

# CoolSculpting Marketing Services

## La Bella Laser & Slimming Co-Op December 2022

### Total Marketing Expenses (12/01/2022 - 12/31/2022)

**Total Google Ads: \$3,513.89**  
**Total Marketing Service Fees: \$1,500.00**  
**Total CoolSculpting Marketing Cost: \$5,013.89**

Google Ads | Chris Zelig > La Bella Laser & Slimming 454-778-1240 | All campaigns > search | coolsculpting

Overview: Enabled Status: Eligible Type: Search Budget: \$119.63/day Optimization score: 100%

Recommendations: Ads Custom Dec 1 - 31, 2022 Show last 30 days

Ad	Ad group	Status	Ad strength	Clicks	CTR	Cost
Total: Ads in your current workspace						
Total: 381 clicks, 5.60% CTR, \$3,513.89 Cost						
La Bella Laser & Slimming   Fat Reduction in Arcadia, CA   Non-Surgical Fat Reduction +12 more	3. lipo	Eligible	Good	160	6.93%	\$1,217.76
La Bella Laser & Slimming   CoolSculpting in (LOCATION)   Freeze Away Body Fat +11 more	0. coolsculpting - general	Eligible	Excellent	76	11.33%	\$1,045.99
La Bella Laser & Slimming   Fat Reduction in Arcadia, CA   Non-Surgical Fat Reduction +12 more	x. Expanded Reach Test	Eligible	Excellent	74	2.62%	\$478.68
La Bella Laser & Slimming   CoolSculpting in (LOCATION)   Freeze Away Body Fat +11 more	2. body sculpting	Eligible	Excellent	39	6.37%	\$434.44
La Bella Laser & Slimming   CoolSculpting in (LOCATION)   Freeze Away Body Fat +11 more	1. coolsculpting - price	Eligible	Excellent	23	15.86%	\$260.80
La Bella Laser & Slimming   CoolSculpting in (LOCATION)   Freeze Away Body Fat +11 more	x. non-service medspa	Eligible	Average	9	3.73%	\$76.82

Google Ads | Chris Zelig > La Bella Laser & Slimming 454-778-1240 | All campaigns > search | coolsculpting

Overview: Enabled Status: Eligible Type: Search Budget: \$119.63/day Optimization score: 100%

Recommendations: Ads Custom Dec 1 - 31, 2022 Show last 30 days

Ad	Ad group	Status	Ad strength	Clicks	CTR	Cost
Total: Ads in your current workspace						
Total: 381 clicks, 5.60% CTR, \$3,513.89 Cost						
Best CoolSculpting Deal Ever   May Only 50% Off 8+ Treatments   Our Biggest Discount Ever	2. body sculpting	Removed	-	0	-	\$0.00
CoolSculpting® Fat Reduction   May Only 50% Off 8+ Treatments   Our Biggest Discount Ever	2. body sculpting	Removed	-	0	-	\$0.00
CoolSculpting® in Arcadia, CA   Limited Time Offer   June 2021   Our Biggest Discount Ever	0. coolsculpting - general	Removed	-	0	-	\$0.00
Best CoolSculpting Deal Ever   Limited Time Offer   June 2021   Offering 50% Off 8+ Treatments	0. coolsculpting - general	Removed	-	0	-	\$0.00
Total: Ads in your current workspace						
Total: Campaign						
Total: 381 clicks, 5.60% CTR, \$3,513.89 Cost						

Show rows: 500 1 - 500 of 622

Google Ads | Chris Zelig > La Bella Laser & Slimming 454-778-1240 | All campaigns > search | coolsculpting

Overview: Enabled Status: Eligible Type: Search Budget: \$119.63/day Optimization score: 100%

Recommendations: Responsive search ad Leave feedback Custom Dec 1 - 31, 2022 Show last 30 days

Assets Combinations

Ad strength Good

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	Learning	38	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	Good	2,239	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	-	Description	None	-	0	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved	Description	None	Learning	31	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	Good	2,129	Advertiser
Freeze Away Body Fat	Approved	Headline	None	Learning	68	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	Learning	1	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	Good	1,649	Advertiser

Google Ads | Chris Zelig > La Bella Laser & Slimming 454-778-1240 | All campaigns > search | coolsculpting

Overview: Enabled Status: Eligible Type: Search Budget: \$119.63/day Optimization score: 100%

Recommendations: Responsive search ad Leave feedback Custom Dec 1 - 31, 2022 Show last 30 days

Assets Combinations

Ad strength Good

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Get Rid of Unwanted Fat	Approved	Headline	None	Learning	0	Advertiser
La Bella Laser & Slimming	Approved	Headline	None	Good	656	Advertiser
Eliminate Fat & Feel Great	Approved	Headline	None	Learning	8	Advertiser
Fat Reduction in Arcadia, CA	Approved	Headline	None	Learning	368	Advertiser
Freezing Fat Really Works	Approved	Headline	None	Learning	0	Advertiser
Get 50% Off 8+ Treatments	-	Headline	None	-	0	Advertiser
Freeze Your Way to Leaner Body	Approved	Headline	None	Learning	3	Advertiser
Target Belly Fat, Love Handles	Approved	Headline	None	Learning	0	Advertiser
New Client Special	-	Headline	None	-	0	Advertiser
Located in Arcadia, CA	Approved	Headline	None	Good	1,970	Advertiser
Non-Surgical Lipo Alternative	Approved	Headline	None	Learning	7	Advertiser

Google Ads | Chris Zelig > La Bella Laser & Slimming 454-778-1240 | All campaigns > search | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$119.63/day, Optimization score: 100%

### Responsive search ad

Assets | Combinations

Ad strength: Good

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Target Belly Fat, Love Handles	Approved	Headline	None	Learning	0	Advertiser
New Client Special	-	Headline	None	-	0	Advertiser
Located in Arcadia, CA	Approved	Headline	None	Good	1,970	Advertiser
Non-Surgical Lipo Alternative	Approved	Headline	None	Learning	7	Advertiser
No Surgery & Minimal Downtime	Approved	Headline	None	Learning	207	Advertiser
Schedule a Free Consultation	Approved	Headline	None	Learning	16	Advertiser
50% off 8+ treatments	-	Headline	None	-	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	Learning	67	Advertiser

Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more

Google Ads | Chris Zelig > La Bella Laser & Slimming 454-778-1240 | All campaigns > search | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$119.63/day, Optimization score: 100%

### Assets

Table view: Associations

Asset type filters: All, Sitelink, Callout, Structured snippet, Call, Price, App, Promotion

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Structured snippet									
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search   coolsculpting	Campaign	Eligible	Advertiser	0	32	0.00%	-	\$0.00
Sitelink									
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting	Campaign	Eligible	Advertiser	0	10	0.00%	-	\$0.00
Callout									
FDA Cleared	search   coolsculpting	Campaign	Eligible	Advertiser	42	771	5.45%	\$10.18	\$427.59
Freeze Your Fat	search   coolsculpting	Campaign	Eligible	Advertiser	48	737	6.51%	\$11.57	\$555.48
Highlights: No Surgery	search   coolsculpting	Campaign	Eligible	Advertiser	47	632	7.44%	\$10.34	\$485.93
Liposuction Alternative	search   coolsculpting	Campaign	Eligible	Advertiser	29	620	4.68%	\$10.75	\$311.84
Nonsurgical Fat Reduction	search   coolsculpting	Campaign	Eligible	Advertiser	43	610	7.05%	\$10.20	\$438.53
5-Star Rated Medspa	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00

Google Ads | Chris Zelig > La Bella Laser & Slimming 454-778-1240 | All campaigns > search | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$119.63/day, Optimization score: 100%

### Assets

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Promotion									
Winter Sale - Up to 50% off 8+ Treatments	search   coolsculpting	Campaign	Eligible	Advertiser	236	3,391	6.96%	\$10.00	\$2,359.79
Winter Sale - 50% off 8+ Treatments	search   coolsculpting	Campaign	Removed (Destination mismatch)	Advertiser	0	0	-	-	\$0.00
Spring Sale - Up to 50% off 8+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00
Fall Sale - Up to 50% off 8+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00
Call									
(626) 605-6751	Account	Account	Eligible	Advertiser	25	670	3.73%	\$13.49	\$337.19
(626) 445-2706	Account	Account	Removed	Advertiser	0	0	-	-	\$0.00
Total: Sitelinks					0	10	0.00%	-	\$0.00
Total: Callouts					95	1,463	6.49%	\$10.69	\$1,015.85
Total: Structured snippets					0	32	0.00%	-	\$0.00
Total: Calls					25	670	3.73%	\$13.49	\$337.19
Total: Promotions					236	3,391	6.96%	\$10.00	\$2,359.79

Google Ads | Chris Zelig > La Bella Laser & Slimming 454-778-1240 | All campaigns > search | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$119.63/day, Optimization score: 100%

### Assets

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Call									
(626) 605-6751	Account	Account	Eligible	Advertiser	25	670	3.73%	\$13.49	\$337.19
(626) 445-2706	Account	Account	Removed	Advertiser	0	0	-	-	\$0.00
Total: Sitelinks					0	10	0.00%	-	\$0.00
Total: Callouts					95	1,463	6.49%	\$10.69	\$1,015.85
Total: Structured snippets					0	32	0.00%	-	\$0.00
Total: Calls					25	670	3.73%	\$13.49	\$337.19
Total: Promotions					236	3,391	6.96%	\$10.00	\$2,359.79

Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more

