the Emerson Medical logo, the name "Emerson Medical - Natalya Chalik, MD", and the text "Coolsculpting® safely freezes away stubborn fat that resists diet and exercise. SALE 25% OFF". The image shows a woman in a white bikini on a beach. Buttons for "Discard Draft" and "Publish" are visible.

Facebook Ads Manager interface for ad creation. The breadcrumb trail is: Coolsculpting - Conversions > FB - Coolsculpting -Women > 2019-12 - CS - Women - Image 1. The ad name is "2019-12 - CS - Women - Image 1". The identity is set to "Emerson Medical - Natalya Cha...". The ad content features the Emerson Medical logo, the name "Emerson Medical - Natalya Chalik, MD", and the text "Coolsculpting @ safely freezes away stubborn fat that resists diet and exercise. SALE 25% OFF". The image shows a woman in a white bikini with a text overlay: "coolsculpting FREEZE AWAY FAT CELLS 25% OFF". Buttons for "Discard Draft" and "Publish" are visible.

Facebook Ads Manager interface for ad creation. The breadcrumb trail is: Coolsculpting - Conversions > IG - Coolsculpting - Women > 2020-01 - CS - IG - Women - Valentine Image 3. The ad name is "2020-01 - CS - IG - Women - Valentine Im". The identity is set to "Emerson Medical - Natalya Cha...". The ad content features the Instagram logo, the Emerson Medical logo, and the text "25% OFF". The image shows a woman in a black top. Buttons for "Discard Draft" and "Publish" are visible.

Facebook Ads Manager interface showing the setup for an Instagram ad. The breadcrumb trail is: Coolsculpting - Conversions > IG - Coolsculpting - Women > 2020-01 - IG - CS - Women - Image 1. The ad name is "2020-01 - IG - CS - Women - Image 1".

Identity

Facebook Page: Emerson Medical - Natalya Cha...
 Instagram Account: The selected Page has no connected Instagram account. Your Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Add an Instagram Account.

Ad Preview: Shows an Instagram post from Emerson Medical - Natalya Chalik, MD. The ad content includes the text "coolsculpting FREEZE AWAY FAT CELLS 25% OFF" and an image of a woman in a white bikini.

Buttons: Close, Discard Draft, Publish.

Facebook Ads Manager interface showing the setup for a Facebook ad. The breadcrumb trail is: Coolsculpting - Conversions > FB - Coolsculpting - Women > 2020-01 - CS - Women - Image 2. The ad name is "2020-01 - CS - Women - Image 2".

Identity

Facebook Page: Emerson Medical - Natalya Cha...
 Advertise on Instagram: Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. Learn more.

Ad Preview: Shows a Facebook ad from Emerson Medical - Natalya Chalik, MD. The ad content includes the text "Coolsculpting® safely freezes away stubborn fat that resists diet and exercise. SALE 25% OFF" and an image of a smiling woman in a white bikini.

Buttons: Close, Discard Draft, Publish.

Facebook Ads Manager interface showing the setup for a Facebook ad. The breadcrumb trail is: Coolsculpting - Conversions > FB - Coolsculpting - Women > 2020-01 - CS - Women - Valentine Image 3. The ad name is "2020-01 - CS - Women - Valentine Image 3".

Identity

Facebook Page: Emerson Medical - Natalya Cha...
 Advertise on Instagram: Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. Learn more.

Ad Preview: Shows a Facebook ad from Emerson Medical - Natalya Chalik, MD. The ad content includes the text "Valentine's Day Special Coolsculpting freezes away stubborn fat. Get results & save 25% off for V-day." and an image of a woman in profile.

Buttons: Close, Discard Draft, Publish.

Facebook Ads Manager interface showing the setup for a Facebook ad. The breadcrumb trail is: Coolsculpting - Conversions > FB - Coolsculpting - Women > 2020-01 - CS - Women - Valentine Image 1. The ad name is "2020-01 - CS - Women - Valentine Image 1".

Identity

Facebook Page: Emerson Medical - Natalya Cha...
 Advertise on Instagram: Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. Learn more.

Ad Preview: Shows a Facebook ad from Emerson Medical - Natalya Chalik, MD. The ad content includes the text "Valentine's Day Special Coolsculpting® freezes away fat without surgery. Get results & save 25% ... See More" and an image of a woman holding a red heart.

Buttons: Close, Discard Draft, Publish.

Facebook Ads Manager interface showing the setup for an Instagram ad. The breadcrumb trail is: Coolsculpting - Conversions > IG - Coolsculpting - Women > 2020-01 - CS - IG Women - Valentine Image 1. The ad name is "2020-01 - CS - IG Women - Valentine Image 1".

Identity

Facebook Page: Emerson Medical - Natalya Cha...
 Instagram Account: The selected Page has no connected Instagram account. Your Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Add an Instagram Account.

Ad Preview: Shows an Instagram post from Emerson Medical - Natalya Chalik, MD. The ad content includes the text "coolsculpting LOVE YOUR BODY" and an image of a woman holding a red heart.

Buttons: Close, Discard Draft, Publish.

Facebook Ads Manager interface showing the setup for an Instagram ad. The breadcrumb trail is: Coolsculpting - Conversions > IG - Coolsculpting - Women > 2020-01 - CS - Women - Valentine Image 5. The ad name is "2020-01 - CS - Women - Valentine Image 5".

Identity

Facebook Page: Emerson Medical - Natalya Cha...
 Instagram Account: The selected Page has no connected Instagram account. Your Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Add an Instagram Account.

Ad Preview: Shows an Instagram post from Emerson Medical - Natalya Chalik, MD. The ad content includes the text "coolsculpting LOVE YOUR BODY" and an image of a woman in a silver dress holding balloons.

Buttons: Close, Discard Draft, Publish.

- Search
- Coolsculpting - Conversions
- FB - Coolsculpting - Women
- 2020-01 - CS - Women - ...
- 2020-01 - CS - Women - ...
- 2020-01 - CS - Women - ...
- 2020-01 - CS - Women - ...
- 2019-12 - CS - Women - ...
- 2020-01 - CS - Women - ...
- 2020-01 - CS - Women - ...
- 2019-12 - CS - Women - ...
- 2019-12 - CS - Women - ...
- 2019-12 - CS - Women - ...
- 2019-12 - CS - Women - ...
- 2019-12 - CS - Women - ...
- IG - Coolsculpting - Women

Coolsculpting - Conversions > IG - Coolsculpting - Women > 2020-01 - CS - IG Women - Image 4

Off

Edit | Review

Ad Name: 2020-01 - CS - IG Women - Image 4

Identity

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

Emerson Medical - Natalya Cha...

Instagram Account
The selected Page has no connected Instagram account. Your Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Add an Instagram Account.

Use selected Page

Close

Discard Draft | Publish

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

Instagram
Emerson Medical - Natalya Chalik, MD
Sponsored

