

# Laser + Skin Institute CoolSculpting Google Adwords & Facebook Ads Q1 2020 (1/1/2020 - 3/31/2020)

search beta coolsculpting: \$3,689.69  
search alpha coolsculpting: \$ 502.69

**Total Google Ads: \$4,192.38**  
**Total Facebook Ads: \$ 443.22**  
**Total Media Spend: \$4,635.60**

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

Overview | Campaigns | Custom Jan 1 - Mar 31, 2020

Recommendations | Campaign status: All; Campaign name contains coolsculpting | View all | ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search   beta   coolsculpting	\$61.53/day	Eligible	421	3.43%	\$3,689.69
search   alpha   coolsculpting	\$27.78/day	Paused	26	3.16%	\$502.69
Total: Filtered campaigns			447	3.41%	\$4,192.38
Total: Account			447	3.41%	\$4,192.38

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

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$61.53/day | Optimization score: 69.6%

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
#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... View assets details	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	90	2.49%	\$824.07
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	Paused	67	2.71%	\$706.25
25% Off All CoolSculpting®   Best Price in Chatham   Laser + Skin Institute +6 more www.isinj.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting... View assets details	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	81	8.49%	\$600.96
CoolSculpting in Chatham   Freeze Away Stubborn					

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

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$61.53/day | Optimization score: 69.6%

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
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	Paused	53	3.92%	\$472.67
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	Paused	15	1.53%	\$152.57
25% Off All CoolSculpting®   Affordable Treatments   Laser + Skin Institute www.isinj.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	15	7.54%	\$137.23
#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Laser + Skin Institute					

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

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$61.53/day | Optimization score: 69.6%

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
#1 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	3. body sculpting	Paused Approved (limited): Restricted medical content +1 more	13	6.19%	\$115.61
25% Off CoolSculpting® Cost   New Client Special   Laser + Skin Institute www.isinj.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	10	6.49%	\$84.69
#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... View assets details	3. body sculpting	Approved (limited): Restricted medical content +1 more	8	2.14%	\$72.80
CoolSculpting in Chatham   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared. www.isinj.com/coolsculpting/fat-freezing					

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

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$61.53/day | Optimization score: 69.6%

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
CoolSculpting in Chatham   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared. www.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	Paused Approved (limited): Restricted medical content +1 more	7	4.46%	\$72.04
#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... View assets details	4. lipo	Approved	7	4.90%	\$64.03
CoolSculpting in Chatham   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.isinj.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	4. lipo	Paused Approved (limited): Restricted medical content +1 more	6	4.96%	\$50.12
{Keyword} Best Price in Chatham   Laser + Skin Institute   Flexible Payment Options www.isinj.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal	1. coolsculpting - price	Paused Approved (limited): Restricted medical content +1 more	8	6.02%	\$46.07

Google Ads							Chris Zelig > Laser + Skin I... 958-339-8119		All campaigns > search   beta   coolscu...		SEARCH REPORTS TOOLS & SETTINGS		259-215-0574 Chris Zelig support@medstarmedia.com		
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$61.53/day	Optimization score: 69.6%	More details									
Recommendations	+ Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Ad groups	Ad						Ad group	Status	Clicks	CTR	Cost				
Ads & extensions	Total: Ads								421	3.43%	\$3,689.69				
Ads	{Keyword:Best Price in Chatham}   Laser + Skin Institute   Flexible Payment Options <a href="#">www.isinj.com/coolsculpting/special</a> 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	8	6.02%	\$46.07	Approved (limited): Restricted medical content +1 more			
Extensions															
Automated extensions															
Landing pages	CoolSculpting in Chatham   Freeze Away Stubborn Fat   Laser + Skin Institute <a href="#">www.isinj.com/coolsculpting</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation						3. body sculpting	Paused	6	3.16%	\$44.87				
Keywords															
Audiences															
Demographics	#1 Provider in Chatham   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more <a href="#">www.isinj.com/fat-freezing/chatham</a> #1 CoolSculpting Deal. Top Provider In Chatham, NJ for Freezing Fat. Free Consult. Expert, Safe Fat Loss... <a href="#">View assets details</a>						6. coolsculpting - fat freeze	Approved	5	4.31%	\$43.18				
Settings															
Locations	CoolSculpting in Chatham   Freeze Away Stubborn Fat   Book A Virtual Consultation <a href="#">www.isinj.com/coolsculpting</a>							Approved (limited):							
Ad schedule															

Google Ads							Chris Zelig > Laser + Skin I... 958-339-8119		All campaigns > search   beta   coolscu...		SEARCH REPORTS TOOLS & SETTINGS		259-215-0574 Chris Zelig support@medstarmedia.com		
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$61.53/day	Optimization score: 69.6%	More details									
Recommendations	+ Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Ad groups	Ad						Ad group	Status	Clicks	CTR	Cost				
Ads & extensions	Total: Ads								421	3.43%	\$3,689.69				
Ads	CoolSculpting in Chatham   Freeze Away Stubborn Fat   Book A Virtual Consultation <a href="#">www.isinj.com/coolsculpting</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Virtual Consultation						0. coolsculpting - general	Approved (limited):	5	11.90%	\$42.07	Restricted medical content +1 more			
Extensions															
Automated extensions															
Landing pages	25% Off All CoolSculpting®   Laser + Skin Institute   Flexible Payment Options <a href="#">www.isinj.com/coolsculpting/special</a> Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule A Free Consultation Today.						1. coolsculpting - price	Paused	6	5.00%	\$39.85				
Keywords															
Audiences															
Demographics	#1 Provider in Chatham   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more <a href="#">www.isinj.com/coolsculpting/chatham</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult. Expert, Safe Fat Loss... <a href="#">View assets details</a>						2. cryolipolysis	Approved	2	3.17%	\$20.92				
Settings															
Locations	25% Off All Fat Freezing   Laser + Skin Institute   Top Provider in Chatham <a href="#">Isinj.com/coolsculpting/fat-freezing</a>							Paused				Approved (limited):			
Ad schedule															

Google Ads							Chris Zelig > Laser + Skin I... 958-339-8119		All campaigns > search   beta   coolscu...		SEARCH REPORTS TOOLS & SETTINGS		259-215-0574 Chris Zelig support@medstarmedia.com		
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$61.53/day	Optimization score: 69.6%	More details									
Recommendations	+ Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Ad groups	Ad						Ad group	Status	Clicks	CTR	Cost				
Ads & extensions	Total: Ads								421	3.43%	\$3,689.69				
Ads	25% Off All Fat Freezing   Laser + Skin Institute   Top Provider in Chatham <a href="#">Isinj.com/coolsculpting/fat-freezing</a> Top CoolSculpting® Deal. Top Provider in Chatham, NJ for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.						6. coolsculpting - fat freeze	Paused	2	1.30%	\$17.43	Approved (limited): Restricted medical content +1 more			
Extensions															
Automated extensions															
Landing pages	CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Virtual Consultation Available <a href="#">www.isinj.com/coolsculpting</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Chatham, NJ. Schedule a Free Virtual Consultation						0. coolsculpting - general	Approved (limited):	2	1.92%	\$16.61	Restricted medical content +1 more			
Keywords															
Audiences															
Demographics	25% Off All CoolSculpting®   Laser + Skin Institute   #1 Provider in Chatham <a href="#">www.isinj.com/coolsculpting</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.						3. body sculpting	Paused	3	6.00%	\$15.04	Approved (limited): Restricted medical content +1 more			
Settings															
Locations	25% Off All CoolSculpting®   Laser + Skin Institute   #1 Provider in Chatham <a href="#">www.isinj.com/coolsculpting</a>							Paused							
Ad schedule															

Google Ads							Chris Zelig > Laser + Skin I... 958-339-8119		All campaigns > search   beta   coolscu...		SEARCH REPORTS TOOLS & SETTINGS		259-215-0574 Chris Zelig support@medstarmedia.com		
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$61.53/day	Optimization score: 69.6%	More details									
Recommendations	+ Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Ad groups	Ad						Ad group	Status	Clicks	CTR	Cost				
Ads & extensions	Total: Ads								421	3.43%	\$3,689.69				
Ads	25% Off All CoolSculpting®   Laser + Skin Institute   #1 Provider in Chatham <a href="#">www.isinj.com/coolsculpting</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport New, VA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.						5. sculpsure	Paused	2	2.94%	\$13.21	Approved (limited): Restricted medical content +1 more			
Extensions															
Automated extensions															
Landing pages	CoolSculpting in Chatham   #1 Fat Reduction Treatment   Virtual Consultation Available <a href="#">www.isinj.com/coolsculpting</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Virtual Consultation						4. lipo	Approved (limited):	1	20.00%	\$9.66	Restricted medical content +1 more			
Keywords															
Audiences															
Demographics	Freezing Fat Really Works   Virtual Consultation Available   25% Off First Treatment <a href="#">Isinj.com/coolsculpting/fat-freezing</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Chatham, NJ. Schedule a Free Virtual Consultation						6. coolsculpting - fat freeze	Approved (limited):	1	7.69%	\$8.79	Restricted medical content +1 more			
Settings															
Locations	#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Laser + Skin Institute <a href="#">www.isinj.com/coolsculpting</a>							Paused							
Ad schedule															

Google Ads							Chris Zelig > Laser + Skin I... 958-339-8119		All campaigns > search   beta   coolscu...		SEARCH REPORTS TOOLS & SETTINGS		259-215-0574 Chris Zelig support@medstarmedia.com		
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$61.53/day	Optimization score: 69.6%	More details									
Recommendations	+ Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Ad groups	Ad						Ad group	Status	Clicks	CTR	Cost				
Ads & extensions	Total: Ads								421	3.43%	\$3,689.69				
Ads	#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Laser + Skin Institute <a href="#">www.isinj.com/coolsculpting</a> 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						4. lipo	Paused	1	5.56%	\$5.73	Approved (limited): Restricted medical content +1 more			
Extensions															
Automated extensions															
Landing pages	CoolSculpting in Chatham   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime <a href="#">www.isinj.com/coolsculpting</a> 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						5. sculpsure	Paused	1	2.08%	\$3.36	Approved (limited): Restricted medical content +1 more			
Keywords															
Audiences															
Demographics	25% Off All CoolSculpting®   Affordable & Quick Treatments   Virtual Consultation Available <a href="#">www.isinj.com/coolsculpting/special</a> 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):	1	16.67%	\$3.00	Restricted medical content +1 more			
Settings															
Locations	#1 Provider in Chatham   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more <a href="#">www.isinj.com/coolsculpting</a>							Paused							
Ad schedule															

Google Ads							Chris Zelig > Laser + Skin I... 958-339-8119		All campaigns > search   beta   coolscu...		SEARCH REPORTS TOOLS & SETTINGS		259-215-0574 Chris Zelig support@medstarmedia.com		
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$61.53/day	Optimization score: 69.6%	More details									
Recommendations	+ Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Ad groups	Ad						Ad group	Status	Clicks	CTR	Cost				
Ads & extensions	Total: Ads								421	3.43%	\$3,689.69				
Ads	#1 Provider in Chatham   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more <a href="#">www.isinj.com/coolsculpting/chatham</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult. Expert, Safe Fat Loss... <a href="#">View assets details</a>						5. sculpsure	Approved	1	0.68%	\$2.96				
Extensions															
Automated extensions															
Landing pages	25% Off All CoolSculpting®   Laser + Skin Institute   #1 Provider in Chatham <a href="#">www.isinj.com/coolsculpting</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport New, VA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.						4. lipo	Paused	1	5.88%	\$2.21				
Keywords															
Audiences															
Demographics	25% Off All CoolSculpting®   Virtual Consultation Available   #1 Provider in Chatham <a href="#">www.isinj.com/coolsculpting</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Virtual Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.						3. body sculpting	Approved (limited):	1	20.00%	\$1.69	Restricted medical content +1 more			
Settings															
Locations	#1 Provider in Chatham   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more <a href="#">www.isinj.com/coolsculpting/chatham</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in						coolsculpting face	Approved (limited):	0	0.00%	\$0.00	Restricted medical			
Ad schedule															

Google Ads | Chris Zelig | Laser + Skin I... | 958-339-8119 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$61.53/day, Optimization score: 69.6%

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 2						
Ads	Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting® Consultation Today		content+1 more	421	3.43%	\$3,689.69
Automated extensions	25% Off All Fat Freezing   Laser + Skin Institute   Virtual Consultation Available Isinj.com/coolsculpting/fat-freezing Top CoolSculpting Deal. Top Provider in Chatham, NJ for Fat Freezing. Free Virtual Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content+1 more	0	0.00%	\$0.00
Total: Campaign 2						
Total: Ads 2						
Total: Campaign 2						

Show rows: 100 | 1 - 58 of 58

Google Ads | Chris Zelig | Laser + Skin I... | 958-339-8119 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$61.53/day, Optimization score: 69.6%

Recommendations: Custom Jan 1 - Mar 31, 2020

Extensions

If your business is affected by COVID-19, update your Google My Business profile to provide the most accurate information to your customers. [LEARN MORE](#)

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
Book A Virtual Consult Why Wait? Book a Virtual Consult with the #1 Provider in Norman	Sitelink extension	search   beta   cool...	Campaign	Approved (limited): Restricted medical content+1 more	17	6.72%	\$143.16
State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	Sitelink extension	search   beta   cool...	Campaign	Approved	7	11.48%	\$57.42
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	Sitelink extension	search   beta   cool...	Campaign	Approved	4	7.84%	\$40.65
Before and After Photos See CoolSculpting Before and After Photos	Sitelink extension	search   beta   cool...	Campaign	Approved	4	4.40%	\$31.88
25% Off All Fat Areas							

Google Ads | Chris Zelig | Laser + Skin I... | 958-339-8119 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$61.53/day, Optimization score: 69.6%

Recommendations: Extension type: All, ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	Sitelink extension	search   beta   cool...	Campaign	Approved	2	3.77%	\$13.21
Call extension							
(973) 635-5050 (mobile)	Call extension	Account	Account	Approved	29	1.90%	\$312.21
(973) 635-5050	Call extension	Account	Account	Approved	23	1.67%	\$220.36
Location extension							
info@isinj.com (View locations) All locations selected	Location extension	Account	Account	-	-	-	-
Callout extension							
FDA Approved	Callout extension	search   beta   cool...	Campaign	Approved	69	3.38%	\$708.06
Nonsurgical Fat Reduction	Callout extension	search   beta   cool...	Campaign	Approved	67	4.11%	\$661.09
Freeze Your Fat	Callout extension	search   beta   cool...	Campaign	Approved	66	3.55%	\$618.44

Google Ads | Chris Zelig | Laser + Skin I... | 958-339-8119 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$61.53/day, Optimization score: 69.6%

Recommendations: Extension type: All, ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Freeze Your Fat	Callout extension	search   beta   cool...	Campaign	Approved	66	3.55%	\$618.44
Highlights: No Surgery	Callout extension	search   beta   cool...	Campaign	Approved	68	3.99%	\$571.78
Liposuction Alternative	Callout extension	search   beta   cool...	Campaign	Approved	56	3.24%	\$551.35
Contact Us + Free Consult	Callout extension	search   beta   cool...	Campaign	Approved	63	3.72%	\$501.72
New Clients 25% Off	Callout extension	search   beta   cool...	Campaign	Approved	55	3.13%	\$461.87
Free Virtual Consultation	Callout extension	search   beta   cool...	Campaign	Approved	5	6.49%	\$35.68
Virtual Consult Available	Callout extension	search   beta   cool...	Campaign	Approved	1	1.67%	\$3.00
Structured snippet extension							
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,...	Structured snippet extension	search   beta   cool...	Campaign	Approved	3	4.23%	\$13.04
Promotion extension							

Google Ads | Chris Zelig | Laser + Skin I... | 958-339-8119 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$61.53/day, Optimization score: 69.6%

Recommendations: Extension type: All, ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
25% off for New Clients	Promotion extension	search   beta   cool...	Campaign	Approved	104	3.25%	\$974.80
Total: Sitelink extensions					17	6.64%	\$143.16
Total: Callout extensions					157	3.56%	\$1,527.05
Total: Structured snippet extensions					3	4.23%	\$13.04
Total: Call extensions					52	1.79%	\$532.57
Total: Location extensions					188	3.17%	\$1,806.14
Total: Promotion extensions					104	3.25%	\$974.80

Show rows: 100 | 1 - 19 of 19

Google Ads | Chris Zelig | Laser + Skin I... | 958-339-8119 | All campaigns | search | alpha | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Paused, Type: Search, Budget: \$27.78/day

Recommendations: Ad status: All, ADD FILTER

Custom Jan 1 - Mar 31, 2020

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Extensions	#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... View assets details	0. coolsculpting - general	Campaign paused	7	2.94%	\$153.99
Automated extensions	25% Off All CoolSculpting®   Laser + Skin Institute   Top Provider in Chatham www.isinj.com/coolsculpting Best 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	Campaign paused	5	3.21%	\$92.62
Demographics	25% Off All CoolSculpting®   Best Price in Chatham   Laser + Skin Institute +6 more www.isinj.com/coolsculpting/special Specialized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting... View assets details	1. coolsculpting - price	Campaign paused	3	18.75%	\$78.42
Automated extensions	CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Laser + Skin Institute www.isinj.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal	0. coolsculpting - general	Campaign paused	4	2.40%	\$66.34

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

Overview: Paused, Type: Search, Budget: \$27.78/day

Recommendations: Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
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	Campaign paused	4	2.40%	\$66.34
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	Campaign paused	2	1.40%	\$36.61
Top 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... View assets details	3. body sculpting	Campaign paused	2	11.76%	\$35.44
25% Off All CoolSculpting®   Affordable & Quick Treatments   Laser + Skin Institute www.isinj.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	Campaign paused	2	18.18%	\$27.54

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

Overview: Paused, Type: Search, Budget: \$27.78/day

Recommendations: Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
25% Off All CoolSculpting   Laser + Skin Institute   Top Provider in Chatham www.isinj.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	Campaign paused	1	16.67%	\$11.73
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 A Free Consultation Today.	1. coolsculpting - price	Campaign paused	0	0.00%	\$0.00
25% Off CoolSculpting Cost   New Client Special   Laser + Skin Institute www.isinj.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	Campaign paused	0	0.00%	\$0.00
{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.	1. coolsculpting - price	Campaign paused	0	0.00%	\$0.00

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

Overview: Paused, Type: Search, Budget: \$27.78/day

Recommendations: Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
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	3. body sculpting	Campaign paused	0	0.00%	\$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 Sculpting Provider in Chatham, NJ. Schedule a Free Consultation	3. body sculpting	Campaign paused	0	0.00%	\$0.00
Total: Ads 26					
Total: Campaign 26					

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more

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

Overview: Paused, Type: Search, Budget: \$27.78/day

Recommendations: Ad status: All

Extensions

Associations view

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

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

Overview: Paused, Type: Search, Budget: \$27.78/day

Recommendations: Ad status: All

Extensions

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
(973) 635-5050 (mobile)	Call extension	Account	Account	Approved	2	1.61%	\$59.85
(973) 635-5050	Call extension	Account	Account	Approved	3	3.09%	\$59.74
Location extension							
info@lsinj.com (View locations) All locations selected	Location extension	Account	Account	-	-	-	-
Callout extension							
FDA Approved	Callout extension	search   alpha   cool...	Campaign	Approved	6	3.47%	\$153.91
Contact Us + Free Consult	Callout extension	search   alpha   cool...	Campaign	Approved	5	3.45%	\$149.06
Highlights: No Surgery	Callout extension	search   alpha   cool...	Campaign	Approved	6	4.58%	\$147.28
New Clients 25% Off	Callout extension	search   alpha   cool...	Campaign	Approved	6	3.90%	\$126.48
Freeze Your Fat	Callout extension	search   alpha   cool...	Campaign	Approved	5	3.18%	\$95.46

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

Overview: Paused, Type: Search, Budget: \$27.78/day

Recommendations: Ad status: All

Extensions

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost	
Liposuction Alternative	Callout extension	search   alpha   cool...	Campaign	Approved	2	1.41%	\$53.09	
Nonsurgical Fat Reduction	Callout extension	search   alpha   cool...	Campaign	Approved	2	1.44%	\$51.71	
Structured snippet extension								
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,...	Structured snippet extension	search   alpha   cool...	Campaign	Approved	0	0.00%	\$0.00	
Promotion extension								
25% off for New Clients	Promotion extension	search   alpha   cool...	Campaign	Approved	10	3.24%	\$257.83	
Total: Callout extensions						10	2.80%	\$236.05
Total: Structured snippet extensions						0	0.00%	\$0.00
Total: Call extensions						5	2.26%	\$119.59
Total: Location extensions						17	3.66%	\$357.18

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

Overview | Paused | Type: Search | Budget: \$27.78/day | More details

Recommendations | Extension type: All | ADD FILTER | Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost	
Promotion extension								
<input type="checkbox"/>	25% off for New Clients	Promotion extension	search   alpha   coolsc...	Campaign	Approved	10	3.24%	\$257.83
Total: Callout extensions						10	2.80%	\$236.05
Total: Structured snippet extensions						0	0.00%	\$0.00
Total: Call extensions						5	2.26%	\$119.59
Total: Location extensions						17	3.66%	\$357.18
Total: Promotion extensions						10	3.24%	\$257.83

Show rows: 100 | 1 - 16 of 16

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Ads Manager | Laser Skin (39445014) | Updated just now | Discard Drafts | Review and Publish

Search | Filters | Add filters to narrow the data you are seeing. | Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns | Ad Sets | Ads

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Website Leads	
<input type="checkbox"/>	Coolsculpting - Conversions	Off	Lowest cost	\$16.66 Daily	4 Leads	8,500	17,068	\$110.81 Per Lead	\$443.22	Ongoing	4
<input checked="" type="checkbox"/>	Post: "Virtual skin care consults are..."	Completed	Lowest cost	\$20.00 Lifetime	Post Enga...	—	—	Per Post E...	\$0.00	Apr 15, 2020	—
<input type="checkbox"/>	[07/11/2016] Promoting Local Business Laser + Skin L...	Off	Using ad set ...	Using ad se...	Reach	—	—	Per 1,000 ...	\$0.00	Aug 8, 2016	—
<input type="checkbox"/>	Post: "To all our valued Spa clients...we are so..."	Off	Using ad set ...	Using ad se...	Post Enga...	—	—	Per Post E...	\$0.00	Apr 7, 2016	—
<input type="checkbox"/>	Post: "It used to be that you would call a Dermatologis..."	Off	Using ad set ...	Using ad se...	Post Enga...	—	—	Per Post E...	\$0.00	Jul 23, 2014	—
Results from 5 campaigns					—	8,500 People	17,068 Total	—	\$443.22 Total Spent	—	4 Total

Ads Manager | Laser Skin (39445014) | Updated just now | Discard Drafts | Review and Publish

Search | Filters | Add filters to narrow the data you are seeing. | Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign


Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent	Ends
<input checked="" type="checkbox"/>	2020-02 - Coolsculpting - Women - Img 1	4 Leads	7,430	14,633	\$94.75 Per Lead	—	—	\$379.00	Ongoing
<input checked="" type="checkbox"/>	2020-02 - Coolsculpting - Women - Img 2	— Lead	1,776	2,435	— Per Lead	—	—	\$64.22	Ongoing
Results from 2 ads		4 Leads	8,500 People	17,068 Total	\$110.81 Per Lead	—	—	\$443.22 Total Spent	—

Ads Manager | Coolsculpting - Conversions > Coolsculpting - Women > 2020-02 - Coolsculpting - Women - img 1 | Campaign Off

Search | Edit | Review

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Diets are tough, freezing away fat in less than an hour while watching Netflix in a medical spa is easy. ... See More



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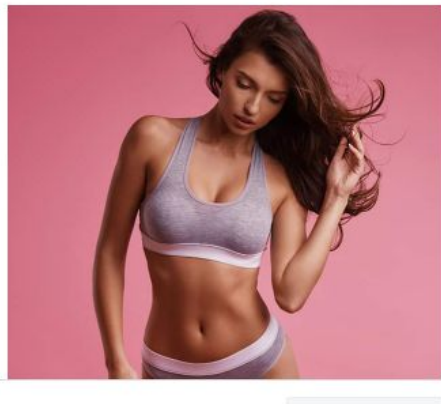
By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Ads Manager | Coolsculpting - Conversions > Coolsculpting - Women > 2020-02 - Coolsculpting - Women - img 2 | Campaign Off

Search | Edit | Review

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Coolsculpting® is a non-invasive cosmetic procedure that reduces fat from problem areas. ... See More



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