

Emerson Medical CoolSculpting Google Adwords Q3 2020 (7/1/2020 - 9/30/2020)

Total Google Ads: \$4,440.72

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

Overview | Campaigns | Campaign status: All | ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$50.28/day	Eligible (Learning)	1,137	7.34%	\$4,440.72
search beta weight loss	\$16.53/day	Eligible	726	8.48%	\$1,484.72
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

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

Overview | Campaigns | Campaign status: All | ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
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
search alpha coolsculpting	\$25.98/day	Paused	0	-	\$0.00
Total: Campaigns			1,863	7.74%	\$5,925.44
Total: Account	\$66.81/day		1,863	7.74%	\$5,925.44

Show rows: 500 | 1 - 14 of 14

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 header's hover text for accredited metrics.
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Google Ads | Chris Zelig > Emerson Me... | 550-334-6766 | All campaigns > search | beta | coolscu...

Overview | Ad status: All | ADD FILTER

Enabled | Status: Eligible (Learning) | Type: Search | Budget: \$50.28/day | Optimization score: 91.6%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
1,137 7.34% \$4,440.72					
#1 Provider in Staten Island Safe & Effective Fat Reduction 25% Off All CoolSculpting® +12 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	140	9.95%	\$811.56
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	140	13.75%	\$755.61
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	x. Expanded Reach Test	Ad group paused	205	4.26%	\$691.70

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Overview | Ad status: All | ADD FILTER

Enabled | Status: Eligible (Learning) | Type: Search | Budget: \$50.28/day | Optimization score: 91.6%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
1,137 7.34% \$4,440.72					
Reduction 25% Off All CoolSculpting® +12 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	x. Expanded Reach Test	Ad group paused	231	7.67%	\$656.21
CoolSculpting in Staten Island #1 Fat Reduction Treatment Virtual Consultation Available 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	4. lipo	Ad group paused	150	8.86%	\$493.92
#1 Provider in Staten Island Safe & Effective Fat Reduction 25% Off All CoolSculpting® +12 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	4. lipo	Ad group paused	119	7.00%	\$393.56
Best Price in Staten Island Virtual Consultation Available 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	1. coolsculpting - price	Approved	18	13.74%	\$82.71

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Overview | Ad status: All | ADD FILTER

Enabled | Status: Eligible (Learning) | Type: Search | Budget: \$50.28/day | Optimization score: 91.6%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
1,137 7.34% \$4,440.72					
CoolSculpting in Staten Island #1 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	2. body sculpting	Approved	23	13.45%	\$80.00
#1 Provider in Staten Island Safe & Effective Fat Reduction 25% Off All CoolSculpting® +12 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	9. coolsculpting staten island	Ad group removed	15	25.42%	\$77.69
25% Off All CoolSculpting® Affordable & Quick Treatments Virtual Consultation Available natalyachalikmd.com/coolsculpting/special 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 Virtual Consult	1. coolsculpting - price	Approved	10	7.52%	\$53.64
25% Off All CoolSculpting® Best Price in Staten Island Dr. Natalya Chalik +9 more natalyachalikmd.com/coolsculpting/special					

Google Ads							
Overview		Enabled	Status: Eligible (Learning)	Type: Search	Budget: \$50.28/day	Optimization score: 91.6%	
<div style="display: flex; justify-content: space-between; align-items: center;"> Ad status: All ADD FILTER </div>							
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Total: Ads 1,137 7.34% \$4,440.72							
Ads	Much is CoolSculpting? A Lot Less Than You Might Think. Book a Free Virtual Consultation						
Extensions	<input type="checkbox"/>	25% Off All CoolSculpting® Best Price in Staten Island Dr. Natalya Chalik +9 more natalyachalikmd.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting... View assets details	1. coolsculpting - price	Approved	16	7.44%	\$46.95
Keywords	<input type="checkbox"/>	CoolSculpting in Staten Island #1 Fat Reduction Treatment Book A Virtual Consultation natalyachalikmd.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 Virtual CoolSculpting® Consultation Today	6. coolsculpting - fat freeze	Ad group removed	8	9.20%	\$46.08
Settings	<input type="checkbox"/>	#1 Provider in Staten Island Quick & Painless Fat Freezing Fat Freezing for 25% Off +12 more natalyachalikmd.com/coolsculpting/ 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	Ad group removed	11	13.10%	\$32.58

Google Ads							
Overview		Enabled	Status: Eligible (Learning)	Type: Search	Budget: \$50.28/day	Optimization score: 91.6%	
<div style="display: flex; justify-content: space-between; align-items: center;"> Ad status: All ADD FILTER </div>							
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Total: Ads 1,137 7.34% \$4,440.72							
Ads	CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Online Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.		0. coolsculpting - general	Approved	3	6.98%	\$29.30
Extensions	<input type="checkbox"/>	#1 Provider in Staten Island Safe & Effective Fat Reduction 25% Off All CoolSculpting® +12 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. body sculpting	Approved	6	12.77%	\$24.95
Keywords	<input type="checkbox"/>	CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Virtual Consultation Available natalyachalikmd.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Staten Island, NY. Schedule a Free Virtual Consultation	0. coolsculpting - general	Approved	4	5.80%	\$21.40
Settings	<input type="checkbox"/>	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	8. coolsculpting - chin	Ad group removed	7	8.86%	\$20.64

Google Ads							
Overview		Enabled	Status: Eligible (Learning)	Type: Search	Budget: \$50.28/day	Optimization score: 91.6%	
<div style="display: flex; justify-content: space-between; align-items: center;"> Ad status: All ADD FILTER </div>							
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Total: Ads 1,137 7.34% \$4,440.72							
Ads	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		9. coolsculpting staten island	Ad group removed	5	15.15%	\$19.67
Extensions	<input type="checkbox"/>	\$1,000 Off All CoolSculpting® Virtual Consultation Available #1 Provider in Staten... natalyachalikmd.com/coolsculpting CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Online Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	x. Expanded Reach Test	Ad group paused	3	3.61%	\$15.32
Keywords	<input type="checkbox"/>	{Keyword:Best Price in Staten Island} Book A Virtual Consultation 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 Virtual Consultation Today.	1. coolsculpting - price	Approved	5	8.62%	\$14.60
Settings	<input type="checkbox"/>	25% Off All Fat Freezing Dr. Natalya Chalik Virtual Consultation Available					

Google Ads							
Overview		Enabled	Status: Eligible (Learning)	Type: Search	Budget: \$50.28/day	Optimization score: 91.6%	
<div style="display: flex; justify-content: space-between; align-items: center;"> Ad status: All ADD FILTER </div>							
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Total: Ads 1,137 7.34% \$4,440.72							
Ads	Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Virtual Consultation Today.						
Extensions	<input type="checkbox"/>	25% Off All Fat Freezing Dr. Natalya Chalik Virtual Consultation Available natalyachalikmd.com/coolsculpting/fat-freezing CoolSculpting® Deal. Top Provider in Staten Island for Fat Freezing. Free Virtual Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze	Ad group removed	2	9.09%	\$12.82
Keywords	<input type="checkbox"/>	25% Off All CoolSculpting® Virtual Consultation Available #1 Provider in Staten Island natalyachalikmd.com/coolsculpting CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island, NY. Free Online Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	x. Expanded Reach Test	Ad group paused	4	4.49%	\$12.63
Settings	<input type="checkbox"/>	#1 Provider in Staten Island Safe & Effective Fat Reduction 25% Off All CoolSculpting® +12 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	5. sculpsure	Ad group paused	3	11.54%	\$10.66

Google Ads							
Overview		Enabled	Status: Eligible (Learning)	Type: Search	Budget: \$50.28/day	Optimization score: 91.6%	
<div style="display: flex; justify-content: space-between; align-items: center;"> Ad status: All ADD FILTER </div>							
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Total: Ads 1,137 7.34% \$4,440.72							
Ads	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		3. cryolipolysis	Ad group paused	2	33.33%	\$10.28
Extensions	<input type="checkbox"/>	25% Off All CoolSculpting® Virtual Consultation Available #1 Provider in Staten Island natalyachalikmd.com/coolsculpting CoolSculpting Deal. Freeze Fat. Top Provider in Staten Island. Free Virtual Consultations. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	8. coolsculpting - chin	Ad group removed	1	25.00%	\$7.48
Keywords	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Book A Virtual Consultation natalyachalikmd.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Staten Island, NY. Schedule a Free Virtual Consultation	2. body sculpting	Approved	1	14.29%	\$5.19
Settings	<input type="checkbox"/>	CoolSculpting in Staten Island Fat Reduction Treatment Virtual Consultation Available natalyachalikmd.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat	5. sculpsure	Ad group paused	1	2.22%	\$5.04

Google Ads							
Overview		Enabled	Status: Eligible (Learning)	Type: Search	Budget: \$50.28/day	Optimization score: 91.6%	
<div style="display: flex; justify-content: space-between; align-items: center;"> Ad status: All ADD FILTER </div>							
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Total: Ads 1,137 7.34% \$4,440.72							
Ads	Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Virtual Consultation						
Extensions	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Book A Virtual Consultation natalyachalikmd.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Staten Island, NY. Schedule a Free Virtual Consultation	4. lipo	Ad group paused	2	3.92%	\$4.30
Keywords	<input type="checkbox"/>	#1 Provider in Staten Island Safe & Effective Fat Reduction 25% Off All CoolSculpting® +12 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	8. coolsculpting - chin	Ad group removed	1	5.88%	\$2.19
Settings	<input type="checkbox"/>	25% Off All CoolSculpting® Virtual Consultation Available #1 Provider in Staten Island 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.	5. sculpsure	Ad group paused	1	14.29%	\$2.04
Change history	#KeyWord: #1 CoolSculpting Deal #1 CoolSculpting						

Google Ads | Chris Zelig > Emerson Me... 550-334-6766 | All campaigns > search | beta | coolscu... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled Status: Eligible (Learning) Type: Search Budget: \$50.28/day Optimization score: 91.6%

Recommendations: Ad status: All ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads ②						
	<input type="checkbox"/>	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	x.dynamic	Approved	0	-\$0.00
	<input type="checkbox"/>	[Dynamically generated headline] [Dynamically generated display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Virtual Consultation Today.	x.dynamic	Approved	0	-\$0.00
Total: Ads ②						
Total: Campaign ②						

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Overview: Enabled Status: Eligible (Learning) Type: Search Budget: \$50.28/day Optimization score: 91.6%

Recommendations: Extension type: All ADD FILTER Associations view

Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension								
	<input type="checkbox"/>	Book A Virtual Consult Why Wait? Book a Virtual Consult With a #1 Provider in Staten Island	search beta cool...	Campaign	Approved	635	8.59%	\$2,751.27
	<input type="checkbox"/>	Before and After Photos See Coolsculpting Before and After Photos	search beta cool...	Campaign	Approved	433	9.11%	\$1,850.73
	<input type="checkbox"/>	5 Star Reviews Real Coolsculpting Reviews & Patient Testimonials	search beta cool...	Campaign	Approved	85	8.74%	\$378.49
	<input type="checkbox"/>	25% Off All Fat Areas Save 25% Off on Coolsculpting. New Client Special	search beta cool...	Campaign	Approved	69	7.99%	\$328.86
	<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	search beta cool...	Campaign	Approved	54	6.39%	\$212.66
Call extension								
	<input type="checkbox"/>	(718) 448-3800 (mobile)	Account	Account	Approved	96	5.28%	\$544.57

Google Ads | Chris Zelig > Emerson Me... 550-334-6766 | All campaigns > search | beta | coolscu... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled Status: Eligible (Learning) Type: Search Budget: \$50.28/day Optimization score: 91.6%

Recommendations: Extension type: All ADD FILTER Associations view

Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
	<input type="checkbox"/>	(718) 448-3800	Account	Account	Approved	73	5.96%	\$338.72
Callout extension								
	<input type="checkbox"/>	Freeze Your Fat	search beta cool...	Campaign	Approved	213	8.47%	\$870.39
	<input type="checkbox"/>	FDA Approved	search beta cool...	Campaign	Approved	197	7.45%	\$840.27
	<input type="checkbox"/>	Free Virtual Consultation	search beta cool...	Campaign	Approved	179	8.07%	\$767.08
	<input type="checkbox"/>	Virtual Consult Available	search beta cool...	Campaign	Approved	171	7.64%	\$746.16
	<input type="checkbox"/>	Contact Us + Free Consult	search beta cool...	Campaign	Approved	190	8.30%	\$743.04
	<input type="checkbox"/>	Liposuction Alternative	search beta cool...	Campaign	Approved (limited): Health in personalized advertising	176	7.44%	\$709.32
	<input type="checkbox"/>	Highlights: No Surgery	search beta cool...	Campaign	Approved (limited): Health in personalized advertising	171	7.18%	\$709.13

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Overview: Enabled Status: Eligible (Learning) Type: Search Budget: \$50.28/day Optimization score: 91.6%

Recommendations: Extension type: All ADD FILTER Associations view

Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
	<input type="checkbox"/>	New Clients 25% Off	search beta cool...	Campaign	Approved	178	7.34%	\$697.23
	<input type="checkbox"/>	Nonsurgical Fat Reduction	search beta cool...	Campaign	Approved	161	7.34%	\$663.83
Structured snippet extension								
	<input type="checkbox"/>	Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,...	search beta cool...	Campaign	Approved	7	2.75%	\$34.15
Promotion extension								
	<input type="checkbox"/>	Fall Sale - \$1,000 off CoolSculpting®	search beta cool...	Campaign	Approved	107	7.69%	\$361.01
Total: Sitelink extensions						638	8.63%	\$2,763.36
Total: Callout extensions						626	8.11%	\$2,504.93
Total: Structured snippet extensions						7	2.75%	\$34.15
Total: Call extensions						169	5.55%	\$883.29

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Overview: Enabled Status: Eligible (Learning) Type: Search Budget: \$50.28/day Optimization score: 91.6%

Recommendations: Extension type: All ADD FILTER Associations view

Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
	<input type="checkbox"/>	Fall Sale - \$1,000 off CoolSculpting®	search beta cool...	Campaign	Approved	107	7.69%	\$361.01
Total: Sitelink extensions						638	8.63%	\$2,763.36
Total: Callout extensions						626	8.11%	\$2,504.93
Total: Structured snippet extensions						7	2.75%	\$34.15
Total: Call extensions						169	5.55%	\$883.29
Total: Promotion extensions						543	7.83%	\$2,054.42

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