

MyBella Vita Med Spa Coolsculpting Google Adwords & Facebook Ads Q4 2019 (10/1/2019 - 12/31/2019)

search beta coolsculpting: \$3,704.15
 search alpha coolsculpting: \$3,683.60

Total Google Ads: \$7,387.75
 Facebook Ads: \$1,475.68
 Total Media Cost: \$8,863.43

Google Ads | My Bella Vita Medspa 783-336-2698 | All campaigns

Overview | Campaigns | Custom Oct 1 - Dec 31, 2019

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

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$40.11/day	Limited by budget	358	6.07%	\$3,704.15
search alpha coolsculpting	\$42.50/day	Limited by budget	213	6.10%	\$3,683.60
CoolSculpting BMM	\$40.00/day	Paused	0	-	\$0.00
Cool Sculpting Exact	\$40.00/day	Paused	0	-	\$0.00
search beta coolsculpting OLD	\$80.00/day	Paused	0	-	\$0.00
search beta coolsculpting broad	\$5.00/day	Paused	0	-	\$0.00
search beta coolsculpting generic	\$27.00/day	Paused	0	-	\$0.00
search beta coolsculpting generic broad	\$5.00/day	Paused	0	-	\$0.00
Total: Filtered campaigns			571	6.08%	\$7,387.75
Total: Account	\$109.85/day		1,006	6.17%	\$8,875.37

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) 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 | My Bella Vita Medspa 783-336-2698 | search | beta | coolsculpting

Overview | Ad status: Limited by budget | Type: Search | Budget: \$40.11/day | Optimization score: 80.8%

Recommendations: Ad status: All enabled, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: All enabled ads					
CoolSculpting in Hinsdale #1 Fat Reduction Treatment No Surgery & Minimal Downtime	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	101	6.59%	\$967.64
#1 Provider in Hinsdale Safe & Effective Fat Reduction 25% Off All CoolSculpting®	0. coolsculpting - general	Approved (limited): Restricted drug terms +1 more	71	3.96%	\$731.73
#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Bella Vita Medspa	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	50	7.17%	\$542.58
CoolSculpting in Hinsdale #1 Fat Reduction Treatment Best Prices. FDA-Cleared.	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content +1 more	33	9.32%	\$511.21
(Keyword Best Price in Hinsdale) Bella Vita Medspa Flexible Payment Options	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	30	13.51%	\$204.19
#1 Provider in Hinsdale Quick & Painless Fat Freezing Fat Freezing for 25% Off	6. coolsculpting - fat freeze	Approved (limited): Restricted drug terms	14	9.79%	\$167.99

Google Ads | My Bella Vita Medspa 783-336-2698 | search | beta | coolsculpting

Overview | Ad status: Limited by budget | Type: Search | Budget: \$40.11/day | Optimization score: 80.8%

Recommendations: Ad status: All enabled, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: All enabled ads					
25% Off All CoolSculpting® Best Price in Hinsdale Bella Vita Medspa	1. coolsculpting - price	Approved (limited): Restricted drug terms +1 more	17	8.06%	\$111.68
25% Off CoolSculpting® Cost New Client Special Bella Vita Medspa	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	7	10.77%	\$103.30
25% Off All CoolSculpting® Affordable & Quick Treatments Bella Vita Medspa	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	7	6.60%	\$68.51
#1 Provider in Hinsdale Safe & Effective Fat Reduction 25% Off All CoolSculpting®	2. cryolipolysis	Approved (limited): Restricted drug terms	2	2.56%	\$35.77
25% Off All Fat Freezing Bella Vita Medspa #1 Provider in Hinsdale	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content +1 more	3	3.19%	\$34.43
Bella Vita Medspa Freezing Fat Really Works 25% Off First Treatment	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content +1 more	3	6.25%	\$33.20

Google Ads | My Bella Vita Medspa 783-336-2698 | search | beta | coolsculpting

Overview | Ad status: Limited by budget | Type: Search | Budget: \$40.11/day | Optimization score: 80.8%

Recommendations: Ad status: All enabled, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: All enabled ads					
CoolSculpting in Hinsdale #1 Fat Reduction Treatment No Surgery & Minimal Downtime	2. cryolipolysis	Approved (limited): Restricted medical content +1 more	3	4.35%	\$26.72
#1 Provider in Hinsdale Safe & Effective Fat Reduction 25% Off All CoolSculpting®	coolsculpting face	Approved (limited): Restricted drug terms	2	12.50%	\$26.60
Best Price in Hinsdale Bella Vita Medspa Flexible Payment Options	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	1	4.17%	\$11.80
25% Off All CoolSculpting® Bella Vita Medspa #1 Provider in Hinsdale	2. cryolipolysis	Approved (limited): Restricted medical content +1 more	1	3.03%	\$8.34
(Keyword Best Price in Hinsdale) 25% Off CoolSculpting Cost #1 CoolSculpting Deal 25% Off	SKAG coolsculpting face BROAD	Ad group paused	0	-	\$0.00
#1 CoolSculpting Deal 25% Off. Save on CoolSculpting Cost in Hinsdale, IL. Plus Free Consultation. #1 Non-Invasive Fat...	SKAG coolsculpting face BROAD	Approved (limited): Restricted drug terms	0	-	\$0.00
#1 CoolSculpting in Hinsdale Reduce Fat with No Surgery 25% Off CoolSculpting Cost	SKAG coolsculpting face BROAD	Ad group paused	0	-	\$0.00
#1 CoolSculpting Deal 25% Off Safe & Effective Fat Reduction Fat Freezing Treatments in IL	SKAG coolsculpting face BROAD	Approved (limited): Restricted drug	0	-	\$0.00

Overview	My Bella Vita Medspa 783-336-2698		search beta coolsculpting		Budget: \$40.11/day	Optimization score: 80.8%	More details
Enabled	Status: Limited by budget	Type: Search					
Recommendations	Ad status: All enabled ADD FILTER						
Ad groups	Total: All enabled ads						
Ads & extensions	Total: All enabled ads						
Ads	Total: All enabled ads						
Extensions	Total: All enabled ads						
Automated extensions	Total: All enabled ads						
Landing pages	Total: All enabled ads						
Keywords	Total: All enabled ads						
Audiences	Total: All enabled ads						
Demographics	Total: All enabled ads						
Settings	Total: All enabled ads						
Locations	Total: All enabled ads						
Ad schedule	Total: All enabled ads						
Devices	Total: All enabled ads						
Advanced bid adj.	Total: All enabled ads						
Change history	Total: All enabled ads						
Drafts & experiments	Total: Campaign						
					345	6.27%	\$3,585.69
					358	6.07%	\$3,704.15
					Show rows: 500 1 - 52 of 52		

Overview	My Bella Vita Medspa 783-336-2698		search beta coolsculpting		Budget: \$40.11/day	Optimization score: 80.8%	More details
Enabled	Status: Limited by budget	Type: Search					
Recommendations	Extensions Custom Oct 1 - Dec 31, 2019						
Ad groups	Extension type: All ADD FILTER						
Ads & extensions	Associations view						
Ads	Total: All enabled ads						
Extensions	Total: All enabled ads						
Automated extensions	Total: All enabled ads						
Landing pages	Total: All enabled ads						
Keywords	Total: All enabled ads						
Audiences	Total: All enabled ads						
Demographics	Total: All enabled ads						
Settings	Total: All enabled ads						
Locations	Total: All enabled ads						
Ad schedule	Total: All enabled ads						
Devices	Total: All enabled ads						
Advanced bid adj.	Total: All enabled ads						
Change history	Total: All enabled ads						
Drafts & experiments	Total: All enabled ads						
					61	5.93%	\$816.56
					20	5.33%	\$249.82
					11	7.53%	\$190.65
					-	-	-
					99	6.10%	\$1,116.47
					93	5.84%	\$1,028.39
					46	6.94%	\$679.99
					Show rows: 500 1 - 17 of 17		

Overview	My Bella Vita Medspa 783-336-2698		search alpha coolsculpting		Budget: \$40.11/day	Optimization score: 80.8%	More details
Enabled	Status: Limited by budget	Type: Search					
Recommendations	Extensions Custom Oct 1 - Dec 31, 2019						
Ad groups	Extension type: All ADD FILTER						
Ads & extensions	Associations view						
Ads	Total: All enabled ads						
Extensions	Total: All enabled ads						
Automated extensions	Total: All enabled ads						
Landing pages	Total: All enabled ads						
Keywords	Total: All enabled ads						
Audiences	Total: All enabled ads						
Demographics	Total: All enabled ads						
Settings	Total: All enabled ads						
Locations	Total: All enabled ads						
Ad schedule	Total: All enabled ads						
Devices	Total: All enabled ads						
Advanced bid adj.	Total: All enabled ads						
Change history	Total: All enabled ads						
Drafts & experiments	Total: All enabled ads						
					46	9.24%	\$579.33
					42	8.66%	\$504.39
					37	6.43%	\$462.79
					42	8.81%	\$433.73
					35	6.58%	\$369.37
					1	7.69%	\$13.90
					100	6.74%	\$1,362.88
					1	5.26%	\$5.79
					182	6.13%	\$2,019.15
					5	4.63%	\$56.73
					92	5.94%	\$1,257.03
					93	8.24%	\$842.45
					100	6.74%	\$1,362.88
					Show rows: 500 1 - 17 of 17		

Overview	My Bella Vita Medspa 783-336-2698		search alpha coolsculpting		Budget: \$42.50/day	Optimization score: 76.8%	More details
Enabled	Status: Limited by budget	Type: Search					
Recommendations	Ads Custom Oct 1 - Dec 31, 2019						
Ad groups	Ad status: All enabled ADD FILTER						
Ads & extensions	Associations view						
Ads	Total: All enabled ads						
Extensions	Total: All enabled ads						
Automated extensions	Total: All enabled ads						
Landing pages	Total: All enabled ads						
Keywords	Total: All enabled ads						
Audiences	Total: All enabled ads						
Demographics	Total: All enabled ads						
Settings	Total: All enabled ads						
Locations	Total: All enabled ads						
Ad schedule	Total: All enabled ads						
Devices	Total: All enabled ads						
Advanced bid adj.	Total: All enabled ads						
Change history	Total: All enabled ads						
Drafts & experiments	Total: All enabled ads						
					44	5.56%	\$794.47
					51	5.26%	\$777.73
					32	5.11%	\$660.03
					31	5.85%	\$620.36
					12	19.05%	\$196.86
					6	10.91%	\$128.79
					Show rows: 500 1 - 17 of 17		

Overview	My Bella Vita Medspa 783-336-2698		search alpha coolsculpting		Budget: \$42.50/day	Optimization score: 76.8%	More details
Enabled	Status: Limited by budget	Type: Search					
Recommendations	Ads Custom Oct 1 - Dec 31, 2019						
Ad groups	Ad status: All enabled ADD FILTER						
Ads & extensions	Associations view						
Ads	Total: All enabled ads						
Extensions	Total: All enabled ads						
Automated extensions	Total: All enabled ads						
Landing pages	Total: All enabled ads						
Keywords	Total: All enabled ads						
Audiences	Total: All enabled ads						
Demographics	Total: All enabled ads						
Settings	Total: All enabled ads						
Locations	Total: All enabled ads						
Ad schedule	Total: All enabled ads						
Devices	Total: All enabled ads						
Advanced bid adj.	Total: All enabled ads						
Change history	Total: All enabled ads						
Drafts & experiments	Total: All enabled ads						
					5	6.41%	\$92.85
					7	10.94%	\$85.40
					5	8.93%	\$75.32
					6	8.70%	\$67.53
					4	8.00%	\$67.31
					5	6.94%	\$61.10
					5	7.25%	\$55.85
					Show rows: 500 1 - 17 of 17		

Google Ads My Bella Vita Medspa 783-336-2698 search | alpha | coolsculpting

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$42.50/day, Optimization score: 76.8%

Recommendations: Ad status: All enabled

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
	(Keyword Best Price in Hinsdale) Bella Vita Medspa Flexible Payment Options mybellavitamedsa.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 (limited): Restricted medical content +1 more	5	7.25%	\$55.85
	#1 Provider in Hinsdale Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more mybellavitamedsa.com/coolsculpting/hinsdale #1 CoolSculpting Deal. Freeze Fat. Top Provider in Hinsdale, IL. Free Consult. Expert, Safe Fat Loss With Quick Results... View assets details	3. coolsculpting - location	Ad group removed Approved (limited): Restricted drug terms	0	-	\$0.00
	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Bella Vita Medspa mybellavitamedsa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Hinsdale, IL. Schedule a Free Consultation	3. coolsculpting - location	Ad group removed Approved (limited): Restricted drug terms	0	-	\$0.00
	25% Off All CoolSculpting® Bella Vita Medspa #1 Provider in Hinsdale mybellavitamedsa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Hinsdale, IL. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3. coolsculpting - location	Ad group removed Approved (limited): Restricted drug terms	0	-	\$0.00
	CoolSculpting in Hinsdale #1 Fat Reduction Treatment No Surgery & Minimal Downtime mybellavitamedsa.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. coolsculpting - location	Ad group removed Approved (limited): Restricted drug terms	0	0.00%	\$0.00
Total: All enabled ads				213	6.10%	\$3,683.60
Total: Campaign				213	6.10%	\$3,683.60

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

Google Ads My Bella Vita Medspa 783-336-2698 search | alpha | coolsculpting

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$42.50/day, Optimization score: 76.8%

Recommendations: Extensions

Extension type: All

Extension	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension						
25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	search alpha coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	search alpha coolsculpting	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	search alpha coolsculpting	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
Before and After Photos See CoolSculpting Before and After Photos	search alpha coolsculpting	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
Call extension						
(630) 432-9333 (mobile)	Account	Account	Approved	34	6.91%	\$779.92
(630) 432-9333	Account	Account	Approved	6	7.06%	\$136.72
(630) 432-9333	Account	Account	Approved	6	3.82%	\$130.32
Location extension						
ckbrooks@gmail.com (View locations) All locations selected	Account	Account	-	-	-	-
Callout extension						
Highlights: No Surgery	search alpha coolsculpting	Campaign	Approved	62	7.78%	\$1,276.86
Contact Us + Free Consult	search alpha coolsculpting	Campaign	Approved	50	6.37%	\$1,010.23
Freeze Your Fat	search alpha coolsculpting	Campaign	Approved	99	11.70%	\$734.76

Google Ads My Bella Vita Medspa 783-336-2698 search | alpha | coolsculpting

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$42.50/day, Optimization score: 76.8%

Recommendations: Extensions

Extension type: All

Extension	Added to	Level	Status	Clicks	CTR	Cost
Freeze Your Fat	search alpha coolsculpting	Campaign	Approved	33	11.70%	\$734.76
FDA Approved	search alpha coolsculpting	Campaign	Approved	25	8.28%	\$540.73
Liposuction Alternative	search alpha coolsculpting	Campaign	Approved	24	9.52%	\$494.48
New Clients 25% Off	search alpha coolsculpting	Campaign	Approved	21	8.17%	\$429.40
Nonsurgical Fat Reduction	search alpha coolsculpting	Campaign	Approved	20	7.49%	\$403.28
Structured snippet extension						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	search alpha coolsculpting	Campaign	Approved	2	16.67%	\$29.63
Promotion extension						
25% off for New Clients	search alpha coolsculpting	Campaign	Approved	63	8.84%	\$1,310.68
Total: Sitelink extensions				0	0.00%	\$0.00
Total: Callout extensions				95	6.76%	\$1,918.35
Total: Structured snippet extensions				7	17.07%	\$161.58
Total: Call extensions				46	6.27%	\$1,046.96
Total: Location extensions				83	5.10%	\$1,221.91
Total: Promotion extensions				63	8.84%	\$1,310.68

Ads Manager Search business Medstar Media

Account Overview Campaigns Ad Sets Ads

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
Coolsculpting - Conversions	Active	\$16.39 Daily	26 Leads	20,256	37,816	\$56.76 Per Lead	\$1,475.68	Ongoing
Post: "It's peel season! Time to remove the dead skin..."	Completed	Using ad set bud...	30 Post Engagements	1,054	1,808	\$1.00 Per Post Engagement	\$30.00	Oct 11, 2019
Coolsculpting - Traffic	Off	\$16.39 Daily	Link Click	-	-	Per Link Click	\$0.00	Ongoing
Post: "Spend more time outdoors this Summer by combining..."	Completed	Using ad set bud...	Post Engagement	-	-	Per Post Engagement	\$0.00	Jul 2, 2019
CoolSculpting Facebook	Off	Using ad set bud...	Lead	-	-	Per Lead	\$0.00	Ongoing
Event: Coffee & CoolSculpting	Completed	Using ad set bud...	Event Response	-	-	Per Event Response	\$0.00	Jun 7, 2018
Post: "Get your GLOW on with the award winning..."	Completed	Using ad set bud...	Post Engagement	-	-	Per Post Engagement	\$0.00	Jun 8, 2018
Post: "HOT OFF the PRESS! 🥵🥵🥵"	Completed	Using ad set bud...	Post Engagement	-	-	Per Post Engagement	\$0.00	Jun 15, 2018
Results from 8 campaigns				21,216 People	39,624 Total	-	\$1,505.68 Total Spent	

Ads Manager Search business Medstar Media

Account Overview Campaigns Ad Sets Ads

1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

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 - Dynamic Img	Lowest cost Conversions	Using camp...	Dec 27, 2019, 6:2... 11 days ago	25 Leads	19,896	35,990	\$49.94 Per Lead	-	-	-	\$1,248.44
CS - Women Halloween	Lowest cost Conversions	Using camp...	Nov 13, 2019, 7:1... 55 days ago	1 Lead	937	1,664	\$212.62 Per Lead	-	-	-	\$212.62
High Vio - 2019-12 - CS - Women - High Vio Video	Lowest cost Conversions	Using camp...	Dec 11, 2019, 11:... 27 days ago	Lead	142	162	Per Lead	-	-	-	\$14.62
Results from 3 ads				26 Leads	20,256 People	37,816 Total	\$56.76 Per Lead	-	-	-	\$1,475.68 Total Spent

Facebook Ads Manager interface showing the creation of a dynamic image ad for Bella Vita Med Spa. The breadcrumb trail is: Coolsculpting - Conversions > CS - Women - Dynamic Img > 2019-12 - CS - Women - Dynamic Img. The ad preview shows a woman in a white bodysuit with the text: "Diets are tough, freezing off your fat in less than an hour watching Netflix in a medical spa is easy. Get Coolsculpting 25% Off". The format is set to "Single Image or Video".

Facebook Ads Manager interface showing the creation of a Halloween-themed ad for Bella Vita Med Spa. The breadcrumb trail is: Coolsculpting - Conversions > CS - Women - General Population - Halloween > CS - Women Halloween. The ad preview shows a woman in a black bikini with bunny ears and the text: "HELLO HALLOWEEN GOODBYE FAT CELLS" and "25% OFF coolsculpting". The format is set to "Single Image or Video".

Facebook Ads Manager interface showing the creation of a high-visibility video ad for Bella Vita Med Spa. The breadcrumb trail is: Coolsculpting - Conversions > CS - Women - Video > High Vio - 2019-12 - CS - Women - High Vio Video. The ad preview shows a woman in a white bikini with the text: "WHEN STUBBORN FAT JUST WON'T BUDGE". The format is set to "Single Image or Video".