

Numa Medical Spa CoolSculpting Google Adwords Q1 2020 (1/1/2020 - 3/31/2020)

search beta coolsculpting: \$5,716.00
 search broad coolsculpting: \$504.97
Total Google Ads: \$6,220.97

Google Ads Chris Zelig Numa Spa www.numasp... 638-874-0854 All campaigns								
Campaigns								
2 selected	Edit	Label	Add note	Auction insights				
Campaign	Budget	Status	Bid strategy type	Clicks	CTR	Cost		
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> search beta coolsculpting	\$90.46/day	Eligible	Maximize conversions	339	12.14%	\$5,716.00		
<input type="checkbox"/> <input checked="" type="checkbox"/> search beta laser hair removal	\$33.36/day	Eligible	Maximize conversions	147	4.11%	\$1,261.91		
<input checked="" type="checkbox"/> <input type="checkbox"/> search broad coolsculpting	\$33.00/day	Paused	Target CPA	52	14.94%	\$504.97		
<input type="checkbox"/> <input type="checkbox"/> search beta coolsculpting broad	\$5.00/day	Paused	Maximize conversions	0	-	\$0.00		
<input type="checkbox"/> <input type="checkbox"/> search beta coolsculpting generic	\$65.00/day	Paused	Target CPA	0	-	\$0.00		
<input type="checkbox"/> <input type="checkbox"/> search beta coolsculpting generic broad	\$5.00/day	Paused	Maximize conversions	0	-	\$0.00		
<input type="checkbox"/> <input type="checkbox"/> search alpha coolsculpting	\$34.48/day	Paused	Maximize conversions	0	-	\$0.00		
Total: Campaigns				538	8.01%	\$7,482.88		
Total: Account	\$123.82/day			538	8.01%	\$7,482.88		

Google Ads Chris Zelig Numa Spa www.numasp... 638-874-0854 search beta coolsculpting								
Ads								
Ad	Ad group	Status	Clicks	CTR	Cost			
Total: Ads 339 12.14% \$5,716.00								
<input type="checkbox"/> CoolSculpting in Newport News Freeze Away Stubborn Fat Numa Spa	0. coolsculpting - general	Paused	110	13.98%	\$1,998.96			
<input type="checkbox"/> #1 Provider in Newport News Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	70	11.53%	\$1,196.08			
<input type="checkbox"/> 25% Off All CoolSculpting® Best Price in Newport News Numa Spa +6 more	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	53	17.38%	\$785.20			
<input type="checkbox"/> #1 Provider in Newport News Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	4. lipo	Approved (limited): Restricted medical content +1 more	20	12.27%	\$341.55			
<input type="checkbox"/> CoolSculpting in Newport News Freeze Away Stubborn Fat Numa Spa	3. body sculpting	Paused	24	14.63%	\$290.17			
<input type="checkbox"/> (Keyword: Best Price in Newport News) Numa Spa Flexible Payment Options	1. coolsculpting - price	Paused	22	22.45%	\$263.89			

Google Ads Chris Zelig Numa Spa www.numasp... 638-874-0854 search beta coolsculpting								
Ads								
Ad	Ad group	Status	Clicks	CTR	Cost			
Total: Ads 339 12.14% \$5,716.00								
<input type="checkbox"/> CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Numa Spa	0. coolsculpting - general	Paused	9	7.14%	\$182.78			
<input type="checkbox"/> #1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Numa Spa	4. lipo	Paused	7	4.93%	\$174.50			
<input type="checkbox"/> #1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Numa Spa	3. body sculpting	Paused	5	14.29%	\$136.10			
<input type="checkbox"/> #1 Provider in Newport News Quick & Painless Fat Freezing Fat Freezing for 25% Off +9 more	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content +1 more	3	8.11%	\$65.21			
<input type="checkbox"/> 25% Off All CoolSculpting Numa Spa Fat Reduction Treatment	0. coolsculpting - general	Paused	2	2.20%	\$64.07			
<input type="checkbox"/> #1 Provider in Newport News Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	3. body sculpting	Approved (limited): Restricted medical content +1 more	4	13.33%	\$59.92			

Google Ads Chris Zelig Numa Spa www.numasp... 638-874-0854 search beta coolsculpting								
Ads								
Ad	Ad group	Status	Clicks	CTR	Cost			
Total: Ads 339 12.14% \$5,716.00								
<input type="checkbox"/> CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Virtual Consultation Available	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	1	25.00%	\$44.60			
<input type="checkbox"/> CoolSculpting in Newport News Fat Reduction Treatment Best Prices, FDA-Cleared	6. coolsculpting - fat freeze	Paused	3	23.08%	\$38.22			
<input type="checkbox"/> CoolSculpting in Newport News Fat Reduction Treatment No Surgery & Minimal Downtime	4. lipo	Paused	1	1.14%	\$21.62			
<input type="checkbox"/> 25% Off CoolSculpting Cost New Client Special Numa Spa	1. coolsculpting - price	Paused	2	25.00%	\$20.68			
<input type="checkbox"/> CoolSculpting in Newport News Fat Reduction Treatment No Surgery & Minimal Downtime	2. cryolipolysis	Paused	1	9.09%	\$13.69			
<input type="checkbox"/> #1 Provider in Newport News Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	coolsculpting face	Approved (limited): Punctuation and symbols +2 more	1	25.00%	\$10.84			

Google Ads | Chris Zelig | Numa Spa | 638-874-0854 | search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$90.46/day, Optimization score: 100%

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 339, 12.14%, \$5,716.00						
Extensions	<input type="checkbox"/>	CoolSculpting in Newport News Fat Reduction Treatment Book A Virtual Consultation 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 Virtual Consultation	3. body sculpting	Approved (limited). Restricted medical content +1 more	1	\$7.92
Automated extensions	<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	\$0.00
Landing pages	<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	\$0.00
Keywords	<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	\$0.00
Audiences	<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 coolsculpting discount newport news face	Ad group removed Approved (limited). Restricted drug terms	0	\$0.00
Demographics	<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 coolsculpting discount newport news face	Ad group removed Approved (limited). Restricted drug terms	0	\$0.00
Settings	<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 arms	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 coolsculpting discount newport news arms	Ad group removed Approved (limited). Restricted drug terms	0	\$0.00

Google Ads | Chris Zelig | Numa Spa | 638-874-0854 | search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$90.46/day, Optimization score: 100%

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 339, 12.14%, \$5,716.00						
Extensions	<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 bra bulge	Ad group removed Approved (limited). Restricted drug terms	0	\$0.00
Automated 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 bra bulge	Ad group removed Approved (limited). Restricted drug terms	0	\$0.00
Landing pages	<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 bra bulge	Ad group removed Approved (limited). Restricted drug terms	0	\$0.00
Keywords	<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 bra bulge	Ad group removed Approved (limited). Restricted drug terms	0	\$0.00
Audiences	<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	\$0.00
Demographics	<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	\$0.00
Settings	Total: Ads 339			339	12.14%	\$5,716.00
Locations	Total: Campaign 339			339	12.14%	\$5,716.00

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more

Google Ads | Chris Zelig | Numa Spa | 638-874-0854 | search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$90.46/day, Optimization score: 100%

Extensions

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
<input type="checkbox"/>	25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special.	search beta coolsculpting	Campaign	Approved (limited). Restricted medical content +1 more	0	-	\$0.00
<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology Latest Applicators & Dual Sculpting	search beta coolsculpting	Campaign	Approved (limited). Restricted medical content +1 more	0	-	\$0.00
<input type="checkbox"/>	5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials.	search beta coolsculpting	Campaign	Approved (limited). Restricted medical content +1 more	0	-	\$0.00
<input type="checkbox"/>	Before and After Photos See CoolSculpting Before and After Photos.	search beta coolsculpting	Campaign	Approved (limited). Restricted medical content +1 more	0	-	\$0.00
<input type="checkbox"/>	Book a Virtual Consult Why Wait? Book a Virtual Consult #1 Provider in Newport News	search beta coolsculpting	Campaign	Approved (limited). Restricted medical content +1 more	0	-	\$0.00
Call extension							
<input type="checkbox"/>	(757) 223-5800	Account	Account	Approved	219	11.23%	\$3,875.75
Callout extension							
<input type="checkbox"/>	New Clients 25% Off	search beta coolsculpting	Campaign	Approved	89	13.28%	\$1,635.23
<input type="checkbox"/>	Highlights: No Surgery	search beta coolsculpting	Campaign	Approved	87	13.30%	\$1,610.99
<input type="checkbox"/>	Freeze Your Fat	search beta coolsculpting	Campaign	Approved	88	11.62%	\$1,469.83
<input type="checkbox"/>	Liposuction Alternative	search beta coolsculpting	Campaign	Approved	81	12.07%	\$1,445.85
<input type="checkbox"/>	FDA Approved	search beta coolsculpting	Campaign	Approved	85	12.07%	\$1,288.85

Google Ads | Chris Zelig | Numa Spa | 638-874-0854 | search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$90.46/day, Optimization score: 100%

Extensions

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
<input type="checkbox"/>	Liposuction Alternative	search beta coolsculpting	Campaign	Approved	81	12.07%	\$1,445.85
<input type="checkbox"/>	FDA Approved	search beta coolsculpting	Campaign	Approved	85	12.07%	\$1,288.85
<input type="checkbox"/>	Contact Us + Free Consult	search beta coolsculpting	Campaign	Approved	82	12.73%	\$1,241.21
<input type="checkbox"/>	Non-surgical Fat Reduction	search beta coolsculpting	Campaign	Approved	59	9.47%	\$925.46
<input type="checkbox"/>	Virtual Consult Available	search beta coolsculpting	Campaign	Approved	1	4.76%	\$27.67
<input type="checkbox"/>	Free Virtual Consultation	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00
Structured snippet extension							
<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, CoolMini, Fat Reduction	search beta coolsculpting	Campaign	Approved	2	5.71%	\$17.68
Promotion extension							
<input type="checkbox"/>	25% off for New Clients	search beta coolsculpting	Campaign	Approved	187	11.39%	\$3,276.76
Total: Callout extensions					223	13.06%	\$3,817.57
Total: Structured snippet extensions					2	5.71%	\$17.68
Total: Call extensions					219	11.23%	\$3,875.75
Total: Promotion extensions					187	11.39%	\$3,276.76

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

Overview: Paused, Type: Search, Budget: \$33.00/day

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/>	#1 Provider in Newport News Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more www.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	Campaign paused Approved (limited). Restricted medical content +1 more	30	16.85%	\$278.82
<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	Campaign paused Approved (limited). Restricted medical content +1 more	20	16.67%	\$202.26
<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	Campaign paused	2	4.08%	\$23.89
<input type="checkbox"/>	25% Off All CoolSculpting Numa Spa Fat Reduction Treatment 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 Downtime.	Campaign paused Disapproved: Punctuation and symbols +2 more	0	0.00%	\$0.00
Total: Ads 52			52	14.94%	\$504.97
Total: Campaign 52			52	14.94%	\$504.97

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more

Overview: Paused | Type: Search | Budget: \$33.00/day | More details

Recommendations: Custom Jan 1 - Mar 31, 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"/>	25% Off All Fat Areas Save 25% Off on Coolsculpting. New Client Special.	Sitelink extension	search broad coolsculpti...	Campaign	Approved (limited); Restricted medical content +1 more	0	—	\$0.00
<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology Latest Applicators & Dual Sculpting	Sitelink extension	search broad coolsculpti...	Campaign	Approved (limited); Restricted medical content +1 more	0	—	\$0.00
<input type="checkbox"/>	5 Star Reviews Real Coolsculpting Reviews & Patient Testimonials.	Sitelink extension	search broad coolsculpti...	Campaign	Approved (limited); Restricted medical content +1 more	0	—	\$0.00
<input type="checkbox"/>	Before and After Photos See Coolsculpting Before and After Photos.	Sitelink extension	search broad coolsculpti...	Campaign	Approved (limited); Restricted medical content +1 more	0	—	\$0.00
Call extension								
<input type="checkbox"/>	(757) 223-5800	Call extension	Account	Account	Approved	12	15.38%	\$134.61
Callout extension								
<input type="checkbox"/>	Freeze Your Fat	Callout extension	search broad coolsculpti...	Campaign	Approved	14	16.09%	\$123.27
<input type="checkbox"/>	FDA Approved	Callout extension	search broad coolsculpti...	Campaign	Approved	12	15.19%	\$113.39
<input type="checkbox"/>	New Clients 25% Off	Callout extension	search broad coolsculpti...	Campaign	Approved	10	10.53%	\$101.75
<input type="checkbox"/>	Liposuction Alternative	Callout extension	search broad coolsculpti...	Campaign	Approved	9	12.00%	\$91.67
<input type="checkbox"/>	Highlights: No Surgery	Callout extension	search broad coolsculpti...	Campaign	Approved	12	16.90%	\$90.96
<input type="checkbox"/>	Nonsurgical Fat Reduction	Callout extension	search broad coolsculpti...	Campaign	Approved	9	12.33%	\$82.62
<input type="checkbox"/>	Contact Us + Free Consult	Callout extension	search broad coolsculpti...	Campaign	Approved	6	9.38%	\$52.49

Overview: Paused | Type: Search | Budget: \$33.00/day | More details

Recommendations: Extension type: All | ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost	
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	50.00%	\$3.07
Promotion extension								
<input type="checkbox"/>	25% off for New Clients	Promotion extension	search broad coolsculpti...	Campaign	Approved	32	13.79%	\$290.75
Total: Callout extensions						27	12.92%	\$267.70
Total: Structured snippet extensions						1	50.00%	\$3.07
Total: Call extensions						12	15.38%	\$134.61
Total: Promotion extensions						32	13.79%	\$290.75

Show rows: 500 | 1 - 14 of 14

Reporting is not 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.
© 2020 Google