

Numa Spa Coolsculpting Google Adwords Q4 2019 (10/1/2019 - 12/31/2019)

search beta coolsculpting: \$2,902.36
 search alpha coolsculpting: \$1,103.32
 search broad coolsculpting: \$302.09
 Total Google Ads: \$4,307.77

Google Ads Chris Zelig Numa Spa www.numasp... All campaigns									
Campaigns									
Campaign	Budget	Status	Bid strategy type	Clicks	CTR	Cost			
search beta coolsculpting	\$33.68/day	Eligible	Maximize conversions	134	11.11%	\$2,902.36			
search alpha coolsculpting	\$43.48/day	Paused	Maximize conversions	48	9.28%	\$1,103.32			
search broad coolsculpting	\$33.00/day	Limited by budget	Target CPA	15	13.89%	\$302.09			
search beta coolsculpting broad	\$5.00/day	Paused	Maximize conversions	0	-	\$0.00			
search beta coolsculpting generic	\$65.00/day	Paused	Target CPA	0	-	\$0.00			
search beta coolsculpting generic broad	\$5.00/day	Paused	Maximize conversions	0	-	\$0.00			
search beta laser hair removal	\$16.12/day	Eligible (Learning)	Maximize conversions	0	-	\$0.00			
Total: Campaigns				197	10.76%	\$4,307.77			
Total: Account	\$82.80/day			197	10.76%	\$4,307.77			

Google Ads Chris Zelig Numa Spa www.numasp... search beta coolsculpting											
Ads											
Ad	Ad group	Status	Clicks	CTR	Cost						
Total: Ads							134	11.11%	\$2,902.36		
CoolSculpting in Newport News Freeze Away Stubborn Fat Numa Spa	0. coolsculpting - general	Approved	38	17.12%	\$1,031.06						
#1 Provider in Newport News Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	0. coolsculpting - general	Approved (limited): Misleading content +2 more	20	8.20%	\$512.69						
CoolSculpting in Newport News #1 Fat Reduction Treatment No Surgery & Minimal Downtime	0. coolsculpting - general	Removed Disapproved: Misleading content +1 more	18	8.45%	\$293.52						
25% Off All CoolSculpting® Best Price in Newport News Numa Spa +6 more	1. coolsculpting - price	Approved	21	12.73%	\$281.52						
(Keyword Best Price in Newport News) Numa Spa Flexible Payment Options	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	7	16.67%	\$193.63						
CoolSculpting in Newport News #1 Fat Reduction Treatment No Surgery & Minimal Downtime	3. body sculpting	Removed Disapproved: Misleading content +1 more	8	15.69%	\$182.79						

Google Ads Chris Zelig Numa Spa www.numasp... search beta coolsculpting											
Ads											
Ad	Ad group	Status	Clicks	CTR	Cost						
Total: Ads							134	11.11%	\$2,902.36		
Target Belly Fat & Love Handles. Book A Free Consultation											
CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Numa Spa	0. coolsculpting - general	Approved (limited): Restricted medical content	5	6.02%	\$147.23						
CoolSculpting in Newport News #1 Fat Reduction Treatment Best Prices, FDA-Cleared, Ready To Say Goodbye To Stubborn Fat? Schedule Your Free Consultation Today	6. coolsculpting - fat freeze	Disapproved: Punctuation and symbols	6	35.29%	\$83.25						
25% Off CoolSculpting® Cost New Client Special Numa Spa	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	6	28.57%	\$77.84						
25% Off All CoolSculpting® Numa Spa #1 Provider in Newport News	0. coolsculpting - general	Removed Disapproved: Misleading content +1 more	1	7.14%	\$40.93						
25% Off All CoolSculpting® Numa Spa Flexible Payment Options	1. coolsculpting - price	Approved (limited): Restricted medical content	2	9.09%	\$29.19						
25% Off All CoolSculpting® Numa Spa #1 Provider in Newport News	3. body sculpting	Disapproved: Punctuation and symbols	1	100.00%	\$19.43						

Google Ads Chris Zelig Numa Spa www.numasp... search beta coolsculpting											
Ads											
Ad	Ad group	Status	Clicks	CTR	Cost						
Total: Ads							134	11.11%	\$2,902.36		
#1 Provider in Newport News Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	3. body sculpting	Approved (limited): Misleading content +2 more	1	4.35%	\$9.28						
Learn More About CoolSculpting No Surgery, Pain or Downtime	temp - best coolsculpting discount newport news face	Ad group removed Approved (limited): Restricted drug terms	0	-	\$0.00						
#1 Cool Sculpting Deal 25% Off Fat Reduction in Newport News	temp - best coolsculpting discount newport news face	Ad group removed Approved (limited): Restricted drug terms	0	-	\$0.00						
CoolSculpting Newport News Freeze Away Stubborn Fat	temp - best coolsculpting discount newport news face	Ad group removed Approved (limited): Restricted drug terms	0	-	\$0.00						
25% Off Cool Sculpting in VA Target Belly Fat, Love Handles	temp - best coolsculpting discount newport news face	Ad group removed Approved (limited): Restricted drug terms	0	-	\$0.00						
What is Cool Sculpting? Safe & Effective Fat Reduction	temp - best coolsculpting discount newport news face	Ad group removed Approved (limited): Restricted drug terms	0	-	\$0.00						
Learn More About CoolSculpting No Surgery, Pain or Downtime	temp - best coolsculpting discount newport news arms	Ad group removed Approved (limited): Restricted drug terms	0	-	\$0.00						
#1 Cool Sculpting Deal 25% Off Fat Reduction in Newport News	temp - best coolsculpting discount newport news arms	Ad group removed Approved (limited): Restricted drug terms	0	-	\$0.00						
CoolSculpting Newport News Freeze Away Stubborn Fat	temp - best coolsculpting discount newport news arms	Ad group removed	-	-	-						

Google Ads									
Overview									
Enabled Status: Eligible Type: Search Budget: \$33.68/day Optimization score: 68.8% More details									
Recommendations									
+ Ad status: All ADD FILTER									
Ads									
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Total: Ads				134	11.11%	\$2,902.36			
Extensions	<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 cool sculpting deal newport news back	Ad group removed Approved (limited). Restricted drug terms	0	-	\$0.00		
Automated extensions	<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 cool sculpting deal newport news back	Ad group removed Approved (limited). Restricted drug terms	0	-	\$0.00		
Landing pages	<input type="checkbox"/>	25% Off Cool Sculpting in VA Target Belly Fat, Love Handles www.numaspa.com #1 CoolSculpting Deal. 25% off. Freeze fat. Top provider in Newport News, VA.	temp - best cool sculpting deal newport news back	Ad group removed Approved (limited). Restricted drug terms	0	-	\$0.00		
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 back	Ad group removed Approved (limited). Restricted drug terms	0	-	\$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 abdomen	Ad group removed Approved (limited). Restricted drug terms	0	-	\$0.00		
Locations	<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 cool sculpting deal newport news abdomen	Ad group removed Approved (limited). Restricted drug terms	0	-	\$0.00		
Ad schedule	Total: Ads								
Devices	Total: Campaign								
Advanced bid adj.	Total: Campaign								
Change history	Total: Campaign								
Drafts & experiments	Total: Campaign								
				134	11.11%	\$2,902.36			
				134	11.11%	\$2,902.36			

Google Ads											
Overview											
Enabled Status: Eligible Type: Search Budget: \$33.68/day Optimization score: 68.8% More details											
Recommendations											
+ Extension type: All ADD FILTER											
Extensions											
Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost			
Sitelink extension											
Extensions	<input type="checkbox"/>	25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	search beta coolsculpting	Campaign	Disapproved: Misleading content +1 more	0	-	\$0.00			
Automated extensions	<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	search beta coolsculpting	Campaign	Disapproved: Misleading content +1 more	0	-	\$0.00			
Landing pages	<input type="checkbox"/>	5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	search beta coolsculpting	Campaign	Disapproved: Misleading content +1 more	0	-	\$0.00			
Keywords	<input type="checkbox"/>	Before and After Photos See CoolSculpting Before and After Photos	search beta coolsculpting	Campaign	Disapproved: Misleading content +1 more	0	-	\$0.00			
Audiences	Call extension										
Demographics	<input type="checkbox"/>	(757) 223-5800	Account	Account	Approved	45	9.62%	\$842.75			
Settings	Callout extension										
Locations	<input type="checkbox"/>	FDA Approved	search beta coolsculpting	Campaign	Approved	23	14.47%	\$551.42			
Ad schedule	<input type="checkbox"/>	Freeze Your Fat	search beta coolsculpting	Campaign	Approved	15	9.74%	\$455.06			
Devices	<input type="checkbox"/>	Contact Us + Free Consult	search beta coolsculpting	Campaign	Approved	17	11.49%	\$454.30			
Advanced bid adj.	<input type="checkbox"/>	Nonsurgical Fat Reduction	search beta coolsculpting	Campaign	Approved	21	15.00%	\$448.05			
Change history	<input type="checkbox"/>	Liposuction Alternative	search beta coolsculpting	Campaign	Approved	13	8.90%	\$324.21			
Drafts & experiments	<input type="checkbox"/>	Highlights: No Surgery	search beta coolsculpting	Campaign	Approved	14	9.93%	\$311.70			
				<input type="checkbox"/>	New Clients 25% Off	search beta coolsculpting	Campaign	Approved	9	5.77%	\$294.32

Google Ads										
Overview										
Enabled Status: Eligible Type: Search Budget: \$33.68/day Optimization score: 68.8% More details										
Recommendations										
+ Extension type: All ADD FILTER										
Extensions										
Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost		
Callout extension										
Extensions	<input type="checkbox"/>	Freeze Your Fat	search beta coolsculpting	Campaign	Approved	15	9.74%	\$455.06		
Automated extensions	<input type="checkbox"/>	Contact Us + Free Consult	search beta coolsculpting	Campaign	Approved	17	11.49%	\$454.30		
Landing pages	<input type="checkbox"/>	Nonsurgical Fat Reduction	search beta coolsculpting	Campaign	Approved	21	15.00%	\$448.05		
Keywords	<input type="checkbox"/>	Liposuction Alternative	search beta coolsculpting	Campaign	Approved	13	8.90%	\$324.21		
Audiences	<input type="checkbox"/>	Highlights: No Surgery	search beta coolsculpting	Campaign	Approved	14	9.93%	\$311.70		
Demographics	<input type="checkbox"/>	New Clients 25% Off	search beta coolsculpting	Campaign	Approved	9	5.77%	\$294.32		
Settings	Structured snippet extension									
Locations	<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00		
Ad schedule	Promotion extension									
Devices	<input type="checkbox"/>	25% off for New Clients	search beta coolsculpting	Campaign	Approved	42	11.05%	\$1,166.83		
Advanced bid adj.	Total: Callout extensions					94	11.08%	\$2,015.33		
Change history	Total: Structured snippet extensions					0	0.00%	\$0.00		
Drafts & experiments	Total: Call extensions					45	9.62%	\$842.75		
					Total: Promotion extensions					
						89	10.28%	\$2,063.86		

Google Ads									
Overview									
Paused Type: Search Budget: \$43.48/day More details									
Recommendations									
+ Ad status: All ADD FILTER									
Ads									
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Total: Ads				48	9.28%	\$1,103.32			
Extensions	<input type="checkbox"/>	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 Consultation	0. coolsculpting - general Campaign paused Approved (limited). Restricted medical content +1 more	9	11.39%	\$279.37			
Automated extensions	<input type="checkbox"/>	25% Off All CoolSculpting® Numa Spa Top Provider in Newport News www.numaspa.com/coolsculpting Best CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general Campaign paused Approved (limited). Restricted medical content +1 more	8	9.88%	\$178.23			
Landing pages	<input type="checkbox"/>	#1 Provider in Newport News Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more numaspa.com/coolsculpting/newport-news #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general Campaign paused Approved (limited). Punctuation and symbols +2 more	8	8.70%	\$177.83			
Keywords	<input type="checkbox"/>	CoolSculpting in Newport News #1 Fat Reduction Treatment No Surgery & Minimal Downtime 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 Free Consultation	0. coolsculpting - general Campaign paused Disapproved: Misleading content +1 more	9	10.84%	\$136.74			
Audiences	<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 Consultation Today.	1. coolsculpting - price Campaign paused Disapproved: Misleading content +1 more	5	18.52%	\$113.87			
Demographics	<input type="checkbox"/>	CoolSculpting in Newport News Freeze Away Stubborn Fat Numa Spa www.numaspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation	0. coolsculpting - general Campaign paused	3	7.89%	\$101.02			

Google Ads									
Overview									
Paused Type: Search Budget: \$43.48/day More details									
Recommendations									
+ Ad status: All ADD FILTER									
Ads									
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Total: Ads				48	9.28%	\$1,103.32			
Extensions	<input type="checkbox"/>	CoolSculpting in Newport News Top Fat Reduction Treatment Freeze Away Stubborn Fat numaspa.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 Campaign paused	1	14.29%	\$36.91			
Automated extensions	<input type="checkbox"/>	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 Think! Book A Free Consultation Now!	1. coolsculpting - price Campaign paused	1	5.26%	\$33.42			
Landing pages	<input type="checkbox"/>	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 A Free Consultation Today.	1. coolsculpting - price Campaign paused Approved (limited). Restricted medical content +1 more	2	13.33%	\$27.78			
Keywords	<input type="checkbox"/>	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. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared. Ready To Say Goodbye To Stubborn Fat? Schedule Your Free Consultation Today. View assets details	1. coolsculpting - price Campaign paused Approved (limited). Restricted drug terms	1	5.00%	\$12.78			
Audiences	<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 Consultation Today.	1. coolsculpting - price Campaign paused Approved (limited). Restricted medical content +1 more	1	25.00%	\$5.37			
Demographics	<input type="checkbox"/>	25% Off All CoolSculpting® Affordable & Quick Treatments Numa Spa numaspa.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now!	1. coolsculpting - price Campaign paused Disapproved: Misleading content +1 more	0	0.00%	\$0.00			
Settings	<input type="checkbox"/>	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. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared. Ready To Say Goodbye To Stubborn Fat? Schedule Your Free Consultation Today.	6. coolsculpting - fat freeze Campaign paused Approved (limited). Restricted drug terms	0	-	\$0.00			

Google Ads | Chris Zelig | Numa Spa www.numasp... | 638-874-0854 | search | alpha | coolsculpting

Overview: Paused, Type: Search, Budget: \$43.48/day

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 48, 9.28%, \$1,103.32						
Ads	Consultation					
Extensions	25% Off All CoolSculpting Numa Spa Top Provider in Newport News www.numaspa.com/coolsculpting	3. body sculpting	Campaign paused Approved (limited): Restricted medical content	0	0.00%	\$0.00
Automated extensions	Best CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.					
Landing pages	Top Provider in Newport News Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more numaspa.com/coolsculpting/newport-news	5. sculpsure	Campaign paused	0	0.00%	\$0.00
Keywords	#1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult. Expert, Safe Fat Loss With Quick... View assets details					
Audiences	CoolSculpting Deal 25% Off Fat Reduction Treatment Numa Spa www.numaspa.com/coolsculpting	5. sculpsure	Campaign paused	0	-	\$0.00
Settings	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 Consultation					
Locations	25% Off All CoolSculpting Numa Spa Fat Reduction Treatment www.numaspa.com/coolsculpting	5. sculpsure	Campaign paused Approved (limited): Restricted medical content	0	0.00%	\$0.00
Ad schedule	Best CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.					
Devices	Total: Ads 48, 9.28%, \$1,103.32					
Advanced bid adj.	Total: Campaign 48, 9.28%, \$1,103.32					

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

Google Ads | Chris Zelig | Numa Spa www.numasp... | 638-874-0854 | search | alpha | coolsculpting

Overview: Paused, Type: Search, Budget: \$43.48/day

Recommendations: Extensions, Custom Oct 1 - Dec 31, 2019

Extension type: All, ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	Sitelink extension	search alpha coolsculpti...	Campaign	Disapproved: Misleading content +1 more	0	-	\$0.00
State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	Sitelink extension	search alpha coolsculpti...	Campaign	Disapproved: Misleading content +1 more	0	-	\$0.00
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	Sitelink extension	search alpha coolsculpti...	Campaign	Disapproved: Misleading content +1 more	0	-	\$0.00
Before and After Photos See CoolSculpting Before and After Photos	Sitelink extension	search alpha coolsculpti...	Campaign	Disapproved: Misleading content +1 more	0	-	\$0.00
Call extension							
(757) 223-5800	Call extension	Account	Account	Approved	32	13.11%	\$701.57
Callout extension							
Nonsurgical Fat Reduction	Callout extension	search alpha coolsculpti...	Campaign	Approved	6	16.22%	\$218.57
FDA Approved	Callout extension	search alpha coolsculpti...	Campaign	Approved	2	4.35%	\$95.10
Contact Us + Free Consult	Callout extension	search alpha coolsculpti...	Campaign	Approved	2	5.26%	\$94.85
New Clients 25% Off	Callout extension	search alpha coolsculpti...	Campaign	Approved	2	5.26%	\$52.66
Highlights: No Surgery	Callout extension	search alpha coolsculpti...	Campaign	Approved	2	6.25%	\$49.20
Freeze Your Fat	Callout extension	search alpha coolsculpti...	Campaign	Approved	1	3.13%	\$36.91
Liposuction Alternative	Callout extension	search alpha coolsculpti...	Campaign	Approved	0	0.00%	\$0.00

Google Ads | Chris Zelig | Numa Spa www.numasp... | 638-874-0854 | search | alpha | coolsculpting

Overview: Paused, Type: Search, Budget: \$43.48/day

Recommendations: Extensions, Associations view

Extension type: All, ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Callout extension							
Nonsurgical Fat Reduction	Callout extension	search alpha coolsculpti...	Campaign	Approved	6	16.22%	\$218.57
FDA Approved	Callout extension	search alpha coolsculpti...	Campaign	Approved	2	4.35%	\$95.10
Contact Us + Free Consult	Callout extension	search alpha coolsculpti...	Campaign	Approved	2	5.26%	\$94.85
New Clients 25% Off	Callout extension	search alpha coolsculpti...	Campaign	Approved	2	5.26%	\$52.66
Highlights: No Surgery	Callout extension	search alpha coolsculpti...	Campaign	Approved	2	6.25%	\$49.20
Freeze Your Fat	Callout extension	search alpha coolsculpti...	Campaign	Approved	1	3.13%	\$36.91
Liposuction Alternative	Callout extension	search alpha coolsculpti...	Campaign	Approved	0	0.00%	\$0.00
Structured snippet extension							
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	Structured snippet extension	search alpha coolsculpti...	Campaign	Approved	0	-	\$0.00
Promotion extension							
25% off for New Clients	Promotion extension	search alpha coolsculpti...	Campaign	Approved	7	5.56%	\$235.98
Total: Callout extensions					29	8.68%	\$785.70
Total: Call extensions					32	13.11%	\$701.57
Total: Promotion extensions					42	10.99%	\$983.44

Google Ads | Chris Zelig | Numa Spa www.numasp... | 638-874-0854 | search | broad | coolsculpting

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$33.00/day, Optimization score: 59.3%

Recommendations: Ads, Custom Oct 1 - Dec 31, 2019

Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 15, 13.89%, \$302.09					
Total: Campaign 15, 13.89%, \$302.09					
#1 Provider in Newport News Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more numaspa.com/coolsculpting/newport-news	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	11	15.07%	\$221.75
#1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult. Expert, Safe Fat Loss With Quick... View assets details					
CoolSculpting in Newport News Freeze Away Stubborn Fat Numa Spa www.numaspa.com/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	3	12.00%	\$46.84
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation					
25% Off All CoolSculpting Numa Spa Fat Reduction Treatment www.numaspa.com/coolsculpting	0. coolsculpting - general	Disapproved: Punctuation and symbols +2 more	1	10.00%	\$33.50
#1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.					
CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Numa Spa www.numaspa.com/coolsculpting	0. coolsculpting - general	Approved	0	-	\$0.00
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 Consultation					

Google Ads | Chris Zelig | Numa Spa www.numasp... | 638-874-0854 | search | broad | coolsculpting

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$33.00/day, Optimization score: 59.3%

Recommendations: Extensions, Associations view

Extension type: All, ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	Sitelink extension	search broad coolsculpti...	Campaign	Disapproved: Misleading content +1 more	0	-	\$0.00
State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	Sitelink extension	search broad coolsculpti...	Campaign	Disapproved: Misleading content +1 more	0	-	\$0.00
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	Sitelink extension	search broad coolsculpti...	Campaign	Disapproved: Misleading content +1 more	0	-	\$0.00
Before and After Photos See CoolSculpting Before and After Photos	Sitelink extension	search broad coolsculpti...	Campaign	Disapproved: Misleading content +1 more	0	-	\$0.00
Call extension							
(757) 223-5800	Call extension	Account	Account	Approved	0	-	\$0.00
Callout extension							
Liposuction Alternative	Callout extension	search broad coolsculpti...	Campaign	Approved	9	28.13%	\$231.10
Highlights: No Surgery	Callout extension	search broad coolsculpti...	Campaign	Approved	9	31.03%	\$181.50
Freeze Your Fat	Callout extension	search broad coolsculpti...	Campaign	Approved	6	18.18%	\$172.64
FDA Approved	Callout extension	search broad coolsculpti...	Campaign	Approved	7	20.59%	\$163.24
New Clients 25% Off	Callout extension	search broad coolsculpti...	Campaign	Approved	6	27.27%	\$131.82
Contact Us + Free Consult	Callout extension	search broad coolsculpti...	Campaign	Approved	6	17.14%	\$89.70
Nonsurgical Fat Reduction	Callout extension	search broad coolsculpti...	Campaign	Approved	6	22.22%	\$50.41

Enabled Status: Limited by budget Type: Search Budget: \$33.00/day Optimization score: 59.3% More details									
+ Extension type: All ADD FILTER Associations view SEGMENT COLUMNS DOWNLOAD EXPAND									
<input type="checkbox"/>	Extension	Extension type	Added to	Level	Status	Clicks	CTR	↓ Cost	
<input type="checkbox"/>	Liposuction Alternative	Callout extension	search broad coolsculpti...	Campaign	Approved	9	28.13%	\$231.10	
<input type="checkbox"/>	Highlights: No Surgery	Callout extension	search broad coolsculpti...	Campaign	Approved	9	31.03%	\$181.50	
<input type="checkbox"/>	Freeze Your Fat	Callout extension	search broad coolsculpti...	Campaign	Approved	6	18.18%	\$172.64	
<input type="checkbox"/>	FDA Approved	Callout extension	search broad coolsculpti...	Campaign	Approved	7	20.59%	\$163.24	
<input type="checkbox"/>	New Clients 25% Off	Callout extension	search broad coolsculpti...	Campaign	Approved	6	27.27%	\$131.82	
<input type="checkbox"/>	Contact Us + Free Consult	Callout extension	search broad coolsculpti...	Campaign	Approved	6	17.14%	\$89.70	
<input type="checkbox"/>	Nonsurgical Fat Reduction	Callout extension	search broad coolsculpti...	Campaign	Approved	6	22.22%	\$50.41	
Structured snippet extension									
<input type="checkbox"/>	Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	Structured snippet extension	search broad coolsculpti...	Campaign	Approved	1	33.33%	\$5.90	
Promotion extension									
<input type="checkbox"/>	25% off for New Clients	Promotion extension	search broad coolsculpti...	Campaign	Approved	15	18.07%	\$302.09	
Total: Callout extensions						14	18.67%	\$290.97	
Total: Structured snippet extensions						1	33.33%	\$5.90	
Total: Promotion extensions						15	18.07%	\$302.09	

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