

# KP Aesthetics CoolSculpting Google Adwords Q1 2020 (2/5/2020 - 3/31/2020)

**Total Google Ads: \$1,811.19**

Google Ads | Chris Zelig > KP Aesthetics 149-784-9225 | All campaigns

Overview | Campaigns | Recommendations | Auction insights | Ad groups | Ads & extensions | Landing pages | Keywords | Audiences | Demographics | Settings | Locations | Ad schedule | Devices

**Campaigns** Custom Feb 5 - Mar 31, 2020

Campaign status: All ADD FILTER

Campaign	Budget	Status	Bid strategy type	Clicks	CTR	Cost
search   beta   coolsculpting	\$75.87/day	Eligible (Limited)	Maximize conversions	104	5.65%	\$1,811.19
search   beta   laser hair removal	\$24.95/day	Eligible	Maximize conversions	60	3.11%	\$505.13
search   beta   vivace	\$45.45/day	Eligible (Limited)	Maximize conversions	23	6.91%	\$203.38
search   beta   hydrfacial	\$43.21/day	Eligible	Maximize conversions	15	3.05%	\$171.82
Newtown Square Clinic	\$25.00/day \$760.00/month	Paused	CPC (enhanced)	0	-	\$0.00
<b>Total: Campaigns</b>				<b>202</b>	<b>4.39%</b>	<b>\$2,691.52</b>
<b>Total: Account</b>	<b>\$189.48/day</b>			<b>202</b>	<b>4.39%</b>	<b>\$2,691.52</b>

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Central 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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Overview | Recommendations | Ad groups | Ads & extensions | Extensions | Automated extensions | Landing pages | Keywords | Audiences | Demographics | Settings | Locations | Ad schedule

**Ads** Custom Feb 5 - Mar 31, 2020

Ad status: All but removed ADD FILTER

Enabled Status: Eligible (Limited) Type: Search Budget: \$75.87/day Optimization score: 91.4%

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: All but removed ads</b>					
#1 Provider in Newtown Square   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more kpaesthetics.com/coolsculpting/newtown_square #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newtown Square, PA. Free Consult. Expert, Safe Fat...	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	43	4.95%	\$918.31
CoolSculpting Newtown Square   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.kpaesthetics.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 Approved (limited): Restricted medical content +1 more	11	4.17%	\$145.41
25% Off All CoolSculpting®   KP Aesthetics   #1 Provider in Newtown Square www.kpaesthetics.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newtown Square, PA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Paused Approved (limited): Restricted medical content +1 more	5	3.40%	\$137.83
#1 Cool Sculpting Deal 25% off   25% Off Cool Sculpting in PA   CoolSculpting Newtown Square +		Poor ad strength			

Google Ads | Chris Zelig > KP Aesthetics 149-784-9225 | All campaigns > search | beta | coolscul...

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Enabled Status: Eligible (Limited) Type: Search Budget: \$75.87/day Optimization score: 91.4%

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: All but removed ads</b>					
Sculpting in PA   CoolSculpting Newtown Square +... kpaesthetics.com/coolsculpting/newtown_square #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Newtown Square, PA. #1 FDA-Cleared...	4. lipo	Approved (limited): Restricted medical content +1 more	6	9.52%	\$132.28
#1 Cool Sculpting Deal 25% off   25% Off Cool Sculpting in PA   CoolSculpting Newtown Square +... kpaesthetics.com/coolsculpting/newtown_square #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Newtown Square, PA. #1 FDA-Cleared...	3. body sculpting	Approved (limited): Restricted medical content +1 more	6	9.84%	\$129.42
#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   KP Aesthetics www.kpaesthetics.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Newtown Square. Schedule a Free Consultation	0. coolsculpting - general	Paused Approved (limited): Restricted medical content +1 more	6	10.91%	\$82.21
25% Off All CoolSculpting®   Affordable & Quick Treatments   KP Aesthetics kpaesthetics.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 Consultation Now!	1. coolsculpting - price	Paused Approved (limited): Restricted medical content +1 more	6	12.77%	\$71.33

Google Ads | Chris Zelig > KP Aesthetics 149-784-9225 | All campaigns > search | beta | coolscul...

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Ad status: All but removed ADD FILTER

Enabled Status: Eligible (Limited) Type: Search Budget: \$75.87/day Optimization score: 91.4%

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: All but removed ads</b>					
{Keyword:Best Price in Newtown Square}   KP Aesthetics   Flexible Payment Options kpaesthetics.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 Approved (limited): Restricted medical content +1 more	7	10.77%	\$60.72
25% Off All CoolSculpting®   Best Price in Newtown Square   KP Aesthetics +6 more kpaesthetics.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting...	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	3	7.32%	\$35.66
#1 Provider in Newtown Square   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more kpaesthetics.com/fat-freezing/newtown_square #1 CoolSculpting Deal. Top Provider In Newtown Square, PA for Freezing Fat. Free Consult. Expert...	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content +1 more	2	11.76%	\$27.18
Best Price in Newtown Square   KP Aesthetics   Flexible Payment Options kpaesthetics.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared...	1. coolsculpting - price	Paused Approved (limited): Restricted medical content +1 more	2	8.33%	\$16.91

Google Ads | Chris Zelig > KP Aesthetics 149-784-9225 | All campaigns > search | beta | coolscul...

Overview | Recommendations | Ad groups | Ads & extensions | Extensions | Automated extensions | Landing pages | Keywords | Audiences | Demographics | Settings | Locations | Ad schedule

**Ads** Custom Feb 5 - Mar 31, 2020

Ad status: All but removed ADD FILTER

Enabled Status: Eligible (Limited) Type: Search Budget: \$75.87/day Optimization score: 91.4%

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: All but removed ads</b>					
Best Price in Newtown Square   KP Aesthetics   Flexible Payment Options kpaesthetics.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 Approved (limited): Restricted medical content +1 more	2	8.33%	\$16.91
25% Off Cool Sculpting in PA   Target Belly Fat, Love Handles   Freeze Away Stubborn Fat www.kpaesthetics.com/coolsculpting #1 CoolSculpting Deal. 25% off. Freeze fat. Top provider in Newtown Square. Save on CoolSculpting® - Freeze away fat without surgery. New clients save 25%	5. sculpsure	Paused Approved (limited): Restricted medical content +1 more	1	14.29%	\$15.24
25% Off CoolSculpting® Cost   New Client Special   KP Aesthetics kpaesthetics.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	Paused Approved (limited): Restricted medical content +1 more	1	5.56%	\$8.83
CoolSculpting Newtown Square   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared.		Paused			

Google Ads							Chris Zelig > KP Aesthetics 149-784-9225	All campaigns > search   beta   coolscul...	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com	
Overview	Enabled	Status: Eligible (Limited)	Type: Search	Budget: \$75.87/day	Optimization score: 91.4%	More details							
Recommendations	Ad status: All but removed ADD FILTER												
Ad groups							SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Ads & extensions	Total: All but removed ads										104	5.65%	\$1,811.19
Ads	<input type="checkbox"/>	<input type="radio"/>	kp.aesthetics.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	Approved (limited): Restricted medical content +1 more					1	5.56%	\$8.83	
Extensions	<input type="checkbox"/>	<input type="radio"/>	CoolSculpting Newtown Square   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared. kp.aesthetics.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 CoolSculpting® Consultation Today	6. coolsculpting - fat freeze	Paused Approved (limited): Restricted medical content +1 more					1	11.11%	\$7.80	
Automated extensions	<input type="checkbox"/>	<input type="radio"/>	#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Virtual Consultation Available www.kpaesthetics.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Newtown Square. Schedule a Free Virtual Consultation	3. body sculpting	Approved (limited): Restricted medical content +1 more					1	50.00%	\$7.40	
Landing pages	<input type="checkbox"/>	<input type="radio"/>	CoolSculpting Newtown Square   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles www.kpaesthetics.com/coolsculpting Save on Coolsculpting® - Freeze away fat without surgery. New clients save 25%. #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Newtown Square, PA.	4. lipo	Paused Approved (limited): Restricted medical content +1 more					1	16.67%	\$6.02	
Keywords													
Audiences													
Demographics													
Settings													
Locations													
Ad schedule													

Google Ads							Chris Zelig > KP Aesthetics 149-784-9225	All campaigns > search   beta   coolscul...	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com	
Overview	Enabled	Status: Eligible (Limited)	Type: Search	Budget: \$75.87/day	Optimization score: 91.4%	More details							
Recommendations	Ad status: All but removed ADD FILTER												
Ad groups							SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Ads & extensions	Total: All but removed ads										104	5.65%	\$1,811.19
Ads	<input type="checkbox"/>	<input type="radio"/>	CoolSculpting Newtown Square   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles www.kpaesthetics.com/coolsculpting Save on Coolsculpting® - Freeze away fat without surgery. New clients save 25%. #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Newtown Square, PA.	4. lipo	Paused Approved (limited): Restricted medical content +1 more					1	16.67%	\$6.02	
Extensions	<input type="checkbox"/>	<input type="radio"/>	#1 Cool Sculpting Deal 25% off   25% Off Cool Sculpting in PA   CoolSculpting Newtown Square +... kp.aesthetics.com/coolsculpting/newtown_square #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Newtown Square, PA. #1 FDA-Cleared... View assets details	5. sculpsure	Poor ad strength Approved (limited): Restricted medical content +1 more					1	4.35%	\$5.48	
Automated extensions	<input type="checkbox"/>	<input type="radio"/>	{Keyword:Best Price in Newtown Square}   Book A Virtual Consultation   Flexible Payment Options kp.aesthetics.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 (limited): Restricted medical content +1 more					1	33.33%	\$3.16	
Landing pages													
Keywords													
Audiences													
Demographics													
Settings													
Locations													

Google Ads							Chris Zelig > KP Aesthetics 149-784-9225	All campaigns > search   beta   coolscul...	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com					
Overview	Enabled	Status: Eligible (Limited)	Type: Search	Budget: \$75.87/day	Optimization score: 91.4%	More details											
Recommendations	Ad status: All but removed ADD FILTER																
Ad groups							SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE				
Ads & extensions	Total: All but removed ads										104	5.65%	\$1,811.19				
Ads	<input type="checkbox"/>	<input type="radio"/>	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	Restricted medical content +1 more					0	0.00%	\$0.00					
Extensions	<input type="checkbox"/>	<input type="radio"/>	25% Off All CoolSculpting   Affordable & Quick Treatments   Virtual Consultation Available kp.aesthetics.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 (limited): Restricted medical content +1 more					0	0.00%	\$0.00					
Automated extensions	<input type="checkbox"/>	<input type="radio"/>	Best Price in Newtown Square   Virtual Consultation Available   Flexible Payment Options kp.aesthetics.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 (limited): Restricted medical content +1 more					0	-	\$0.00					
Landing pages																	
Keywords																	
Audiences																	
Demographics																	
Settings																	
Locations																	
Ad schedule																	
										Total: All but removed ads	104	5.65%	\$1,811.19				
										Total: Campaign	104	5.65%	\$1,811.19				
												Show rows: 100	1 - 58 of 58	<<	<	>	>>

Google Ads							Chris Zelig > KP Aesthetics 149-784-9225	All campaigns > search   beta   coolscul...	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com
Overview	Enabled	Status: Eligible (Limited)	Type: Search	Budget: \$91.82/day	Optimization score: 91.4%	More details						
Recommendations	Extension type: All ADD FILTER						Associations view					
Ad groups							SEGMENT	COLUMNS	DOWNLOAD	EXPAND		
Ads & extensions												
Ads	<input type="checkbox"/>	<input type="radio"/>	(484) 412-7935 (mobile)	Call extension	Account	Account	Approved			20	4.72%	\$347.36
Extensions	<input type="checkbox"/>	<input type="radio"/>	(484) 412-7935	Call extension	Account	Account	Approved			15	5.68%	\$322.20
Automated extensions												
Landing pages												
Keywords												
Audiences												
Demographics												
Settings												
Locations												
Ad schedule												
				Callout extension			Approved			32	6.75%	\$544.46
				Callout extension			Approved			36	6.81%	\$531.38
				Callout extension			Approved			29	6.82%	\$459.47
				Callout extension			Approved			26	5.34%	\$418.55
				Callout extension			Approved			21	4.66%	\$375.70
				Callout extension			Approved			19	4.07%	\$312.89
				Callout extension			Approved			23	4.87%	\$310.07

Google Ads							Chris Zelig > KP Aesthetics 149-784-9225	All campaigns > search   beta   coolscul...	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com	
Overview	Enabled	Status: Eligible (Limited)	Type: Search	Budget: \$91.82/day	Optimization score: 91.4%	More details							
Recommendations	Extension type: All ADD FILTER						Associations view						
Ad groups							SEGMENT	COLUMNS	DOWNLOAD	EXPAND			
Ads & extensions													
Ads	<input type="checkbox"/>	<input type="radio"/>	Virtual Consult Available	Callout extension			Approved			5	9.43%	\$161.95	
Extensions	<input type="checkbox"/>	<input type="radio"/>	Free Virtual Consultation	Callout extension			Approved			3	6.38%	\$52.85	
Automated extensions													
Landing pages													
Keywords													
Audiences													
Demographics													
Settings													
Locations													
Ad schedule													
				Structured snippet extension			Approved			2	5.56%	\$19.38	
				Promotion extension			Approved			70	5.77%	\$1,335.60	
										Total: Callout extensions	72	6.32%	\$1,314.83
										Total: Structured snippet extensions	2	5.56%	\$19.38
										Total: Call extensions	35	5.09%	\$669.56
										Total: Promotion extensions	70	5.77%	\$1,335.60