

# Numa Spa Coolsculpting Google Adwords Q3 2019 (7/1/2019 - 9/30/2019)

Coolsculpting Beta: \$5,584.48  
Coolsculpting Beta: \$49.47

Google Ad Spend: \$5,633.95

CAMPAIGNS		AUCTION INSIGHTS		Custom 1 Jul - 30 Sep 2019							
Overview	+	Ad status: All	ADD FILTER	SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE	
Ad groups	Campaign	Budget	Status	Bid strategy type	Clicks	CTR	Cost				
	search   beta   coolsculpting	US\$49.51/day	Eligible	Maximise conversions	462	11.38%	US\$5,584.48				
	search   alpha   coolsculpting	US\$55.00/day	Eligible	CPC (enhanced)	9	9.57%	US\$49.47				
	search   beta   coolsculpting   broad	US\$5.00/day	Paused	Maximise conversions	0	-	US\$0.00				
	search   beta   coolsculpting   generic	US\$65.00/day	Paused	Target CPA	0	-	US\$0.00				
	search   beta   coolsculpting   generic   broad	US\$5.00/day	Paused	Maximise conversions	0	-	US\$0.00				
Total: Campaigns					471	11.34%	US\$5,633.95				
Total: Account					471	11.34%	US\$5,633.95				
Total: Search campaigns					471	11.34%	US\$5,633.95				

ADS		EXTENSIONS		AUTOMATED EXTENSIONS		Custom 1 Jul - 30 Sep 2019					
Overview	Enabled	Status: Eligible	Optimisation score: 78%	Type: Search	Budget: US\$49.51/day	More details					
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost					
	Total: Ads						462	11.38%	US\$5,584.48		
	CoolSculpting In Newport News   #1 Fat Reduction Treatment   No Surgery &... www.numaspa.com/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted drug terms	268	12.70%	US\$3,314.94					
	#1 Provider in Newport News   Safe & Effective Fat Reduction   25% Off All... numaspa.com/coolsculpting/newport-news	0. coolsculpting - general	Approved (limited): Restricted drug terms	51	10.47%	US\$622.26					
	#1 Cool Sculpting Deal 25% Off   Fat Reduction in Newport News www.numaspa.com	0. coolsculpting - general	Removed Approved (limited): Restricted medical content +1 more	22	8.46%	US\$239.30					
	#1 Cool Sculpting Deal 25% Off   Fat Reduction in Newport News   Freeze Away... www.numaspa.com	1. coolsculpting - price	Approved (limited):	24	18.05%	US\$233.33					

ADS		EXTENSIONS		AUTOMATED EXTENSIONS		Custom 1 Jul - 30 Sep 2019					
Overview	Enabled	Status: Eligible	Optimisation score: 78%	Type: Search	Budget: US\$49.51/day	More details					
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost					
	Total: Ads						462	11.38%	US\$5,584.48		
	#1 Cool Sculpting Deal 25% Off   Fat Reduction in Newport News   Freeze Away... www.numaspa.com	1. coolsculpting - price	Removed Approved (limited): Restricted drug terms	24	18.05%	US\$233.33					
	25% Off All CoolSculpting®   Best Price in Newport News   Numa Spa +6 more numaspa.com/coolsculpting/special	1. coolsculpting - price	Approved (limited): Restricted drug terms +1 more	17	12.78%	US\$200.81					
	#1 Cool Sculpting Deal 25% Off   Fat Reduction in Newport News   Freeze Away... www.numaspa.com	0. coolsculpting - general	Removed Approved (limited): Restricted drug terms	14	9.03%	US\$128.61					
	CoolSculpting Newport News   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles www.numaspa.com/coolsculpting	2. cryolipolysis	Removed Approved (limited): Restricted drug terms	8	15.69%	US\$124.04					

ADS		EXTENSIONS		AUTOMATED EXTENSIONS		Custom 1 Jul - 30 Sep 2019					
Overview	Enabled	Status: Eligible	Optimisation score: 78%	Type: Search	Budget: US\$49.51/day	More details					
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost					
	Total: Ads						462	11.38%	US\$5,584.48		
	CoolSculpting Newport News   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles www.numaspa.com/coolsculpting	2. cryolipolysis	Removed Approved (limited): Restricted drug terms	8	15.69%	US\$124.04					
	#1 Cool Sculpting Deal 25% Off   Freeze Away Stubborn Fat   Numa Spa www.numaspa.com/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted drug terms	16	7.05%	US\$117.33					
	CoolSculpting Newport News   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles www.numaspa.com/coolsculpting	3. body sculpting	Removed Approved (limited): Restricted drug terms	10	10.64%	US\$115.77					
	CoolSculpting Newport News   Freeze Away Stubborn Fat   Freeze Away Stubborn Fat www.numaspa.com	1. coolsculpting - price	Removed Approved (limited): Restricted drug terms	8	24.24%	US\$113.66					

ADS		EXTENSIONS		AUTOMATED EXTENSIONS		Custom 1 Jul - 30 Sep 2019					
Overview	Enabled	Status: Eligible	Optimisation score: 78%	Type: Search	Budget: US\$49.51/day	More details					
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost					
	Total: Ads						462	11.38%	US\$5,584.48		
	CoolSculpting Newport News   Freeze Away Stubborn Fat   Freeze Away Stubborn Fat www.numaspa.com	1. coolsculpting - price	Removed Approved (limited): Restricted drug terms	8	24.24%	US\$113.66					
	CoolSculpting In Newport News   #1 Fat Reduction Treatment   No Surgery &... www.numaspa.com/coolsculpting	3. body sculpting	Approved (limited): Restricted drug terms	3	10.00%	US\$96.87					
	25% Off All CoolSculpting®   Affordable & Quick Treatments   Numa Spa numaspa.com/coolsculpting/special	1. coolsculpting - price	Approved (limited): Restricted drug terms	5	10.42%	US\$87.73					
	25% Off All CoolSculpting®   Numa Spa   #1 Provider in Newport News www.numaspa.com/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted drug terms	8	5.67%	US\$59.43					

Overview	Enabled	Status: Eligible	Optimisation score: 78%	Type: Search	Budget: US\$49.51/day	More details		
Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> <span>+ Ad status: All ADD FILTER</span> <div style="text-align: right;"> <span>SEARCH</span> <span>SEGMENT</span> <span>COLUMNS</span> <span>REPORTS</span> <span>DOWNLOAD</span> <span>EXPAND</span> <span>MORE</span> </div> </div>							
Ad groups	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost	
Ads & extensions	Total: Ads <span>🔗</span>							
Landing pages	<input type="checkbox"/>	<a href="#">25% Off All CoolSculpting®   Numa Spa   #1 Provider in Newport News</a> <a href="#">www.numaspa.com/coolsculpting</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal...	0. coolsculpting - general	Approved (limited): Restricted drug terms	8	5.67%	US\$59.43	
Keywords	<input type="checkbox"/>	{Keyword Best Price in Newport News}   Numa Spa   Flexible Payment Options numaspa.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...	1. coolsculpting - price	Approved (limited): Restricted drug terms	2	5.41%	US\$40.91	
Audiences	<input type="checkbox"/>	#1 Provider in Newport News   Safe & Effective Fat Reduction   25% Off All... numaspa.com/coolsculpting/newport-news #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult... View assets details	3. body sculpting	Approved (limited): Restricted drug terms	1	6.25%	US\$23.08	
Demographics	<input type="checkbox"/>	CoolSculpting Newport News   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles numaspa.com/coolsculpting/vs-liposuction Save on CoolSculpting® - Freeze away fat without surgery. New clients save 25%. #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Newport News, VA.	4. lipo	Ad group paused Approved (limited): Restricted drug terms	1	12.50%	US\$22.38	
Settings								
Locations								
Ad schedule								
Devices								
Advanced bid adj.								
Change history								

Overview	Enabled	Status: Eligible	Optimisation score: 78%	Type: Search	Budget: US\$49.51/day	More details		
Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> <span>+ Ad status: All ADD FILTER</span> <div style="text-align: right;"> <span>SEARCH</span> <span>SEGMENT</span> <span>COLUMNS</span> <span>REPORTS</span> <span>DOWNLOAD</span> <span>EXPAND</span> <span>MORE</span> </div> </div>							
Ad groups	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost	
Ads & extensions	Total: Ads <span>🔗</span>							
Landing pages	View assets details							
Keywords	<input type="checkbox"/>	CoolSculpting Newport News   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles numaspa.com/coolsculpting/vs-liposuction Save on CoolSculpting® - Freeze away fat without surgery. New clients save 25%. #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Newport News, VA.	4. lipo	Ad group paused Approved (limited): Restricted drug terms	1	12.50%	US\$22.38	
Audiences	<input type="checkbox"/>	#1 Provider in Newport News   Safe & Effective Fat Reduction   25% Off All... numaspa.com/coolsculpting/newport-news #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult... View assets details	2. cryolipolysis	Approved (limited): Restricted drug terms	2	6.90%	US\$19.33	
Demographics	<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Numa Spa www.numaspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Newport News, VA. Schedule a Free...	3. body sculpting	Approved (limited): Restricted drug terms	1	20.00%	US\$13.57	
Settings	<input type="checkbox"/>	CoolSculpting Newport News   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles www.numaspa.com Save on CoolSculpting® - Freeze away fat	coolsculpting face	Removed Approved (limited):	1	7.14%	US\$11.13	
Locations								
Ad schedule								
Devices								
Advanced bid adj.								
Change history								

Overview	Enabled	Status: Eligible	Optimisation score: 78%	Type: Search	Budget: US\$49.51/day	More details		
Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> <span>+ Ad status: All ADD FILTER</span> <div style="text-align: right;"> <span>SEARCH</span> <span>SEGMENT</span> <span>COLUMNS</span> <span>REPORTS</span> <span>DOWNLOAD</span> <span>EXPAND</span> <span>MORE</span> </div> </div>							
Ad groups	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost	
Ads & extensions	Total: Ads <span>🔗</span>							
Landing pages	<input type="checkbox"/>	CoolSculpting Newport News   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles www.numaspa.com Save on CoolSculpting® - Freeze away fat without surgery. New clients save 25%. #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Newport News, VA.	coolsculpting face	Removed Approved (limited): Restricted drug terms	1	7.14%	US\$11.13	
Keywords	<input type="checkbox"/>	Learn More About CoolSculpting   No Surgery, Pain or Downtime www.numaspa.com #1 FDA-Cleared, non-surgical fat reduction treatment. Freeze away stubborn belly fat.	temp - best coolsculpting discount newport news face	Ad group removed Approved (limited): Restricted drug terms	0	-	US\$0.00	
Audiences	<input type="checkbox"/>	#1 Cool Sculpting Deal 25% Off   Fat Reduction in Newport News www.numaspa.com 25% off CoolSculpting. #1 FDA-Cleared, non-surgical fat reduction treatment.	temp - best coolsculpting discount newport news face	Ad group removed Approved (limited): Restricted drug terms	0	-	US\$0.00	
Demographics	<input type="checkbox"/>	CoolSculpting Newport News   Freeze Away Stubborn Fat www.numaspa.com Save on CoolSculpting® - Freeze away fat without surgery. New clients save 25%	temp - best coolsculpting discount newport news face	Ad group removed Approved (limited): Restricted drug terms	0	-	US\$0.00	
Settings	<input type="checkbox"/>	25% Off Cool Sculpting in VA   Target Belly Fat, Love Handles www.numaspa.com	temp - best coolsculpting discount newport	Ad group removed Approved (limited):	0	-	US\$0.00	
Locations								
Ad schedule								
Devices								
Advanced bid adj.								
Change history								

Overview	Enabled	Status: Eligible	Optimisation score: 78%	Type: Search	Budget: US\$49.51/day	More details		
Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> <span>+ Ad status: All ADD FILTER</span> <div style="text-align: right;"> <span>SEARCH</span> <span>SEGMENT</span> <span>COLUMNS</span> <span>REPORTS</span> <span>DOWNLOAD</span> <span>EXPAND</span> <span>MORE</span> </div> </div>							
Ad groups	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost	
Ads & extensions	Total: Ads <span>🔗</span>							
Landing pages	Top provider in Newport News, VA.							
Keywords	<input type="checkbox"/>	What is Cool Sculpting?   Safe & Effective Fat Reduction www.numaspa.com CoolSculpting reduces fat without surgery or downtime. Learn more about freezing fat	temp - best cool sculpting deal newport news bra bulge	Ad group removed Approved (limited): Restricted drug terms	0	-	US\$0.00	
Audiences	<input type="checkbox"/>	Learn More About CoolSculpting   No Surgery, Pain or Downtime www.numaspa.com #1 FDA-Cleared, non-surgical fat reduction treatment. Freeze away stubborn belly fat.	temp - best cool sculpting deal newport news back	Ad group removed Approved (limited): Restricted drug terms	0	-	US\$0.00	
Demographics	Total: Ads <span>🔗</span>							
Settings	Total: Campaign <span>🔗</span>							
Locations								
Ad schedule								
Devices								
Advanced bid adj.	Reporting is not carried out in 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.							
Change history	© 2019 Google							

Overview	Enabled	Status: Eligible	Optimisation score: 78%	Type: Search	Budget: US\$49.51/day	More details		
Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> <span>ADS</span> <span>EXTENSIONS</span> <span>AUTOMATED EXTENSIONS</span> <div style="text-align: right;"> <span>Custom</span> <span>1 Jul - 30 Sep 2019</span> </div> </div>							
Ad groups	<div style="display: flex; justify-content: space-between; align-items: center;"> <span>+ Extension type: All ADD FILTER</span> <div style="text-align: right;"> <span>Associations view</span> </div> </div>							
Ads & extensions	<input type="checkbox"/>	Extension	Added to	Level	Status	Clicks	CTR	Cost
Landing pages	Sitelink extension							
Keywords	<input type="checkbox"/>	5 Star Reviews Real CoolSculpting Reviews Patient Testimonials	search   beta   coolscul...	Campaign	Disapproved: Misleading content +1 more	0	-	US\$0.00
Audiences	<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology Latest Applicators & Dual Sculpting	search   beta   coolscul...	Campaign	Disapproved: Misleading content +1 more	0	-	US\$0.00
Demographics	<input type="checkbox"/>	Before and After Photos See CoolSculpting Before and After Photos	search   beta   coolscul...	Campaign	Disapproved: Misleading content +1 more	0	-	US\$0.00
Settings	<input type="checkbox"/>	25% OFF All Fat Areas Save on CoolSculpting Cost Fat Freezing Special	search   beta   coolscul...	Campaign	Disapproved: Capitalisation +2 more	0	-	US\$0.00
Locations								
Ad schedule								
Devices								
Advanced bid adj.	<input type="checkbox"/>	(757) 223-5800	Account	Account	Approved	373	12.32%	US\$4,695.74
Change history								

Overview	Enabled	Status: Eligible	Optimisation score: 78%	Type: Search	Budget: US\$49.51/day	More details					
Recommendations	Extension type: All ADD FILTER				Associations view		SEGMENT	COLUMNS	DOWNLOAD	EXPAND	MORE
Ad groups	Extension	Added to	Level	Status	Clicks	CTR	Cost				
Callout extension											
Landing pages	No Surgery	search   beta   coolscul...	Campaign	Approved	218	12.12%	US\$2,820.81				
Keywords	See Before & After	search   beta   coolscul...	Campaign	Approved	203	12.45%	US\$2,628.36				
Audiences	25% Off for New Clients	search   beta   coolscul...	Campaign	Approved	192	12.44%	US\$2,427.11				
Demographics	In Newport News, VA	search   beta   coolscul...	Campaign	Approved	168	13.40%	US\$2,296.10				
Settings	Freeze Away Stubborn Fat	search   beta   coolscul...	Campaign	Approved	61	9.74%	US\$752.89				
Promotion extension											
Locations	25% off CoolSculpting	Account	Account	Approved	365	12.43%	US\$4,526.73				
Ad schedule	Total: Callout extensions				372	12.15%	US\$4,568.35				
Devices	Total: Call extensions				373	12.32%	US\$4,695.74				
Advanced bid adj.	Total: Promotion extensions				365	12.43%	US\$4,526.73				
Change history											

Overview	Enabled	Status: Eligible	Optimisation score: 78%	Type: Search	Budget: US\$49.51/day	More details					
Recommendations	Extension type: All ADD FILTER				Associations view		SEGMENT	COLUMNS	DOWNLOAD	EXPAND	MORE
Ad groups	Extension	Added to	Level	Status	Clicks	CTR	Cost				
Promotion extension											
Locations	25% off CoolSculpting	Account	Account	Approved	365	12.43%	US\$4,526.73				
Ad schedule	Total: Callout extensions				372	12.15%	US\$4,568.35				
Devices	Total: Call extensions				373	12.32%	US\$4,695.74				
Advanced bid adj.	Total: Promotion extensions				365	12.43%	US\$4,526.73				
Change history											

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Overview	Enabled	Status: Eligible	Optimisation score: 73.3%	Type: Search	Budget: US\$55.00/day	More details							
Recommendations	ADS EXTENSIONS AUTOMATED EXTENSIONS				Custom 1 Jul - 30 Sep 2019		SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost							
Landing pages	25% Off All CoolSculpting®   Best Price in Newport News   Numa Spa +6 more numaspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient... View assets details	1. coolsculpting - price	Poor ad strength Approved (limited): Restricted drug terms	4	16.67%	US\$25.96							
Keywords	CoolSculpting in Newport News   #1 Fat Reduction Treatment   No Surgery &... www.numaspa.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...	0. coolsculpting - general	Approved (limited): Restricted drug terms	3	6.00%	US\$14.18							
Audiences	#1 Provider in Newport News   Safe & Effective Fat Reduction   25% Off All... numaspa.com/coolsculpting/newport-news #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult... View assets details	0. coolsculpting - general	Approved (limited): Restricted drug terms	1	16.67%	US\$6.32							
Demographics	25% Off CoolSculpting® Cost   New Client Special   Numa Spa numaspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. How Much Does CoolSculpting Cost? Less Than You Might...	1. coolsculpting - price	Approved (limited): Restricted drug terms	1	50.00%	US\$3.01							
Settings													
Locations													
Ad schedule													
Devices													
Advanced bid adj.													
Change history													

Overview	Enabled	Status: Eligible	Optimisation score: 73.3%	Type: Search	Budget: US\$55.00/day	More details					
Recommendations	Ad status: All ADD FILTER				SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost					
Landing pages	25% Off CoolSculpting® Cost   New Client Special   Numa Spa numaspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. How Much Does CoolSculpting Cost? Less Than You Might...	1. coolsculpting - price	Approved (limited): Restricted drug terms	1	50.00%	US\$3.01					
Keywords	#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Numa Spa www.numaspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Newport News, VA. Schedule a Free...	0. coolsculpting - general	Approved (limited): Restricted drug terms	0	0.00%	US\$0.00					
Audiences	25% Off All CoolSculpting®   Numa Spa   #1 Provider in Newport News www.numaspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal...	0. coolsculpting - general	Approved (limited): Restricted drug terms	0	0.00%	US\$0.00					
Demographics	Best Price in Newport News   Numa Spa   Flexible Payment Options numaspa.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...	1. coolsculpting - price	Approved (limited): Restricted drug terms	0	-	US\$0.00					
Settings											
Locations											
Ad schedule											
Devices											
Advanced bid adj.											
Change history											

Overview	Enabled	Status: Eligible	Optimisation score: 73.3%	Type: Search	Budget: US\$55.00/day	More details					
Recommendations	Ad status: All ADD FILTER				SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost					
Landing pages	Numa Spa   Freezing Fat Really Works   25% Off First Treatment numaspa.com/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Newport News, VA. Schedule a Free...	2. coolsculpting - fat freeze	Approved (limited): Restricted drug terms	0	-	US\$0.00					
Keywords	25% Off All Fat Freezing   Numa Spa   #1 Provider in Newport News numaspa.com/coolsculpting/fat-freezing #1 CoolSculpting® Deal. Top Provider in Newport News, VA for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal...	2. coolsculpting - fat freeze	Approved (limited): Restricted drug terms	0	-	US\$0.00					
Audiences	Total: Ads				9	9.57%	US\$49.47				
Demographics	Total: Campaign				9	9.57%	US\$49.47				
Settings											
Locations											
Ad schedule											
Devices											
Advanced bid adj.											
Change history											

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Google Ads | Chris Zelig > Numa Spa w... 638-874-0854 | All campaigns > search | alpha | coolsc... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled Status: Eligible Optimisation score: 73.3% Type: Search Budget: US\$55.00/day More details

Recommendations: ADS EXTENSIONS AUTOMATED EXTENSIONS Custom: 1 Jul - 30 Sep 2019

Ad groups: Extension type: All ADD FILTER Associations view

Extension	Added to	Level	Status	Clicks	CTR	Cost	
Sitelink extension							
<input type="checkbox"/>	5 Star Reviews Real CoolSculpting Reviews Patient Testimonials	search   alpha   coolscul...	Campaign	Disapproved: Misleading content +1 more	0	-	US\$0.00
<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology Latest Applicators & Dual Sculpting	search   alpha   coolscul...	Campaign	Disapproved: Misleading content +1 more	0	-	US\$0.00
<input type="checkbox"/>	Before and After Photos See CoolSculpting Before and After Photos	search   alpha   coolscul...	Campaign	Disapproved: Misleading content +1 more	0	-	US\$0.00
<input type="checkbox"/>	25% OFF All Fat Areas Save on CoolSculpting Cost Fat Freezing Special	search   alpha   coolscul...	Campaign	Disapproved: Capitalisation +2 more	0	-	US\$0.00
Call extension							
<input type="checkbox"/>	(757) 223-5800	Account	Account	Approved	4	6.25%	US\$24.23
Callout extension							

Google Ads | Chris Zelig > Numa Spa w... 638-874-0854 | All campaigns > search | alpha | coolsc... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled Status: Eligible Optimisation score: 73.3% Type: Search Budget: US\$55.00/day More details

Recommendations: Extension type: All ADD FILTER Associations view

Extension	Added to	Level	Status	Clicks	CTR	Cost	
Callout extension							
<input type="checkbox"/>	No Surgery	search   alpha   coolscul...	Campaign	Approved	3	11.54%	US\$23.56
<input type="checkbox"/>	25% Off for New Clients	search   alpha   coolscul...	Campaign	Approved	3	12.00%	US\$21.94
<input type="checkbox"/>	In Newport News, VA	search   alpha   coolscul...	Campaign	Approved	2	9.09%	US\$17.24
<input type="checkbox"/>	Freeze Away Stubborn Fat	search   alpha   coolscul...	Campaign	Approved	2	8.00%	US\$17.24
<input type="checkbox"/>	See Before & After	search   alpha   coolscul...	Campaign	Approved	1	4.35%	US\$5.42
Promotion extension							
<input type="checkbox"/>	25% off CoolSculpting	Account	Account	Approved	5	11.11%	US\$36.05
Total: Callout extensions				4	8.89%	US\$28.26	
Total: Call extensions				4	6.25%	US\$24.23	
Total: Promotion extensions				5	11.11%	US\$36.05	

Google Ads | Chris Zelig > Numa Spa w... 638-874-0854 | All campaigns > search | alpha | coolsc... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled Status: Eligible Optimisation score: 73.3% Type: Search Budget: US\$55.00/day More details

Recommendations: Extension type: All ADD FILTER Associations view

Extension	Added to	Level	Status	Clicks	CTR	Cost	
<input type="checkbox"/>	In Newport News, VA	search   alpha   coolscul...	Campaign	Approved	2	9.09%	US\$17.24
<input type="checkbox"/>	Freeze Away Stubborn Fat	search   alpha   coolscul...	Campaign	Approved	2	8.00%	US\$17.24
<input type="checkbox"/>	See Before & After	search   alpha   coolscul...	Campaign	Approved	1	4.35%	US\$5.42
Promotion extension							
<input type="checkbox"/>	25% off CoolSculpting	Account	Account	Approved	5	11.11%	US\$36.05
Total: Callout extensions				4	8.89%	US\$28.26	
Total: Call extensions				4	6.25%	US\$24.23	
Total: Promotion extensions				5	11.11%	US\$36.05	

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