

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

search beta coolsculpting: \$1,079.63

search alpha coolsculpting: \$17.73

Google Ad Spend: \$1,097.36

Google Ads Chris Zelig > * Dr. Rubenstein... 195-677-6011 All campaigns								
Overview	Campaigns							
Recommendations	Campaign status: All Campaign name contains cool View all ADD FILTER							
Campaigns	<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget	Status	Clicks	CTR	Cost
Campaigns	<input type="checkbox"/>	<input checked="" type="radio"/>	search beta coolsculpting	\$43.77...	Eligible	94	8.25%	\$1,079.63
Campaigns	<input type="checkbox"/>	<input checked="" type="radio"/>	search alpha coolsculpting	\$66.0...	Eligible	3	4.29%	\$17.73
Campaigns	<input type="checkbox"/>	<input checked="" type="radio"/>	3/29 CoolSculpting Event - Search Campaign	\$20.0...	Paused	0	-	\$0.00
Campaigns	<input type="checkbox"/>	<input checked="" type="radio"/>	5/19 CoolSculpting Brunch Event	\$20.0...	Paused	0	-	\$0.00
Campaigns	<input type="checkbox"/>	<input checked="" type="radio"/>	6/29 CoolSculpting Brunch Event	\$20.0...	Paused	0	-	\$0.00
Campaigns	<input type="checkbox"/>	<input checked="" type="radio"/>	10/6 CoolSculpting Brunch Event	\$25.00...	Paused	0	-	\$0.00
Campaigns	<input type="checkbox"/>	<input checked="" type="radio"/>	11/15 CoolSculpting Open House Event	\$20.0...	Paused	0	-	\$0.00
Campaigns	<input type="checkbox"/>	<input checked="" type="radio"/>	YouTube Campaign March 23 CoolSculpting Brunch Event	\$20.00...	Paused	0	-	\$0.00
Campaigns	<input type="checkbox"/>	<input checked="" type="radio"/>	3/29 CoolSculpting Open House Event	\$70.0...	Paused	0	-	\$0.00
Campaigns	<input type="checkbox"/>	<input checked="" type="radio"/>	5/10 CoolSculpting Open House Event	\$150...	Paused	0	-	\$0.00
Campaigns	Total: Filtered campaigns					97	8.02%	\$1,097.36
Campaigns	Total: Account			\$270.2...		163	9.98%	\$1,608.93
Campaigns	Total: Search campaigns					163	9.98%	\$1,608.93
Campaigns	Total: Video campaigns					0	-	\$0.00

Google Ads Chris Zelig > * Dr. Rubenstein... 195-677-6011 All campaigns > search beta coolsculpt...								
Overview	Enabled Status: Eligible Optimization score: 86.9% Type: Search Budget: \$43.77/day More details							
Recommendations	Ads							
Ad groups	Ad status: All ADD FILTER							
Ads & extensions	<input type="checkbox"/>	<input type="radio"/>	Ad	Ad group	Status	Clicks	CTR	Cost
Ads & extensions	Total: Ads					94	8.25%	\$1,079.63
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Newburgh, NY 25% Off CoolSculpting Cost Target Belly Fat, Love Handles www.yourfacemd.com #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Newburgh, NY. Free Consult. Non-Surgical Fat Reduction Treatment. #1 FDA-Cleared. Freeze Away Stubborn Belly Fat.	coolsculpting	Ad group paused Approved (limited): Restricted medical content +1 more	37	10.31%	\$338.60
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting in Newburgh #1 Fat Reduction Treatment No Surgery & Minimal Downtime www.yourfacemd.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	Approved (limited): Restricted medical content +1 more	10	6.99%	\$197.78
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	{Keyword:#1 CoolSculpting Deal 25% Off} Freeze Away Stubborn Fat Best CoolSculpting Price +6 more www.yourfacemd.com 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Save on CoolSculpting® - ... View assets details	coolsculpting	Ad group paused Approved (limited): Restricted medical content +1 more	28	7.67%	\$192.57
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	#1 Provider in Newburgh Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more www.yourfacemd.com/coolsculpting/newburgh #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newburgh, NY. Free Consult. Expert, Safe Fat Loss Wit... View assets details	0. coolsculpting - general	Approved (limited): Restricted drug terms +1 more	3	4.69%	\$83.81
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting in Newburgh #1 Fat Reduction Treatment No Surgery & Minimal Downtime www.yourfacemd.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat	3. body sculpting	Approved (limited):	5	17.86%	\$78.47

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Overview	Enabled Status: Eligible Optimization score: 86.9% Type: Search Budget: \$43.77/day More details							
Recommendations	Ads							
Ad groups	Ad status: All ADD FILTER							
Ads & extensions	<input type="checkbox"/>	<input type="radio"/>	Ad	Ad group	Status	Clicks	CTR	Cost
Ads & extensions	Total: Ads					94	8.25%	\$1,079.63
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting in Newburgh #1 Fat Reduction Treatment No Surgery & Minimal Downtime www.yourfacemd.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	3. body sculpting	Approved (limited): Restricted drug terms	5	17.86%	\$78.47
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	25% Off All CoolSculpting® Ran Y. Rubenstein, M.D. #1 Provider in Newburgh www.yourfacemd.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newburgh, NY. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	2	5.56%	\$76.75
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	25% Off All CoolSculpting® Affordable & Quick Treatments Ran Y. Rubenstein, M.D. yourfacemd.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	Approved (limited): Restricted drug terms	1	12.50%	\$30.58
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	{Keyword:Best Price in Newburgh} Ran Y. Rubenstein, M.D. Flexible Payment Options www.yourfacemd.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	Approved (limited): Restricted drug terms	2	25.00%	\$22.29
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	25% Off All CoolSculpting® Best Price in Newburgh Ran Y. Rubenstein, M.D. +6 more www.yourfacemd.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting... View assets details	1. coolsculpting - price	Poor ad strength Approved (limited): Restricted medical content +1 more	1	11.11%	\$13.94

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Recommendations	Ads							
Ad groups	Ad status: All ADD FILTER							
Ads & extensions	<input type="checkbox"/>	<input type="radio"/>	Ad	Ad group	Status	Clicks	CTR	Cost
Ads & extensions	Total: Ads					94	8.25%	\$1,079.63
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	#1 Provider in Newburgh Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more www.yourfacemd.com/coolsculpting/newburgh #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newburgh, NY. Free Consult. Expert, Safe Fat Loss Wit... View assets details	3. body sculpting	Approved (limited): Restricted drug terms	1	4.17%	\$12.81
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Ran Y. Rubenstein, M.D. www.yourfacemd.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Newburgh, NY. Schedule a Free Consultation	0. coolsculpting - general	Approved (limited): Restricted drug terms	1	5.56%	\$11.94
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Best CoolSculpting Price +6 more www.yourfacemd.com 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%.	coolsculpting	Ad group paused Approved (limited): Restricted medical content +1 more	2	4.00%	\$10.71
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	{Keyword:#1 CoolSculpting Deal 25% Off} Freeze Away Stubborn Fat Best CoolSculpting Price +6 more www.yourfacemd.com 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Save on CoolSculpting® - ... View assets details	0. coolsculpting - general	Removed Approved (limited): Restricted medical content +1 more	1	11.11%	\$9.38
Ads & extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	{Keyword:#1 CoolSculpting Deal 25% Off} Freeze Away Stubborn Fat Best CoolSculpting Price +7 more www.yourfacemd.com 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Save on CoolSculpting® - ... View assets details	SKAG coolsculpting face BROAD	Ad group removed Approved (limited): Restricted medical content +1 more	0	-	\$0.00

Overview		Enabled	Status: Eligible	Optimization score: 86.9%	Type: Search	Budget: \$43.77/day	More details		
<p>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.</p>									

Overview		Enabled	Status: Eligible	Optimization score: 86.9%	Type: Search	Budget: \$43.77/day	More details		
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<p>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.</p>									

Overview		Enabled	Status: Eligible	Optimization score: 85.5%	Type: Search	Budget: \$66.00/day	More details		
<p>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.</p>									

Overview		Enabled	Status: Eligible	Optimization score: 85.5%	Type: Search	Budget: \$66.00/day	More details		
<p>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.</p>									

Overview Enabled Status: Eligible Optimization score: 85.5% Type: Search Budget: \$66.00/day [More details](#)

Recommendations

Ad groups

Ads & extensions

Ads

Extensions Extension type: All [ADD FILTER](#) Associations view

Extension	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension						
<input type="checkbox"/> 5 Star Reviews Real CoolSculpting Reviews Patient Testimonials	search alpha coolsculp...	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
<input type="checkbox"/> State-of-the-Art Facility Advanced Fat Freezing Technology - Latest Applicators & Dual Sculpting	search alpha coolsculp...	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
<input type="checkbox"/> Before and After Photos See CoolSculpting Before and After Photos	search alpha coolsculp...	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
<input type="checkbox"/> 25% Off All Fat Areas Save on CoolSculpting Cost Fat Freezing Special	search alpha coolsculp...	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
Call extension						
<input type="checkbox"/> (845) 863-1772 (mobile)	search alpha coolsculp...	Campaign	Approved	1	20.00%	\$7.01
<input type="checkbox"/> (845) 863-1772	search alpha coolsculp...	Campaign	Approved	0	0.00%	\$0.00
Callout extension						
<input type="checkbox"/> Highlights: No Surgery	search alpha coolsculp...	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/> New Clients 25% OFF	search alpha coolsculp...	Campaign	Approved	0	-	\$0.00

Overview Enabled Status: Eligible Optimization score: 85.5% Type: Search Budget: \$66.00/day [More details](#)

Recommendations

Ad groups

Ads & extensions

Ads

Extensions Extension type: All [ADD FILTER](#) Associations view

Extension	Added to	Level	Status	Clicks	CTR	Cost
Call extension						
<input type="checkbox"/> (845) 863-1772 (mobile)	search alpha coolsculp...	Campaign	Approved	1	20.00%	\$7.01
<input type="checkbox"/> (845) 863-1772	search alpha coolsculp...	Campaign	Approved	0	0.00%	\$0.00
Callout extension						
<input type="checkbox"/> Highlights: No Surgery	search alpha coolsculp...	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/> New Clients 25% OFF	search alpha coolsculp...	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/> Liposuction Alternative	search alpha coolsculp...	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/> Contact Us + Free Consult	search alpha coolsculp...	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/> 1 Fat Reduction Treatment	search alpha coolsculp...	Campaign	Approved	0	-	\$0.00
Total: Call extensions				1	12.50%	\$7.01

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