

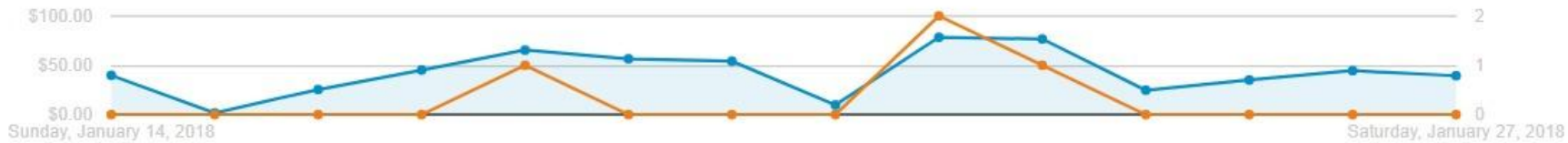
All campaigns

Custom: Jan 14, 2018 - Jan 27, 2018

Campaigns Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions Display Network

All enabled campaigns Segment Filter Columns Find campaigns View Change History

Cost vs All conv. Daily



+ CAMPAIGN Edit Details Bid strategy Automate Labels

<input type="checkbox"/>	●	↓	Campaign	Budget ?	Status ?	Clicks ?	Impr. ?	Avg. CPC ?	Cost ?
<input type="checkbox"/>	●		🔍 Coolsculpting Exact	\$30.00/day	Limited by budget	33	337	\$13.95	\$460.45
<input type="checkbox"/>	●		🔍 coolsculpting BMM	\$9.00/day	Limited by budget	30	525	\$4.55	\$136.36
Total - all enabled campaigns						63	862	\$9.47	\$596.81
Total - all experiments ?						1	21	\$4.16	\$4.16
Total - all campaigns				\$39.00/day		64	883	\$9.39	\$600.97
Total - Search						64	883	\$9.39	\$600.97
Total - Display						0	0	\$0.00	\$0.00

Show rows: 500 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-05:00) Eastern Standard 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.



Center for Medical Aesthetics Report

Jan 14, 2018 - Jan 27, 2018
Compare to: Dec 31, 2017 - Jan 13, 2018

 All Users
+0.00% Sessions

TOTAL CS LEADS

Goal Completion Location	Coolsculpting Consult Request (Goal 1 Completions)
/thank-you-cs/	
Jan 14, 2018 - Jan 27, 2018	11
Dec 31, 2017 - Jan 13, 2018	11
% Change	0.00%

Lead Sources

Source / Medium	Coolsculpting Consult Request (Goal 1 Completions)	Entrances
google / organic		
Jan 14, 2018 - Jan 27, 2018	4	49
Dec 31, 2017 - Jan 13, 2018	6	46
% Change	-33.33%	6.52%
google / cpc		
Jan 14, 2018 - Jan 27, 2018	3	54
Dec 31, 2017 - Jan 13, 2018	4	39
% Change	-25.00%	38.46%
find.coolsculpting.com / referral		
Jan 14, 2018 - Jan 27, 2018	2	11
Dec 31, 2017 - Jan 13, 2018	1	9
% Change	100.00%	22.22%
(direct) / (none)		
Jan 14, 2018 - Jan 27, 2018	1	32
Dec 31, 2017 - Jan 13, 2018	0	37
% Change	100.00%	-13.51%
yelp.com / referral		
Jan 14, 2018 - Jan 27, 2018	1	2
Dec 31, 2017 - Jan 13, 2018	0	2
% Change	100.00%	0.00%
127.0.0.1:8888 / referral		
Jan 14, 2018 - Jan 27, 2018	0	12
Dec 31, 2017 - Jan 13, 2018	0	0
% Change	0.00%	100.00%
bing / organic		
Jan 14, 2018 - Jan 27, 2018	0	2
Dec 31, 2017 - Jan 13, 2018	0	5
% Change	0.00%	-60.00%
facebook.com / referral		
Jan 14, 2018 - Jan 27, 2018	0	1
Dec 31, 2017 - Jan 13, 2018	0	0
% Change	0.00%	100.00%
m.facebook.com / referral		
Jan 14, 2018 - Jan 27, 2018	0	12
Dec 31, 2017 - Jan 13, 2018	0	1
% Change	0.00%	1,100.00%
medspa.com / referral		
Jan 14, 2018 - Jan 27, 2018	0	0
Dec 31, 2017 - Jan 13, 2018	0	1
% Change	0.00%	-100.00%

Google Adwords

AdWords Ad Group	Clicks	Coolsculpting Consult Request (Goal 1 Completions)
coolsculpting		
Jan 14, 2018 - Jan 27, 2018	17	0
Dec 31, 2017 - Jan 13, 2018	13	1
% Change	30.77%	-100.00%
Coolsculpting		
Jan 14, 2018 - Jan 27, 2018	16	0
Dec 31, 2017 - Jan 13, 2018	16	2
% Change	0.00%	-100.00%
coolculpting provider brand BMM		
Jan 14, 2018 - Jan 27, 2018	12	1
Dec 31, 2017 - Jan 13, 2018	9	0
% Change	33.33%	100.00%
CoolSculpting Provider Brand		
Jan 14, 2018 - Jan 27, 2018	7	1
Dec 31, 2017 - Jan 13, 2018	8	0
% Change	-12.50%	100.00%
Coolsculpting Price		
Jan 14, 2018 - Jan 27, 2018	5	0
Dec 31, 2017 - Jan 13, 2018	2	0
% Change	150.00%	0.00%
Coolsculpting Location		
Jan 14, 2018 - Jan 27, 2018	4	1
Dec 31, 2017 - Jan 13, 2018	2	0
% Change	100.00%	100.00%
Coolsculpting prize BMM		
Jan 14, 2018 - Jan 27, 2018	1	0
Dec 31, 2017 - Jan 13, 2018	0	0
% Change	100.00%	0.00%
Coolsculpting Social Proof		
Jan 14, 2018 - Jan 27, 2018	1	0
Dec 31, 2017 - Jan 13, 2018	2	1
% Change	-50.00%	-100.00%
coolsculpting		
Jan 14, 2018 - Jan 27, 2018	1	0
Dec 31, 2017 - Jan 13, 2018	2	0
% Change	-50.00%	0.00%
(not set)		
Jan 14, 2018 - Jan 27, 2018	0	8
Dec 31, 2017 - Jan 13, 2018	0	7
% Change	0.00%	14.29%

Website Traffic

Source / Medium	Entrances	Clicks
google / cpc		
Jan 14, 2018 - Jan 27, 2018	54	64
Dec 31, 2017 - Jan 13, 2018	39	54
% Change	38.46%	18.52%
google / organic		
Jan 14, 2018 - Jan 27, 2018	49	0
Dec 31, 2017 - Jan 13, 2018	46	0
% Change	6.52%	0.00%
(direct) / (none)		
Jan 14, 2018 - Jan 27, 2018	32	0
Dec 31, 2017 - Jan 13, 2018	37	0
% Change	-13.51%	0.00%
127.0.0.1:8888 / referral		
Jan 14, 2018 - Jan 27, 2018	12	0
Dec 31, 2017 - Jan 13, 2018	0	0
% Change	100.00%	0.00%
m.facebook.com / referral		
Jan 14, 2018 - Jan 27, 2018	12	0
Dec 31, 2017 - Jan 13, 2018	1	0
% Change	1,100.00%	0.00%
find.coolsculpting.com / referral		
Jan 14, 2018 - Jan 27, 2018	11	0
Dec 31, 2017 - Jan 13, 2018	9	0
% Change	22.22%	0.00%
uptime-us.net / referral		
Jan 14, 2018 - Jan 27, 2018	9	0
Dec 31, 2017 - Jan 13, 2018	7	0
% Change	28.57%	0.00%
uptime-as.net / referral		
Jan 14, 2018 - Jan 27, 2018	5	0
Dec 31, 2017 - Jan 13, 2018	2	0
% Change	150.00%	0.00%
bing / organic		
Jan 14, 2018 - Jan 27, 2018	2	0
Dec 31, 2017 - Jan 13, 2018	5	0
% Change	-60.00%	0.00%
uptime-eu.net / referral		
Jan 14, 2018 - Jan 27, 2018	2	0
Dec 31, 2017 - Jan 13, 2018	10	0
% Change	-80.00%	0.00%



Jo-Ellen Tiberi (10905279)

Create Ad



Account: Jo-Ellen Tiberi

Search

Filters

Jan 14, 2018 - Jan 27, 2018

Account Overview

Campaigns

Ad Sets

Ads

+ Create Campaign

Edit

Duplicate Campaigns...

Create Rule

More

Columns: Performance

Breakdown

Export

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Coolsculpting	● Active	— Lead	766	1,686	— Per Lead	\$58.71	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	Event: Fall CoolSculpting Event	● Inactive	— Event Response	—	—	— Per Event Resp...	\$0.00	Aug 31, 2017
<input type="checkbox"/>	<input type="checkbox"/>	Post: "On Sale Now! CoolSculpting 25-32% off!!"	● Inactive	— Post Engagement	—	—	— Per Post Engag...	\$0.00	Aug 14, 2017
<input type="checkbox"/>	<input type="checkbox"/>	[07/27/2017] Promoting Center for Medical Aesthetics	● Inactive	— Page Like	—	—	— Per Page Like	\$0.00	Aug 10, 2017
<input type="checkbox"/>	<input type="checkbox"/>	Event: Summer Special CoolSculpting Event	● Inactive	— Event Response	—	—	— Per Event Resp...	\$0.00	Jun 8, 2017
		▶ Results from 7 campaigns ⓘ		—	766 People	1,686 Total	—	\$58.71 Total Spent	

Report a Problem