

# Laser & Cosmetic Surgery Specialist Emsculpt Google Adwords Q3 2019 (7/1/2019 - 9/30/2019)

search beta emsculpt: \$511.57

Google Ad Spend: \$511.57

Google Ads | Chris Zelig > \* Dr. Rubenstein... 195-677-6011 | All campaigns

Overview | Campaigns | Custom Jul 1 - Sep 30, 2019

Recommendations: Campaign status: All, Campaign name contains ems. View all ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search   beta   emsculpt	\$73.62...	Eligible	66	15.57%	\$511.57
search   alpha   emsculpt	\$45.00...	Eligible (Learning)	0	-	\$0.00
Total: Filtered campaigns			66	15.57%	\$511.57
Total: Account			163	9.98%	\$1,608.93
Total: Search campaigns			163	9.98%	\$1,608.93
Total: Video campaigns			0	-	\$0.00

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Google Ads | Chris Zelig > \* Dr. Rubenstein... 195-677-6011 | All campaigns > search | beta | emsculpt

Overview | Enabled | Status: Eligible | Optimization score: 88.5% | Type: Search | Budget: \$73.62/day | More details

Recommendations: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
{Keyword:#1 Emsculpt in Newburgh, NY   Non-Invasive Body Contouring   Build Muscle and Burn Fat +6 more www.yourfacemd.com Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks... View assets details	emsculpt	Ad group paused Approved (limited): Restricted medical content +2 more	31	14.35%	\$246.00
{Keyword:#1 Emsculpt in Newburgh, NY   Non-Invasive Body Contouring   Build Muscle and Burn Fat +6 more www.yourfacemd.com Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks... View assets details	0. emsculpt - general	Approved (limited): Restricted medical content +2 more	21	24.42%	\$168.44
#1 Emsculpt in Newburgh, NY   Non-Invasive Body Contouring   Build Muscle and Burn Fat www.yourfacemd.com Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks. Emsculpt Melts Fat + Tones & Strengthens Muscles of the Abdomen, Buttock, Legs, Arms.	emsculpt	Ad group paused Approved (limited): Restricted drug terms +1 more	6	10.71%	\$41.38
{Keyword:#1 Emsculpt in Newburgh, NY   Non-Invasive Body Contouring   Build Muscle and Burn Fat +6 more www.yourfacemd.com Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks... View assets details	1. emsculpt - price	Poor ad strength Approved (limited): Restricted medical content +2 more	3	18.75%	\$31.58
Emsculpt Body Contouring   Build & Strengthen Muscles   Save on Emsculpt www.yourfacemd.com Emsculpt is the Only Non-Invasive Body Contouring Treatment that Burns Fat & Builds Muscle. Burn Fat and Build Muscle to Achieve Your Dream Body. Non-Surgical & Minimal Downtime.	emsculpt	Ad group paused Approved (limited): Restricted medical content +1 more	1	5.88%	\$13.20

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Recommendations: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
#1 Emsculpt in Newburgh, NY   Non-Invasive Body Contouring   Build Muscle and Burn Fat www.yourfacemd.com Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks. Emsculpt Melts Fat + Tones & Strengthens Muscles of the Abdomen, Buttock, Legs, Arms.	2. body contouring	Approved (limited): Restricted drug terms +1 more	2	15.38%	\$8.73
#1 Emsculpt in Newburgh, NY   Non-Invasive Body Contouring   Build Muscle and Burn Fat www.yourfacemd.com Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks. Emsculpt Melts Fat + Tones & Strengthens Muscles of the Abdomen, Buttock, Legs, Arms.	0. emsculpt - general	Approved (limited): Restricted drug terms +1 more	2	18.18%	\$2.24
Emsculpt Body Contouring   Build & Strengthen Muscles   Save on Emsculpt www.yourfacemd.com Emsculpt is the Only Non-Invasive Body Contouring Treatment that Burns Fat & Builds Muscle. Burn Fat and Build Muscle to Achieve Your Dream Body. Non-Surgical & Minimal Downtime.	0. emsculpt - general	Approved (limited): Restricted medical content +2 more	0	0.00%	\$0.00
#1 Emsculpt in Newburgh, NY   Non-Invasive Body Contouring   Build Muscle and Burn Fat www.yourfacemd.com Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks. Emsculpt Melts Fat + Tones & Strengthens Muscles of the Abdomen, Buttock, Legs, Arms.	1. emsculpt - price	Approved (limited): Restricted drug terms +1 more	0	0.00%	\$0.00
Emsculpt Body Contouring   Build & Strengthen Muscles   Save on Emsculpt www.yourfacemd.com Emsculpt is the Only Non-Invasive Body Contouring Treatment that Burns Fat & Builds Muscle. Burn Fat and Build Muscle to Achieve Your Dream Body. Non-Surgical & Minimal Downtime.	1. emsculpt - price	Approved (limited): Restricted medical content +1 more	0	-	\$0.00

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Overview | Enabled | Status: Eligible | Optimization score: 88.5% | Type: Search | Budget: \$73.62/day | More details

Recommendations: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
and build muscle to achieve your dream body. Non-Surgical & Minimal Downtime.					
{Keyword:#1 Emsculpt in Newburgh, NY   Non-Invasive Body Contouring   Build Muscle and Burn Fat +6 more www.yourfacemd.com Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks... View assets details	3. melt body fat	Poor ad strength Approved (limited): Restricted medical content +2 more	0	-	\$0.00
#1 Emsculpt in Newburgh, NY   Non-Invasive Body Contouring   Build Muscle and Burn Fat www.yourfacemd.com Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks. Emsculpt Melts Fat + Tones & Strengthens Muscles of the Abdomen, Buttock, Legs, Arms.	3. melt body fat	Approved (limited): Restricted drug terms +1 more	0	-	\$0.00
Emsculpt Body Contouring   Build & Strengthen Muscles   Save on Emsculpt www.yourfacemd.com Emsculpt is the Only Non-Invasive Body Contouring Treatment that Burns Fat & Builds Muscle. Burn Fat and Build Muscle to Achieve Your Dream Body. Non-Surgical & Minimal Downtime.	3. melt body fat	Approved (limited): Restricted medical content +2 more	0	-	\$0.00
Total: Ads			66	15.57%	\$511.57
Total: Campaign			66	15.57%	\$511.57

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Overview ● Enabled Status: Eligible Optimization score: 88.5% Type: Search Budget: \$73.62/day [More details](#)

Recommendations + Filter Extension type: All [ADD FILTER](#) Associations view SEGMENT COLUMNS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	Extension	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
<input type="checkbox"/>	<a href="#">Professional Treatments Unparalleled Experience</a>	search   beta   emsulpt	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
<input type="checkbox"/>	<a href="#">5 Star Reviews Read Real Patient Testimonials</a>	search   beta   emsulpt	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
<input type="checkbox"/>	<a href="#">State-of-the-Art Facility Latest Body Contouring Technology</a>	search   beta   emsulpt	Campaign	Approved (limited): Restricted drug terms +1 more	0	-	\$0.00
<input type="checkbox"/>	<a href="#">Before and After Photos See Real Patient Results</a>	search   beta   emsulpt	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
<input type="checkbox"/>	<a href="#">Save on EmSculpt Limited Time Special</a>	search   beta   emsulpt	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
Call extension							
<input type="checkbox"/>	<a href="#">(845) 863-1772 (mobile)</a>	search   beta   emsulpt	Campaign	Approved	19	21.11%	\$175.02
<input type="checkbox"/>	<a href="#">(845) 863-1772</a>	search   beta   emsulpt	Campaign	Approved	6	12.77%	\$32.60
Callout extension							
<input type="checkbox"/>	<a href="#">Non-Surgical</a>	search   beta   emsulpt	Campaign	Approved	26	16.46%	\$161.90

Overview ● Enabled Status: Eligible Optimization score: 88.5% Type: Search Budget: \$73.62/day [More details](#)

Recommendations + Filter Extension type: All [ADD FILTER](#) Associations view SEGMENT COLUMNS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	Extension	Added to	Level	Status	Clicks	CTR	Cost
<input type="checkbox"/>	<a href="#">(845) 863-1772 (mobile)</a>	search   beta   emsulpt	Campaign	Approved	19	21.11%	\$175.02
<input type="checkbox"/>	<a href="#">(845) 863-1772</a>	search   beta   emsulpt	Campaign	Approved	6	12.77%	\$32.60
Callout extension							
<input type="checkbox"/>	<a href="#">Non-Surgical</a>	search   beta   emsulpt	Campaign	Approved	26	16.46%	\$161.90
<input type="checkbox"/>	<a href="#">Shed Fat + Shred Muscle</a>	search   beta   emsulpt	Campaign	Approved	21	18.92%	\$139.65
<input type="checkbox"/>	<a href="#">Non-Surgical Butt Lift</a>	search   beta   emsulpt	Campaign	Approved	23	17.83%	\$138.05
<input type="checkbox"/>	<a href="#">Burn Muscle + Build Fat</a>	search   beta   emsulpt	Campaign	Approved	21	17.21%	\$136.90
<input type="checkbox"/>	<a href="#">Free Consult / Contact</a>	search   beta   emsulpt	Campaign	Approved	19	15.70%	\$129.83
<input type="checkbox"/>	<a href="#">Strengthen, Sculpt Muscle</a>	search   beta   emsulpt	Campaign	Approved	16	14.41%	\$93.03
Total: Callout extensions:					47	15.82%	\$353.56
Total: Call extensions:					25	18.25%	\$207.62

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