

The Medspa MD CoolSculpting Google Adwords Q3 2020 (07/1/2020 - 09/30/2020)

Total Google Ads: \$7,889.41

Google Ads Chris Zelig > The Medspa ... 753-428-4923 All campaigns						
Overview	Campaign status: All ADD FILTER		SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com
	Campaign	Budget	Status	Clicks	CTR	Cost
	search beta coolsculpting	\$140.59/day	Eligible	1,816	5.09%	\$7,889.41
	Campaign #1	\$1.00/day	Removed	0	-	\$0.00
	search beta coolsculpting generic	Coolsculpting \$20.00/day	Removed	0	-	\$0.00
	search beta coolsculpting purchase	Coolsculpting \$20.00/day	Removed	0	-	\$0.00
	search beta coolsculpting research	Coolsculpting \$20.00/day	Removed	0	-	\$0.00
	search beta coolsculpting BMM	Coolsculpting \$20.00/day	Paused	0	-	\$0.00
	search beta coolsculpting broad	\$60.00/day	Paused	0	-	\$0.00
	search beta coolsculpting exact	Coolsculpting \$20.00/day	Paused	0	-	\$0.00
	search beta coolsculpting generic BMM	Coolsculpting \$20.00/day	Paused	0	-	\$0.00
	search beta coolsculpting generic broad	\$60.00/day	Paused	0	-	\$0.00
	Total: Campaigns			1,816	5.09%	\$7,889.41
	Total: Account	\$140.59/day		1,816	5.09%	\$7,889.41

Google Ads Chris Zelig > The Medspa ... 753-428-4923 All campaigns							
Overview	Ad status: All ADD FILTER		SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com	
	Ad	Campaign	Ad group	Status	Clicks	CTR	Cost
	CoolSculpting in West Hartford Fat Reduction Treatment Flexible Payment... www.themedspamd.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in West Hartford, CT. Schedule a Free...	search beta coolsculpting	x. Expanded Reach	Not eligible Policy (Restricted medical content +1 more), Ad group paused	552	3.57%	\$2,625.25
	{Keyword:The Medspa} Non-Surgical Lipo Alternative Freeze Your Fat Away Today www.themedspamd.com Is CoolSculpting Right For You? Book Your Free Consultation for 25% Off Today. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	3. lipo	Not eligible Policy (Restricted medical content +1 more), Ad group paused	254	8.12%	\$951.41
	CoolSculpting in West Hartford Fat Reduction Treatment Flexible Payment Options www.themedspamd.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in West Hartford, CT. Schedule a Free Consultation	search beta coolsculpting	x. Expanded Reach	Removed Policy (Restricted medical content +1 more), Ad group paused	184	3.36%	\$860.04

Google Ads Chris Zelig > The Medspa ... 753-428-4923 All campaigns							
Overview	Ad status: All ADD FILTER		SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com	
	Ad	Campaign	Ad group	Status	Clicks	CTR	Cost
	Non-Surgical Lipo Alternative Freeze Fat Away CoolSculpting in West Hartford www.themedspamd.com Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo. Leading CoolSculpting Provider in West Hartford, CT. Schedule a Free Consultation	search beta coolsculpting	3. lipo	Not eligible Policy (Restricted medical content +1 more), Ad group paused	118	6.44%	\$479.81
	CoolSculpting Deal \$1,000 Off Freeze Away Stubborn Fat Top Provider in West Hartford www.themedspamd.com CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel...	search beta coolsculpting	0. coolsculpting - general	Paused Policy (Restricted medical content +1 more)	100	6.95%	\$434.58
	CoolSculpting in West Hartford Fat Reduction Treatment Flexible Payment Options www.themedspamd.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in West Hartford, CT. Schedule a Free Consultation	search beta coolsculpting	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	97	12.28%	\$349.76
	The Medspa New Client Special 25% Off All Fat Freezing www.themedspamd.com Best CoolSculpting Deal. Top Provider in West Hartford, CT for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge,...	search beta coolsculpting	x. Expanded Reach	Paused Policy (Restricted medical content +1 more)	59	3.11%	\$289.00

Google Ads Chris Zelig > The Medspa ... 753-428-4923 All campaigns							
Overview	Ad status: All ADD FILTER		SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com	
	Ad	Campaign	Ad group	Status	Clicks	CTR	Cost
	The Medspa New Client Special 25% Off All Fat Freezing www.themedspamd.com Best CoolSculpting Deal. Top Provider in West Hartford, CT for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge,...	search beta coolsculpting	x. Expanded Reach	Paused Policy (Restricted medical content +1 more), Ad group paused	59	3.11%	\$289.00
	{Keyword:The Medspa} New Client Special 25% Off All Fat Freezing www.themedspamd.com Best CoolSculpting Deal. Top Provider in West Hartford, CT for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	search beta coolsculpting	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	53	9.91%	\$278.76
	Body Sculpting CoolSculpting in West Hartford Non-Surgical Fat Reduction www.themedspamd.com Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great. Best CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Consult.	search beta coolsculpting	2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	52	11.40%	\$261.99
	CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Top Provider in West Hartford www.themedspamd.com CoolSculpting Deal. Freeze Fat. Top Provider	search beta coolsculpting	0. coolsculpting - general	Eligible (Limited) Policy (Restricted)	55	10.09%	\$236.73

Google Ads		Chris Zelig > The Medspa ... 753-428-4923	All campaigns	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com			
Overview	Ads	Custom Jul 1 - Sep 30, 2020		SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Recommendations	+ Ad status: All ADD FILTER			SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Ad	Campaign	Ad group	Status	Clicks	CTR	Cost				
<input type="checkbox"/> <input checked="" type="radio"/> CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Top Provider in West Hartford www.themedspamd.com	search beta coolsculpting	x. Expanded Reach	Removed Policy (Restricted medical content +1 more), Ad group paused	9	3.49%	\$30.98				
<input type="checkbox"/> <input checked="" type="radio"/> {Keyword:The Medspa} New Client Special 25% Off All Fat Freezing www.themedspamd.com	search beta coolsculpting	5. sculpsure	Not eligible Policy (Restricted medical content +1 more), Ad group paused	14	9.40%	\$28.59				
<input type="checkbox"/> <input checked="" type="radio"/> Best CoolSculpting Price The Medspa Flexible Payment Options www.themedspamd.com	search beta coolsculpting	1. coolsculpting - price	Paused Policy (Restricted medical content +1 more)	7	11.86%	\$18.82				
<input type="checkbox"/> <input checked="" type="radio"/> 25% Off All CoolSculpting Affordable & Quick Treatments The Medspa			Removed Policy							

Google Ads		Chris Zelig > The Medspa ... 753-428-4923	All campaigns	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com			
Overview	Ads	Custom Jul 1 - Sep 30, 2020		SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Recommendations	+ Ad status: All ADD FILTER			SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Ad	Campaign	Ad group	Status	Clicks	CTR	Cost				
<input type="checkbox"/> <input checked="" type="radio"/> Best CoolSculpting Price The Medspa Flexible Payment Options www.themedspamd.com	search beta coolsculpting	1. coolsculpting - price	Paused Policy (Restricted medical content +1 more)	7	11.86%	\$18.82				
<input type="checkbox"/> <input checked="" type="radio"/> 25% Off All CoolSculpting Affordable & Quick Treatments The Medspa	search beta coolsculpting	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	4	7.27%	\$18.08				
<input type="checkbox"/> <input checked="" type="radio"/> {Keyword:The Medspa} CoolSculpting for Double Chin Top Provider in West Hartford www.themedspamd.com	search beta coolsculpting	coolsculpting - chin	Not eligible Policy (Restricted medical content +1 more), Ad group paused	3	8.33%	\$14.94				
<input type="checkbox"/> <input checked="" type="radio"/> {Keyword:The Medspa} Body Sculpting Top Provider in West Hartford www.themedspamd.com	search beta coolsculpting	2. body sculpting	Removed Policy (Restricted medical content +1 more)	3	5.00%	\$6.35				

Google Ads		Chris Zelig > The Medspa ... 753-428-4923	All campaigns	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com			
Overview	Ads	Custom Jul 1 - Sep 30, 2020		SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Recommendations	+ Ad status: All ADD FILTER			SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Ad	Campaign	Ad group	Status	Clicks	CTR	Cost				
<input type="checkbox"/> <input checked="" type="radio"/> {Keyword:The Medspa} Body Sculpting Top Provider in West Hartford www.themedspamd.com	search beta coolsculpting	2. body sculpting	Removed Policy (Restricted medical content +1 more)	3	5.00%	\$6.35				
<input type="checkbox"/> <input checked="" type="radio"/> {Keyword:The Medspa} New Client Special 25% Off All Fat Freezing www.themedspamd.com	search beta coolsculpting	coolsculpting - face	Not eligible Policy (Restricted medical content +1 more), Ad group paused	2	25.00%	\$3.77				
<input type="checkbox"/> <input checked="" type="radio"/> 25% Off All Fat Freezing The Medspa Top Provider in West Hartford www.themedspamd.com	search beta coolsculpting	6. coolsculpting - fat freeze	Not eligible Policy (Restricted medical content +1 more), Ad group paused	1	6.25%	\$3.58				
<input type="checkbox"/> <input checked="" type="radio"/> CoolSculpting in West Hartford Fat Reduction Treatment Flexible Payment... www.themedspamd.com	search beta coolsculpting	coolsculpting - face	Not eligible Policy (Restricted medical content +1 more), Ad group paused	1	20.00%	\$2.82				

Google Ads		Chris Zelig > The Medspa ... 753-428-4923	All campaigns	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com			
Overview	Ads	Custom Jul 1 - Sep 30, 2020		SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Recommendations	+ Ad status: All ADD FILTER			SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Ad	Campaign	Ad group	Status	Clicks	CTR	Cost				
<input type="checkbox"/> <input checked="" type="radio"/> West Hartford, CT for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge...			content +1 more), Ad group paused							
<input type="checkbox"/> <input checked="" type="radio"/> 25% Off All Fat Freezing The Medspa Top Provider in West Hartford www.themedspamd.com	search beta coolsculpting	6. coolsculpting - fat freeze	Not eligible Policy (Restricted medical content +1 more), Ad group paused	1	6.25%	\$3.58				
<input type="checkbox"/> <input checked="" type="radio"/> CoolSculpting in West Hartford Fat Reduction Treatment Flexible Payment... www.themedspamd.com	search beta coolsculpting	coolsculpting - face	Not eligible Policy (Restricted medical content +1 more), Ad group paused	1	20.00%	\$2.82				
<input type="checkbox"/> <input checked="" type="radio"/> Freeze Fat with CoolSculpting Non-Surgical Body Sculpting Top Provider in West... www.themedspamd.com	search beta coolsculpting	2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	1	2.44%	\$2.37				

Google Ads		Chris Zelig > The Medspa ... 753-428-4923	All campaigns	SEARCH	REPORTS	TOOLS & SETTINGS	259-215-0574 Chris Zelig support@medstarmedia.com			
Overview	Ads	Custom Jul 1 - Sep 30, 2020		SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Recommendations	+ Ad status: All ADD FILTER			SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
Ad	Campaign	Ad group	Status	Clicks	CTR	Cost				
<input type="checkbox"/> <input checked="" type="radio"/> How to Reduce Double Chin Fat CoolSculpting for the Chin Freeze Away... www.themedspamd.com	search beta coolsculpting	coolsculpting - chin	Not eligible Policy (Restricted medical content +1 more), Ad group paused	1	5.56%	\$1.99				
<input type="checkbox"/> <input checked="" type="radio"/> Freeze your fat off #1 in CoolSculpting www.delamarmedspa.com	Campaign #1	Ad Group #1	Not eligible Disapproved (Destination not working), Ad group paused, +1	0	-	\$0.00				
<input type="checkbox"/> <input checked="" type="radio"/> CoolSculpting: Freeze Your Fat #1 Non-Surgical Fat Reduction www.delamarmedspa.com	search beta coolsculpting generic	beta - coolsculpting	Paused Policy (Restricted drug terms), Campaign removed	0	-	\$0.00				
<input type="checkbox"/> <input checked="" type="radio"/> CoolSculpting: Freeze Your Fat #1 Non-Surgical Fat Reduction			Paused Policy							

Google Ads | Chris Zelig > The Medspa ... 753-428-4923 | All campaigns

Overview | Ad status: All | ADD FILTER

Ad	Campaign	Ad group	Status	Clicks	CTR	Cost
			removed			
<input type="checkbox"/> CoolSculpting: Freeze Your Fat #1 CoolSculpting Provider www.delamarmedspa.com Cost Effective, Non-Surgical Fat Reduction with a CoolSculpting Certified Team.	search beta coolsculpting generic	beta - coolsculpting	Paused Policy (Restricted drug terms), Campaign removed	0	-	\$0.00
<input type="checkbox"/> CoolSculpting: Freeze Your Fat Safely Freeze Away Your Fat www.delamarmedspa.com CoolSculpting® - Freeze Away Stubborn Fat. Schedule a Free Consultation Today.	search beta coolsculpting generic	beta - coolsculpting	Paused Policy (Restricted drug terms), Campaign removed	0	-	\$0.00
<input type="checkbox"/> CoolSculpting: Freeze Your Fat Safely Freeze Away Your Fat www.delamarmedspa.com #1 CoolSculpting Deal. 25% off. Freeze Fat. Top Provider. Free Consultation.	search beta coolsculpting generic	beta - coolsculpting	Paused Policy (Restricted drug terms), Campaign removed	0	-	\$0.00
Total: Ads				1,816	5.09%	\$7,889.41
Total: Account				1,816	5.09%	\$7,889.41

Google Ads | Chris Zelig > The Medspa ... 753-428-4923 | All campaigns

Overview | Extensions > All | X

Extension type: All | ADD FILTER

Associations view

Extension	Extension type	Level	Status	Clicks	CTR	Cost
Account						
<input type="checkbox"/> (860) 206-8191 (mobile)	Call extension	Account	Approved	518	4.24%	\$2,689.07
<input type="checkbox"/> (860) 206-8191	Call extension	Account	Approved	148	3.62%	\$673.75
<input type="checkbox"/> About Us Learn More About Why The Medspa West Hartford is #1	Sitelink extension	Account	Disapproved: Speculative and Experimental Medical Treatment +2 more	0	-	\$0.00
<input type="checkbox"/> Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink extension	Account	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
<input type="checkbox"/> Full Range of Services Learn More About Our Complete Range of Top Services for Face and Body.	Sitelink extension	Account	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
<input type="checkbox"/> Why Choose The Medspa Read About What Sets Us Apart from Other Medspas in West Hartford	Sitelink extension	Account	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
<input type="checkbox"/> medspaathedelamarweb@gmail.com ... All locations selected	Location extension	Account	-	-	-	-

Google Ads | Chris Zelig > The Medspa ... 753-428-4923 | All campaigns

Overview | Extension type: All | ADD FILTER

Associations view

Extension	Extension type	Level	Status	Clicks	CTR	Cost
<input type="checkbox"/> medspaathedelamarweb@gmail.com ... All locations selected	Location extension	Account	-	-	-	-
search beta coolsculpting generic						
<input type="checkbox"/> (860) 206-8191 (mobile)	Call extension	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/> (860) 206-8191	Call extension	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/> Before and After Photos	Sitelink extension	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Total: Sitelink extensions				1,431	5.46%	\$6,389.45
Total: Callout extensions				1,284	5.93%	\$5,792.51
Total: Structured snippet extensions				24	3.19%	\$93.06
Total: Call extensions				666	4.09%	\$3,362.82
Total: Location extensions				263	5.54%	\$934.93
Total: Promotion extensions				816	5.60%	\$3,162.30