

# Nusbaum Medical Centers Coolsculpting Google Adwords & Facebook Ads Q4 2019 (10/1/2019 - 12/31/2019)

search beta coolsculpting: \$2,501.14  
 search alpha coolsculpting: \$1,516.79

Total Google Ads: \$4,017.93  
 Facebook Ads: \$2,900.88  
 Total Media Cost: \$6,918.81

Google Ads | Chris Zelig | Dr. Nusbaum - NEW 7 -20... 341-349-9911 | 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	\$79.82/day	Paused	118	3.46%	\$2,501.14
search   alpha   coolsculpting	\$66.00/day	Paused	63	5.85%	\$1,516.79
search   beta   coolsculpting OLD	\$142.00/day	Paused	0	-	\$0.00
<b>Total: Filtered campaigns</b>			<b>181</b>	<b>4.03%</b>	<b>\$4,017.93</b>
<b>Total: Account</b>	<b>\$193.72/day</b>		<b>4,429</b>	<b>6.43%</b>	<b>\$17,853.53</b>

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more  
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Google Ads | Chris Zelig | Dr. Nusbaum - NEW 7 -20... 341-349-9911 | All campaigns | search | beta | coolsculpting

Overview | Paused | Type: Search | Budget: \$79.82/day | More details

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

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>					
CoolSculpting in New Jersey   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime   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 Approved (limited): Restricted medical content +1 more	38	3.32%	\$813.48
#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Nusbaum Medical Centers   nusbaummedicalcenters.com/coolsculpting   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in New Jersey. Schedule a Free Consultation.	0. coolsculpting - general	Campaign paused Approved (limited): Restricted medical content +1 more	18	2.71%	\$540.87
25% Off All CoolSculpting®   Best Price in New Jersey   Nusbaum Medical Centers +6 more   nusbaummedicalcenters.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.	1. coolsculpting - price	Campaign paused Approved (limited): Restricted medical content +1 more	10	7.81%	\$165.27
CoolSculpting in New Jersey   #1 Fat Reduction Treatment   Best Prices, FDA-Cleared   nusbaummedicalcenters.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 Approved (limited): Restricted medical content +1 more	8	12.70%	\$164.52
25% Off All CoolSculpting®   Nusbaum Medical Centers   #1 Provider in New Jersey   nusbaummedicalcenters.com/coolsculpting   #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Campaign paused Approved (limited): Restricted medical content +1 more	7	2.55%	\$150.21
#1 Provider in New Jersey   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more   nusbaummedicalcenters.com/fat-freezing/new-jersey   #1 CoolSculpting Deal. Top Provider in New Jersey for Freezing Fat. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	6. coolsculpting - fat freeze	Campaign paused Approved (limited): Restricted medical content +1 more	5	12.82%	\$132.98

Google Ads | Chris Zelig | Dr. Nusbaum - NEW 7 -20... 341-349-9911 | All campaigns | search | beta | coolsculpting

Overview | Paused | Type: Search | Budget: \$79.82/day | More details

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

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>					
#1 Provider in New Jersey   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more   nusbaummedicalcenters.com/coolsculpting/new-jersey   #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Campaign paused Approved (limited): Restricted medical content +1 more	8	1.55%	\$126.78
#1 Provider in New Jersey   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more   nusbaummedicalcenters.com/coolsculpting/new-jersey   #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	3. body sculpting	Campaign paused Approved (limited): Restricted medical content +1 more	4	4.88%	\$98.22
#1 Provider in New Jersey   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more   nusbaummedicalcenters.com/coolsculpting/new-jersey   #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	5. sculpsure	Campaign paused Approved (limited): Restricted medical content +1 more	5	2.94%	\$83.00
#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Nusbaum Medical Centers   nusbaummedicalcenters.com/coolsculpting   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in New Jersey. Schedule a Free Consultation.	3. body sculpting	Campaign paused Approved (limited): Restricted medical content +1 more	5	6.85%	\$82.75
25% Off All CoolSculpting®   Affordable & Quick Treatments   Nusbaum Medical Centers   nusbaummedicalcenters.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 Approved (limited): Restricted medical content +1 more	1	4.17%	\$53.99
CoolSculpting in New Jersey   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime   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. body sculpting	Campaign paused Approved (limited): Restricted medical content +1 more	4	5.26%	\$27.93
(Keyword Best Price in New Jersey)   Nusbaum Medical Centers   Flexible Payment Options   nusbaummedicalcenters.com/flexible-payment-options		Campaign paused			

Google Ads | Chris Zelig | Dr. Nusbaum - NEW 7 -20... 341-349-9911 | All campaigns | search | beta | coolsculpting

Overview | Paused | Type: Search | Budget: \$79.82/day | More details

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

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>					
(Keyword Best Price in New Jersey)   Nusbaum Medical Centers   Flexible Payment Options   nusbaummedicalcenters.com/flexible-payment-options   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	2	22.22%	\$27.58
CoolSculpting in New Jersey   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime   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.	coolsculpting face	Campaign paused Approved (limited): Restricted medical content +1 more	1	9.05%	\$20.37
CoolSculpting in New Jersey   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime   nusbaummedicalcenters.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.	5. sculpsure	Campaign paused Approved (limited): Restricted medical content +1 more	1	7.69%	\$8.39
Nusbaum Medical Centers   Freezing Fat Really Works   25% Off First Treatment   nusbaummedicalcenters.com/coolsculpting/fat-freezing   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in New Jersey. Schedule a Free Consultation.	6. coolsculpting - fat freeze	Campaign paused Approved (limited): Restricted medical content +1 more	1	8.33%	\$4.80
(Keyword #1 CoolSculpting Deal 25% Off)   Fat Reduction in New Jersey   25% Off CoolSculpting Cost +6 more   www.nusbaummedicalcenters.com   #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in New Jersey. Free Consult. Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%. View assets details	coolsculpting	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
#1 CoolSculpting Deal 25% Off   Fat Reduction in New Jersey   No Surger or Pain   www.nusbaummedicalcenters.com   #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in New Jersey. Free Consult. Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%. View assets details	coolsculpting	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
25% Off CoolSculpting Cost   Safe & Effective Fat Reduction   Target Belly Fat, Love Handles   nusbaummedicalcenters.com		Campaign paused			

Google Ads   Dr. Nusbaum - NEW 7 -20... 341-349-9911   search   beta   coolsculpting									
Overview									
● Paused Type: Search Budget: \$79.82/day More details									
Recommendations									
+ Ad status: All ADD FILTER									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Automated extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Locations									
Ad schedule									
Devices									
Advanced bid adj.									
Change history									
Drafts & experiments									
Total: Ads 118 CTR 3.46% Cost \$2,501.14									
Sculpting Provider in New Jersey. Schedule a Free Consultation									
25% Off All CoolSculpting®   Nusbaum Medical Centers   #1 Provider in New Jersey nusbaummedicalcenters.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.									
Best Price in New Jersey   Nusbaum Medical Centers   Flexible Payment Options nusbaummedicalcenters.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.									
25% Off CoolSculpting® Cost   New Client Special   Nusbaum Medical Centers nusbaummedicalcenters.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!									
25% Off All Fat Freezing   Nusbaum Medical Centers   #1 Provider in New Jersey nusbaummedicalcenters.com/coolsculpting/fat-freezing #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.									
Total: Ads 118 CTR 3.46% Cost \$2,501.14									
Total: Campaign 118 CTR 3.46% Cost \$2,501.14									
Show rows: 500 1 - 51 of 51									
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Some inventory may be provided through third party intermediaries.									
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Google Ads   Dr. Nusbaum - NEW 7 -20... 341-349-9911   search   beta   coolsculpting									
Overview									
● Paused Type: Search Budget: \$79.82/day More details									
Recommendations									
+ Extension type: All ADD FILTER									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Automated extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Locations									
Ad schedule									
Devices									
Advanced bid adj.									
Change history									
Drafts & experiments									
Total: Extensions 11 CTR 3.46% Cost \$2,501.14									
SiteLink extension									
25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special									
State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting									
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials									
Before and After Photos See CoolSculpting Before and After Photos									
Call extension									
(973) 998-9833 (mobile)									
(973) 998-9833									
Callout extension									
Highlights: No Surgery									
Liposuction Alternative									
Contact Us + Free Consult									
New Clients 25% Off									
Nonsurgical Fat Reduction									
FDA Approved									
Show rows: 500 1 - 15 of 15									
Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more									
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Google Ads   Dr. Nusbaum - NEW 7 -20... 341-349-9911   search   alpha   coolsculpting									
Overview									
● Paused Type: Search Budget: \$79.82/day More details									
Recommendations									
+ Extension type: All ADD FILTER									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Automated extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Locations									
Ad schedule									
Devices									
Advanced bid adj.									
Change history									
Drafts & experiments									
Total: Extensions 11 CTR 3.46% Cost \$2,501.14									
Callout extension									
Highlights: No Surgery									
Liposuction Alternative									
Contact Us + Free Consult									
New Clients 25% Off									
Nonsurgical Fat Reduction									
FDA Approved									
Freeze Your Fat									
Structured snippet extension									
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction									
Promotion extension									
25% off for New Clients									
Total: Sitelink extensions 1 CTR 3.85% Cost \$26.92									
Total: Callout extensions 69 CTR 3.72% Cost \$1,384.21									
Total: Call extensions 27 CTR 2.82% Cost \$799.86									
Show rows: 500 1 - 15 of 15									
Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more									
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Google Ads   Dr. Nusbaum - NEW 7 -20... 341-349-9911   search   alpha   coolsculpting									
Overview									
● Paused Type: Search Budget: \$66.00/day More details									
Recommendations									
+ Ad status: All ADD FILTER									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Automated extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Locations									
Ad schedule									
Devices									
Advanced bid adj.									
Change history									
Drafts & experiments									
Total: Ads 14 CTR 4.62% Cost \$287.08									
CoolSculpting in New Jersey   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime nusbaummedicalcenters.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									
#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Nusbaum Medical Centers nusbaummedicalcenters.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in New Jersey. Schedule a Free Consultation									
25% Off All CoolSculpting®   Best Price in New Jersey   Nusbaum Medical Centers +6 more nusbaummedicalcenters.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. 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!									
25% Off All CoolSculpting®   Affordable & Quick Treatments   Nusbaum Medical Centers nusbaummedicalcenters.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 Deal 25% Off   Freeze Away Stubborn Fat   Nusbaum Medical Centers nusbaummedicalcenters.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in New Jersey. Schedule a Free Consultation									
#1 Provider in New Jersey   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more nusbaummedicalcenters.com/coolsculpting/new-jersey #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Expert, Safe Fat Loss With Quick... View assets details									
Best Price in New Jersey   Nusbaum Medical Centers									
Show rows: 500 1 - 15 of 15									
Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more									
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Google Ads   Dr. Nusbaum - NEW 7 -20... 341-349-9911   search   alpha   coolsculpting									
Overview									
● Paused Type: Search Budget: \$66.00/day More details									
Recommendations									
+ Ad status: All ADD FILTER									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Automated extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Locations									
Ad schedule									
Devices									
Advanced bid adj.									
Change history									
Drafts & experiments									
Total: Ads 14 CTR 4.62% Cost \$287.08									
Best Price in New Jersey   Nusbaum Medical Centers   Flexible Payment Options nusbaummedicalcenters.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 Provider in New Jersey   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more nusbaummedicalcenters.com/coolsculpting/new-jersey #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Expert, Safe Fat Loss With Quick... View assets details									
CoolSculpting in New Jersey   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime nusbaummedicalcenters.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									
25% Off CoolSculpting® Cost   New Client Special   Nusbaum Medical Centers nusbaummedicalcenters.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!									
25% Off All CoolSculpting®   Nusbaum Medical Centers   #1 Provider in New Jersey nusbaummedicalcenters.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.									
(KeyWord)Best Price in New Jersey   Nusbaum Medical Centers   Flexible Payment Options nusbaummedicalcenters.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.									
25% Off All CoolSculpting®   Nusbaum Medical Centers   #1 Provider in New Jersey nusbaummedicalcenters.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.									
Show rows: 500 1 - 15 of 15									
Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more									
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Google Ads | Dr. Nusbaum - NEW 7 -20... 341-349-9911 | search | alpha | coolsculpting

Overview | Paused | Type: Search | Budget: \$66.00/day | More details

Recommendations | Ad status: All | ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
	25% Off All CoolSculpting®   Nusbaum Medical Centers   #1 Provider in New Jersey nusbaummedicalcenters.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2. coolsculpting - fat freeze	Campaign paused Approved (limited). Restricted medical content +1 more	0	0.00%	\$0.00
	#1 Provider in New Jersey   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more nusbaummedicalcenters.com/coolsculpting/new-jersey #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	3. coolsculpting - location	Campaign paused Approved (limited). Restricted medical content +1 more	0	-	\$0.00
	#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Nusbaum Medical Centers nusbaummedicalcenters.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in New Jersey. Schedule a Free Consultation	3. coolsculpting - location	Campaign paused Approved (limited). Restricted medical content +1 more	0	0.00%	\$0.00
	CoolSculpting in New Jersey   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime nusbaummedicalcenters.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	Campaign paused Approved (limited). Restricted medical content +1 more	0	-	\$0.00
	25% Off All CoolSculpting®   Nusbaum Medical Centers   #1 Provider in New Jersey nusbaummedicalcenters.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3. coolsculpting - location	Campaign paused Approved (limited). Restricted medical content +1 more	0	0.00%	\$0.00
Total: Ads				63	5.85%	\$1,516.79
Total: Campaign				63	5.85%	\$1,516.79

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 | Dr. Nusbaum - NEW 7 -20... 341-349-9911 | search | alpha | coolsculpting

Overview | Paused | Type: Search | Budget: \$66.00/day | More details

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	Approved	0	-	\$0.00
State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00
Before and After Photos See CoolSculpting Before and After Photos	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00
Call extension							
(973) 998-9833 (mobile)	Call extension	Account	Account	Approved	6	4.80%	\$172.97
(973) 998-9833	Call extension	Account	Account	Approved	3	2.94%	\$72.50
Callout extension							
Liposuction Alternative	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	11	9.65%	\$286.61
Contact Us + Free Consult	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	10	9.35%	\$269.92
Highlights: No Surgery	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	10	9.43%	\$252.08
New Clients 25% Off	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00
Nonsurgical Fat Reduction	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00
FDA Approved	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00

Google Ads | Dr. Nusbaum - NEW 7 -20... 341-349-9911 | search | alpha | coolsculpting

Overview | Paused | Type: Search | Budget: \$66.00/day | More details

Recommendations | Extension type: All | ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Liposuction Alternative	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	11	9.65%	\$286.61
Contact Us + Free Consult	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	10	9.35%	\$269.92
Highlights: No Surgery	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	10	9.43%	\$252.08
New Clients 25% Off	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00
Nonsurgical Fat Reduction	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00
FDA Approved	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00
Freeze Your Fat	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$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	0	-	\$0.00
Total: Sitelink extensions					1	25.00%	\$27.12
Total: Callout extensions					20	10.05%	\$523.45
Total: Call extensions					9	3.96%	\$245.47

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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nusbaum (1456404737728171) | Updated just now | Discard Drafts | Review and Publish

We recently detected activity on Audience Network that violated our Audience Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.16 on 2019-12-18 to the payment method on your ad account 1456404737728171. We appreciate your accommodation for the inconvenience this refund may have caused.

Search | Filters | Add filters to narrow the data you are seeing. | Oct 1, 2019 - Dec 31, 2019

Account Overview | Campaigns (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 - Holiday	Lowest cost Conversions	Using camp...	Dec 27, 2019, 10... 15 days ago	23 Leads	18,184	45,477	\$55.07 Per Lead	-	-	-	\$1,266.72
CoolSculpting   25% Off	Lowest cost Conversions	Using camp...	Nov 8, 2019, 7:21... 64 days ago	4 Leads	1,147	16,318	\$172.58 Per Lead	-	-	-	\$690.33
CoolSculpting   25% Off	Lowest cost Conversions	Using camp...	Oct 12, 2019, 3:2... 91 days ago	27 Leads	11,625	21,445	\$15.42 Per Lead	-	-	-	\$416.41
CoolSculpting   25% Off - Halloween	Lowest cost Conversions	Using camp...		15 Leads	7,486	12,033	\$21.66 Per Lead	-	-	-	\$324.85
High Vio - 2019-12 - CS - Women	Lowest cost Conversions	Using camp...		4 Leads	2,591	3,239	\$27.70 Per Lead	Below average Bottom 20% of ads	Below average Bottom 20% of ads	Below average Bottom 35% of ads	\$110.78
CoolSculpting   25% Off - Halloween	Lowest cost Conversions	Using camp...	Nov 8, 2019, 7:18... 64 days ago	9 Leads	401	1,579	\$6.62 Per Lead	-	-	-	\$59.58
CoolSculpting   25% Off	Lowest cost Conversions	Using camp...		1 Lead	292	861	\$32.21 Per Lead	-	-	-	\$32.21
Results from 7 ads				83 Leads	35,928 People	100,952 Total	\$34.95 Per Lead				\$2,900.88 Total Spent

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nusbaum (1456404737728171) | Search | CoolSculpting > Coolsculpting - Women - Dynamic > 2019-12 - CS - Women - Holiday | Active

We recently detected activity on Audience Network that violated our Audience Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.16 on 2019-12-18 to the payment method on your ad account 1456404737728171. We appreciate your accommodation for the inconvenience this refund may have caused.

Search | Filters | Add filters to narrow the data you are seeing. | Oct 1, 2019 - Dec 31, 2019

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

Ad Name: 2019-12 - CS - Women - Holiday

Identity: Facebook Page | Instagram Account

Create Ad: Use Existing Post | Use Mockup

Format: Dynamic creative is enabled. Multiple ads will be automatically generated using your individual creative assets.

Single Image or Video: One image or video, or a slideshow with multiple images

Carousel: 2 or more scrollable images or videos

23 Previews: News Feed, Facebook - Mobile, Feeds, Stories

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Facebook Ads Manager interface showing the ad creation process for "CoolSculpting | 25% Off". The breadcrumb trail is: CoolSculpting > Nusbaum - FB - Women - Retargeting > CoolSculpting | 25% Off. The ad name is "CoolSculpting | 25% Off". A warning message states: "This ad can't be edited because the ad type is no longer supported or the original post used in the ad was removed." The ad preview shows a Facebook News Feed on a mobile device with the ad content: "Nusbaum Medical Centers... CoolSculpting @ safely freezes away stubborn fat that resists diet and exercise... FREEZE AWAY FAT CELLS SALE - 25% OFF". The ad includes a "LEARN MORE" button and engagement icons (Like, Comment, Share). The interface includes a left sidebar with a list of ad sets, a top navigation bar, and a bottom "Publish" button.

Facebook Ads Manager interface showing the ad creation process for "CoolSculpting | 25% Off". The breadcrumb trail is: CoolSculpting > Men | General Population | Facebook > CoolSculpting | 25% Off. The ad name is "CoolSculpting | 25% Off". A warning message states: "This ad can't be edited because the ad type is no longer supported or the original post used in the ad was removed." The ad preview shows a Facebook News Feed on a mobile device with the ad content: "Nusbaum Medical Centers... CoolSculpting @ safely freezes away stubborn fat that resists diet and exercise... FREEZE AWAY STUBBORN FAT 25% OFF". The ad includes a "LEARN MORE" button and engagement icons (Like, Comment, Share). The interface includes a left sidebar with a list of ad sets, a top navigation bar, and a bottom "Publish" button.

Facebook Ads Manager interface showing the ad creation process for "CoolSculpting | 25% Off - Halloween". The breadcrumb trail is: CoolSculpting > Women | General Population | Facebook - Halloween > CoolSculpting | 25% Off - Halloween. The ad name is "CoolSculpting | 25% Off - Halloween". A warning message states: "This ad can't be edited because the ad type is no longer supported or the original post used in the ad was removed." The ad preview shows a Facebook News Feed on a mobile device with the ad content: "Nusbaum Medical Centers... CoolSculpting @ safely freezes away stubborn fat that resists diet and exercise... TRICK OR TREAT YOURSELF... 25% OFF CoolSculpting". The ad includes a "LEARN MORE" button and engagement icons (Like, Comment, Share). The interface includes a left sidebar with a list of ad sets, a top navigation bar, and a bottom "Publish" button.

Facebook Ads Manager interface showing the ad creation process for "High Vio - 2019-12 - CS - Women". The breadcrumb trail is: CoolSculpting > CoolSculpting - Women - Video > High Vio - 2019-12 - CS - Women. The ad name is "High Vio - 2019-12 - CS - Women". The "Identity" section shows "Facebook Page" selected. The "Format" section has "Single Image or Video" selected. The ad preview shows a Facebook News Feed on a mobile device with the ad content: "Nusbaum Medical Centers... CoolSculpting @ safely freezes away stubborn fat that resists diet and exercise... WHEN STUBBORN FAT JUST WON'T BUDGE... CoolSculpting Special 25% OFF - Free Consultation". The ad includes a "LEARN MORE" button and engagement icons (Like, Comment, Share). The interface includes a left sidebar with a list of ad sets, a top navigation bar, and a bottom "Publish" button.

Facebook Ads Manager interface showing the ad creation process for "CoolSculpting | 25% Off - Halloween". The breadcrumb trail is: CoolSculpting > Nusbaum - FB - Women - Retargeting - Halloween > CoolSculpting | 25% Off - Halloween. The ad name is "CoolSculpting | 25% Off - Halloween". A warning message states: "This ad can't be edited because the ad type is no longer supported or the original post used in the ad was removed." The ad preview shows a Facebook News Feed on a mobile device with a greyed-out area and the text: "No permission to access this profile. You don't have required permission to access this profile." The interface includes a left sidebar with a list of ad sets, a top navigation bar, and a bottom "Publish" button.

Left sidebar containing account information, search filters, and a list of ad creatives.

Main content area showing the 'CoolSculpting | 25% Off' ad preview with a 'News Feed' view and a 'Scaled Preview' view.

Footer text: 'By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.'