

CoolSculpting Marketing Services

Key Laser Institute Q2 2021

Total Marketing Expenses

(04/1/2021 - 06/30/2021)

Total Google Ads: \$1,149.64

Google Ads | Chris Zelig | Rejuvenate Wellness Medspa | 296-767-6723 | All campaigns

Custom Apr 1 - Jun 30, 2021

Campaign status: All | Campaign name contains cool | View all | ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$132.35/day	Eligible	210	3.82%	\$1,149.64
Total: Filtered campaigns			210	3.82%	\$1,149.64
Total: Account			341	4.63%	\$1,544.83

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.
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Google Ads | Chris Zelig | Rejuvenate Wellness Medspa | 296-767-6723 | All campaigns | search | beta | coolsculpting

Enabled | Status: Eligible | Type: Search | Budget: \$132.35/day | Optimization score: 72% | More details

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
210					
3.82%					
\$1,149.64					
Rejuvenate Wellness Medspa Fat Reduction in Fulton, MD Non-Surgical Fat Reduction +6 more rejuvenate.beautysculpt.net/coolsculpting/fulton CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared. Clinical... View assets details	x. Expanded Reach Test	Eligible	61	4.32%	\$301.47
Rejuvenate Wellness Medspa Fat Reduction in Fulton, MD Non-Surgical Fat Reduction +6 more rejuvenate.beautysculpt.net/coolsculpting/fulton CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared. Clinical... View assets details	4. lipo	Eligible (Limited) Poor ad strength	32	4.34%	\$158.42
(Keyword Rejuvenate Wellness Medspa) CoolSculpting in Fulton, MD Biggest CoolSculpting® Promo +7 more rejuvenate.beautysculpt.net/coolsculpting/fulton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Fulton, MD. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	0. coolsculpting - general	Paused	11	3.83%	\$81.45
(Keyword Rejuvenate Wellness Medspa) CoolSculpting in Fulton, MD Biggest CoolSculpting® Promo +7 more rejuvenate.beautysculpt.net/coolsculpting/fulton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Fulton, MD. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	1. coolsculpting - price	Paused Poor ad strength	6	12.24%	\$42.78
CoolSculpting® in Fulton, MD Limited Time Offer June 2021 Up to \$1,300 Off rejuvenate.beautysculpt.net/coolsculpting/fulton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	5	6.76%	\$35.96
Fat Reduction in Fulton, MD Eliminate Fat & Feel Great Freeze Away Body Fat rejuvenate.beautysculpt.net/coolsculpting/fulton CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	5	5.68%	\$31.12
Best CoolSculpting Deal Ever Limited Time Offer June 2021 Hurry Offer Ends In ~COUNTDOWN(2021/06/30 00:00:00);en... rejuvenate.beautysculpt.net/coolsculpting/fulton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	2	10.53%	\$24.66

Google Ads | Chris Zelig | Rejuvenate Wellness Medspa | 296-767-6723 | All campaigns | search | beta | coolsculpting

Enabled | Status: Eligible | Type: Search | Budget: \$132.35/day | Optimization score: 72% | More details

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
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210					
3.82%					
\$1,149.64					
Best CoolSculpting Deal Ever Limited Time Offer June 2021 Hurry Offer Ends In ~COUNTDOWN(2021/06/30 00:00:00);en... rejuvenate.beautysculpt.net/coolsculpting/fulton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	2	10.53%	\$24.66
Fat Reduction in Fulton, MD Freeze Away Body Fat Get Rid of Unwanted Fat rejuvenate.beautysculpt.net/coolsculpting/fulton Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.	4. lipo	Eligible	3	15.00%	\$24.55
CoolSculpting® Fat Reduction Freeze Away Body Fat Up to \$1,300 Off rejuvenate.beautysculpt.net/coolsculpting/fulton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Eligible	4	30.77%	\$24.52
Fat Reduction in Fulton, MD Eliminate Fat & Feel Great Get \$1,300 Off 8+ Treatments rejuvenate.beautysculpt.net/coolsculpting/fulton CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible	4	7.14%	\$22.80
CoolSculpting® Fat Reduction Limited Time Offer June 2021 Hurry Offer Ends In ~COUNTDOWN(2021/06/30 00:00:00);en... rejuvenate.beautysculpt.net/coolsculpting/fulton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	2	12.50%	\$21.48
CoolSculpting® Fat Reduction Limited Time Offer June 2021 Up to \$1,300 Off rejuvenate.beautysculpt.net/coolsculpting/fulton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	3	16.67%	\$18.98
CoolSculpting® in Fulton, MD Limited Time Offer June 2021 Hurry Offer Ends In ~COUNTDOWN(2021/06/30 00:00:00);en... rejuvenate.beautysculpt.net/coolsculpting/fulton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	2	3.45%	\$18.86

Google Ads | Chris Zelig | Rejuvenate Wellness Medspa | 296-767-6723 | All campaigns | search | beta | coolsculpting

Enabled | Status: Eligible | Type: Search | Budget: \$132.35/day | Optimization score: 72% | More details

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
210					
3.82%					
\$1,149.64					
CoolSculpting® in Fulton, MD Limited Time Offer June 2021 Up to \$1,300 Off rejuvenate.beautysculpt.net/coolsculpting/fulton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Paused	2	12.50%	\$16.40
Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat rejuvenate.beautysculpt.net/coolsculpting/fulton Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible	4	8.70%	\$15.45
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Get \$1,300 Off 8+ Treatments rejuvenate.beautysculpt.net/coolsculpting/fulton CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible	3	8.33%	\$15.03
Fat Reduction in Fulton, MD Eliminate Fat & Feel Great Freeze Away Body Fat rejuvenate.beautysculpt.net/coolsculpting/fulton CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible	3	4.35%	\$13.70
CoolSculpting® Fat Reduction Limited Time Offer June 2021 Our Biggest Discount Ever rejuvenate.beautysculpt.net/coolsculpting/fulton Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	1	7.69%	\$13.07
Fat Reduction in Fulton, MD Freezing Fat Really Works Get Rid of Unwanted Fat rejuvenate.beautysculpt.net/coolsculpting/fulton CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible	2	9.09%	\$11.64
Fat Reduction in Fulton, MD Freeze Away Body Fat Get Rid of Unwanted Fat rejuvenate.beautysculpt.net/coolsculpting/fulton Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible	4	4.21%	\$11.27

Ad status	Ad group	Status	Clicks	CTR	Cost
Total: Ads 210					
Non-Surgical Fat Reduction Freezing Fat Really Works Get Rid of Unwanted Fat	4. lipo	Eligible	1	14.29%	\$2.51
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Get Rid of Unwanted Fat	x. Expanded Reach Test	Eligible	1	3.03%	\$2.19
Non-Surgical Fat Reduction Freeze Away Body Fat Get \$1,300 Off 8+ Treatments	x. Expanded Reach Test	Eligible	1	2.38%	\$1.68
Fat Reduction in Fulton, MD Eliminate Fat & Feel Great Get Rid of Unwanted Fat	x. Expanded Reach Test	Eligible	1	3.85%	\$1.68
Fat Reduction in Fulton, MD Freeze Away Body Fat Get Rid of Unwanted Fat	x. Expanded Reach Test	Eligible	0	0.00%	\$0.00
Non-Surgical Fat Reduction Freezing Fat Really Works Get \$1,300 Off 8+ Treatments	x. Expanded Reach Test	Eligible	0	0.00%	\$0.00
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat	x. Expanded Reach Test	Eligible	0	0.00%	\$0.00

Ad status	Ad group	Status	Clicks	CTR	Cost
Total: Ads 210					
Total: Campaign 210					

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Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension						
CoolSculpting® The Top Non-Surgical Fat Reduction Treatment. Learn More	search beta coolsculpting	Campaign	Approved	18	3.70%	\$106.28
Call extension						
(443) 319-4386	Account	Account	Approved	23	2.74%	\$160.11
Callout extension						
Nonsurgical Fat Reduction	search beta coolsculpting	Campaign	Approved	23	4.41%	\$155.56
Highlights: No Surgery	search beta coolsculpting	Campaign	Approved	23	4.51%	\$120.52
Liposuction Alternative	search beta coolsculpting	Campaign	Approved	19	3.69%	\$120.28
Up to \$1,300 Off	search beta coolsculpting	Campaign	Approved	23	3.95%	\$117.51
Freeze Your Fat	search beta coolsculpting	Campaign	Approved	23	3.90%	\$109.54
Contact Us + Free Consult	search beta coolsculpting	Campaign	Approved	20	4.07%	\$105.92
FDA Cleared	search beta coolsculpting	Campaign	Approved	18	3.04%	\$102.60
Structured snippet extension						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00
Promotion extension						
Summer Sale - \$1,300 off 8+ Treatments	search beta coolsculpting	Campaign	Approved	140	3.93%	\$752.21

Extension type	Added to	Level	Status	Clicks	CTR	Cost
Total: Sitelink extensions 19						
Total: Callout extensions 57						
Total: Structured snippet extensions 0						
Total: Call extensions 23						
Total: Promotion extensions 140						

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Asset status	Status	Asset type	Position pinning	Impr.
Responsive search ads usually need around 5,000 impressions over 30 days to display a rating in the Performance column. Learn more				
Fat Reduction in Fulton, MD	Approved	Headline	None	767
Freezing Fat Really Works	Approved	Headline	None	50
Rejuvenate Wellness Medspa	Approved	Headline	None	402
Get Rid of Unwanted Fat	Approved	Headline	None	229
Safe + Effective Fat Reduction	Approved	Headline	None	300
Non-Surgical Fat Reduction	Approved	Headline	None	320
Eliminate Fat & Feel Great	Approved	Headline	None	271
Freeze Away Body Fat	Approved	Headline	None	119
Get \$1,300 Off 8+ Treatments	Approved	Headline	None	403
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	1,412
CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	Approved	Description	None	1,140
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	0
Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.	Approved	Description	None	0

Overview | Recommendations | Insights | Ad groups | Ad status: All enabled | ADD FILTER | Optimization score: 72%

Responsive search ad X | Leave feedback | Custom Apr 1 - Jun 30, 2021

Asset	Status	Asset type ↑	Position pinning	Impr.
Fat Reduction in Fulton, MD	Approved	Headline	None	767
Freezing Fat Really Works	Approved	Headline	None	50
Rejuvenate Wellness Medspa	Approved	Headline	None	402
Get Rid of Unwanted Fat	Approved	Headline	None	229
Safe + Effective Fat Reduction	Approved	Headline	None	300
Non-Surgical Fat Reduction	Approved	Headline	None	320
Eliminate Fat & Feel Great	Approved	Headline	None	271
Freeze Away Body Fat	Approved	Headline	None	119
Get \$1,300 Off 8+ Treatments	Approved	Headline	None	403
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	1,412
CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	Approved	Description	None	1,140
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	0
Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.	Approved	Description	None	0

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