

Eternal Medical Spa CoolSculpting Google Adwords & Facebook Ads Q1 2020 (1/1/2020 - 1/31/2020)

search beta coolsculpting: \$5,687.75
 search alpha coolsculpting: \$1,584.76
 Original Page vs. 1200 Page: \$1,211.38

Total Google Ads: \$8,483.89
Total Facebook Ads: \$2,240.34
Total Media Spend: \$10,724.23

Google Ads | Chris Zelig | Eternal Medical Spa | 916-184-4933 | All campaigns

Overview | Campaigns | Recommendations | Campaign status: All | ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$96.99/day	Eligible (Learning)	551	3.72%	\$5,687.75
search beta emsulpt	\$21.82/day	Eligible (Learning)	214	6.79%	\$1,664.79
search alpha coolsculpting	\$51.45/day	Paused	114	3.04%	\$1,584.76
search beta coolsculpting Original Page vs. 1200 Page	\$96.99/day	Ended	95	5.11%	\$1,211.38
search alpha emsulpt	\$12.85/day	Paused	39	5.56%	\$419.39
search beta coolsculpting generic broad	CoolSculpting \$145.00/day	Removed	0	-	\$0.00
search beta emsulpt generic BMM	EmSulpt \$60.00/day	Paused	0	-	\$0.00
search beta emsulpt generic exact	EmSulpt \$60.00/day	Paused	0	-	\$0.00
search beta emsulpt BMM	EmSulpt \$60.00/day	Removed	0	-	\$0.00
search beta emsulpt exact	EmSulpt \$60.00/day	Removed	0	-	\$0.00
search beta coolsculpting exact	CoolSculpting \$145.00/day	Removed	0	-	\$0.00
search beta coolsculpting broad	CoolSculpting \$145.00/day	Removed	0	-	\$0.00
search beta coolsculpting generic exact	CoolSculpting \$145.00/day	Removed	0	-	\$0.00
Dynamic search Campaign	\$10.00/day	Paused	0	-	\$0.00
search beta dynamic	\$6.00/day	Paused	0	-	\$0.00
search beta emsulpt OLD	\$32.00/day	Paused	0	-	\$0.00
search beta emsulpt broad	\$10.00/day	Paused	0	-	\$0.00
search beta emsulpt exact	EmSulpt \$60.00/day	Paused	0	-	\$0.00

Google Ads | Chris Zelig | Eternal Medical Spa | 916-184-4933 | All campaigns

Overview | Campaigns | Recommendations | Campaign status: All | ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
Dynamic search Campaign	\$10.00/day	Paused	0	-	\$0.00
search beta dynamic	\$6.00/day	Paused	0	-	\$0.00
search beta emsulpt OLD	\$32.00/day	Paused	0	-	\$0.00
search beta emsulpt broad	\$10.00/day	Paused	0	-	\$0.00
search beta emsulpt exact	EmSulpt \$60.00/day	Paused	0	-	\$0.00
search beta emsulpt generic broad	\$5.00/day	Paused	0	-	\$0.00
search beta coolsculpting OLD	\$177.00/day	Paused	0	-	\$0.00
search beta coolsculpting broad	\$15.00/day	Paused	0	-	\$0.00
search beta coolsculpting exact	CoolSculpting \$145.00/day	Paused	0	-	\$0.00
search beta coolsculpting generic BMM	CoolSculpting \$145.00/day	Paused	0	-	\$0.00
search beta coolsculpting generic broad	\$5.00/day	Paused	0	-	\$0.00
search beta coolsculpting generic exact	CoolSculpting \$145.00/day	Paused	0	-	\$0.00
Total: Campaigns			1,013	4.17%	\$10,568.07
Total: Account	\$118.81/day		1,013	4.17%	\$10,568.07

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
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Google Ads | Chris Zelig | Eternal Medical Spa | 916-184-4933 | All campaigns > search | beta | coolsculpting

Overview | Ad status: Enabled | Status: Eligible (Learning) | Type: Search | Budget: \$96.99/day | Optimization score: 91.6% | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			646	3.87%	\$6,899.13
#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more eternalmedicalspa.com/coolsculpting/totowa #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult. Expert, Safe Fat Loss With Quick Results... View assets details	0. coolsculpting - general	Approved	165	2.85%	\$1,969.62
25% Off All CoolSculpting® Best Price in Totowa Eternal Medical Spa +4 more eternalmedicalspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minimal Downtime. Rea... View assets details	1. coolsculpting - price	Approved (limited): Punctuation and symbols +1 more	102	7.24%	\$807.18
25% Off All CoolSculpting Eternal Medical Spa Provider in Totowa eternalmedicalspa.com/coolsculpting CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Approved	45	2.48%	\$615.72
(Keyword #1 CoolSculpting New Jersey) Freeze Off Your Stubborn Fat 25% Off CoolSculpting® +9 more www.eternalmedicalspa.com #1 CoolSculpting in Totowa, NJ. Reduce Stubborn Fat. No Surgery or Downtime. 25% Off CoolSculpting. #1 FDA-Clear...	4. lipo	Approved	52	10.08%	\$549.07
#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Eternal Medical Spa eternalmedicalspa.com/coolsculpting Expert. Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Totowa, NJ. Schedule a Free Consultation	0. coolsculpting - general	Approved	42	2.69%	\$458.00
CoolSculpting in Totowa #1 Fat Reduction Treatment No Surgery & Minimal Downtime eternalmedicalspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	0. coolsculpting - general	Approved	47	4.00%	\$447.43

Google Ads | Chris Zelig | Eternal Medical Spa | 916-184-4933 | All campaigns > search | beta | coolsculpting

Overview | Ad status: Enabled | Status: Eligible (Learning) | Type: Search | Budget: \$96.99/day | Optimization score: 91.6% | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			646	3.87%	\$6,899.13
#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more eternalmedicalspa.com/coolsculpting/totowa #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult. Expert, Safe Fat Loss With Quick Results... View assets details	3. body sculpting	Approved	21	5.72%	\$214.89
25% Off All Fat Freezing Eternal Medical Spa Provider in Totowa eternalmedicalspa.com/coolsculpting/fat-freezing CoolSculpting Deal. Top Provider in Totowa, NJ for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze	Approved	11	5.73%	\$106.20
CoolSculpting in Totowa Fat Reduction Treatment Best Prices. FDA-Cleared. eternalmedicalspa.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	11	6.40%	\$98.34
#1 Provider in Totowa Quick & Painless Fat Freezing Fat Freezing for 25% Off +9 more eternalmedicalspa.com/fat-freezing/totowa #1 CoolSculpting Deal. Top Provider in Totowa, NJ for Freezing Fat. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	6. coolsculpting - fat freeze	Approved (limited): Punctuation and symbols +1 more	10	5.15%	\$93.40
(Keyword Best Price in Totowa) Eternal Medical Spa Flexible Payment Options eternalmedicalspa.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	14	5.36%	\$84.95
#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more eternalmedicalspa.com/coolsculpting/totowa #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult. Expert, Safe Fat Loss With Quick Results... View assets details	5. sculpsure	Approved	6	2.28%	\$68.20
25% Off CoolSculpting Cost New Client Special Eternal Medical Spa eternalmedicalspa.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	1. coolsculpting - price	Approved	5	2.53%	\$44.39

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Total: Ads 646 3.87% \$6,899.13							
Extensions	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Eternal Medical Spa eternalmedicalspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Totowa, NJ. Schedule a Free Consultation	3. body sculpting	Approved	4	3.08%	\$26.22
Automated extensions	<input type="checkbox"/>	25% Off All CoolSculpting® Eternal Medical Spa #1 Provider in Totowa eternalmedicalspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3. body sculpting	Approved	3	5.77%	\$21.96
Settings	<input type="checkbox"/>	Best Price in Totowa Eternal Medical Spa Flexible Payment Options eternalmedicalspa.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	4.55%	\$17.47
Locations	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Eternal Medical Spa eternalmedicalspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Totowa, NJ. Schedule a Free Consultation	5. sculpsure	Approved	1	2.13%	\$15.13
Advanced bid adj.	<input type="checkbox"/>	CoolSculpting in Totowa #1 Fat Reduction Treatment No Surgery & Minimal Downtime eternalmedicalspa.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	5. sculpsure	Approved	2	5.71%	\$12.52
Change history	<input type="checkbox"/>	#1 CoolSculpting New Jersey Freeze Off Your Stubborn Fat 25% Off CoolSculpting www.eternalmedicalspa.com #1 CoolSculpting in Totowa, NJ. Reduce Stubborn Fat. No Surgery or Downtime. Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%.	4. lipo	Approved	3	7.32%	\$10.30
Drafts & experiments	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Eternal Medical Spa					

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Total: Ads 646 3.87% \$6,899.13							
Extensions	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Eternal Medical Spa eternalmedicalspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Totowa, NJ. Schedule a Free Consultation	2. cryolipolysis	Approved	1	3.13%	\$8.83
Automated extensions	<input type="checkbox"/>	CoolSculpting in Totowa #1 Fat Reduction Treatment No Surgery & Minimal Downtime eternalmedicalspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	3. body sculpting	Approved	3	2.19%	\$8.21
Settings	<input type="checkbox"/>	Eternal Medical Spa Freezing Fat Really Works 25% Off First Treatment eternalmedicalspa.com/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Totowa, NJ. Schedule a Free Consultation	6. coolsculpting - fat freeze	Approved	1	1.08%	\$8.11
Locations	<input type="checkbox"/>	25% Off All CoolSculpting® Eternal Medical Spa #1 Provider in Totowa eternalmedicalspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	5. sculpsure	Approved	1	0.93%	\$1.61
Advanced bid adj.	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Off Your Stubborn Fat Best CoolSculpting Special +2 more www.eternalmedicalspa.com 25% off CoolSculpting. #1 FDA-Cleared, non-surgical fat reduction treatment. Leading CoolSculpting provider in...	coolsculpting	Ad group paused Approved (limited). Restricted medical content	0	-	\$0.00
Change history	<input type="checkbox"/>	Freeze off your stubborn fat #1 CoolSculpting provider www.eternalmedicalspa.com Cool Sculpting freezes way fat with non-surgical fat reduction technology.	coolsculpting	Ad group paused Approved (limited). Restricted medical content	0	-	\$0.00
Drafts & experiments	<input type="checkbox"/>	#1 CoolSculpting New Jersey Safe + Effective Fat Reduction www.eternalmedicalspa.com Leading Cool Sculpting provider in Totowa, NJ. Schedule a Free Consultation	coolsculpting	Ad group paused	0	-	\$0.00

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Total: Ads 646 3.87% \$6,899.13							
Extensions	<input type="checkbox"/>	www.eternalmedicalspa.com Top CoolSculpting in New Jersey - Freeze Away Your Fat in Totowa Without Surgery. #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider. Free Consultation.	4. lipo	Approved	0	0.00%	\$0.00
Automated extensions	<input type="checkbox"/>	(Keyword:#1 CoolSculpting New Jersey) Freeze Off Your Stubborn Fat 25% Off CoolSculpting +6 more www.eternalmedicalspa.com #1 CoolSculpting in Totowa, NJ. Reduce Stubborn Fat. No Surgery or Downtime. 25% Off CoolSculpting. #1 FDA-Clear... View assets details	5. sculpsure	Removed	0	-	\$0.00
Settings	<input type="checkbox"/>	#1 CoolSculpting New Jersey Freeze Off Your Stubborn Fat 25% Off CoolSculpting www.eternalmedicalspa.com #1 CoolSculpting in Totowa, NJ. Reduce Stubborn Fat. No Surgery or Downtime. Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%.	5. sculpsure	Removed	0	-	\$0.00
Locations	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Safely Freeze Away Your Fat Fat Reduction in Totowa NJ www.eternalmedicalspa.com Leading CoolSculpting Provider in Totowa, NJ. Schedule a Free Consultation. 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment.	5. sculpsure	Removed	0	-	\$0.00
Advanced bid adj.	<input type="checkbox"/>	(Keyword:#1 CoolSculpting New Jersey) Freeze Off Your Stubborn Fat 25% Off CoolSculpting +6 more www.eternalmedicalspa.com #1 CoolSculpting in Totowa, NJ. Reduce Stubborn Fat. No Surgery or Downtime. 25% Off CoolSculpting. #1 FDA-Clear... View assets details	coolsculpting face	Removed	0	-	\$0.00
Change history	Total: Ads 646 3.87% \$6,899.13						
Drafts & experiments	Total: Campaign 646 3.87% \$6,899.13						

Extensions	Extension type	Added to	Level	Status	Clicks	CTR	Cost
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							
SiteLink extension							
<input type="checkbox"/>	Before and After Photos See CoolSculpting Before and After Photos	search beta coolsculpting	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/>	25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	search beta coolsculpting	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	search beta coolsculpting	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/>	5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00
Call extension							
<input type="checkbox"/>	(917) 510-4941	Account	Account	Approved	93	3.28%	\$982.07
<input type="checkbox"/>	(917) 510-4941 (mobile)	Account	Account	Approved	85	2.63%	\$942.90
Location extension							
<input type="checkbox"/>	Automatically linked account (View locatio... All locations selected	Account	Account	-	-	-	-
Callout extension							
<input type="checkbox"/>	Freeze Your Fat	search beta coolsculpting	Campaign	Approved	93	4.66%	\$1,010.35
<input type="checkbox"/>	New Clients 25% Off	search beta coolsculpting	Campaign	Approved	99	5.14%	\$992.76

Extensions	Extension type	Added to	Level	Status	Clicks	CTR	Cost
<input type="checkbox"/>	Liposuction Alternative	search beta coolsculpting	Campaign	Approved	81	4.40%	\$929.69
<input type="checkbox"/>	FDA Approved	search beta coolsculpting	Campaign	Approved	81	3.75%	\$919.48
<input type="checkbox"/>	Non-surgical Fat Reduction	search beta coolsculpting	Campaign	Approved	81	4.41%	\$906.01
<input type="checkbox"/>	Highlights: No Surgery	search beta coolsculpting	Campaign	Approved	82	4.50%	\$853.54
<input type="checkbox"/>	Contact Us + Free Consult	search beta coolsculpting	Campaign	Approved	78	4.34%	\$780.99
Structured snippet extension							
<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	search beta coolsculpting	Campaign	Approved	3	5.88%	\$13.68
Promotion extension							
<input type="checkbox"/>	25% off for New Clients	search beta coolsculpting	Campaign	Approved	70	3.47%	\$843.56
Total: SiteLink extensions 0 0.00% \$0.00							
Total: Callout extensions 202 4.26% \$2,216.09							
Total: Structured snippet extensions 3 5.88% \$13.68							
Total: Call extensions 178 2.93% \$1,924.97							
Total: Location extensions 248 3.64% \$2,611.63							
Total: Promotion extensions 70 3.47% \$843.56							

Google Ads | Chris Zelig | Eternal Medical Spa | 916-184-4933 | All campaigns | search | alpha | coolsculpting

Overview: Paused, Type: Search, Budget: \$51.45/day

Recommendations: Custom Jan 1 - Mar 31, 2020

Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 114					
#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	0. coolsculpting - general	Campaign paused	23	2.28%	\$291.12
CoolSculpting in Totowa #1 Fat Reduction Treatment No Surgery & Minimal Downtime	0. coolsculpting - general	Campaign paused	17	3.26%	\$261.21
#1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult. Expert, Safe Fat Loss With Quick Results...	0. coolsculpting - general	Campaign paused	14	3.22%	\$213.36
#1 Provider in Totowa Quick & Painless Fat Freezing Fat Freezing for 25% Off +9 more	6. coolsculpting - fat freeze	Campaign paused	13	4.13%	\$185.40
CoolSculpting in Totowa #1 Fat Reduction Treatment 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	6. coolsculpting - fat freeze	Campaign paused	10	3.12%	\$158.80
Eternal Medical Spa Freezing Fat Really Works 25% Off First Treatment	6. coolsculpting - fat freeze	Campaign paused	5	4.59%	\$78.21

Google Ads | Chris Zelig | Eternal Medical Spa | 916-184-4933 | All campaigns | search | alpha | coolsculpting

Overview: Paused, Type: Search, Budget: \$51.45/day

Recommendations: Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 114					
25% Off All CoolSculpting® Best Price in Totowa Eternal Medical Spa +9 more	1. coolsculpting - price	Campaign paused	6	7.41%	\$78.07
25% Off All CoolSculpting® Eternal Medical Spa #1 Provider in Totowa	0. coolsculpting - general	Campaign paused	5	1.25%	\$70.35
(Keyword Best Price in Totowa) Eternal Medical Spa Flexible Payment Options	1. coolsculpting - price	Campaign paused	5	9.09%	\$68.30
#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	3. body sculpting	Campaign paused	4	5.80%	\$44.94
25% Off All Fat Freezing Eternal Medical Spa #1 Provider in Totowa	6. coolsculpting - fat freeze	Campaign paused	3	2.56%	\$39.31
#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Eternal Medical Spa	3. body sculpting	Campaign paused	2	8.00%	\$25.37
#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	5. sculpsure	Campaign paused	1	2.56%	\$15.86

Google Ads | Chris Zelig | Eternal Medical Spa | 916-184-4933 | All campaigns | search | alpha | coolsculpting

Overview: Paused, Type: Search, Budget: \$51.45/day

Recommendations: Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 114					
25% Off All CoolSculpting® Eternal Medical Spa #1 Provider in Totowa	2. cryolipolysis	Campaign paused	1	16.67%	\$13.28
25% Off CoolSculpting® Cost New Client Special Eternal Medical Spa	1. coolsculpting - price	Campaign paused	1	1.69%	\$12.31
CoolSculpting in Totowa #1 Fat Reduction Treatment No Surgery & Minimal Downtime	3. body sculpting	Campaign paused	2	6.90%	\$10.48
25% Off All CoolSculpting® Affordable & Quick Treatments Eternal Medical Spa	1. coolsculpting - price	Campaign paused	1	2.50%	\$9.68
Best Price in Totowa Eternal Medical Spa Flexible Payment Options	1. coolsculpting - price	Campaign paused	1	10.00%	\$8.71
#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	3. coolsculpting - location	Campaign paused	0	-	\$0.00
CoolSculpting in Totowa #1 Fat Reduction Treatment No Surgery & Minimal Downtime					

Google Ads | Chris Zelig | Eternal Medical Spa | 916-184-4933 | All campaigns | search | alpha | coolsculpting

Overview: Paused, Type: Search, Budget: \$51.45/day

Recommendations: Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 114					
Treatment. Target Belly Fat & Love Handles. Book A Free Consultation					
#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	coolsculpting face	Campaign paused	0	0.00%	\$0.00
#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Eternal Medical Spa	coolsculpting face	Campaign paused	0	0.00%	\$0.00
25% Off All CoolSculpting® Eternal Medical Spa #1 Provider in Totowa	coolsculpting face	Campaign paused	0	-	\$0.00
CoolSculpting in Totowa #1 Fat Reduction Treatment No Surgery & Minimal Downtime	coolsculpting face	Campaign paused	0	-	\$0.00
Total: Ads 114					
Total: Campaign 114					

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Google Ads | Chris Zelig | Eternal Medical Spa | 916-184-4933 | All campaigns | search | alpha | coolsculpting

Overview: Paused, Type: Search, Budget: \$51.45/day

Recommendations: Extensions

Ad status: All

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Site link extension							
Before and After Photos	Site link extension	search alpha coolsculpt...	Campaign	Approved	0	-	\$0.00
25% Off All Fat Areas	Site link extension	search alpha coolsculpt...	Campaign	Approved	0	-	\$0.00
State-of-the-Art Facility	Site link extension	search alpha coolsculpt...	Campaign	Approved	0	-	\$0.00
5 Star Reviews	Site link extension	search alpha coolsculpt...	Campaign	Approved	0	-	\$0.00
Call extension							
(917) 510-4941	Call extension	Account	Account	Approved	29	2.42%	\$388.14
(917) 510-4941	Call extension	Account	Account	Approved	15	2.37%	\$225.04
Location extension							
Automatically linked account	Location extension	Account	Account	-	-	-	-
Callout extension							
New Clients 25% Off	Callout extension	search alpha coolsculpt...	Campaign	Approved	21	3.90%	\$325.91
Highlights: No Surgery	Callout extension	search alpha coolsculpt...	Campaign	Approved	20	3.91%	\$318.69

Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Ads & extensions	FDA Approved	Callout extension	search alpha coolsculpti...	Campaign	Approved	18	3.09%	\$277.73
Ads	Freeze Your Fat	Callout extension	search alpha coolsculpti...	Campaign	Approved	16	2.89%	\$242.34
Automated extensions	Nonsurgical Fat Reduction	Callout extension	search alpha coolsculpti...	Campaign	Approved	17	3.55%	\$230.45
Automated extensions	Liposuction Alternative	Callout extension	search alpha coolsculpti...	Campaign	Approved	15	2.89%	\$213.45
Landing pages	Contact Us + Free Consult	Callout extension	search alpha coolsculpti...	Campaign	Approved	13	2.66%	\$189.41
Keywords	Structured snippet extension							
Audiences	Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolimini, Fat Reduction	Structured snippet extension	search alpha coolsculpti...	Campaign	Approved	1	12.50%	\$16.33
Demographics	Promotion extension							
Settings	25% off for New Clients	Promotion extension	search alpha coolsculpti...	Campaign	Approved	26	3.58%	\$416.85
Locations	Total: Callout extensions							
Ad schedule	Total: Structured snippet extensions							
Devices	Total: Call extensions							
Advanced bid adj.	Total: Location extensions							
Change history	Total: Promotion extensions							
Drafts & experiments								

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases
Coolsculpting - Conversions	Off	Lowest cost	\$25.00 Daily	47 Leads	41,880	94,171	\$47.67 Per Lead	\$2,240.34	Ongoing	881	—	—
Emsculpt - Conversions	Off	Lowest cost	\$25.00 Daily	18 Leads	5,168	9,708	\$50.78 Per Lead	\$914.09	Ongoing	133	—	—
Coolsculpting Traffic	Off	Lowest cost	\$50.00 Daily	— Link Click	—	—	— Per Link Click	\$0.00	Ongoing	—	—	—
Emsculpt - Traffic	Off	Lowest cost	\$12.50 Daily	— Link Click	—	—	— Per Link Click	\$0.00	Ongoing	—	—	—
Retargeting	Off	Using ad set...	Using ad se...	—	—	—	—	\$0.00	Ongoing	—	—	—
Creative Testing - Prospecting	Off	Lowest cost	\$10.00 Daily	—	—	—	—	\$0.00	Ongoing	—	—	—
Prospecting	Off	Lowest cost	\$40.00 Daily	— Lead	—	—	— Per Lead	\$0.00	Ongoing	—	—	—
Post...	Off	Using ad set...	Using ad se...	— Post Enga...	—	—	— Per Post E...	\$0.00	Nov 18, 2018	—	—	—
Instagram Post: Build muscle and burn fat white...	Off	Using ad set...	Using ad se...	— Link Click	—	—	— Per Link Click	\$0.00	Nov 21, 2018	—	—	—
[11/09/2018] Promoting Call Now	Off	Using ad set...	Using ad se...	— Link Click	—	—	— Per Link Click	\$0.00	Nov 19, 2018	—	—	—
Post: "Take advantage! We are offering FREE flu vacc...	Off	Using ad set...	Using ad se...	— Post Enna...	—	—	— Per Post F...	\$0.00	Dec 10, 2014	—	—	—
Results from 12 campaigns				47 Leads	43,792 People	103,879 Total	—	\$3,154.43 Total Spent	—	1,014 Total	—	—

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-12 - CS - Women - Img 5	Lowest cost Conversions	Using camp...	Feb 5, 2020, 2:27... 58 days ago	25 Leads	20,504	40,638	\$40.61 Per Lead	Below average Bottom 20% of ads	Below average Bottom 35% of ads	Average	\$1,015.30
2019-11 - Coolsculpting - Prospecting - Men - Img 1	Lowest cost Conversions	Using camp...	Dec 27, 2019, 9:0... 98 days ago	6 Leads	12,604	22,542	\$74.47 Per Lead	—	—	—	\$446.83
2019-12 - CS - Women - Img 3	Lowest cost Conversions	Using camp...	Feb 5, 2020, 2:27... 58 days ago	10 Leads	7,592	12,141	\$36.72 Per Lead	—	—	—	\$367.16
2019-11 - Coolsculpting - Prospecting - Men - Img 2	Lowest cost Conversions	Using camp...	Dec 27, 2019, 9:0... 98 days ago	3 Leads	4,767	8,144	\$60.52 Per Lead	Below average Bottom 35% of ads	Below average Bottom 35% of ads	Average	\$181.56
2019-12 - CS - Women - Img 1	Lowest cost Conversions	Using camp...	Feb 5, 2020, 2:27... 58 days ago	2 Leads	4,090	5,665	\$58.50 Per Lead	—	—	—	\$116.99
2019-12 - CS - Women - Img 4	Lowest cost Conversions	Using camp...	Feb 5, 2020, 2:27... 58 days ago	1 Lead	3,511	5,041	\$112.50 Per Lead	—	—	—	\$112.50
2019-12 - CS - Women - Holiday img 1	Lowest cost Conversions	Using camp...	Feb 5, 2020, 2:27... 58 days ago	— Lead	—	—	— Per Lead	—	—	—	—
2019-12 - CS - Women - Holiday img 2	Lowest cost Conversions	Using camp...	Feb 5, 2020, 2:27... 58 days ago	— Lead	—	—	— Per Lead	—	—	—	—
2019-12 - CS - Women - Holiday img 3	Lowest cost Conversions	Using camp...	Feb 5, 2020, 2:27... 58 days ago	— Lead	—	—	— Per Lead	—	—	—	—
Results from 9 ads				47 Leads	41,880 People	94,171 Total	\$47.67 Per Lead	—	—	—	\$2,240.34 Total Spent

Umm Dean (28548383)

Search

- Coolsculpting - Conversions
 - Coolsculpting - Women
 - 2019-12 - CS - Women - Img 3
 - 2019-12 - CS - Women - Img 5**
 - 2019-12 - CS - Women - Holiday img 1
 - 2019-12 - CS - Women - Img 4
 - 2019-12 - CS - Women - Holiday img 2
 - 2019-12 - CS - Women - Img 1
 - 2019-12 - CS - Women - Holiday img 3
 - Coolsculpting - Men
 - 2019-11 - Coolsculpting - Prospecting - M...
 - 2019-11 - Coolsculpting - Prospecting - M...

Ad Name: 2019-12 - CS - Women - Img 5

Identity

Facebook Page: Eternal Medical Spa

Instagram Account: No connected account

Format: Single Image or Video

Full Screen Mobile Experience: Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

Ad Preview: 13 Placements

Umm Dean (28548383)

Search

- Coolsculpting - Conversions
 - Coolsculpting - Women
 - 2019-12 - CS - Women - Img 3
 - 2019-12 - CS - Women - Img 5
 - 2019-12 - CS - Women - Holiday img 1
 - 2019-12 - CS - Women - Img 4
 - 2019-12 - CS - Women - Holiday img 2
 - 2019-12 - CS - Women - Img 1
 - 2019-12 - CS - Women - Holiday img 3
 - Coolsculpting - Men
 - 2019-11 - Coolsculpting - Prospecting - M...**
 - 2019-11 - Coolsculpting - Prospecting - M...

Ad Name: 2019-11 - Coolsculpting - Prospecting - M...

Identity

Facebook Page: Eternal Medical Spa

Instagram Account: No connected account

Format: Single Image or Video

Full Screen Mobile Experience: Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

Ad Preview: 15 Placements

