

Laser + Skin Institute CoolSculpting Google Adwords & Facebook Ads Q3 2020 (7/1/2020 - 9/30/2020)

Total Google Ads: \$5,911.60
Facebook Ad Spend: \$1,406.05
Total Media Spend: \$7,317.65

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

Overview | Campaigns | Custom Jul 1 - Sep 30, 2020

Recommendations: Campaign status: All but removed, Campaign name contains cool | View all | ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$103.72/day	Eligible (Learning)	1,423	4.07%	\$5,911.60
search alpha coolsculpting	\$27.78/day	Paused	0	-	\$0.00
Total: Filtered campaigns			1,423	4.07%	\$5,911.60
Total: Account	\$103.72/day		1,423	4.07%	\$5,911.60

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 Institu... 958-339-8119 | All campaigns > search | beta | coolsculpting

Overview | Enabled | Status: Eligible (Learning) | Type: Search | Budget: \$103.72/day | Optimization score: 88.7% | More details

Recommendations: Ads | Custom Jul 1 - Sep 30, 2020

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			1,423	4.07%	\$5,911.60
Laser + Skin Institute CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	x. Expanded Reach Test	Ad group paused Approved (limited): Restricted drug terms +2 more	387	4.05%	\$1,418.96
(Keyword:Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	4. lipo	Ad group paused Approved (limited): Restricted drug terms +2 more	269	5.50%	\$1,106.82
CoolSculpting in Chatham Fat Reduction Treatment Flexible Payment Options www.lsinj.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation	x. Expanded Reach Test	Ad group paused Approved (limited): Restricted medical content +1 more	137	2.11%	\$826.20
(Keyword:Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	0. coolsculpting - general	Approved (limited): Restricted drug terms +2 more	131	3.31%	\$547.39

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

Overview | Enabled | Status: Eligible (Learning) | Type: Search | Budget: \$103.72/day | Optimization score: 88.7% | More details

Recommendations: Ads | Custom Jul 1 - Sep 30, 2020

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			1,423	4.07%	\$5,911.60
(Keyword:Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	1. coolsculpting - price	Approved (limited): Restricted drug terms +2 more	65	6.63%	\$285.24
(Keyword:Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	2. body sculpting	Approved (limited): Restricted drug terms +2 more	45	13.24%	\$159.71
(Keyword:Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	8. fat removal	Ad group removed Approved (limited): Restricted drug terms +1 more	28	13.33%	\$158.46
(Keyword:Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	5. sculpsure	Ad group paused Approved (limited): Restricted drug terms +2 more	44	13.75%	\$149.67
CoolSculpting Deal \$1,000 Off Freeze Away Stubborn Fat Top Provider in Chatham www.lsinj.com		Ad group paused			

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

Overview | Enabled | Status: Eligible (Learning) | Type: Search | Budget: \$103.72/day | Optimization score: 88.7% | More details

Recommendations: Ads | Custom Jul 1 - Sep 30, 2020

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			1,423	4.07%	\$5,911.60
CoolSculpting Deal \$1,000 Off Freeze Away Stubborn Fat Top Provider in Chatham www.lsinj.com	x. Expanded Reach Test	Ad group paused Approved (limited): Restricted medical content +1 more	33	1.69%	\$129.31
(Keyword:Laser + Skin Institute) Non-Surgical Lipo Alternative Freeze Your Fat Away Today www.lsinj.com Is CoolSculpting Right For You? Book Your Free Consultation for 25% Off Today. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Ad group paused Approved (limited): Restricted medical content +1 more	41	4.78%	\$123.89
CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Top Provider in Chatham www.lsinj.com	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	20	2.80%	\$89.12
(Keyword:Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	coolsculpting - chin	Ad group removed Approved (limited): Restricted drug terms +1 more	16	9.25%	\$79.31

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

Overview | Enabled | Status: Eligible (Learning) | Type: Search | Budget: \$103.72/day | Optimization score: 88.7% | More details

Recommendations: Ads | Custom Jul 1 - Sep 30, 2020

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			1,423	4.07%	\$5,911.60
Avoid Liposuction Surgery Try CoolSculpting For 25% Off Schedule a Free Consultation www.lsinj.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. Learn More Here.	4. lipo	Ad group paused Approved (limited): Restricted medical content +1 more	21	2.60%	\$76.96
(Keyword:Laser + Skin Institute) New Client Special 25% Off All Fat Freezing www.lsinj.com Best CoolSculpting Deal. Top Provider in Chatham, NJ for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	5. sculpsure	Ad group paused Approved (limited): Restricted medical content +1 more	22	10.23%	\$66.90
(Keyword:Laser + Skin Institute) New Client Special 25% Off All Fat Freezing www.lsinj.com Best CoolSculpting Deal. Top Provider in Chatham, NJ for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	8. fat removal	Ad group removed Approved (limited): Restricted medical content +1 more	16	13.11%	\$58.40
(Keyword:Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	coolsculpting - back	Ad group removed Approved (limited): Restricted drug terms +1 more	6	19.35%	\$50.14

Overview		Enabled	Status: Eligible (Learning)	Type: Search	Budget: \$103.72/day	Optimization score: 88.7%	More details		
<div style="display: flex; justify-content: space-between; align-items: center;"> Ad status: All ADD FILTER </div>									
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Total Ads							1,423	4.07%	\$5,911.60
Extensions	<input type="checkbox"/>	(Keyword: Laser + Skin Institute) New Client Special 25% Off CoolSculpting Cost www.lsinj.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	13	7.07%	\$46.21		
Landing pages	<input type="checkbox"/>	25% Off All CoolSculpting Affordable & Quick Treatments Laser + Skin Institute www.lsinj.com 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 Approved (limited): Restricted medical content +1 more	7	4.58%	\$42.28		
Keywords	<input type="checkbox"/>	(Keyword: Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	6. coolsculpting - fat freeze	Ad group removed Approved (limited): Restricted drug terms +1 more	12	6.06%	\$42.09		
Audiences	<input type="checkbox"/>	Double Chin Removal Affordable & Quick Treatments CoolSculpting in Chatham www.lsinj.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Top Fat Reduction Treatment. Define Your Jawline with CoolSculpting. Book A Free Consult	coolsculpting - chin	Ad group removed Approved (limited): Restricted medical content +1 more	11	8.94%	\$35.75		

Overview		Enabled	Status: Eligible (Learning)	Type: Search	Budget: \$103.72/day	Optimization score: 88.7%	More details		
<div style="display: flex; justify-content: space-between; align-items: center;"> Ad status: All ADD FILTER </div>									
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Total Ads							1,423	4.07%	\$5,911.60
Extensions	<input type="checkbox"/>	CoolSculpting in Chatham Fat Reduction Treatment Flexible Payment Options www.lsinj.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation	0. coolsculpting - general	Paused Approved (limited): Restricted medical content +1 more	6	2.48%	\$34.38		
Landing pages	<input type="checkbox"/>	(Keyword: Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	7. coolsculpting - near me	Ad group removed Approved (limited): Restricted drug terms +1 more	7	2.80%	\$33.73		
Keywords	<input type="checkbox"/>	(Keyword: Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	3. cryolipolysis	Ad group paused Approved (limited): Restricted drug terms +2 more	5	5.95%	\$32.77		
Audiences	<input type="checkbox"/>	(Keyword: Laser + Skin Institute) Freeze Away Stubborn Fat CoolSculpting Cryolipolysis www.lsinj.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chatham, NJ. Cryolipolysis: Clinically Proven Fat Removal. Eliminate Fat And Feel Great. Free Consult	3. cryolipolysis	Ad group paused Approved (limited): Restricted medical content +1 more	5	11.63%	\$28.43		

Overview		Enabled	Status: Eligible (Learning)	Type: Search	Budget: \$103.72/day	Optimization score: 88.7%	More details		
<div style="display: flex; justify-content: space-between; align-items: center;"> Ad status: All ADD FILTER </div>									
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Total Ads							1,423	4.07%	\$5,911.60
Extensions	<input type="checkbox"/>	(Keyword: Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	coolsculpting - arms	Ad group removed Approved (limited): Restricted drug terms +1 more	5	9.26%	\$25.71		
Landing pages	<input type="checkbox"/>	Non-Surgical Lipo Alternative Freeze Fat Away CoolSculpting in Chatham www.lsinj.com Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo. Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation	4. lipo	Ad group paused Approved (limited): Restricted medical content +1 more	7	3.63%	\$24.86		
Keywords	<input type="checkbox"/>	25% Off All Fat Freezing Laser + Skin Institute Top Provider in Chatham www.lsinj.com Best 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	Ad group removed Approved (limited): Restricted medical content +1 more	4	10.00%	\$23.20		
Audiences	<input type="checkbox"/>	CoolSculpting in Chatham Fat Reduction Treatment Freezing Fat Really Works www.lsinj.com 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	Ad group removed Approved (limited): Restricted medical content +1 more	5	8.93%	\$21.79		

Overview		Enabled	Status: Eligible (Learning)	Type: Search	Budget: \$103.72/day	Optimization score: 88.7%	More details		
<div style="display: flex; justify-content: space-between; align-items: center;"> Ad status: All ADD FILTER </div>									
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Total Ads							1,423	4.07%	\$5,911.60
Extensions	<input type="checkbox"/>	(Keyword: Laser + Skin Institute) New Client Special 25% Off All Fat Freezing www.lsinj.com Best CoolSculpting Deal. Top Provider in Chatham, NJ for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	7	1.88%	\$17.81		
Landing pages	<input type="checkbox"/>	CoolSculpting in Chatham Find A Location Near You Fat Reduction Treatment www.lsinj.com Best CoolSculpting Deal. Top Provider in Chatham, NJ for Fat Freezing. Free Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	7. coolsculpting - near me	Ad group removed Approved (limited): Restricted medical content +2 more	2	8.33%	\$17.76		
Keywords	<input type="checkbox"/>	Body Sculpting CoolSculpting in Chatham Non-Surgical Fat Reduction www.lsinj.com Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great. Best CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult.	2. body sculpting	Approved (limited): Restricted medical content +1 more	5	8.06%	\$17.44		
Audiences	<input type="checkbox"/>	(Keyword: Laser + Skin Institute) Body Sculpting Top Provider in Chatham www.lsinj.com CoolSculpting Freezes Fat Cells to Contour the Body. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation	2. body sculpting	Approved (limited): Restricted medical content +1 more	8	7.62%	\$17.30		

Overview		Enabled	Status: Eligible (Learning)	Type: Search	Budget: \$103.72/day	Optimization score: 88.7%	More details		
<div style="display: flex; justify-content: space-between; align-items: center;"> Ad status: All ADD FILTER </div>									
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Total Ads							1,423	4.07%	\$5,911.60
Extensions	<input type="checkbox"/>	(Keyword: Laser + Skin Institute) Freeze Away Stubborn Fat 25% Off First Treatment www.lsinj.com 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	Ad group removed Approved (limited): Restricted medical content +1 more	3	20.00%	\$14.19		
Landing pages	<input type="checkbox"/>	(Keyword: Laser + Skin Institute) New Client Special 25% Off All Fat Freezing www.lsinj.com Best CoolSculpting Deal. Top Provider in Chatham, NJ for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	coolsculpting - face	Ad group removed Approved (limited): Restricted medical content +1 more	1	16.67%	\$13.90		
Keywords	<input type="checkbox"/>	(Keyword: Laser + Skin Institute) CoolSculpting for Double Chin Top Provider in Chatham www.lsinj.com Freeze Fat Away with CoolSculpting. Reduce Your Double Chin. New Clients Save 25%. CoolSculpting Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	coolsculpting - chin	Ad group removed Approved (limited): Restricted medical content +1 more	3	6.25%	\$11.05		
Audiences	<input type="checkbox"/>	(Keyword: Laser + Skin Institute) CoolSculpting in Chatham Target Belly Fat, Love Handles www.lsinj.com Freeze Fat Away with CoolSculpting. Target Belly Fat & Love Handles. New Clients Save 25%. CoolSculpting Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	coolsculpting - abs	Ad group removed Approved (limited): Restricted medical content +1 more	2	7.41%	\$10.33		

Overview		Enabled	Status: Eligible (Learning)	Type: Search	Budget: \$103.72/day	Optimization score: 88.7%	More details		
<div style="display: flex; justify-content: space-between; align-items: center;"> Ad status: All ADD FILTER </div>									
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Total Ads							1,423	4.07%	\$5,911.60
Extensions	<input type="checkbox"/>	How to Reduce Double Chin Fat CoolSculpting for the Chin Freeze Away Stubborn Fat www.lsinj.com Top Fat Reduction Treatment. Target Love Handles, Abdomen, Bra Bulge, Double Chin, & More. Best CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult.	coolsculpting - chin	Ad group removed Approved (limited): Restricted medical content +1 more	2	4.44%	\$10.21		
Landing pages	<input type="checkbox"/>	CoolSculpting Deal \$1,000 Off Freeze Away Stubborn Fat Top Provider in Chatham www.lsinj.com CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	0. coolsculpting - general	Paused Approved (limited): Restricted medical content +1 more	4	1.68%	\$10.01		
Keywords	<input type="checkbox"/>	Freeze Fat with CoolSculpting Non-Surgical Body Sculpting Top Provider in Chatham www.lsinj.com Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	2. body sculpting	Approved (limited): Restricted medical content +1 more	1	3.13%	\$9.10		
Audiences	<input type="checkbox"/>	CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Top Provider in Chatham www.lsinj.com CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Ad group paused Approved (limited): Restricted medical content +1 more	3	1.69%	\$8.52		

Google Ads | Chris Zelig | Laser + Skin Institute... | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$103.72/day, Optimization score: 88.7%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 1,423, CTR 4.07%, Cost \$5,911.60					
(Keyword:Laser + Skin Institute) CoolSculpting for Arms Top Provider in Chatham www.lsinj.com	coolsculpting - arms	Ad group removed Approved (limited): Restricted medical content +1 more	2	3.23%	\$7.98
Laser + Skin Institute New Client Special 25% Off All Fat Freezing www.lsinj.com	x. Expanded Reach Test	Ad group paused Approved (limited): Restricted medical content +1 more	2	3.64%	\$4.73
CoolSculpting Deal \$1,000 Off Freeze Away Stubborn Fat Top Provider in Chatham www.lsinj.com	1. coolsculpting - price	Paused Approved (limited): Restricted medical content +1 more	3	1.69%	\$4.10
Best CoolSculpting Price Laser + Skin Institute Flexible Payment Options www.lsinj.com	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	1	2.78%	\$3.97

Google Ads | Chris Zelig | Laser + Skin Institute... | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$103.72/day, Optimization score: 88.7%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 1,423, CTR 4.07%, Cost \$5,911.60					
CoolSculpting in Chatham Fat Reduction Treatment Flexible Payment Options www.lsinj.com	8. fat removal	Ad group removed Approved (limited): Restricted medical content +1 more	1	3.57%	\$3.92
(Keyword:Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com	coolsculpting - face	Ad group removed Approved (limited): Restricted drug terms +1 more	1	6.25%	\$3.08
CoolSculpting in Chatham Target Belly Fat, Love Handles Freeze Away Stubborn Fat www.lsinj.com	coolsculpting - abs	Ad group removed Approved (limited): Restricted medical content +1 more	1	4.00%	\$2.71
Back Fat Reduction CoolSculpting in Chatham 25% Off All Fat Freezing www.lsinj.com	coolsculpting - back	Ad group removed Approved (limited): Restricted medical content +1 more	1	8.33%	\$2.43

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Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$103.72/day, Optimization score: 88.7%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 1,423, CTR 4.07%, Cost \$5,911.60					
Reduction Treatment. Reduce Back Fat with CoolSculpting. Book A Free Consult		+1 more			
CoolSculpting in Chatham Target Back Fat & Bra Bulge Freeze Away Stubborn Fat www.lsinj.com	coolsculpting - back	Ad group removed Approved (limited): Restricted medical content +1 more	1	5.56%	\$2.18
(Keyword:Laser + Skin Institute) CoolSculpting in Chatham Fat Reduction Treatment +12 more www.lsinj.com	coolsculpting - abs	Ad group removed Approved (limited): Restricted drug terms +1 more	1	4.00%	\$1.20
#1 Provider in Chatham Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more www.lsinj.com/coolsculpting	0. coolsculpting - general	Removed Approved (limited): Restricted medical content +1 more	0	-	\$0.00
CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Laser + Skin Institute www.lsinj.com/coolsculpting	0. coolsculpting - general	Removed Approved (limited): Restricted medical content +1 more	0	-	\$0.00

Google Ads | Chris Zelig | Laser + Skin Institute... | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$103.72/day, Optimization score: 88.7%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 1,423, CTR 4.07%, Cost \$5,911.60					
NJ. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.		+1 more			
[Dynamically generated headline] [Dynamically generated display URL] Top Fat Reduction Treatment. Target Love Handles, Abdomen, Bra Bulge, Double Chin, & More. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	x. dynamic	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Freeze Fat Away with CoolSculpting. Reduce Your Double Chin. New Clients Save 25%. Best CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult.	x. dynamic	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Total: Ads 1,423, CTR 4.07%, Cost \$5,911.60					
Total: Campaign 1,423, CTR 4.07%, Cost \$5,911.60					

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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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Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$103.72/day, Optimization score: 88.7%

Extensions: All

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Callout extension							
FDA Approved	Callout extension	search beta coolscul...	Campaign	Approved	290	4.81%	\$1,300.10
New Clients 25% Off	Callout extension	search beta coolscul...	Campaign	Approved	245	4.60%	\$1,129.55
Freeze Your Fat	Callout extension	search beta coolscul...	Campaign	Approved	231	4.29%	\$1,083.24
Liposuction Alternative	Callout extension	search beta coolscul...	Campaign	Approved (limited): Health in personalized advertising	230	4.51%	\$1,071.28
Highlights: No Surgery	Callout extension	search beta coolscul...	Campaign	Approved (limited): Health in personalized advertising	229	4.43%	\$1,055.59
Virtual Consult Available	Callout extension	search beta coolscul...	Campaign	Approved	238	4.69%	\$1,053.31
Contact Us + Free Consult	Callout extension	search beta coolscul...	Campaign	Approved	225	4.44%	\$1,019.58
Nonsurgical Fat Reduction	Callout extension	search beta coolscul...	Campaign	Approved	226	4.55%	\$1,001.76

Google Ads | Chris Zelig | Laser + Skin Institute... | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$103.72/day, Optimization score: 88.7%

Extensions: All

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Call extension							
(973) 635-5050 (mobile)	Call extension	Account	Account	Approved	162	3.24%	\$773.48
Promotion extension							
Fall Sale - \$1,000 off CoolSculpting®	Promotion extension	search beta coolscul...	Campaign	Approved (limited): Restricted medical content +1 more	133	3.56%	\$460.36
Call extension							
(973) 635-5050	Call extension	Account	Account	Approved	84	3.10%	\$449.44
Structured snippet extension							
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet extension	search beta coolscul...	Campaign	Approved	8	2.49%	\$22.09
Sitelink extension							
25% Off All Fat Areas	Sitelink extension	search beta coolscul...	Campaign	Approved (limited): Restricted medical content +1 more	1	4.00%	\$7.00

Google Ads | Chris Zelig | Laser + Skin Institu... | 958-339-8119 | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$103.72/day, Optimization score: 88.7%

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	search beta coolscul...	Campaign	Approved (limited): Restricted medical content +1 more	1	4.00%	\$7.95
<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	search beta coolscul...	Campaign	Approved (limited): Restricted medical content +1 more	1	4.00%	\$7.95
<input type="checkbox"/>	Before and After Photos See Coolsculpting Before and After Photos	search beta coolscul...	Campaign	Approved (limited): Restricted medical content +1 more	1	4.17%	\$7.95
<input type="checkbox"/>	Book A Virtual Consult Why Wait? Book a Virtual Consult with the #1 Provider in Norman	search beta coolscul...	Campaign	Approved (limited): Restricted medical content +1 more	1	4.00%	\$7.95
Location extension							
<input type="checkbox"/>	info@lsinj.com@gtempaccount.com (V... All locations selected)	Account	Account	-	-	-	-
Sitelink extension							
<input type="checkbox"/>	5 Star Reviews Real Coolsculpting Reviews & Patient Testimonials	search beta coolscul...	Campaign	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00

Google Ads | Chris Zelig | Laser + Skin Institu... | 958-339-8119 | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible (Learning), Type: Search, Budget: \$103.72/day, Optimization score: 88.7%

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
<input type="checkbox"/>	5 Star Reviews Real Coolsculpting Reviews & Patient Testimonials	search beta coolscul...	Campaign	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00
Total: Sitelink extensions					1	2.17%	\$7.95
Total: Callout extensions					805	4.66%	\$3,602.48
Total: Structured snippet extensions					8	2.49%	\$22.09
Total: Call extensions					246	3.19%	\$1,222.92
Total: Location extensions					117	2.88%	\$535.73
Total: Promotion extensions					593	4.30%	\$2,066.82

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

Campaigns | Laser Skin (39445014) | Updated just now

Search and filter: Jul 1, 2020 - Sep 30, 2020

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency
Coolsculpting - Conversions	Active	Lowest cost	\$66.66 Daily	13 Leads	18,494	45,892	\$108.16 Per Lead	\$1,406.05	Ongoing	2.48
Post: Virtual skin care con...	Completed	Lowest cost	\$20.00 Lifetime	Post Engag...	-	-	-	\$0.00	Apr 15, 2020	-
[07/11/2016] Promoting Local Business Lase...	Off	Using ad s...	Using ad ...	Post Engag...	-	-	-	\$0.00	Aug 8, 2016	-
Post: To all our valued Spa clients...we are s...	Off	Using ad s...	Using ad ...	Post Engag...	-	-	-	\$0.00	Apr 7, 2016	-
Post: It used to be that you would call a Der...	Off	Using ad s...	Using ad ...	Post Engag...	-	-	-	\$0.00	Jul 23, 2014	-
Results from 5 campaigns					18,494	45,892	-	\$1,406.05	-	2.48

Ads | Laser Skin (39445014) | Updated just now

Search and filter: Jul 1, 2020 - Sep 30, 2020

Ad Name	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
2020-02 - Coolsculpting - Women - Img 1	ca...	Oct 8, 2020, 9:29 ...	13 Leads	17,126	41,306	\$94.54 Per Lead	-	-	-	\$1,229.07
2020-02 - Coolsculpting - Women - Img 2	ca...	Oct 8, 2020, 9:29 ...	Lead	3,130	4,309	Per Lead	-	-	-	\$145.42
2020-09 - Coolsculpting - Women - Video 4	ca...	Oct 8, 2020, 9:29 ...	Lead	119	122	Per Lead	-	-	-	\$16.60
2020-09 - Coolsculpting - Women - Video 3	ca...	Oct 8, 2020, 9:29 ...	Lead	131	135	Per Lead	-	-	-	\$13.24
2020-09 - Coolsculpting - Women - Video 2	ca...	Oct 8, 2020, 9:29 ...	Lead	13	13	Per Lead	-	-	-	\$1.32
2020-09 - Coolsculpting - Women - Video 1	ca...	Oct 8, 2020, 9:29 ...	Lead	7	7	Per Lead	-	-	-	\$0.40
Post: Virtual skin care con...	ca...	9 days ago	Post Engag...	-	-	Per Post Eng...	-	-	-	-
[07/11/2016] Promoting Local Business La...	15.00 Daily	9 days ago	Reach	-	-	Per 1,000 Pe...	-	-	-	-
Post: /laserskininstitute/posts/1015385604...	63.00 fetime	9 days ago	Post Engag...	-	-	Per Post Eng...	-	-	-	-
Post: /laserskininstitute/posts/1015259486...	20.00 fetime	9 days ago	Post Engag...	-	-	Per Post Eng...	-	-	-	-
Post: /laserskininstitute/posts/1015259486...	20.00 fetime	9 days ago	Post Engag...	-	-	Per Post Eng...	-	-	-	-
Results from 11 ads					18,494	45,892	-	-	-	\$1,406.05

Ads | Laser Skin (39445014) | Coolsculpting - Conversions > Coolsculpting - Women > 2020-02 - Coolsculpting - Women - Img 1

Ad Name: 2020-02 - Coolsculpting - Women - Img 1

Identity: Facebook Page (Select Page), Instagram Account (laserskininstitute)

Ad Setup: Create Ad

Format: Single Image or Video (One image or video, or a slideshow with multiple images)

Fullscreen Mobile Experience: Add an Instant Experience

16 Placements: Facebook Feeds, Feeds, Stories

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

Buttons: Close, Discard Draft, Publish

Ads Laser Skin (39445014) ×

Search and filter

+ Create **Duplicate**

Ad Name	Thumbnail	Status	Post
2020-02 - Coolsculpting - Women - lmg 2		<input type="checkbox"/>	
2020-02 - Coolsculpting - Women - lmg 2		<input checked="" type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 4		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 3		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 2		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 1		<input type="checkbox"/>	

Results from

Coolsculpting - Conversions > Coolsculpting - Women > 2020-02 - Coolsculpting - Women - lmg 2 Active

Edit **Review**

Ad Name
2020-02 - Coolsculpting - Women - lmg 2

Identity
Facebook Page: Select Page
Instagram Account: laserskininstitute

Ad Setup
Create Ad

Format
Choose how you'd like to structure your ad.
 Single Image or Video
 Carousel
 Collection

Fullscreen Mobile Experience
 Add an Instant Experience

Preview On

16 Placements

Facebook Feeds

Laser + Skin Institute
Coolsculpting® is a non-invasive cosmetic procedure that reduces fat from problem areas. [See More](#)

LSNJ.COM
#1 Nonsurgical Fat Reduction [LEARN MORE](#)

Like Comment Share

Discard Draft **Publish**

Ads Laser Skin (39445014) ×

Search and filter

+ Create **Duplicate**

Ad Name	Thumbnail	Status	Post
2020-02 - Coolsculpting - Women - lmg 2		<input type="checkbox"/>	
2020-02 - Coolsculpting - Women - lmg 2		<input checked="" type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 4		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 3		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 2		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 1		<input type="checkbox"/>	

Results from

Coolsculpting - Conversions > Coolsculpting - Women > 2020-09 - Coolsculpting - Women - Video 4 Active

Edit **Review**

Ad Name
2020-09 - Coolsculpting - Women - Video 4

Identity
Facebook Page: Select Page
Instagram Account: laserskininstitute

Ad Setup
Create Ad

Format
Choose how you'd like to structure your ad.
 Single Image or Video
 Carousel
 Collection

Fullscreen Mobile Experience
 Add an Instant Experience
 Add a Playable Source File

Preview On

16 Placements

Facebook Feeds

Laser + Skin Institute
Coolsculpting® is a non-invasive cosmetic procedure that reduces fat from problem areas. [See More](#)

LSNJ.COM
#1 Nonsurgical Fat Reduction Procedure [LEARN MORE](#)

Daisy Wells and 2 others · 2 Comments 3 Shares

Like Comment Share

Discard Draft **Publish**

Ads Laser Skin (39445014) ×

Search and filter

+ Create **Duplicate**

Ad Name	Thumbnail	Status	Post
2020-02 - Coolsculpting - Women - lmg 2		<input type="checkbox"/>	
2020-02 - Coolsculpting - Women - lmg 2		<input checked="" type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 4		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 3		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 2		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 1		<input type="checkbox"/>	

Results from

Coolsculpting - Conversions > Coolsculpting - Women > 2020-09 - Coolsculpting - Women - Video 3 Active

Edit **Review**

Ad Name
2020-09 - Coolsculpting - Women - Video 3

Identity
Facebook Page: Select Page
Instagram Account: laserskininstitute

Ad Setup
Create Ad

Format
Choose how you'd like to structure your ad.
 Single Image or Video
 Carousel
 Collection

Fullscreen Mobile Experience
 Add an Instant Experience
 Add a Playable Source File

Preview On

16 Placements

Facebook Feeds

Laser + Skin Institute
Coolsculpting® is a non-invasive cosmetic procedure that reduces fat from problem areas. [See More](#)

LSNJ.COM
#1 Nonsurgical Fat Reduction Procedure [LEARN MORE](#)

Faith Obas and 4 others · 2 Comments

Like Comment Share

Discard Draft **Publish**

Ads Laser Skin (39445014) ×

Search and filter

+ Create **Duplicate**

Ad Name	Thumbnail	Status	Post
2020-02 - Coolsculpting - Women - lmg 2		<input type="checkbox"/>	
2020-02 - Coolsculpting - Women - lmg 2		<input checked="" type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 4		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 3		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 2		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 1		<input type="checkbox"/>	

Results from

Coolsculpting - Conversions > Coolsculpting - Women > 2020-09 - Coolsculpting - Women - Video 2 Active

Edit **Review**

Ad Name
2020-09 - Coolsculpting - Women - Video 2

Identity
Facebook Page: Select Page
Instagram Account: laserskininstitute

Ad Setup
Create Ad

Format
Choose how you'd like to structure your ad.
 Single Image or Video
 Carousel
 Collection

Fullscreen Mobile Experience
 Add an Instant Experience
 Add a Playable Source File

Preview On

16 Placements

Facebook Feeds

Laser + Skin Institute
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Like Comment Share

Discard Draft **Publish**

Ads Laser Skin (39445014) ×

Search and filter

+ Create **Duplicate**

Ad Name	Thumbnail	Status	Post
2020-02 - Coolsculpting - Women - lmg 2		<input type="checkbox"/>	
2020-02 - Coolsculpting - Women - lmg 2		<input checked="" type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 4		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 3		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 2		<input type="checkbox"/>	
2020-09 - Coolsculpting - Women - Video 1		<input type="checkbox"/>	

Results from

Coolsculpting - Conversions > Coolsculpting - Women > 2020-09 - Coolsculpting - Women - Video 1 Active

Edit **Review**

Ad Name
2020-09 - Coolsculpting - Women - Video 1

Identity
Facebook Page: Select Page
Instagram Account: laserskininstitute

Ad Setup
Create Ad

Format
Choose how you'd like to structure your ad.
 Single Image or Video
 Carousel
 Collection

Fullscreen Mobile Experience
 Add an Instant Experience
 Add a Playable Source File

Preview On

16 Placements

Facebook Feeds

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