

Elevate MD CoolSculpting Google Adwords Q3 2020 (07/1/2020 - 09/30/2020)

Total Google Ads: \$4,765.95

Google Ads | Chris Zelig > Elevate MD 443-719-5200 | All campaigns

SEARCH REPORTS TOOLS & SETTINGS 259-215-0574 Chris Zelig support@medstarmedia.com

Overview Campaigns Custom Jul 1 - Sep 30, 2020

Recommendations Campaign status: All ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$82.39/day	Eligible (Learning)	755	2.86%	\$4,765.95
search beta subnovii	\$16.56/day	Eligible (Limited)	133	8.87%	\$910.79
search beta liposuction	\$24.21/day	Paused	99	4.68%	\$329.19
Hormone Replacement	\$9.87/day \$300.05/month	Paused	29	5.59%	\$119.27
Total: Campaigns			1,016	3.32%	\$6,125.20
Total: Account	\$98.95/day		1,016	3.32%	\$6,125.20

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
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Overview Enabled Status: Eligible (Learning) Type: Search Budget: \$82.39/day Optimization score: 91.6% More details

Recommendations Ads Custom Jul 1 - Sep 30, 2020

Ad status: All but removed ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
CoolSculpting in Cincinnati Fat Reduction Treatment Flexible Payment Options www.elevatemd.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Cincinnati, OH. Schedule a Free Consultation	x. Expanded Reach Test	Ad group paused Approved (limited): Restricted medical content +1 more	380	2.41%	\$2,299.06
CoolSculpting Deal \$1,000 Off Freeze Away Stubborn Fat Top Provider in Cincinnati, OH www.elevatemd.com CoolSculpting Deal. Freeze Fat. Top Provider in Cincinnati, OH. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Ad group paused Approved (limited): Restricted medical content +1 more	136	2.92%	\$953.48
CoolSculpting in Cincinnati Fat Reduction Treatment Flexible Payment Options www.elevatemd.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Cincinnati, OH. Schedule a Free Consultation	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	66	4.98%	\$375.42
Non-Surgical Lipo Alternative Freeze Fat Away CoolSculpting in Cincinnati www.elevatemd.com Freeze Fat Away Fat with CoolSculpting. The	4. lipo	Ad group paused Approved (limited): Restricted medical content +1 more	10	2.25%	\$142.54

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Recommendations Ads Custom Jul 1 - Sep 30, 2020

Ad status: All but removed ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Non-Surgical Lipo Alternative Freeze Fat Away CoolSculpting in Cincinnati www.elevatemd.com Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo. Leading CoolSculpting Provider in Cincinnati, OH. Schedule a Free Consultation	4. lipo	Ad group paused Approved (limited): Restricted medical content +1 more	19	2.25%	\$142.54
CoolSculpting Deal \$1,000 Off Freeze Away Stubborn Fat Top Provider in Cincinnati, OH www.elevatemd.com CoolSculpting Deal. Freeze Fat. Top Provider in Cincinnati, OH. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	1. coolsculpting - price	Paused Approved (limited): Restricted medical content +1 more	25	7.67%	\$128.82
Elevate MD Non-Surgical Lipo Alternative Freeze Your Fat Away Today www.elevatemd.com Is CoolSculpting Right For You? Book Your Free Consultation for 25% Off Today. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Ad group paused Approved (limited): Restricted medical content +1 more	19	2.81%	\$126.80
CoolSculpting Deal \$1,000 Off Freeze Away Stubborn Fat Top Provider in Cincinnati, OH www.elevatemd.com CoolSculpting Deal. Freeze Fat. Top Provider in Cincinnati, OH. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime.	0. coolsculpting - general	Paused Approved (limited): Restricted medical content +1 more	15	6.10%	\$113.28

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Recommendations Ads Custom Jul 1 - Sep 30, 2020

Ad status: All but removed ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
CoolSculpting Deal \$1,000 Off Freeze Away Stubborn Fat Top Provider in Cincinnati, OH www.elevatemd.com CoolSculpting Deal. Freeze Fat. Top Provider in Cincinnati, OH. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	0. coolsculpting - general	Paused Approved (limited): Restricted medical content +1 more	15	6.10%	\$113.28
Body Sculpting CoolSculpting in Cincinnati Non-Surgical Fat Reduction www.elevatemd.com Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great. Best CoolSculpting Deal. Freeze Fat. Top Provider in Cincinnati, OH. Free Consult.	2. body sculpting	Approved (limited): Restricted medical content +1 more	13	4.42%	\$97.60
CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Top Provider in Cincinnati, OH www.elevatemd.com CoolSculpting Deal. Freeze Fat. Top Provider in Cincinnati, OH. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	14	3.12%	\$92.83
Elevate MD CoolSculpting New Client Special 25% Off All Fat Freezing www.elevatemd.com Best CoolSculpting Deal. Top Provider in Cincinnati, OH for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms. Bra Bulge. Double Chin. & More	x. Expanded Reach Test	Ad group paused Approved (limited): Restricted medical content +1 more	12	2.34%	\$78.27

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Recommendations: Ad status: All but removed

Ad	Ad group	Status	Clicks	CTR	Cost
CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Top Provider in Cincinnati, OH www.elevatemd.com	x. Expanded Reach Test	Ad group paused Approved (limited): Restricted medical content +1 more	10	2.11%	\$66.70
Best CoolSculpting Price Elevate MD Flexible Payment Options www.elevatemd.com	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	12	15.00%	\$58.95
Elevate MD CoolSculpting New Client Special 25% Off All Fat Freezing www.elevatemd.com	0. coolsculpting - general	Paused Approved (limited): Restricted medical content +1 more	5	4.39%	\$39.64
25% Off All CoolSculpting Affordable & Quick Treatments Elevate MD www.elevatemd.com	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	4	4.96%	\$34.41

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Recommendations: Ad status: All but removed

Ad	Ad group	Status	Clicks	CTR	Cost
25% Off All CoolSculpting Affordable & Quick Treatments Elevate MD www.elevatemd.com	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	4	4.26%	\$34.41
Avoid Liposuction Surgery Try CoolSculpting For 25% Off Schedule a Free Consultation www.elevatemd.com	4. lipo	Ad group paused Approved (limited): Restricted medical content +1 more	3	1.61%	\$22.92
Elevate MD New Client Special 25% Off All Fat Freezing www.elevatemd.com	5. sculpsure	Ad group paused Approved (limited): Restricted medical content +1 more	1	7.69%	\$6.74
Freeze Fat with CoolSculpting Non-Surgical Body Sculpting Top Provider in Cincinnati, OH www.elevatemd.com	2. body sculpting	Approved (limited): Restricted medical content +1 more	1	3.03%	\$4.84

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Recommendations: Ad status: All but removed

Ad	Ad group	Status	Clicks	CTR	Cost
Treatment Flexible Payment Options www.elevatemd.com	5. sculpsure	Ad group paused Approved (limited): Restricted medical content +1 more	1	5.00%	\$0.18
Elevate MD New Client Special 25% Off CoolSculpting Cost www.elevatemd.com	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00
Freeze Fat with CoolSculpting Non-Surgical Fat Reduction Freeze Your Fat Away Today www.elevatemd.com	3. cryolipolysis	Ad group paused Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00
Total: All but removed ads			736	2.81%	\$4,642.48
Total: Campaign			755	2.86%	\$4,765.95

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Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$82.39/day, Optimization score: 91.6%

Recommendations: Extension type: All

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
Book A Virtual Consult Why Wait? Book a Virtual Consult #1 Provider in Cincinnati, OH	Sitelink extension	search beta cool...	Campaign	Approved	3	7.32%	\$29.73
State-of-the-Art Facility Advanced Fat Freezing Technology Latest Applicators & Dual Sculpting	Sitelink extension	search beta cool...	Campaign	Approved	3	6.82%	\$29.73
Before and After Photos See CoolSculpting Before and After Photos.	Sitelink extension	search beta cool...	Campaign	Approved	2	4.55%	\$21.85
25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special.	Sitelink extension	search beta cool...	Campaign	Approved	2	4.44%	\$21.85
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials.	Sitelink extension	search beta cool...	Campaign	Approved	2	4.65%	\$17.50
Call extension							

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Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$82.39/day, Optimization score: 91.6%

Recommendations: Extension type: All

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
New Client Special.							
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials.	Sitelink extension	search beta cool...	Campaign	Approved	2	4.65%	\$17.50
Call extension							
513-882-7006	Call extension	Account	Account	Approved	179	2.56%	\$1,391.19
Location extension							
josephfranzese@elevatemd.com (V... All locations selected	Location extension	Account	Account	-	-	-	-
Callout extension							
Freeze Your Fat	Callout extension	search beta cool...	Campaign	Approved	181	3.35%	\$1,267.86
Liposuction Alternative	Callout extension	search beta cool...	Campaign	Approved (limited): Health in personalized advertising	161	3.37%	\$1,176.15
FDA Approved	Callout extension	search beta cool...	Campaign	Approved	171	3.11%	\$1,137.17

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Recommendations: Extensions > All X

Ad groups: + Extension type: All ADD FILTER Associations view

Extension type	Added to	Level	Status	Clicks	CTR	Cost
Callout extension						
Highlights: No Surgery	search beta cool...	Campaign	Approved (limited): Health in personalized advertising	160	3.34%	\$1,081.36
Nonsurgical Fat Reduction	search beta cool...	Campaign	Approved	158	3.44%	\$1,063.35
Virtual Consult Available	search beta cool...	Campaign	Approved	163	3.49%	\$1,039.88
Contact Us + Free Consult	search beta cool...	Campaign	Approved	148	3.19%	\$1,003.68
New Clients 25% Off	search beta cool...	Campaign	Approved	156	3.18%	\$989.51
Free Virtual Consultation	search beta cool...	Campaign	Approved	113	3.14%	\$700.90

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Recommendations: + Extension type: All ADD FILTER Associations view

Extension type	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,...	search beta cool...	Campaign	Approved	10	2.64%	\$51.32
Promotion extension						
Fall Sale - \$1,000 off CoolSculpting®	search beta cool...	Campaign	Approved (limited): Restricted medical content +1 more	113	3.72%	\$568.30
Total: Sitelink extensions				3	4.17%	\$29.73
Total: Callout extensions				474	3.24%	\$3,204.63
Total: Structured snippet extensions				10	2.64%	\$51.32
Total: Call extensions				179	2.56%	\$1,391.19
Total: Location extensions				83	2.67%	\$443.83
Total: Promotion extensions				341	2.85%	\$2,287.91