

Pelle Medical Spa CoolSculpting Google Adwords & Facebook Ads Q3 2020 (7/1/2020 - 9/30/2020)

Search Beta Coolsculpting: \$1,357.29
 \$250 Off CoolSculpting: \$ 359.27
 Coolsculpting 250-Maximize Clicks: \$ 74.20
 \$250 Off CoolSculpting Website Traffic: \$ 53.66

Total Google Ads: \$1,844.42
Facebook Ad Spend: \$ 757.86
Total Media Spend: \$2,602.28

Google Ads | Pelle Medical Spa | All campaigns

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$55.15/day	Eligible (Limited)	151	2.74%	\$1,357.29
\$250 Off CoolSculpting	\$5.00/day \$152.00/month	Paused	273	0.55%	\$359.27
Coolsculpting 250 - Maximize Clicks	\$20.00/day	Paused	3	1.89%	\$74.20
\$250 Off CoolSculpting - Website Traffic	\$5.00/day \$152.00/month	Paused	76	0.64%	\$53.66
Total: Campaigns			503	0.75%	\$1,844.42
Total: Account	\$55.15/day		503	0.75%	\$1,844.42

Google Ads | Pelle Medical Spa | search | beta | coolsculpting

Enabled | Status: Eligible (Limited) | Type: Search | Budget: \$55.15/day | Optimization score: 91.6%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: All but removed ads					
CoolSculpting® in Manchester \$1,500 Off October Special Flexible Payment Options	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted medical content +1 more	19	1.77%	\$174.06
Pelle Medical Spa CoolSculpting in Manchester Fat Reduction Treatment +12 more	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted drug terms +1 more	24	2.67%	\$172.92
CoolSculpting® in Manchester \$1,500 Off October Special Our Biggest Discount Ever	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted medical content +1 more	16	1.53%	\$143.72
(Keyword Pelle Medical Spa) CoolSculpting in Manchester Fat Reduction Treatment +12 more	3. lipo	Ad group paused Approved (limited); Restricted medical content +1 more	13	7.56%	\$120.82
CoolSculpting® in Manchester \$1,500 Off October Special Flexible Payment Options	0. coolsculpting - general	Approved (limited); Restricted medical content +1 more	11	16.92%	\$77.26
CoolSculpting® in Manchester \$1,500 Off October Special Flexible Payment Options	3. lipo	Ad group paused Approved (limited); Restricted medical content +1 more	8	4.52%	\$68.33

Google Ads | Pelle Medical Spa | search | beta | coolsculpting

Enabled | Status: Eligible (Limited) | Type: Search | Budget: \$55.15/day | Optimization score: 91.6%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: All but removed ads					
CoolSculpting® in Manchester \$1,500 Off October Special Our Biggest Discount Ever	0. coolsculpting - general	Approved (limited); Restricted medical content +1 more	4	6.90%	\$62.49
CoolSculpting® Deal \$1500 Off Fat Reduction Treatment Flexible Payment Options	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted medical content +1 more	4	6.45%	\$55.17
CoolSculpting® in Manchester \$1,500 Off October Special Our Biggest Discount Ever	3. lipo	Ad group paused Approved (limited); Restricted medical content +1 more	7	4.00%	\$50.53
CoolSculpting® in Manchester Freeze Away Stubborn Fat Flexible Payment Options	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted medical content +1 more	2	2.63%	\$45.23
CoolSculpting® in Manchester \$1,500 Off October Special Our Biggest Discount Ever	1. coolsculpting - price	Approved (limited); Restricted medical content +1 more	3	27.27%	\$37.05
CoolSculpting® in Manchester Fat Reduction Treatment Our Biggest Discount Ever	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted medical content +1 more	5	3.85%	\$36.32
CoolSculpting® in Manchester Fat Reduction Treatment Flexible Payment Options	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted medical content +1 more	4	2.34%	\$34.94

Google Ads | Pelle Medical Spa | search | beta | coolsculpting

Enabled | Status: Eligible (Limited) | Type: Search | Budget: \$55.15/day | Optimization score: 91.6%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: All but removed ads					
2020 Coolsculpting Discount \$1,500 Off October Special Our Biggest Discount Ever	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted medical content +1 more	4	2.68%	\$34.89
2020 Coolsculpting Discount \$1,500 Off October Special Flexible Payment Options	3. lipo	Ad group paused Approved (limited); Restricted medical content +1 more	2	6.90%	\$25.14
CoolSculpting Special 30% Off Freeze Away Stubborn Fat Top Provider in Manchester	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted medical content +1 more	2	4.26%	\$23.43
2020 Coolsculpting Discount \$1,500 Off October Special Flexible Payment Options	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted medical content +1 more	1	0.67%	\$19.28
CoolSculpting Special 30% Off Fat Reduction Treatment Flexible Payment Options	0. coolsculpting - general	Approved (limited); Restricted medical content +1 more	1	100.00%	\$16.28
2020 Coolsculpting Discount \$1,500 Off October Special Flexible Payment Options	0. coolsculpting - general	Approved (limited); Restricted medical content +1 more	1	11.11%	\$13.83
CoolSculpting Special 30% Off Freeze Away Stubborn Fat Our Biggest Discount Ever	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted medical content +1 more	2	3.70%	\$13.56

Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost	
Ads & extensions	<input type="checkbox"/> Liposuction Alternative	Callout extension	search beta coolsculpting	Campaign	Approved (limited) Health in personalized advertising	53	3.34%	\$534.15	
Ads	<input type="checkbox"/> Nonsurgical Fat Reduction	Callout extension	search beta coolsculpting	Campaign	Approved	53	3.35%	\$528.50	
Extensions	<input type="checkbox"/> Highlights: No Surgery	Callout extension	search beta coolsculpting	Campaign	Approved (limited) Health in personalized advertising	50	3.14%	\$487.22	
Automated extensions	<input type="checkbox"/> FDA Approved	Callout extension	search beta coolsculpting	Campaign	Approved	46	2.58%	\$470.32	
Landing pages	<input type="checkbox"/> Contact Us + Free Consult	Callout extension	search beta coolsculpting	Campaign	Approved	38	2.42%	\$386.47	
Keywords	Structured snippet extension								
Audiences	<input type="checkbox"/> Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolimini, Fat Reduction	Structured snippet extension	search beta coolsculpting	Campaign	Approved	3	2.19%	\$35.31	
Demographics	Promotion extension								
Settings	<input type="checkbox"/> Fall Sale - 30% off CoolSculpting®	Promotion extension	search beta coolsculpting	Campaign	Approved (limited) Restricted medical content +1 more	0	-	\$0.00	
Suggested	Total: Sitelink extensions						0	0.00%	\$0.00
Change history	Total: Callout extensions						115	3.18%	\$1,111.84
More	Total: Structured snippet extensions						3	2.19%	\$35.31
	Total: Call extensions						54	2.93%	\$537.33

\$250 Off CoolSculpting

Campaign for Pelle Medical Spa

Shown across Google Search, Maps, and partner websites on all devices

Campaign goal
Call your business

PAUSED | SCHEDULING: ANYTIME

Ad preview

\$250 CoolSculpting Gift Card | + Free Consult | Manchester, NH

[pellemedicalspa.cosmetic.deals](#)

Over 5 years of experience & 2,000+ treatments performed! Pelle Medical Spa is the leading CoolSculpting provider in the...

[EDIT](#)

Overall performance

Impressions

49,400

Clicks

273

Amount spent

\$359.27

Verified calls

0

Google Analytics

Verified calls

0

Once you get verified calls, you'll see details here. [Learn more](#)

Google Analytics

Info sent

4

Impact of this ad on your site

New visits from your ad: **90%**

Average time spent on your website: **5.70 seconds**

Average number of pages viewed: **1.05 pages**

Targeting

Keyword themes

pelle, body contouring, freeze fat, cryolipolysis, lipo freeze, coolsculpting

[EDIT](#)

Search Phrases

Phrases	Impr.	Clicks
pellé medical spa	80	16
coolsculpting	249	7
coolsculpting is	3	1
coolsculpting cost belly	3	1
coolsculpting price per session	1	1
freeze fat removal	9	1
freezing liposuction	2	1
coolsculpting deals	2	1

[MANAGE ALL](#)

Keyword themes

pelle, body contouring, freeze fat, cryolipolysis, lipo freeze, coolsculpting

[EDIT](#)

Search Phrases

Phrases	Impr.	Clicks
pellé medical spa	80	16
coolsculpting	249	7
coolsculpting is	3	1
coolsculpting cost belly	3	1
coolsculpting price per session	1	1
freeze fat removal	9	1
freezing liposuction	2	1
coolsculpting deals	2	1

[MANAGE ALL](#)

More settings

Budget

\$5.00 daily average

\$152.00 monthly maximum

[EDIT](#)

Locations

Show ad to people interested in your products or services, within 15 miles of 159 Frontage Rd, Manchester, NH 03103, USA

[EDIT](#)

Business info

Pellé Medical Spa

<https://pellemedicalspa.cosmetic.deals/offer-claim-page85440819313593949...>

[EDIT](#)

Budget

\$5.00 daily average

\$152.00 monthly maximum

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Show ad to people interested in your products or services, within 15 miles of 159 Frontage Rd, Manchester, NH 03103, USA

[EDIT](#)

Business info

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<https://pellemedicalspa.cosmetic.deals/offer-claim-page85440819313593949...>

[EDIT](#)

Images

No images yet

[EDIT](#)

Google Ads | Chris Zelig | Pelle Medical Spa | Coolsculpting 250 - Maximize Clicks

Overview: Paused, Type: Search, Budget: \$20.00/day

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
\$250 CoolSculpting Gift Card + Free Consult Manchester, NH pellemedicalspa.cosmetic.deals/coolsculpting Over 5 years of experience & 2,000+ treatments performed! Pelle Medical Spa is the leading CoolSculpting provider in the Manchester area.	Ad group 1 - treatment	Campaign paused Disapproved: Destination not working +1 more	3	1.90%	\$74.20
\$250 Off CoolSculpting + Free Consult Pelle Medical Spa pellemedicalspa.cosmetic.deals Over 5 years of experience & 2,000+ treatments performed! Pelle Medical Spa is the leading CoolSculpting provider in the Manchester area.	Ad group 2 - brand	Campaign paused Disapproved: Destination not working +1 more	0	0.00%	\$0.00
Total: Ads			3	1.89%	\$74.20
Total: Campaign			3	1.89%	\$74.20

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

Google Ads | Chris Zelig | Pelle Medical Spa | Coolsculpting 250 - Maximize Clicks

Overview: Paused, Type: Search, Budget: \$20.00/day

Extensions

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Call extension							
(617) 915-2236	Call extension	Coolsculpting 250 - Maxim...	Campaign	Approved	1	0.87%	\$39.63
Total: Call extensions					1	0.87%	\$39.63

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

Google Ads | Chris Zelig | Pelle Medical Spa | \$250 Off CoolSculpting - Website Traffic

Custom Jul 1 - Sep 30, 2020

\$250 Off CoolSculpting - Website Traffic

Campaign for Pelle Medical Spa

Shown across Google Search, Maps, and partner websites on all devices

Campaign goal
Take an action on your website

PAUSED | SCHEDULING: ANYTIME

Ad preview

\$250 Off CoolSculpting | + Free Consult | Manchester, NH

AD pellemedicalspa.cosmetic.deals

Over 5 years of experience & 2,000+ treatments performed! Pelle Medical Spa is the leading CoolSculpting provider in the...

EDIT

Overall performance

<h5>Impressions</h5> <p>11,874</p>	<h5>Clicks</h5> <p>76</p>	<h5>Amount spent</h5> <p>\$53.66</p>
<h5>Verified calls</h5> <p>1</p>	<h5>Google Analytics</h5>	

Google Ads | Chris Zelig | Pelle Medical Spa | \$250 Off CoolSculpting - Website Traffic

Custom Jul 1 - Sep 30, 2020

Verified calls

1

Area code	Date and time	Duration
603	Sep 3, 2020 9:55 AM	16 sec

VIEW ALL

Google Analytics

Info sent: 5

Impact of this ad on your site

New visits from your ad: 95%

Average time spent on your website: 31.89 seconds

Average number of pages viewed: 1.09 pages

Targeting

Keyword themes

pelle, body contouring, freeze fat, cryolipolysis, fat freezing, lipo freeze, coolsculpting, non invasive fat removal

EDIT

Search Phrases

Phrases	Impr.	Clicks
pelle medical spa	85	11
noninvasive fat removal	2	1

MANAGE ALL

Google Ads | Chris Zelig | Pelle Medical Spa | \$250 Off CoolSculpting - Website Traffic

Custom Jul 1 - Sep 30, 2020

Keyword themes

pelle, body contouring, freeze fat, cryolipolysis, fat freezing, lipo freeze, coolsculpting, non invasive fat removal

EDIT

Search Phrases

Phrases	Impr.	Clicks
pelle medical spa	85	11
noninvasive fat removal	2	1
freeze your fat	1	0
coolsculpting	11	0
fat cooling	1	0
belly coolsculpting	2	0
stomach coolsculpting	1	0
coolsculpting cost stomach	1	0

MANAGE ALL

More settings

Budget

\$5.00 daily average

\$152.00 monthly maximum

Locations

Show ad to people interested in your products or services, within 20 miles of 159 Frontage Rd, Manchester, NH 03103, USA

Business info

Pelle Medical Spa
https://pellemedicalspa.cosmetic.deals/offer-claim-page85440819313593949...

Budget


\$5.00 daily average

\$152.00 monthly maximum

[EDIT](#)

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Show ad to people interested in your products or services, within 20 miles of 159 Frontage Rd, Manchester, NH 03103, USA



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Business info

Pelle Medical Spa
<https://pellemedicalspa.cosmetic.deals/offer-claim-page85440819313593949...>

[EDIT](#)

Images

No images yet

[EDIT](#)

Reporting is not real-time. Your account time zone is the basis for all dates and times. [Learn more](#)
 Some inventory may be provided through third party intermediaries.
 You'll see Media Rating Council (MRC) accreditation noted in the column headers's hover text for accredited metrics.
 © Google, 2020.

Campaigns

Updated 12 minutes ago

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks
Pelle - CS 2020 - Conversions	Off	Lowest cost	\$15.00 Daily	27 Leads	10,940	27,851	\$18.96 Per Lead	\$511.86	Sep 25, 2020	215
Coolsculpting - Conversions	Active	Lowest cost	\$33.33 Daily	18 Leads	5,539	11,199	\$13.67 Per Lead	\$246.00	Ongoing	89
Results from 2 campaigns				45 Leads	14,243 People	39,050 Total	\$16.84 Per Lead	\$757.86 Total Spent		304 Total

Ads

Updated just now

Ad Name	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
CS250 2020 - Carousel	ca...	Sep 9, 2020, 5:29 ...	27 Leads	10,940	27,851	\$18.96 Per Lead	—	—	—	\$511.86
2020-09 - CS - Women - Image 2	ca...	Oct 8, 2020, 9:51 ...	17 Leads	5,244	8,527	\$11.02 Per Lead	Below average	Below average	Above average	\$187.38
2020-09 - CS - Women - Image 3	ca...	Oct 8, 2020, 9:51 ...	— Lead	721	976	— Per Lead	Below average	Below average	Above average	\$23.62
2020-09 - CS - Women - Image 4	ca...	Oct 8, 2020, 9:51 ...	— Lead	371	490	— Per Lead	—	—	—	\$11.53
2020-09 - CS - Women - Image 1	ca...	Oct 8, 2020, 9:51 ...	— Lead	458	575	— Per Lead	—	—	—	\$11.34
2020-09 - CS - Women - Image 5	ca...	Oct 8, 2020, 9:51 ...	— Lead	231	377	— Per Lead	—	—	—	\$7.32
2020-09 - CS - Women - Image 6	ca...	Oct 8, 2020, 9:51 ...	1 Lead	175	254	\$4.81 Per Lead	—	—	—	\$4.81
Results from 7 ads			45 Leads	14,243 People	39,050 Total	\$16.84 Per Lead				\$757.86 Total Spent

Ads

Search and filter

- Pelle - CS 2020 - Conversions
- Manchester - General Audience
- CS250 2020 - Carousel
- Coolsculpting - Conversions
- 25-55
- 2020-09 - CS - Women - Image 1
- 2020-09 - CS - Women - Image 6
- 2020-09 - CS - Women - Image 2
- 2020-09 - CS - Women - Image 5
- 2020-09 - CS - Women - Image 3
- 2020-09 - CS - Women - Image 4

CS250 2020 - Carousel

You can't edit this ad because it's part of a scheduled ad set that has reached its end date. Please go to the Budget & Schedule section of the ad set and change the end date to a date in the future and then try your edits again.

Ad Name: CS250 2020 - Carousel

Identity: Facebook Page: Select Page, Instagram Account: pellemedicalspa

Ad Setup: Create Ad

Format: Carousel

15 Placements: Facebook Feeds, Feeds, Stories, In-Stream

Preview On: [Image of ad showing \$250 OFF CoolSculpting]

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

[Close](#) [Discard Draft](#) [Publish](#)

Ads

Search and filter

- Pelle - CS 2020 - Conversions
- Manchester - General Audience
- CS250 2020 - Carousel
- Coolsculpting - Conversions
- 25-55
- 2020-09 - CS - Women - Image 1
- 2020-09 - CS - Women - Image 6
- 2020-09 - CS - Women - Image 2
- 2020-09 - CS - Women - Image 5
- 2020-09 - CS - Women - Image 3
- 2020-09 - CS - Women - Image 4

2020-09 - CS - Women - Image 2

Ad Name: 2020-09 - CS - Women - Image 2

Identity: Facebook Page: Select Page, Instagram Account: pellemedicalspa

Ad Setup: Create Ad

Format: Single Image or Video

Fullscreen Mobile Experience: Add an Instant Experience, Add a Playable Source File

15 Placements: Facebook Feeds, Feeds, Stories, In-Stream

Preview On: [Image of ad showing 25% Off CoolSculpting]

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

[Close](#) [Discard Draft](#) [Publish](#)

Ads Pelle Med Spa (12661581)

Search and filter

+ Create Duplicate

Ad Name

- CS250 2020 - Carousel
- 2020-09 - CS - Women - Image 1
- 2020-09 - CS - Women - Image 2
- 2020-09 - CS - Women - Image 3
- 2020-09 - CS - Women - Image 4

Results from

Coolsculpting - Conversions > 25-55 > 2020-09 - CS - Women - Image 3

Edit Review

Ad Name: 2020-09 - CS - Women - Image 3

Identity

Facebook Page: Select Page

Instagram Account: pellemedicalspa

Ad Setup: Create Ad

Format: Single Image or Video

Fullsreen Mobile Experience: Add an Instant Experience, Add a Playable Source File

Preview On

15 Placements

Facebook Feeds

Feeds

Stories

In-Stream

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

Close Discard Draft Publish

Ads Pelle Med Spa (12661581)

Search and filter

+ Create Duplicate

Ad Name

- CS250 2020 - Carousel
- 2020-09 - CS - Women - Image 1
- 2020-09 - CS - Women - Image 2
- 2020-09 - CS - Women - Image 3
- 2020-09 - CS - Women - Image 4

Results from

Coolsculpting - Conversions > 25-55 > 2020-09 - CS - Women - Image 4

Edit Review

Ad Name: 2020-09 - CS - Women - Image 4

Identity

Facebook Page: Select Page

Instagram Account: pellemedicalspa

Ad Setup: Create Ad

Format: Single Image or Video

Fullsreen Mobile Experience: Add an Instant Experience, Add a Playable Source File

Preview On

15 Placements

Facebook Feeds

Feeds

Stories

In-Stream

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Search and filter

+ Create Duplicate

Ad Name

- CS250 2020 - Carousel
- 2020-09 - CS - Women - Image 1
- 2020-09 - CS - Women - Image 2
- 2020-09 - CS - Women - Image 3
- 2020-09 - CS - Women - Image 4

Results from

Coolsculpting - Conversions > 25-55 > 2020-09 - CS - Women - Image 1

Edit Review

Ad Name: 2020-09 - CS - Women - Image 1

Identity

Facebook Page: Select Page

Instagram Account: pellemedicalspa

Ad Setup: Create Ad

Format: Single Image or Video

Fullsreen Mobile Experience: Add an Instant Experience, Add a Playable Source File

Preview On

15 Placements

Facebook Feeds

Feeds

Stories

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Search and filter

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Ad Name

- CS250 2020 - Carousel
- 2020-09 - CS - Women - Image 1
- 2020-09 - CS - Women - Image 2
- 2020-09 - CS - Women - Image 3
- 2020-09 - CS - Women - Image 4
- 2020-09 - CS - Women - Image 5

Results from

Coolsculpting - Conversions > 25-55 > 2020-09 - CS - Women - Image 5

Edit Review

Ad Name: 2020-09 - CS - Women - Image 5

Identity

Facebook Page: Select Page

Instagram Account: pellemedicalspa

Ad Setup: Create Ad

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Preview On

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Facebook Feeds

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- 2020-09 - CS - Women - Image 3
- 2020-09 - CS - Women - Image 4
- 2020-09 - CS - Women - Image 5
- 2020-09 - CS - Women - Image 6

Results from

Coolsculpting - Conversions > 25-55 > 2020-09 - CS - Women - Image 6

Edit Review

Ad Name: 2020-09 - CS - Women - Image 6

Identity

Facebook Page: Select Page

Instagram Account: pellemedicalspa

Ad Setup: Create Ad

Format: Single Image or Video

Fullsreen Mobile Experience: Add an Instant Experience, Add a Playable Source File

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15 Placements

Facebook Feeds

Feeds

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