

Laser + Skin Institute Medical and Aesthetic Dermatology CoolSculpting Google Adwords Q4 2019 (10/01/2019 - 12/31/2019)

beta | coolsculpting: \$37.82
alpha | coolsculpting: \$42.35

Total Google Ad Spend: \$80.17

Google Ads | Chris Zelig > Laser + Skin I... 958-339-8119 | All campaigns

1 keyword conflict | Use Maximize conversions bidding on 2 campaigns

Overview Campaigns Recommendations

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

| Campaign | Budget | Status | Clicks | CTR | Cost |
|--------------------------------|-------------|----------|--------|-------|----------|
| search beta coolsculpting | \$23.05/day | Eligible | 9 | 7.83% | \$37.82 |
| search alpha coolsculpting | \$24.24/day | Eligible | 2 | 3.23% | \$42.35 |
| Total: Filtered ca... | | | 11 | 6.21% | \$80.17 |
| Total: Account | \$47.29/day | | 366 | 2.51% | \$372.66 |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) 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.

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Google Ads | Chris Zelig > Laser + Skin I... 958-339-8119 | All campaigns > search | beta | coolscu...

Enabled Status: Eligible Type: Search Budget: \$22.67/day Optimization score: 36.2% In this campaign: 1 keyword conflict

Overview Recommendations

Ad status: All ADD FILTER

| Ad | Ad group | Status | Clicks | CTR | Cost |
|--|--------------------------|----------|--------|---------|--------|
| Total: Ads 9 | | | | | |
| CoolSculpting in Chatham Fat Reduction Treatment No Surgery & Minimal Downtime www.isinj.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation | 2. cryolipolysis | Approved | 1 | 100.00% | \$8.05 |
| 25% Off All CoolSculpting Laser + Skin Institute Fat Reduction Treatment www.isinj.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 0. coolsculpting-general | Approved | 2 | 11.11% | \$6.77 |
| #1 Provider in Chatham Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more www.isinj.com/coolsculpting/chatham #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult. Expert, Safe Fat Loss With... View assets details | 3. body sculpting | Approved | 1 | 20.00% | \$5.85 |

Google Ads | Chris Zelig > Laser + Skin I... 958-339-8119 | All campaigns > search | beta | coolscu...

Enabled Status: Eligible Type: Search Budget: \$22.67/day Optimization score: 36.2% In this campaign: 1 keyword conflict

Overview Recommendations

Ad status: All ADD FILTER

| Ad | Ad group | Status | Clicks | CTR | Cost |
|--|-----------------------------|----------|--------|--------|--------|
| Total: Ads 9 | | | | | |
| CoolSculpting in Chatham Freeze Away Stubborn Fat Laser + Skin Institute www.isinj.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation | 0. coolsculpting-general | Approved | 2 | 14.29% | \$4.92 |
| CoolSculpting in Chatham #1 Fat Reduction Treatment Best Prices. FDA-Cleared. Isinj.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 | Approved | 1 | 33.33% | \$4.65 |
| CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Laser + Skin Institute www.isinj.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Chatham, NJ. Schedule a Free Consultation | 0. coolsculpting-general | Approved | 1 | 5.88% | \$4.50 |
| {Keyword: Best Price in Chatham} Laser + Skin Institute Flexible Payment Options www.isinj.com/coolsculpting/special | 1. coolsculpting-price | Approved | 1 | 25.00% | \$3.08 |

Google Ads | Chris Zelig > Laser + Skin I... 958-339-8119 | All campaigns > search | beta | coolscu...

Enabled Status: Eligible Type: Search Budget: \$22.67/day Optimization score: 36.2% In this campaign: 1 keyword conflict

Overview Recommendations

Ad status: All ADD FILTER

| Ad | Ad group | Status | Clicks | CTR | Cost |
|---|--------------------------|----------|--------|--------|--------|
| Total: Ads 9 | | | | | |
| {Keyword: Best Price in Chatham} Laser + Skin Institute Flexible Payment Options www.isinj.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 | 1 | 25.00% | \$3.08 |
| #1 Provider in Chatham Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more www.isinj.com/coolsculpting/chatham #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult. Expert, Safe Fat Loss With... View assets details | 0. coolsculpting-general | Approved | 0 | 0.00% | \$0.00 |
| #1 Provider in Chatham Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more www.isinj.com/coolsculpting/chatham #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult. Expert, Safe Fat Loss With... View assets details | coolsculpting face | Approved | 0 | - | \$0.00 |
| CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Laser + Skin Institute www.isinj.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool | coolsculpting face | Approved | 0 | - | \$0.00 |

Google Ads | Chris Zelig > Laser + Skin I... 958-339-8119 | All campaigns > search | beta | coolscu...

Enabled Status: Eligible Type: Search Budget: \$22.67/day Optimization score: 36.2% In this campaign: 1 keyword conflict

Overview Recommendations

Ad status: All ADD FILTER

| Ad | Ad group | Status | Clicks | CTR | Cost |
|--|-----------------------------|----------|--------|-----|--------|
| Total: Ads 9 | | | | | |
| NJ for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | freezer | Approved | 0 | - | \$0.00 |
| Laser + Skin Institute Freezing Fat Really Works 25% Off First Treatment Isinj.com/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Chatham, NJ. Schedule a Free Consultation | 6. coolsculpting-fat-freeze | Approved | 0 | - | \$0.00 |
| Total: Ads 9 | | | | | |
| Total: Campaign 9 | | | | | |

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Google Ads | Chris Zelig | Laser + Skin I... | 958-339-8119 | All campaigns | search | beta | coolscu... | Optimization score: 36.2% | 1 keyword conflict

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$22.67/day

Extensions

Custom Oct 1 - Dec 31, 2019

| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
|--------------------------|---|--------------------|-------------------------|----------|----------|-----|-----------------|
| Sitelink extension | | | | | | | |
| <input type="checkbox"/> | 25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special | Sitelink extension | search beta cool... | Campaign | Approved | 0 | \$0.00 |
| <input type="checkbox"/> | State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting | Sitelink extension | search beta cool... | Campaign | Approved | 0 | \$0.00 |
| <input type="checkbox"/> | 5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials | Sitelink extension | search beta cool... | Campaign | Approved | 0 | \$0.00 |
| <input type="checkbox"/> | Before and After Photos See CoolSculpting Before and After Photos | Sitelink extension | search beta cool... | Campaign | Approved | 0 | \$0.00 |
| Call extension | | | | | | | |
| <input type="checkbox"/> | (973) 635-5050 (mobile) | Call extension | Account | Account | Approved | 1 | 9.09% \$8.05 |

Google Ads | Chris Zelig | Laser + Skin I... | 958-339-8119 | All campaigns | search | beta | coolscu... | Optimization score: 36.2% | 1 keyword conflict

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$22.67/day

Extensions

Associations view

| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
|--------------------------|---|--------------------|-------------------------|----------|----------|-----|-------------------|
| Call extension | | | | | | | |
| <input type="checkbox"/> | (973) 635-5050 (mobile) | Call extension | Account | Account | Approved | 1 | 9.09% \$8.05 |
| <input type="checkbox"/> | (973) 635-5050 | Call extension | Account | Account | Approved | 0 | 0.00% \$0.00 |
| Location extension | | | | | | | |
| <input type="checkbox"/> | info@lsinj.com (View locations) All locations selected | Location extension | Account | Account | - | - | - |
| Callout extension | | | | | | | |
| <input type="checkbox"/> | FDA Approved | Callout extension | search beta cool... | Campaign | Approved | 2 | 8.70% \$13.90 |
| <input type="checkbox"/> | Nonsurgical Fat Reduction | Callout extension | search beta cool... | Campaign | Approved | 4 | 22.22% \$13.88 |
| <input type="checkbox"/> | Highlights: No Surgery | Callout extension | search beta cool... | Campaign | Approved | 2 | 13.33% \$11.71 |
| <input type="checkbox"/> | New Clients 25% Off | Callout extension | search beta cool... | Campaign | Approved | 2 | 9.09% \$11.71 |

Google Ads | Chris Zelig | Laser + Skin I... | 958-339-8119 | All campaigns | search | beta | coolscu... | Optimization score: 36.2% | 1 keyword conflict

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$22.67/day

Extensions

Associations view

| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
|------------------------------|--|------------------------------|-------------------------|----------|----------|--------|-------------------|
| Call extension | | | | | | | |
| <input type="checkbox"/> | (973) 635-5050 (mobile) | Call extension | Account | Account | Approved | 1 | 9.09% \$8.05 |
| <input type="checkbox"/> | (973) 635-5050 | Call extension | Account | Account | Approved | 0 | 0.00% \$0.00 |
| Location extension | | | | | | | |
| <input type="checkbox"/> | info@lsinj.com (View locations) All locations selected | Location extension | Account | Account | - | - | - |
| Callout extension | | | | | | | |
| <input type="checkbox"/> | FDA Approved | Callout extension | search beta cool... | Campaign | Approved | 2 | 8.70% \$13.90 |
| <input type="checkbox"/> | Nonsurgical Fat Reduction | Callout extension | search beta cool... | Campaign | Approved | 4 | 22.22% \$13.88 |
| <input type="checkbox"/> | Highlights: No Surgery | Callout extension | search beta cool... | Campaign | Approved | 2 | 13.33% \$11.71 |
| <input type="checkbox"/> | New Clients 25% Off | Callout extension | search beta cool... | Campaign | Approved | 2 | 9.09% \$11.71 |
| Structured snippet extension | | | | | | | |
| <input type="checkbox"/> | Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | Structured snippet extension | search beta cool... | Campaign | Approved | 0 | - \$0.00 |
| Promotion extension | | | | | | | |
| <input type="checkbox"/> | 25% off for New Clients | Promotion extension | search beta cool... | Campaign | Approved | 7 | 14.29% \$30.24 |
| Total: Callout extensions | | | | | 6 | 12.00% | \$25.59 |
| Total: Call extensions | | | | | 1 | 6.25% | \$8.05 |
| Total: Location extensions | | | | | 7 | 8.24% | \$30.24 |
| Total: Promotion extensions | | | | | 7 | 14.29% | \$30.24 |

Google Ads | Chris Zelig | Laser + Skin I... | 958-339-8119 | All campaigns | search | alpha | coolsc... | Optimization score: 42.5%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$23.93/day

Ads

Custom Oct 1 - Dec 31, 2019

| Ad | Ad group | Status | Clicks | CTR | Cost | |
|--------------------------|--|--------------------------|----------|-----|--------|---------|
| <input type="checkbox"/> | CoolSculpting in Chatham Freeze Away Stubborn Fat Laser + Skin Institute www.lsinj.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation | 0. coolsculpting-general | Approved | 1 | 12.50% | \$39.49 |
| <input type="checkbox"/> | CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Laser + Skin Institute www.lsinj.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Chatham, NJ. Schedule a Free Consultation | 0. coolsculpting-general | Approved | 1 | 6.67% | \$2.86 |
| <input type="checkbox"/> | #1 Provider in Chatham Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more www.lsinj.com/coolsculpting/chatham #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult. Expert, Safe Fat Loss With... View assets details | 0. coolsculpting-general | Approved | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | 25% Off All CoolSculpting® Laser + Skin Institute Top Provider in Chatham www.lsinj.com/coolsculpting | 0. coolsculpting-general | Approved | 0 | 0.00% | \$0.00 |

Google Ads | Chris Zelig | Laser + Skin I... | 958-339-8119 | All campaigns | search | alpha | coolsc... | Optimization score: 42.5%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$23.93/day

Ads

Custom Oct 1 - Dec 31, 2019

| Ad | Ad group | Status | Clicks | CTR | Cost |
|--------------------------|---|-------------------|----------|-------|-----------------|
| <input type="checkbox"/> | www.lsinj.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation | 3. body sculpting | Approved | 0 | - \$0.00 |
| <input type="checkbox"/> | CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Laser + Skin Institute www.lsinj.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Chatham, NJ. Schedule a Free Consultation | 3. body sculpting | Approved | 0 | 0.00% \$0.00 |
| <input type="checkbox"/> | 25% Off All CoolSculpting Laser + Skin Institute Top Provider in Chatham www.lsinj.com/coolsculpting Best CoolSculpting Deal. Freeze Fat. Leading Provider in Chatham, NJ. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 3. body sculpting | Approved | 0 | - \$0.00 |
| Total: Ads | | | 2 | 3.23% | \$42.35 |
| Total: Campaign | | | 2 | 3.23% | \$42.35 |

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Google Ads | Chris Zelig | Laser + Skin I... | 958-339-8119 | All campaigns | search | alpha | coolsc... | Optimization score: 42.5%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$23.93/day

Extensions

Custom Oct 1 - Dec 31, 2019

| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
|--------------------------|---|--------------------|--------------------------|----------|----------|-----|-----------------|
| Sitelink extension | | | | | | | |
| <input type="checkbox"/> | 25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special | Sitelink extension | search alpha cool... | Campaign | Approved | 0 | - \$0.00 |
| <input type="checkbox"/> | State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting | Sitelink extension | search alpha cool... | Campaign | Approved | 0 | - \$0.00 |
| <input type="checkbox"/> | 5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials | Sitelink extension | search alpha cool... | Campaign | Approved | 0 | - \$0.00 |
| <input type="checkbox"/> | Before and After Photos See CoolSculpting Before and After Photos | Sitelink extension | search alpha cool... | Campaign | Approved | 0 | - \$0.00 |
| Call extension | | | | | | | |
| <input type="checkbox"/> | (973) 635-5050 | Call extension | Account | Account | Approved | 0 | 0.00% \$0.00 |

Google Ads | Chris Zelig | Laser + Skin L... | 958-339-8119 | All campaigns | search | alpha | coolsc... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$23.93/day, Optimization score: 42.5%

| Ad groups | Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
|--------------------------|---|--------------------|----------------------------|----------|----------|--------|-------|--------|
| Call extension | | | | | | | | |
| <input type="checkbox"/> | (973) 635-5050 | Call extension | Account | Account | Approved | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | (973) 635-5050 (mobile) | Call extension | Account | Account | Approved | 0 | 0.00% | \$0.00 |
| Location extension | | | | | | | | |
| <input type="checkbox"/> | info@lsinj.com (View locations) All locations selected | Location extension | Account | Account | - | - | - | - |
| Callout extension | | | | | | | | |
| <input type="checkbox"/> | Highlights: No Surgery | Callout extension | search alpha coolsc... | Campaign | Approved | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | New Clients 25% Off | Callout extension | search alpha coolsc... | Campaign | Approved | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | Nonsurgical Fat Reduction | Callout extension | search alpha coolsc... | Campaign | Approved | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | FDA Approved | Callout extension | search alpha coolsc... | Campaign | Approved | 0 | 0.00% | \$0.00 |

Google Ads | Chris Zelig | Laser + Skin L... | 958-339-8119 | All campaigns | search | alpha | coolsc... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$23.93/day, Optimization score: 42.5%

| Ad groups | Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
|------------------------------|--|------------------------------|----------------------------|----------|----------|--------|-------|--------|
| <input type="checkbox"/> | FDA Approved | Callout extension | search alpha coolsc... | Campaign | Approved | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | Contact Us + Free Consult | Callout extension | search alpha coolsc... | Campaign | Approved | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | Freeze Your Fat | Callout extension | search alpha coolsc... | Campaign | Approved | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | Liposuction Alternative | Callout extension | search alpha coolsc... | Campaign | Approved | 0 | 0.00% | \$0.00 |
| Structured snippet extension | | | | | | | | |
| <input type="checkbox"/> | Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | Structured snippet extension | search alpha coolsc... | Campaign | Approved | 0 | - | \$0.00 |
| Promotion extension | | | | | | | | |
| <input type="checkbox"/> | 25% off for New Clients | Promotion extension | search alpha coolsc... | Campaign | Approved | 1 | 2.78% | \$2.86 |
| Total: Callout extensions | | | | | | 0 | 0.00% | \$0.00 |
| Total: Call extensions | | | | | | 0 | 0.00% | \$0.00 |

Google Ads | Chris Zelig | Laser + Skin L... | 958-339-8119 | All campaigns | search | alpha | coolsc... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$23.93/day, Optimization score: 42.5%

| Ad groups | Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
|-----------------------------|--|------------------------------|----------------------------|----------|----------|--------|-------|--------|
| <input type="checkbox"/> | Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | Structured snippet extension | search alpha coolsc... | Campaign | Approved | 0 | - | \$0.00 |
| Promotion extension | | | | | | | | |
| <input type="checkbox"/> | 25% off for New Clients | Promotion extension | search alpha coolsc... | Campaign | Approved | 1 | 2.78% | \$2.86 |
| Total: Callout extensions | | | | | | 0 | 0.00% | \$0.00 |
| Total: Call extensions | | | | | | 0 | 0.00% | \$0.00 |
| Total: Location extensions | | | | | | 1 | 2.44% | \$2.86 |
| Total: Promotion extensions | | | | | | 1 | 2.78% | \$2.86 |

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