

# Mi Bella Aesthetics CoolSculpting Google Adwords Q3 2020 (7/1/2020 - 9/30/2020)

## Total Google Ads: \$216.95

| Google Ads   Chris Zelig > Mi Bella Aesthetics 796-385-4145   All campaigns |                             |                    |           |               |                 |  |  |  |  |
|---|-----------------------------|--------------------|-----------|---------------|-----------------|--|--|--|--|
| Campaigns   |                             |                    |           |               |                 |  |  |  |  |
| Campaign  | Budget                      | Status             | Clicks    | CTR           | Cost            |  |  |  |  |
| search   beta   coolsculpting   | \$44.35/day                 | Eligible (Limited) | 12        | 21.05%        | \$216.95        |  |  |  |  |
| Mi Bella Aesthetics of Ohio   | \$2.00/day<br>\$60.80/month | Paused             | 4         | 7.27%         | \$7.23          |  |  |  |  |
| search   beta   coolsculpting   exp reach                                   | \$20.00/day                 | Eligible           | 0         | -             | \$0.00          |  |  |  |  |
| <b>Total: Campaigns</b>   |                             |                    | <b>16</b> | <b>14.29%</b> | <b>\$224.18</b> |  |  |  |  |
| <b>Total: Account</b>   | <b>\$64.35/day</b>          |                    | <b>16</b> | <b>14.29%</b> | <b>\$224.18</b> |  |  |  |  |

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|---|----------------------------|---|--------|---------|----------|--|--|--|--|
| Ads   |                            |   |        |         |          |  |  |  |  |
| Ad  | Ad group                   | Status  | Clicks | CTR     | Cost     |  |  |  |  |
| Total: All but removed ads  |                            |   | 12     | 21.05%  | \$216.95 |  |  |  |  |
| CoolSculpting® in Westlake, OH   \$1,000 Off October Special   Flexible Payment Options                     | 0. coolsculpting - general | Approved (limited); Restricted medical content +1 more                    | 3      | 60.00%  | \$78.35  |  |  |  |  |
| CoolSculpting® Deal \$1000 Off   CoolSculpting in Westlake, OH   2020 CoolSculpting Discount                | 0. coolsculpting - general | Poor ad strength<br>Approved (limited); Restricted drug terms +2 more     | 3      | 50.00%  | \$63.66  |  |  |  |  |
| 2020 CoolSculpting Discount   Freeze Away Stubborn Fat   Top Provider in Westlake, OH                       | 0. coolsculpting - general | Approved (limited); Restricted medical content +1 more                    | 1      | 100.00% | \$28.94  |  |  |  |  |
| Mi Bella Aesthetics   CoolSculpting® in Westlake, OH   Safe + Effective Fat Reduction                       | 3. lipo                    | Ad group paused<br>Approved (limited); Restricted medical content +1 more | 2      | 40.00%  | \$23.50  |  |  |  |  |
| CoolSculpting® in Westlake, OH   \$1,000 Off October Special   Our Biggest Discount Ever                    | 0. coolsculpting - general | Approved (limited); Restricted medical content +1 more                    | 1      | 16.67%  | \$12.17  |  |  |  |  |
| CoolSculpting® in Westlake, OH   \$1,000 Off October Special   Our Biggest Discount Ever                    | 1. coolsculpting - price   | Approved (limited); Restricted medical content +1 more                    | 1      | 25.00%  | \$5.18   |  |  |  |  |
| Non-Surgical Body Sculpting   Freezing Fat Really Works   |                            |   |        |         |          |  |  |  |  |

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|---|------------------------|---|--------|---------|----------|--|--|--|--|
| Ads   |                        |   |        |         |          |  |  |  |  |
| Ad  | Ad group               | Status  | Clicks | CTR     | Cost     |  |  |  |  |
| Total: All but removed ads  |                        |   | 12     | 21.05%  | \$216.95 |  |  |  |  |
| Non-Surgical Body Sculpting   Freezing Fat Really Works   Offering \$1,000 Off Right Now                    | 2. body sculpting      | Approved (limited); Restricted medical content +1 more                    | 1      | 100.00% | \$5.15   |  |  |  |  |
| Mi Bella Aesthetics   Non-Surgical Fat Reduction   Fat Reduction Treatment                                  | x. Expanded Reach Test | Ad group paused<br>Approved (limited); Restricted medical content +2 more | 0      | -       | \$0.00   |  |  |  |  |
| Mi Bella Aesthetics   CoolSculpting® in Westlake, OH   Safe + Effective Fat Reduction                       | x. Expanded Reach Test | Ad group paused<br>Approved (limited); Restricted medical content +1 more | 0      | -       | \$0.00   |  |  |  |  |
| Fat Reduction Treatment   Freeze Fat with CoolSculpting   Offering \$1,000 Off Right Now                    | x. Expanded Reach Test | Ad group paused<br>Approved (limited); Restricted medical content +1 more | 0      | -       | \$0.00   |  |  |  |  |
| Non-Surgical Fat Reduction   Freezing Fat Really Works   Safe + Effective Fat Reduction                     | x. Expanded Reach Test | Ad group paused<br>Approved (limited); Restricted medical content +1 more | 0      | -       | \$0.00   |  |  |  |  |
| Mi Bella Aesthetics   Freeze Fat with CoolSculpting   Offering \$1,000 Off Right Now                        | x. Expanded Reach Test | Ad group paused<br>Approved (limited); Restricted medical content +1 more | 0      | -       | \$0.00   |  |  |  |  |

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|---|------------|---|--------|--------|----------|--|--|--|--|
| Ads   |            |   |        |        |          |  |  |  |  |
| Ad  | Ad group   | Status  | Clicks | CTR    | Cost     |  |  |  |  |
| Total: All but removed ads  |            |   | 12     | 21.05% | \$216.95 |  |  |  |  |
| Target Love Handles, Arms, Bra Bulge, Double Chin, & More   |            |   |        |        |          |  |  |  |  |
| Fat Reduction Treatment   CoolSculpting® in Westlake, OH   Offering \$1,000 Off Right Now                   | 3. lipo    | Ad group paused<br>Approved (limited); Restricted medical content +1 more | 0      | 0.00%  | \$0.00   |  |  |  |  |
| Mi Bella Aesthetics   Freezing Fat Really Works   Offering \$1,000 Off Right Now                            | 3. lipo    | Ad group paused<br>Approved (limited); Restricted medical content +1 more | 0      | 0.00%  | \$0.00   |  |  |  |  |
| [Dynamically generated headline]  | x. dynamic | Approved (limited); Restricted medical content +1 more                    | 0      | -      | \$0.00   |  |  |  |  |
| [Dynamically generated headline]  | x. dynamic | Approved (limited); Restricted medical content +1 more                    | 0      | -      | \$0.00   |  |  |  |  |
| Total: All but removed ads  |            |   | 12     | 21.05% | \$216.95 |  |  |  |  |
| Total: Campaign   |            |   | 12     | 21.05% | \$216.95 |  |  |  |  |

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Overview: Enabled | Status: Eligible (Limited) | Type: Search | Budget: \$44.35/day | Optimization score: 88.6% | More details

Recommendations: Custom Jul 1 - Sep 30, 2020

Ad groups: Extension type: All | ADD FILTER | Associations view

| Extension                    | Extension type   | Added to           | Level                         | Status   | Clicks  | CTR | Cost   |          |
|------------------------------|--|--------------------|-------------------------------|----------|---|-----|--------|----------|
| Sitelink extension           |  |                    |                               |          |   |     |        |          |
| <input type="checkbox"/>     | CoolSculpting<br>CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More | Sitelink extension | search   beta   coolsculpting | Campaign | Approved (limited):<br>Restricted medical content +1 more | 0   | -      | \$0.00   |
| Call extension               |  |                    |                               |          |   |     |        |          |
| <input type="checkbox"/>     | (216) 319-1822   | Call extension     | Account                       | Account  | Approved  | 1   | 20.00% | \$30.49  |
| Location extension           |  |                    |                               |          |   |     |        |          |
| <input type="checkbox"/>     | emily39@gmail.com<br>All locations selected (View locations)                             | Location extension | Account                       | Account  | -   | -   | -      | -        |
| Callout extension            |  |                    |                               |          |   |     |        |          |
| <input type="checkbox"/>     | Freeze Your Fat  | Callout extension  | search   beta   coolsculpting | Campaign | Approved  | 9   | 34.62% | \$164.89 |
| <input type="checkbox"/>     | Highlights: No Surgery   | Callout extension  | search   beta   coolsculpting | Campaign | Approved (limited):<br>Health in personalized advertising | 7   | 43.75% | \$119.17 |
| <input type="checkbox"/>     | New Clients 25% Off  | Callout extension  | search   beta   coolsculpting | Campaign | Approved  | 6   | 33.33% | \$99.04  |
| <input type="checkbox"/>     | FDA Approved   | Callout extension  | search   beta   coolsculpting | Campaign | Approved  | 5   | 25.00% | \$98.94  |
| <input type="checkbox"/>     | Liposuction Alternative  | Callout extension  | search   beta   coolsculpting | Campaign | Approved (limited):<br>Health in personalized advertising | 5   | 33.33% | \$80.86  |
| <input type="checkbox"/>     | Contact Us + Free Consult  | Callout extension  | search   beta   coolsculpting | Campaign | Approved  | 4   | 33.33% | \$60.25  |
| <input type="checkbox"/>     | Nonsurgical Fat Reduction  | Callout extension  | search   beta   coolsculpting | Campaign | Approved  | 3   | 15.79% | \$56.60  |
| Structured snippet extension |  |                    |                               |          |   |     |        |          |

Overview: Enabled | Status: Eligible (Limited) | Type: Search | Budget: \$44.35/day | Optimization score: 88.6% | More details

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

| Extension                    | Extension type  | Added to                     | Level                         | Status   | Clicks  | CTR    | Cost     |          |
|------------------------------|---|------------------------------|-------------------------------|----------|---|--------|----------|----------|
| <input type="checkbox"/>     | Highlights: No Surgery  | Callout extension            | search   beta   coolsculpting | Campaign | Approved (limited):<br>Health in personalized advertising | 7      | 43.75%   | \$119.17 |
| <input type="checkbox"/>     | New Clients 25% Off   | Callout extension            | search   beta   coolsculpting | Campaign | Approved  | 6      | 33.33%   | \$99.04  |
| <input type="checkbox"/>     | FDA Approved  | Callout extension            | search   beta   coolsculpting | Campaign | Approved  | 5      | 25.00%   | \$98.94  |
| <input type="checkbox"/>     | Liposuction Alternative   | Callout extension            | search   beta   coolsculpting | Campaign | Approved (limited):<br>Health in personalized advertising | 5      | 33.33%   | \$80.86  |
| <input type="checkbox"/>     | Contact Us + Free Consult   | Callout extension            | search   beta   coolsculpting | Campaign | Approved  | 4      | 33.33%   | \$60.25  |
| <input type="checkbox"/>     | Nonsurgical Fat Reduction   | Callout extension            | search   beta   coolsculpting | Campaign | Approved  | 3      | 15.79%   | \$56.60  |
| Structured snippet extension |   |                              |                               |          |   |        |          |          |
| <input type="checkbox"/>     | Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolimin, Fat Reduction | Structured snippet extension | search   beta   coolsculpting | Campaign | Approved  | 0      | -        | \$0.00   |
| Promotion extension          |   |                              |                               |          |   |        |          |          |
| <input type="checkbox"/>     | Fall Sale - \$1,000 off CoolSculpting®  | Promotion extension          | search   beta   coolsculpting | Campaign | Approved (limited):<br>Restricted medical content +1 more | 0      | -        | \$0.00   |
| Total: Callout extensions    |   |                              |                               |          | 11  | 28.95% | \$188.01 |          |
| Total: Call extensions       |   |                              |                               |          | 1   | 20.00% | \$30.49  |          |
| Total: Location extensions   |   |                              |                               |          | 1   | 5.00%  | \$23.43  |          |

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