

Sight Of Beauty Medspa CoolSculpting Google Adwords & Facebook Ads Q4 2019 (11/15/2019 - 12/31/2019)

beta | coolsculpting: \$747.58
 alpha | coolsculpting: \$746.11

Google Ad Spend: \$1,493.69
Facebook Ad Spend: \$673.28
Total Media Spend: \$2,166.97

Google Ads | Chris Zelig | Sight of Beauty 897-841-9662 | All campaigns | Missing website conversion actions | Your promotional code is expiring on Fri, Jan 10, 2020

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

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$43.55/day	Eligible (Learning)	43	5.76%	\$747.58
search alpha coolsculpting	\$39.79/day	Eligible (Learning)	24	5.42%	\$746.11
Total: Filtered ca...			67	5.63%	\$1,493.69
Total: Account	\$157.05/day		68	5.52%	\$1,496.04

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 | Chris Zelig | Sight of Beauty 897-841-9662 | All campaigns | search | beta | coolscu... | Optimization score: 56.5% | Type: Search | Budget: \$43.55/day

Overview | Status: Eligible (Learning) | Optimization score: 56.5% | Type: Search | Budget: \$43.55/day | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			43	5.76%	\$747.58
CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Sight of Beauty www.sightofbeauty.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Plainview, NY. Schedule a Free Consultation	0. coolsculpting - general	Ad group paused Approved (limited): Restricted medical content +1 more	15	10.64%	\$237.63
{Keyword:Best Price in Plainview} Sight of Beauty Flexible Payment Options sightofbeauty.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	Ad group paused Approved (limited): Restricted medical content +1 more	5	12.50%	\$98.69
#1 Provider in Plainview Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more sightofbeauty.com/coolsculpting/plainview #1 CoolSculpting Deal. Freeze Fat. Top Provider in Plainview, NY. Free Consult. Expert, Safe Fat Loss With...	0. coolsculpting - general	Ad group paused Approved (limited): Restricted medical content +1 more	4	3.67%	\$86.40

Google Ads | Chris Zelig | Sight of Beauty 897-841-9662 | All campaigns | search | beta | coolscu... | Optimization score: 56.5% | Type: Search | Budget: \$43.55/day

Overview | Status: Eligible (Learning) | Optimization score: 56.5% | Type: Search | Budget: \$43.55/day | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			43	5.76%	\$747.58
25% Off All CoolSculpting® Best Price in Plainview Sight of Beauty +6 more sightofbeauty.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minim...	1. coolsculpting - price	Ad group paused Approved (limited): Restricted medical content +1 more	6	16.22%	\$79.21
25% Off All CoolSculpting® Affordable Treatments Sight of Beauty sightofbeauty.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	Ad group paused Approved (limited): Restricted medical content +1 more	3	11.11%	\$69.91
CoolSculpting in Plainview Freeze Away Stubborn Fat Sight of Beauty www.sightofbeauty.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	3. body sculpting	Approved	1	14.29%	\$49.65
25% Off All CoolSculpting® Sight of Beauty Fat Reduction Treatment www.sightofbeauty.com/coolsculpting	0. coolsculpting -	Ad group paused Approved (limited):			

Google Ads | Chris Zelig | Sight of Beauty 897-841-9662 | All campaigns | search | beta | coolscu... | Optimization score: 56.5% | Type: Search | Budget: \$43.55/day

Overview | Status: Eligible (Learning) | Optimization score: 56.5% | Type: Search | Budget: \$43.55/day | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			43	5.76%	\$747.58
25% Off All CoolSculpting® Sight of Beauty Fat Reduction Treatment www.sightofbeauty.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Plainview, NY. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Ad group paused Approved (limited): Restricted medical content +1 more	3	2.61%	\$44.53
CoolSculpting in Plainview Freeze Away Stubborn Fat Sight of Beauty www.sightofbeauty.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	Ad group paused Approved (limited): Restricted medical content +1 more	2	1.89%	\$30.39
25% Off All CoolSculpting® Sight of Beauty #1 Provider in Plainview www.sightofbeauty.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Plainview, NY. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3. body sculpting	Approved (limited): Restricted medical content +1 more	1	11.11%	\$21.47
25% Off All Fat Freezing Sight of Beauty Top Provider in Plainview sightofbeauty.com/coolsculpting/fat-freezing	6. coolsculpting - fat freeze	Approved (limited):			

Google Ads | Chris Zelig | Sight of Beauty 897-841-9662 | All campaigns | search | beta | coolscu... | Optimization score: 56.5% | Type: Search | Budget: \$43.55/day

Overview | Status: Eligible (Learning) | Optimization score: 56.5% | Type: Search | Budget: \$43.55/day | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			43	5.76%	\$747.58
25% Off All Fat Freezing Sight of Beauty Top Provider in Plainview sightofbeauty.com/coolsculpting/fat-freezing Top CoolSculpting® Deal. Top Provider in Plainview, NY for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content +1 more	1	10.00%	\$11.11
25% Off CoolSculpting® Cost New Client Special Sight of Beauty sightofbeauty.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	Ad group paused Approved (limited): Restricted medical content +1 more	1	2.86%	\$10.94
#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Sight of Beauty www.sightofbeauty.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Plainview, NY. Schedule a Free Consultation	3. body sculpting	Approved (limited): Restricted medical content +1 more	1	11.11%	\$7.65
#1 Provider in Plainview Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more sightofbeauty.com/coolsculpting/plainview					

Google Ads | Chris Zelig | Sight of Beauty | 897-841-9662 | All campaigns | search | beta | coolscu... | Budget: \$43.55/day

Overview: Enabled, Status: Eligible (Learning), Optimization score: 56.5%, Type: Search

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 43						
Extensions	<input type="checkbox"/>	#1 Provider in Plainview Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more sightofbeauty.com/coolsculpting/plainview #1 CoolSculpting Deal. Freeze Fat. Top Provider in Plainview, NY. Free Consult. Expert, Safe Fat Loss With...	coolsculpting face	Approved	0	\$0.00
Automated extensions	<input type="checkbox"/>	CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Sight of Beauty www.sightofbeauty.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Plainview, NY. Schedule a Free Consultation	coolsculpting face	Approved (limited): Restricted medical content +1 more	0	\$0.00
Demographics	<input type="checkbox"/>	25% Off All CoolSculpting® Sight of Beauty #1 Provider in Plainview www.sightofbeauty.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Plainview, NY. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	coolsculpting face	Approved	0	\$0.00
Locations	<input type="checkbox"/>	CoolSculpting in Plainview Fat Reduction Treatment No Surgery & Minimal Downtime www.sightofbeauty.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat	coolsculpting face	Approved	0	\$0.00

Google Ads | Chris Zelig | Sight of Beauty | 897-841-9662 | All campaigns | search | beta | coolscu... | Budget: \$43.55/day

Overview: Enabled, Status: Eligible (Learning), Optimization score: 56.5%, Type: Search

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 43						
Extensions	<input type="checkbox"/>	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	freeze	Approved	0	\$0.00
Automated extensions	<input type="checkbox"/>	Sight of Beauty Freezing Fat Really Works 25% Off First Treatment sightofbeauty.com/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Plainview, NY. Schedule a Free Consultation	6 coolsculpting - fat freeze	Approved	0	\$0.00
Total: Ads 43						
Total: Campaign 43						

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Google Ads | Chris Zelig | Sight of Beauty | 897-841-9662 | All campaigns | search | beta | coolscu... | Budget: \$43.55/day

Overview: Enabled, Status: Eligible (Learning), Optimization score: 56.5%, Type: Search

Extensions

Custom Nov 15 - Dec 31, 2019

Extension	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 coolscu...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	search beta coolscu...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	search beta coolscu...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	Before and After Photos See CoolSculpting Before and After Photos	search beta coolscu...	Campaign	Approved	0	\$0.00
Call extension						
<input type="checkbox"/>	(516) 293-0459 (mobile)	Account	Account	Approved	6	\$147.72

Google Ads | Chris Zelig | Sight of Beauty | 897-841-9662 | All campaigns | search | beta | coolscu... | Budget: \$43.55/day

Overview: Enabled, Status: Eligible (Learning), Optimization score: 56.5%, Type: Search

Extensions

Associations view

Extension	Added to	Level	Status	Clicks	CTR	Cost
Call extension						
<input type="checkbox"/>	(516) 293-0459 (mobile)	Account	Account	Approved	6	\$147.72
<input type="checkbox"/>	(516) 293-0459	Account	Account	Approved	1	\$15.03
Callout extension						
<input type="checkbox"/>	Highlights: No Surgery	search beta coolscu...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	New Clients 25% Off	search beta coolscu...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	Nonsurgical Fat Reduction	search beta coolscu...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	FDA Approved	search beta coolscu...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	Contact Us + Free Consult	search beta coolscu...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	Freeze Your Fat	search beta coolscu...	Campaign	Approved	0	\$0.00

Google Ads | Chris Zelig | Sight of Beauty | 897-841-9662 | All campaigns | search | beta | coolscu... | Budget: \$43.55/day

Overview: Enabled, Status: Eligible (Learning), Optimization score: 56.5%, Type: Search

Extensions

Associations view

Extension	Added to	Level	Status	Clicks	CTR	Cost
Call extension						
<input type="checkbox"/>	(516) 293-0459 (mobile)	Account	Account	Approved	6	\$147.72
<input type="checkbox"/>	(516) 293-0459	Account	Account	Approved	1	\$15.03
Callout extension						
<input type="checkbox"/>	Highlights: No Surgery	search beta coolscu...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	New Clients 25% Off	search beta coolscu...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	Nonsurgical Fat Reduction	search beta coolscu...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	FDA Approved	search beta coolscu...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	Contact Us + Free Consult	search beta coolscu...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	Freeze Your Fat	search beta coolscu...	Campaign	Approved	0	\$0.00
Structured snippet extension						
<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	search beta coolscu...	Campaign	Approved	16	\$281.28
Promotion extension						
<input type="checkbox"/>	25% off for New Clients	search beta coolscu...	Campaign	Approved	16	\$245.17
Total: Structured snippet extensions				16	6.99%	\$281.28
Total: Call extensions				7	4.27%	\$162.75
Total: Promotion extensions				16	4.28%	\$245.17

Google Ads | Chris Zelig | Sight of Beauty | 897-841-9662 | All campaigns | search | alpha | coolscu... | Budget: \$39.79/day

Overview: Enabled, Status: Eligible (Learning), Optimization score: 56.5%, Type: Search

Ads

Custom Nov 15 - Dec 31, 2019

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/>	CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Sight of Beauty www.sightofbeauty.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Plainview, NY. Schedule a Free Consultation	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	6	\$223.99
<input type="checkbox"/>	CoolSculpting in Plainview Freeze Away Stubborn Fat Sight of Beauty www.sightofbeauty.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	Approved (limited): Restricted medical content +1 more	5	\$174.99
<input type="checkbox"/>	#1 Provider in Plainview Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more sightofbeauty.com/coolsculpting/plainview #1 CoolSculpting Deal. Freeze Fat. Top Provider in Plainview, NY. Free Consult. Expert, Safe Fat Loss With...	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	5	\$129.03
<input type="checkbox"/>	25% Off CoolSculpting Cost New Client Special Sight of Beauty sightofbeauty.com/coolsculpting/special		Approved (limited):		

Overview	Enabled	Status: Eligible (Learning)	Optimization score: 56.5%	Type: Search	Budget: \$39.79/day	More details		
Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> + Ad status: All ADD FILTER <div style="text-align: right;"> SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE </div> </div>							
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost		
Ads & extensions	<input type="checkbox"/> ●	25% Off CoolSculpting Cost New Client Special Sight of Beauty sightofbeauty.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	Approved (limited): Restricted medical content +1 more	2	28.57%	\$75.74	
Extensions	<input type="checkbox"/> ●	Top Provider in Plainview Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more sightofbeauty.com/coolsculpting/plainview #1 CoolSculpting Deal. Freeze Fat. Top Provider in Plainview, NY. Free Consult. Expert, Safe Fat Loss With... View assets details	3. body sculpting	Approved	2	33.33%	\$53.01	
Landing pages	<input type="checkbox"/> ●	25% Off All CoolSculpting® Sight of Beauty Top Provider in Plainview www.sightofbeauty.com/coolsculpting Best CoolSculpting Deal. Freeze Fat. Top Provider in Plainview, NY. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	2	2.90%	\$39.40	
Keywords	<input type="checkbox"/> ●	25% Off All CoolSculpting® Best Price in Plainview Sight of Beauty +6 more sightofbeauty.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minimal Downtime.	1. coolsculpting - price	Approved	1	33.33%	\$26.01	
Audiences								
Demographics								
Settings								
Locations								
Ad schedule								

Overview	Enabled	Status: Eligible (Learning)	Optimization score: 56.5%	Type: Search	Budget: \$39.79/day	More details		
Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> + Ad status: All ADD FILTER <div style="text-align: right;"> SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE </div> </div>							
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost		
Ads & extensions	<input type="checkbox"/> ●	Top Provider in Plainview Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more sightofbeauty.com/coolsculpting/plainview #1 CoolSculpting Deal. Freeze Fat. Top Provider in Plainview, NY. Free Consult. Expert, Safe Fat Loss With... View assets details	5. sculpsure	Approved	1	11.11%	\$23.94	
Extensions	<input type="checkbox"/> ●	Top Provider in Plainview Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more sightofbeauty.com/coolsculpting/plainview #1 CoolSculpting Deal. Freeze Fat. Top Provider in Plainview, NY. Free Consult. Expert, Safe Fat Loss With... View assets details	2. cryolipolysis	Approved	0	0.00%	\$0.00	
Automated extensions	<input type="checkbox"/> ●	CoolSculpting Deal 25% Off Fat Reduction Treatment Sight of Beauty www.sightofbeauty.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Plainview, NY. Schedule a Free Consultation	2. cryolipolysis	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00	
Landing pages	<input type="checkbox"/> ●	CoolSculpting in Plainview Freeze Away Stubborn Fat No Surgery & Minimal Downtime www.sightofbeauty.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation	2. cryolipolysis	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00	
Keywords								
Audiences								
Demographics								
Settings								
Locations								
Ad schedule								

Overview	Enabled	Status: Eligible (Learning)	Optimization score: 56.5%	Type: Search	Budget: \$39.79/day	More details			
Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> + Ad status: All ADD FILTER <div style="text-align: right;"> SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE </div> </div>								
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Ads & extensions	<input type="checkbox"/> ●	Sight of Beauty www.sightofbeauty.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Plainview, NY. Schedule a Free Consultation	5. sculpsure	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00		
Extensions	<input type="checkbox"/> ●	CoolSculpting in Plainview Top Fat Reduction Treatment No Surgery & Minimal Downtime www.sightofbeauty.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	5. sculpsure	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00		
Automated extensions									
Landing pages									
Keywords	Total: Ads				24	5.42%	\$746.11		
Audiences	Total: Campaign				24	5.42%	\$746.11		
Demographics									
Settings									
Locations									
Ad schedule									

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Overview	Enabled	Status: Eligible (Learning)	Optimization score: 56.5%	Type: Search	Budget: \$39.79/day	More details		
Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> + Extension type: All ADD FILTER <div style="text-align: right;"> SEARCH REPORTS TOOLS & SETTINGS </div> </div>							
Ad groups	Extension	Added to	Level	Status	Clicks	CTR	Cost	
Ads & extensions	<div style="background-color: #f2f2f2; padding: 2px;">SiteLink extension</div>							
Ads	<input type="checkbox"/> ●	25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	search alpha coolscu...	Campaign	Approved	0	-	\$0.00
Extensions	<input type="checkbox"/> ●	State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	search alpha coolscu...	Campaign	Approved	0	-	\$0.00
Automated extensions	<input type="checkbox"/> ●	5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	search alpha coolscu...	Campaign	Approved	0	-	\$0.00
Landing pages	<input type="checkbox"/> ●	Before and After Photos See CoolSculpting Before and After Photos	search alpha coolscu...	Campaign	Approved	0	-	\$0.00
Keywords	<div style="background-color: #f2f2f2; padding: 2px;">Call extension</div>							
Audiences	<input type="checkbox"/> ●	(516) 293-0459	Account	Account	Approved	1	2.50%	\$26.95
Demographics								
Settings								
Locations								
Ad schedule								

Overview	Enabled	Status: Eligible (Learning)	Optimization score: 56.5%	Type: Search	Budget: \$39.79/day	More details		
Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> + Extension type: All ADD FILTER <div style="text-align: right;"> SEARCH REPORTS TOOLS & SETTINGS </div> </div>							
Ad groups	Extension	Added to	Level	Status	Clicks	CTR	Cost	
Ads & extensions	<div style="background-color: #f2f2f2; padding: 2px;">Call extension</div>							
Ads	<input type="checkbox"/> ●	(516) 293-0459	Account	Account	Approved	1	2.50%	\$26.95
Extensions	<input type="checkbox"/> ●	(516) 293-0459 (mobile)	Account	Account	Approved	1	1.59%	\$26.66
Automated extensions	<div style="background-color: #f2f2f2; padding: 2px;">Callout extension</div>							
Landing pages	<input type="checkbox"/> ●	New Clients 25% Off	search alpha coolscu...	Campaign	Approved	9	9.57%	\$348.86
Keywords	<input type="checkbox"/> ●	Highlights: No Surgery	search alpha coolscu...	Campaign	Approved	8	8.60%	\$307.63
Audiences	<input type="checkbox"/> ●	Freeze Your Fat	search alpha coolscu...	Campaign	Approved	5	5.38%	\$214.78
Demographics	<input type="checkbox"/> ●	Liposuction Alternative	search alpha coolscu...	Campaign	Approved	5	5.88%	\$180.99
Settings	<input type="checkbox"/> ●	Nonsurgical Fat Reduction	search alpha coolscu...	Campaign	Approved	5	6.67%	\$143.13
Locations	<input type="checkbox"/> ●	FDA Approved	search alpha coolscu...	Campaign	Approved	3	3.49%	\$114.60
Ad schedule								

Overview	Enabled	Status: Eligible (Learning)	Optimization score: 56.5%	Type: Search	Budget: \$39.79/day	More details			
Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> + Extension type: All ADD FILTER <div style="text-align: right;"> SEARCH REPORTS TOOLS & SETTINGS </div> </div>								
Ad groups	Extension	Added to	Level	Status	Clicks	CTR	Cost		
Ads & extensions	<input type="checkbox"/> ●	FDA Approved	search alpha coolscu...	Campaign	Approved	3	3.49%	\$114.60	
Ads	<input type="checkbox"/> ●	Contact Us + Free Consult	search alpha coolscu...	Campaign	Approved	1	1.35%	\$30.26	
Extensions	<div style="background-color: #f2f2f2; padding: 2px;">Structured snippet extension</div>								
Automated extensions	<input type="checkbox"/> ●	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	search alpha coolscu...	Campaign	Approved	0	0.00%	\$0.00	
Landing pages	<div style="background-color: #f2f2f2; padding: 2px;">Promotion extension</div>								
Keywords	<input type="checkbox"/> ●	25% off for New Clients	search alpha coolscu...	Campaign	Approved	18	7.38%	\$596.11	
Audiences	Total: Callout extensions				15	6.70%	\$538.53		
Demographics	Total: Structured snippet extensions				0	0.00%	\$0.00		
Settings	Total: Call extensions				2	1.94%	\$53.61		
Locations	Total: Promotion extensions				18	7.38%	\$596.11		
Ad schedule									

Facebook Ads Manager interface showing a list of ad sets for the 'Coolsculpting - Conversions' campaign. The table includes columns for Ad Name, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Quality Ranking, Engagement Rate, Conversion Rate, and Amount Spent.

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
High Vio - 2019-11 - CS - Prospecting - Women - V...	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	1,977	3,197	—	—	—	—	\$135.77
2019-11 - CS - Prospecting - Women - V2 - Image 3	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	1	2,268	3,391	\$103.75	Below average	Below average	Below average	\$103.75
2019-12 - CS - Women - V2 - Holiday Image 3	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	2,092	3,256	—	Below average	Average	Below average	\$100.03
Event: Coolsculpting Event - Don't Imagine Results...	Lowest cost Conversions	Using camp...	Dec 3, 2019, 2:24 ...	57	3,220	4,405	\$132	—	—	—	\$75.00
2019-12 - CS - Women - V2 - Holiday Image 2	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	1,410	2,218	—	Below average	Below average	Below average	\$63.11
2019-11 - CS - Prospecting - Women - V2 - Image 1	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	862	1,216	—	Below average	Below average	Below average	\$53.92
2019-11 - CS - Prospecting - Women - V2 - Image 4	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	746	1,085	—	—	—	—	\$39.42
2019-11 - CS - Prospecting - Women - V2 - Image 2	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	550	736	—	—	—	—	\$27.34
Instagram Post: Reserve your seat now! On...	Lowest cost Link Clicks	\$18.00 Lifetime	—	31	1,518	1,585	\$0.58	—	—	—	\$18.00
2019-12 - CS - Women - V2 - Holiday Image 1	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	319	406	—	—	—	—	\$15.17
2019-12 - CS - Women - V1 - Holiday Image 4	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	48	107	—	—	—	—	\$14.54
2019-12 - CS - Women - V1 - Holiday Image 3	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	29	37	—	—	—	—	\$9.64
Results from 19 ads											
					11,256	21,761	Total				\$673.28

Facebook Ads Manager interface showing a list of ad sets for the 'Coolsculpting - Conversions' campaign. The table includes columns for Ad Name, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Quality Ranking, Engagement Rate, Conversion Rate, and Amount Spent.

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-11 - CS - Prospecting - Women - V2 - Image 2	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	550	736	—	—	—	—	\$27.34
Instagram Post: Reserve your seat now! On...	Lowest cost Link Clicks	\$18.00 Lifetime	—	31	1,518	1,585	\$0.58	—	—	—	\$18.00
2019-12 - CS - Women - V2 - Holiday Image 1	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	319	406	—	—	—	—	\$15.17
2019-12 - CS - Women - V1 - Holiday Image 4	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	48	107	—	—	—	—	\$14.54
2019-12 - CS - Women - V1 - Holiday Image 3	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	29	37	—	—	—	—	\$9.64
2019-12 - CS - Women - V1 - Holiday Image 2	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	23	33	—	—	—	—	\$9.27
2019-11 - CS - Prospecting - Women - V1 - Image 3	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	22	29	—	—	—	—	\$3.27
Instagram Post: Reserve your seat now! On...	Lowest cost Post Engage...	\$2.00 Lifetime	—	39	39	—	—	—	—	—	\$1.80
2019-11 - CS - Prospecting - Women - V1 - Image 4	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	10	11	—	—	—	—	\$1.75
2019-11 - CS - Prospecting - Women - V1 - Image 2	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	9	10	—	—	—	—	\$1.50
2019-11 - CS - Prospecting - Women - V1 - Image 4	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	—	—	—	—	—	—	—
2020-01 - CS - Prospecting - Women - V2 - Image 4	Lowest cost Conversions	Using camp...	Jan 7, 2020, 4:36 ...	—	—	—	—	—	—	—	—
Results from 19 ads											
					11,256	21,761	Total				\$673.28

Facebook Ads Manager interface showing the 'Identity' and 'Create Ad' sections for the 'High Vio - 2019-11 - CS - Prospecting - Women - V2 - Video 1' ad set. The 'Identity' section shows the Facebook Page and Instagram Account. The 'Create Ad' section shows the format options (Single Image or Video, Carousel, Collection) and the Fullscreen Mobile Experience options.

Identity

Facebook Page
Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

Instagram Account
The Instagram account below is connected to the selected Facebook Page. The Page admin can manage connections in Page settings.

Create Ad Use Existing Post Use Mockup

Format
Choose how you'd like to structure your ad.

- Single Image or Video
One image or video, or a slideshow with multiple images
- Carousel
2 or more scrollable images or videos
- Collection
Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience
Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. [Learn More](#)

Add an Instant Experience
 Add a Playable Asset

Media

Close

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

Ad Preview: Sight of Beauty sponsored post. Text: "Diets are tough, freezing off your fat in less than an hour watching Netflix in a medical spa is easy. Learn more about the #1... See More". Image: A woman in a bikini. Text overlay: "coolsculpting WHEN STUBBORN FAT JUST WON'T BUDGE". Call to action: "SIGHTOFBEAUTY.COM #1 Nonsurgical Fat Reduction Procedure".

Facebook Ads Manager interface showing the 'Identity' and 'Create Ad' sections for the '2019-11 - CS - Prospecting - Women - V2 - Image 3' ad set. The 'Identity' section shows the Facebook Page and Instagram Account. The 'Create Ad' section shows the format options (Single Image or Video, Carousel, Collection) and the Fullscreen Mobile Experience options.

Identity

Facebook Page
Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

Instagram Account
The Instagram account below is connected to the selected Facebook Page. The Page admin can manage connections in Page settings.

Create Ad Use Existing Post Use Mockup

Format
Choose how you'd like to structure your ad.

- Single Image or Video
One image or video, or a slideshow with multiple images
- Carousel
2 or more scrollable images or videos
- Collection
Group of items that opens into a fullscreen mobile experience

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Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. [Learn More](#)

Add an Instant Experience
 Add a Playable Asset

Media

Close

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

Ad Preview: Sight of Beauty sponsored post. Text: "Diets are tough, freezing off your fat in less than an hour watching Netflix in a medical spa is easy. Learn more about the #1... See More". Image: A woman sitting on the floor. Text overlay: "coolsculpting FREEZE AWAY FAT CELLS SALE : 25% OFF". Call to action: "SIGHTOFBEAUTY.COM #1 Nonsurgical Fat Reduction Procedure".

Facebook Ads Manager interface showing the 'Identity' and 'Create Ad' sections for the '2019-12 - CS - Women - V2 - Holiday Image 3' ad set. The 'Identity' section shows the Facebook Page and Instagram Account. The 'Create Ad' section shows the format options (Single Image or Video, Carousel, Collection) and the Fullscreen Mobile Experience options.

Identity

Facebook Page
Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

Instagram Account
The Instagram account below is connected to the selected Facebook Page. The Page admin can manage connections in Page settings.

Create Ad Use Existing Post Use Mockup

Format
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Add an Instant Experience
 Add a Playable Asset

Media

Close

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

Ad Preview: Sight of Beauty sponsored post. Text: "Diets are tough, freezing off your fat in less than an hour watching Netflix in a medical spa is easy. Learn more about the #1... See More". Image: A woman in a white dress. Text overlay: "coolsculpting HELLO HOLIDAYS GOODBYE FAT CELLS 25% OFF". Call to action: "SIGHTOFBEAUTY.COM #1 Nonsurgical Fat Reduction Procedure".

Facebook Ads Manager interface showing the 'Event: CoolSculpting Event - Don't Imagine Results. See The' ad. The ad name is 'Event: CoolSculpting Event - Don't Imagine Results. See The'. The identity is 'Sight of Beauty'. The ad is currently in the 'Draft' stage.

Ad Name: Event: CoolSculpting Event - Don't Imagine Results. See The

Identity: Facebook Page: Sight of Beauty

Media: Untitled image (400 x 265)

Text: Let's talk about how the CoolSculpting Treatment safely freezes and removes fat cells with little or no down time and NO... See More

Engagement: 44 people interested, 3 going

Interactions: Like, Comment

Buttons: Discard Draft, Publish

Facebook Ads Manager interface showing the '2019-12 - CS - Women - V2 - Holiday Image 2' ad. The ad name is '2019-12 - CS - Women - V2 - Holiday Image 2'. The identity is 'Sight of Beauty'. The ad is currently in the 'Draft' stage.

Ad Name: 2019-12 - CS - Women - V2 - Holiday Image 2

Identity: Facebook Page: Sight of Beauty

Format: Single Image or Video

Text: Diets are tough, freezing off your fat in less than an hour watching Netflix in a medical spa is easy. Learn more about the #1... See More

Image: Woman in a Santa hat holding a gift box

Text: HELLO HOLIDAYS GOODBYE FAT CELLS

Text: 25% OFF

Text: SIGHTOFBEAUTY.COM #1 Nonsurgical Fat Reduction Procedure

Engagement: 3 likes, 1 share

Buttons: Discard Draft, Publish

Facebook Ads Manager interface showing the '2019-11 - CS - Prospecting - Women - V2 - Image 1' ad. The ad name is '2019-11 - CS - Prospecting - Women - V2 - Image 1'. The identity is 'Sight of Beauty'. The ad is currently in the 'Active' stage.

Ad Name: 2019-11 - CS - Prospecting - Women - V2 - Image 1

Identity: Facebook Page: Sight of Beauty

Format: Single Image or Video

Text: Diets are tough, freezing off your fat in less than an hour watching Netflix in a medical spa is easy. Learn more about the #1... See More

Image: Woman in a white bikini

Text: FREEZE AWAY FAT CELLS SALE - 25% OFF

Text: SIGHTOFBEAUTY.COM #1 Nonsurgical Fat Reduction Procedure

Engagement: 4 likes, 2 shares

Buttons: Discard Draft, Publish

Facebook Ads Manager interface showing the '2019-11 - CS - Prospecting - Women - V2 - Image 4' ad. The ad name is '2019-11 - CS - Prospecting - Women - V2 - Image 4'. The identity is 'Sight of Beauty'. The ad is currently in the 'Draft' stage.

Ad Name: 2019-11 - CS - Prospecting - Women - V2 - Image 4

Identity: Facebook Page: Sight of Beauty

Format: Single Image or Video

Text: Diets are tough, freezing off your fat in less than an hour watching Netflix in a medical spa is easy. Learn more about the #1... See More

Image: Two women in white bikinis

Text: #1 Nonsurgical Fat Reduction Procedure

Engagement: 2 likes

Buttons: Discard Draft, Publish

Facebook Ads Manager interface showing the '2019-11 - CS - Prospecting - Women - V2 - Image 2' ad. The ad name is '2019-11 - CS - Prospecting - Women - V2 - Image 2'. The identity is 'Sight of Beauty'. The ad is currently in the 'Draft' stage.

Ad Name: 2019-11 - CS - Prospecting - Women - V2 - Image 2

Identity: Facebook Page: Sight of Beauty

Format: Single Image or Video

Text: Diets are tough, freezing off your fat in less than an hour watching Netflix in a medical spa is easy. Learn more about the #1... See More

Image: Woman in a black bikini

Text: FREEZE AWAY FAT CELLS 25% OFF

Text: SIGHTOFBEAUTY.COM #1 Nonsurgical Fat Reduction Procedure

Engagement: 2 likes, 1 share

Buttons: Discard Draft, Publish

Facebook Ads Manager interface showing the ad creation process. The left sidebar displays a list of ad sets under 'Coolsculpting - Conversions' and 'Coolsculpting - Women'. The main panel shows the 'Instagram Post: Reserve your seat now!' ad set selected. The right panel displays the ad preview on an Instagram feed, featuring a woman in a white dress and the text 'coolsculpting EVENT DEC. 4TH FREEZE AWAY STUBBORN FAT'.

Facebook Ads Manager interface showing the ad creation process. The left sidebar displays a list of ad sets under 'Coolsculpting - Conversions' and 'Coolsculpting - Women'. The main panel shows the '2019-12 - CS - Women - V2 - Holiday Image 1' ad set selected. The right panel displays the ad preview, featuring a woman in a white bikini and the text 'Sight of Beauty HELLO HOLIDAYS GOODBYE FAT CELLS 25% OFF'.

Facebook Ads Manager interface showing the ad creation process. The left sidebar displays a list of ad sets under 'Coolsculpting - Conversions' and 'Coolsculpting - Women'. The main panel shows the '2019-12 - CS - Women - V1 - Holiday Image 4' ad set selected. The right panel displays the ad preview, featuring a woman in a red dress holding a gift and the text 'Sight of Beauty HELLO HOLIDAYS GOODBYE FAT CELLS 25% OFF'.

Facebook Ads Manager interface showing the ad creation process. The left sidebar displays a list of ad sets under 'Coolsculpting - Conversions' and 'Coolsculpting - Women'. The main panel shows the '2019-12 - CS - Women - V1 - Holiday Image 3' ad set selected. The right panel displays the ad preview, featuring a woman in a white dress and the text 'Sight of Beauty HELLO HOLIDAYS GOODBYE FAT CELLS 25% OFF'.

Facebook Ads Manager interface showing the ad creation process. The left sidebar displays a list of ad sets under 'Coolsculpting - Conversions' and 'Coolsculpting - Women'. The main panel shows the '2019-12 - CS - Women - V1 - Holiday Image 2' ad set selected. The right panel displays the ad preview, featuring a woman in a red Santa hat holding a gift and the text 'Sight of Beauty HELLO HOLIDAYS GOODBYE FAT CELLS 25% OFF'.

Facebook Ads Manager interface for Susan Bellini (62804696). The breadcrumb trail is: Coolsculpting - Conversions > Coolsculpting - Women > 2019-11 - CS - Prospecting - Women - V1 - Image 3. The ad is active.

Identity: Facebook Page: Sight of Beauty; Instagram Account: sightofbeautyplainview.

Format: Single Image or Video (selected). Description: One image or video, or a slideshow with multiple images.

Fullscreen Mobile Experience: Add an Instant Experience (unchecked).

Media: Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs. Clear Images button.

Ad Preview: Shows a woman sitting on the floor. Text: "Coolsculpting® is a non-invasive cosmetic procedure that reduces fat from problem areas. Facebook Special 25% off all areas." "Coolsculpting FREEZE AWAY FAT CELLS SALE : 25% OFF". "SIGHTOFBEAUTY.COM CoolSculpting® #1 Nonsurgical Fat Reduction". "LEARN MORE". "2 Shares". Like, Comment, Share buttons.

Buttons: Close, Discard Draft, Publish.

Facebook Ads Manager interface. The breadcrumb trail is: Instagram Post: Reserve your seat no... > Instagram Post: Reserve your seat no... > Instagram Post: Reserve your seat no... The ad is completed.

Warning: This ad was created on Instagram and can't be edited here. Open your Instagram app to edit the original.

Ad Preview: Shows an Instagram post for "sightofbeautyplainview" with a woman in a white dress. Text: "coolsculpting EVENT DEC. 4TH FREEZE AWAY STUBBORN FAT". "Visit Instagram Profile". "sightofbeautyplainview Reserve your seat now! On December 4 from 6:30-8:30 Come watch a ... more". Like, Comment, Share buttons.

Buttons: Close, Discard Draft, Publish.

Facebook Ads Manager interface. The breadcrumb trail is: Coolsculpting - Conversions > Coolsculpting - Women > 2019-11 - CS - Prospecting - Women - V1 - Image 4. The ad is off.

Identity: Facebook Page: Sight of Beauty; Instagram Account: sightofbeautyplainview.

Format: Single Image or Video (selected). Description: One image or video, or a slideshow with multiple images.

Fullscreen Mobile Experience: Add an Instant Experience (unchecked).

Media: Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs. Clear Images button.

Ad Preview: Shows two women in white bikinis. Text: "Coolsculpting® is a non-invasive cosmetic procedure that reduces fat from problem areas. Facebook Special 25% off all areas." "SIGHTOFBEAUTY.COM CoolSculpting® #1 Nonsurgical Fat Reduction". "LEARN MORE". Like, Comment, Share buttons.

Buttons: Close, Discard Draft, Publish.

Facebook Ads Manager interface. The breadcrumb trail is: Coolsculpting - Conversions > Coolsculpting - Women > 2019-11 - CS - Prospecting - Women - V1 - Image 2. The ad is off.

Identity: Facebook Page: Sight of Beauty; Instagram Account: sightofbeautyplainview.

Format: Single Image or Video (selected). Description: One image or video, or a slideshow with multiple images.

Fullscreen Mobile Experience: Add an Instant Experience (unchecked).

Media: Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs. Clear Images button.

Image Upload: 13 placements are using this image. 10.png.

Ad Preview: Shows a woman in a black bikini. Text: "Coolsculpting® is a non-invasive cosmetic procedure that reduces fat from problem areas. Facebook Special 25% off all areas." "Coolsculpting FREEZE AWAY FAT CELLS 25% OFF". "SIGHTOFBEAUTY.COM CoolSculpting® #1 Nonsurgical Fat Reduction". "LEARN MORE". Like, Comment, Share buttons.

Buttons: Close, Discard Draft, Publish.