

Advanced Rejuvenation Center CoolSculpting Google Adwords & Facebook Ads Q3 2020 (7/1/2020 - 9/30/2020)

Total Google Ads: \$11,864.06
Total Facebook Ads: \$ 3,029.90
Total Media Spend: \$14,893.96

Google Ads Chris Zelig > Advanced Rejuvenation ... 538-573-0874 All campaigns							
Campaigns Custom Jul 1 - Sep 30, 2020							
Campaign	Budget	Status	Bid strategy type	Clicks	CTR	Cost	
search beta coolsculpting	\$136.34/day	Eligible (Learning)	Maximize conversions	2,342	3.94%	\$11,864.06	
search beta hair restoration	\$11.74/day	Eligible	Maximize conversions	1,096	3.72%	\$2,946.09	
search beta ultratherapy	\$38.69/day	Eligible	Maximize conversions	402	5.85%	\$523.86	
search beta botox	\$68.51/day	Paused	Maximize conversions	0	-	\$0.00	
search beta truscupt	\$45.45/day	Paused	Maximize conversions	0	-	\$0.00	
search alpha coolsculpting	\$200.00/day	Paused	Maximize conversions	0	-	\$0.00	
search beta cooltone	\$107.73/day	Paused	Maximize conversions	0	-	\$0.00	
search beta dermal fillers	\$22.33/day	Paused	Maximize clicks	0	-	\$0.00	
search beta microneedling	\$15.90/day	Paused	Maximize conversions	0	-	\$0.00	
search beta kybella	\$14.58/day	Eligible (Learning)	Maximize conversions	0	-	\$0.00	
search beta hydration iv	\$34.09/day	Paused	Maximize conversions	0	-	\$0.00	
search beta coolsculpting exp reach	\$32.00/day	Paused	Maximize conversions	0	-	\$0.00	
Total: All but removed campaigns				3,840	4.01%	\$15,334.01	
Total: Account				3,840	4.01%	\$15,334.01	

Google Ads Chris Zelig > Advanced Rejuvenation ... 538-573-0874 search beta coolsculpting							
Ads Custom Jul 1 - Sep 30, 2020							
Ad	Ad group	Status	Clicks	CTR	Cost		
Total: Ads			2,342	3.94%	\$11,864.06		
Advanced Rejuvenation Center CoolSculpting Near Me 25% Off All Fat Freezing +12 more advancedrejuvenationcenters.com/CoolSculpting/new-york-... Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation. Top Fat Reduction Treatment. Target Lo... View assets details	x. Expanded Reach Test	Ad group removed Approved (limited); Restricted drug terms +1 more	970	4.71%	\$2,768.81		
(Keyword: Advanced Rejuvenation Center) CoolSculpting Near Me 25% Off All Fat Freezing +12 more advancedrejuvenationcenters.com/CoolSculpting/new-york-... Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation. Top Fat Reduction Treatment. Target Lo... View assets details	0. coolsculpting - general	Approved (limited); Restricted drug terms +1 more	261	4.32%	\$2,296.39		
CoolSculpting Deal: \$1,000 Off Freeze Away Stubborn Fat Advanced Rejuvenation Centers advancedrejuvenationcenters.com/CoolSculpting/Expert-Safe-Fat-Loss-With-Quick-Results-Minimal-Downtime-Eliminate-Fat-And-Feel-Great-Leading-CoolSculpting-Provider-in-Purchase-NY-Schedule-a-Free-Consultation	x. Expanded Reach Test	Ad group removed Approved (limited); Restricted medical content +1 more	205	1.88%	\$1,040.67		
CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Advanced Rejuvenation Centers advancedrejuvenationcenters.com/CoolSculpting/Expert-Safe-Fat-Loss-With-Quick-Results-Minimal-Downtime-Eliminate-Fat-And-Feel-Great-Leading-CoolSculpting-Provider-in-Purchase-NY-Schedule-a-Free-Consultation	0. coolsculpting - general	Approved (limited); Restricted medical content +1 more	88	5.61%	\$957.15		
(Keyword: Advanced Rejuvenation Center) CoolSculpting Near Me 25% Off All Fat Freezing +12 more advancedrejuvenationcenters.com/CoolSculpting/new-york-... Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation. Top Fat Reduction Treatment. Target Lo... View assets details	4. lipo	Ad group removed Approved (limited); Restricted drug terms +1 more	162	3.98%	\$724.27		
25% Off All CoolSculpting® Best Price in Purchase, NY Advanced Rejuvenation Centers +6 more advancedrejuvenationcenters.com/coolsculpting/special-Personalized-Treatments-Luxury-Setting-Trained-Specialists-Easy-And-Convenient-Long-Lasting-Minimal... View assets details	1. coolsculpting - price	Removed Approved (limited); Restricted medical content +1 more	54	9.73%	\$581.36		

Google Ads Chris Zelig > Advanced Rejuvenation ... 538-573-0874 search beta coolsculpting							
Ads Custom Jul 1 - Sep 30, 2020							
Ad	Ad group	Status	Clicks	CTR	Cost		
Total: Ads			2,342	3.94%	\$11,864.06		
25% Off All CoolSculpting Advanced Rejuvenation Centers Fat Reduction Treatment advancedrejuvenationcenters.com/coolsculpting/#1-CoolSculpting-Deal-Freeze-Fat-Top-Provider-in-Purchase-NY-Free-Consult-Best-Prices-FDA-Cleared-Clinically-Proven-Fat-Removal-No-Surgery-Minimal-Downtime	0. coolsculpting - general	Removed Approved (limited); Restricted medical content +1 more	22	4.08%	\$432.61		
CoolSculpting Deal: \$1,000 Off Freeze Away Stubborn Fat Advanced Rejuvenation Centers advancedrejuvenationcenters.com/CoolSculpting/Expert-Safe-Fat-Loss-With-Quick-Results-Minimal-Downtime-Eliminate-Fat-And-Feel-Great-Leading-CoolSculpting-Provider-in-Purchase-NY-Schedule-a-Free-Consultation	0. coolsculpting - general	Approved (limited); Restricted medical content +1 more	55	2.94%	\$421.79		
CoolSculpting in Purchase Fat Reduction Treatment Flexible Payment Options www.advancedrejuvenationcenters.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation	x. Expanded Reach Test	Ad group removed Approved (limited); Restricted medical content +1 more	108	2.63%	\$414.01		
CoolSculpting in Purchase, NY Freeze Away Stubborn Fat Advanced Rejuvenation Centers advancedrejuvenationcenters.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	Removed Approved (limited); Restricted medical content +1 more	36	6.02%	\$292.40		
CoolSculpting Deal: \$1,000 Off Freeze Away Stubborn Fat Advanced Rejuvenation Centers advancedrejuvenationcenters.com/CoolSculpting/Expert-Safe-Fat-Loss-With-Quick-Results-Minimal-Downtime-Eliminate-Fat-And-Feel-Great-Leading-CoolSculpting-Provider-in-Purchase-NY-Schedule-a-Free-Consultation	1. coolsculpting - price	Approved (limited); Restricted medical content +1 more	40	7.53%	\$221.87		
(Keyword: Advanced Rejuvenation Center) CoolSculpting Near Me 25% Off All Fat Freezing +12 more advancedrejuvenationcenters.com/CoolSculpting/new-york-... Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation. Top Fat Reduction Treatment. Target Lo... View assets details	1. coolsculpting - price	Approved (limited); Restricted drug terms +1 more	34	6.46%	\$189.39		
(Keyword: Advanced Rejuvenation Center) CoolSculpting Near Me 25% Off All Fat Freezing +12 more advancedrejuvenationcenters.com/CoolSculpting/new-york-... Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation. Top Fat Reduction Treatment. Target Lo... View assets details	2. body sculpting	Approved (limited); Restricted medical content +1 more	23	4.26%	\$152.93		

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Ads Custom Jul 1 - Sep 30, 2020							
Ad	Ad group	Status	Clicks	CTR	Cost		
Total: Ads			2,342	3.94%	\$11,864.06		
(Keyword: Advanced Rejuvenation Center) CoolSculpting Near Me 25% Off All Fat Freezing +12 more advancedrejuvenationcenters.com/CoolSculpting/new-york-... Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation. Top Fat Reduction Treatment. Target Lo... View assets details	2. body sculpting	Approved (limited); Restricted medical content +1 more	23	4.26%	\$152.93		
(Keyword: Best Price in Purchase, NY) Advanced Rejuvenation Centers Flexible Payment Options advancedrejuvenationcenters.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	Removed Approved (limited); Restricted medical content +1 more	18	8.78%	\$129.24		
CoolSculpting Deal: 25% Off Freeze Away Stubborn Fat Advanced Rejuvenation Centers advancedrejuvenationcenters.com/CoolSculpting/Expert-Safe-Fat-Loss-With-Quick-Results-Minimal-Downtime-Eliminate-Fat-And-Feel-Great-Leading-CoolSculpting-Provider-in-Purchase-NY-Schedule-a-Free-Consultation	x. Expanded Reach Test	Ad group removed Approved (limited); Restricted medical content +1 more	23	2.35%	\$122.39		
Non-Surgical Lipo Alternative Freeze Fat Away CoolSculpting in Purchase www.advancedrejuvenationcenters.com Freeze Fat Away Fat With CoolSculpting. The Natural Looking Alternative To Lipo. Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation	4. lipo	Ad group removed Approved (limited); Restricted medical content +1 more	30	4.14%	\$113.75		
(Keyword: Advanced Rejuvenation Center) Non-Surgical Lipo Alternative Freeze Your Fat Away Today www.advancedrejuvenationcenters.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.	4. lipo	Ad group removed Approved (limited); Restricted medical content +1 more	34	3.23%	\$104.21		
Avoid Liposuction Surgery Try CoolSculpting For 25% Off Schedule a Free Consultation www.advancedrejuvenationcenters.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. Learn More Here.	4. lipo	Ad group removed Approved (limited); Restricted medical content +1 more	21	3.04%	\$84.24		
(Keyword: Advanced Rejuvenation Center) New Client Special 25% Off CoolSculpting Cost www.advancedrejuvenationcenters.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. How Much Does	1. coolsculpting - price	Approved (limited); Restricted medical content +1 more	17	12.69%	\$75.51		

Google Ads | Chris Zelig | Advanced Rejuvenation ... | Budget: \$136.34/day | Optimization score: 91.6%

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 2,342 CTR 3.94% Cost \$11,864.06						
Extensions	Special 25% Off CoolSculpting Cost	1. coolsculpting - price	Approved (limited); Restricted medical content +1 more	17	12.69%	\$75.51
Automated extensions	(Keyword Advanced Rejuvenation Center) CoolSculpting Near Me 25% Off All Fat Freezing	6. coolsculpting - fat freeze	Ad group removed Approved (limited); Restricted drug terms +1 more	11	5.39%	\$75.07
Landing pages	Double Chin Removal Affordable & Quick Treatments CoolSculpting in Purchase	coolsculpting - chin	Ad group removed Approved (limited); Restricted medical content +1 more	21	14.58%	\$71.17
Keywords	(Keyword Advanced Rejuvenation Center) CoolSculpting Near Me 25% Off All Fat Freezing	7. coolsculpting - near me	Ad group removed Approved (limited); Restricted medical content +1 more	7	12.50%	\$70.20
Audiences	Advanced Rejuvenation Center New Client Special 25% Off All Fat Freezing	x. Expanded Reach Test	Ad group removed Approved (limited); Restricted medical content +1 more	12	1.83%	\$69.53
Demographics	CoolSculpting in Purchase, NY Freeze Away Stubborn Fat Advanced Rejuvenation Center	2. body sculpting	Removed Approved (limited); Restricted medical content +1 more	9	11.84%	\$56.23
Settings	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Advanced Rejuvenation Centers	2. body sculpting	Removed Approved (limited); Restricted medical content +1 more	6	12.77%	\$53.33

Google Ads | Chris Zelig | Advanced Rejuvenation ... | Budget: \$136.34/day | Optimization score: 91.6%

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 2,342 CTR 3.94% Cost \$11,864.06						
Extensions	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Advanced Rejuvenation Centers	2. body sculpting	Removed Approved (limited); Restricted medical content +1 more	6	12.77%	\$53.33
Automated extensions	(Keyword Advanced Rejuvenation Center) New Client Special 25% Off All Fat Freezing	4. sculpsure	Ad group paused Approved (limited); Restricted medical content +1 more	20	5.38%	\$52.38
Landing pages	25% Off All CoolSculpting® Affordable Treatments Advanced Rejuvenation Centers	1. coolsculpting - price	Removed Approved (limited); Restricted medical content +1 more	5	8.77%	\$36.17
Keywords	(Keyword Advanced Rejuvenation Center) CoolSculpting Near Me 25% Off All Fat Freezing	4. sculpsure	Ad group paused Approved (limited); Restricted drug terms +1 more	6	2.10%	\$32.40
Audiences	25% Off All CoolSculpting® Advanced Rejuvenation Centers #1 Provider in Purchase, NY	2. body sculpting	Removed Approved (limited); Restricted medical content +1 more	1	3.13%	\$22.86
Demographics	(Keyword Advanced Rejuvenation Center) Body Sculpting Top Provider in Purchase	2. body sculpting	Approved (limited); Restricted medical content +1 more	8	3.86%	\$22.53
Settings	25% Off CoolSculpting® Cost New Client Special Advanced Rejuvenation Centers		Removed			

Google Ads | Chris Zelig | Advanced Rejuvenation ... | Budget: \$136.34/day | Optimization score: 91.6%

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 2,342 CTR 3.94% Cost \$11,864.06						
Extensions	25% Off CoolSculpting® Cost New Client Special Advanced Rejuvenation Centers	1. coolsculpting - price	Removed Approved (limited); Restricted medical content +1 more	2	7.41%	\$19.42
Automated extensions	CoolSculpting in Purchase Fat Reduction Treatment Freezing Fat Really Works	6. coolsculpting - fat freeze	Ad group removed Approved (limited); Restricted medical content +1 more	3	9.09%	\$17.10
Landing pages	Advanced Rejuvenation Center CoolSculpting Near Me 25% Off All Fat Freezing	alpha - cool sculpting cost	Approved (limited); Restricted medical content +1 more	3	5.45%	\$16.20
Keywords	CoolSculpting in Purchase, NY Fat Reduction Treatment No Surgery & Minimal Downtime	coolsculpting - face	Ad group removed Approved (limited); Restricted medical content +1 more	2	100.00%	\$14.15
Audiences	Freeze Fat with CoolSculpting Non-Surgical Body Sculpting Top Provider in Purchase	2. body sculpting	Approved (limited); Restricted medical content +1 more	3	3.57%	\$13.17
Demographics	(Keyword Advanced Rejuvenation Center) New Client Special 25% Off All Fat Freezing	0. coolsculpting - general	Paused Approved (limited); Restricted medical content +1 more	3	3.19%	\$10.62
Settings	(Keyword Advanced Rejuvenation Center) CoolSculpting for Double Chin Top Provider in Purchase	coolsculpting - chin	Ad group removed Approved (limited); Restricted	3	3.90%	\$10.24

Google Ads | Chris Zelig | Advanced Rejuvenation ... | Budget: \$136.34/day | Optimization score: 91.6%

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 2,342 CTR 3.94% Cost \$11,864.06						
Extensions	(Keyword Advanced Rejuvenation Center) CoolSculpting for Double Chin Top Provider in Purchase	coolsculpting - chin	Ad group removed Approved (limited); Restricted medical content +1 more	3	3.90%	\$10.24
Automated extensions	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Advanced Rejuvenation Centers	4. sculpsure	Ad group paused Approved (limited); Restricted medical content +1 more	1	5.00%	\$9.95
Landing pages	CoolSculpting in Purchase Fat Reduction Treatment Flexible Payment Options	0. coolsculpting - general	Paused Approved (limited); Restricted medical content +1 more	2	3.57%	\$9.62
Keywords	CoolSculpting in Purchase, NY #1 Fat Reduction Treatment No Surgery & Minimal Downtime	3. cryolipolysis	Ad group paused Approved (limited); Restricted medical content +1 more	1	2.63%	\$7.81
Audiences	(Keyword Advanced Rejuvenation Center) Freeze Away Stubborn Fat CoolSculpting Cryolipolysis	3. cryolipolysis	Ad group paused Approved (limited); Restricted medical content +1 more	2	2.67%	\$7.34
Demographics	25% Off All CoolSculpting® Advanced Rejuvenation Centers #1 Provider in Purchase, NY	3. cryolipolysis	Ad group paused Approved (limited); Restricted medical content +1 more	1	9.09%	\$7.12
Settings	(Keyword Advanced Rejuvenation Center) CoolSculpting					

Google Ads | Chris Zelig | Advanced Rejuvenation ... | Budget: \$136.34/day | Optimization score: 91.6%

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 2,342 CTR 3.94% Cost \$11,864.06						
Extensions	Fat Removal. No Surgery. Minimal Downtime.	coolsculpting - chin	Approved (limited); Restricted medical content +1 more	2	4.08%	\$7.02
Automated extensions	(Keyword Advanced Rejuvenation Center) CoolSculpting Near Me 25% Off All Fat Freezing	1. coolsculpting - price	Approved (limited); Restricted medical content +1 more	1	2.63%	\$6.77
Landing pages	25% Off All CoolSculpting® Affordable & Quick Treatments Advanced Rejuvenation Center	4. sculpsure	Ad group paused Approved (limited); Restricted medical content +1 more	1	2.17%	\$5.24
Keywords	CoolSculpting in Purchase, NY #1 Fat Reduction Treatment No Surgery & Minimal Downtime	coolsculpting - face	Ad group removed Approved (limited); Restricted medical content +1 more	1	7.69%	\$4.31
Audiences	(Keyword Advanced Rejuvenation Center) New Client Special 25% Off All Fat Freezing	4. sculpsure	Ad group paused Approved (limited); Restricted medical content +1 more	1	16.67%	\$4.28
Demographics	CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Top Provider in Purchase	3. cryolipolysis	Ad group paused Approved (limited); Restricted drug terms +1 more	1	1.61%	\$3.06
Settings	(Keyword Advanced Rejuvenation Center) CoolSculpting					

Ads Advanced Rejuvenation Center... Updated just now Discard Drafts Review and Publish Jul 1, 2020 - Sep 30, 2020

Search and filter Filters 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Custom Breakdown Reports

	Ad Name	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent
<input type="checkbox"/>	2020-02 - CS - Women - Image 3	ca...	Oct 8, 2020, 9:36 ... 5 days ago	59 Lead	37,137	135,427	\$42.52 Per Lead	—	—	—	\$2,508.62
<input type="checkbox"/>	2020-02 - CS - Women - Image 2	ca...	Oct 8, 2020, 9:36 ... 5 days ago	10 Lead	6,490	15,623	\$31.84 Per Lead	Below average Bottom 20% of ...	Below average Bottom 10% of ...	Below average Bottom 35% of ...	\$318.37
<input type="checkbox"/>	2020-02 - CS - Women - Image 1	ca...	Oct 8, 2020, 9:36 ... 5 days ago	7 Lead	4,474	9,237	\$28.99 Per Lead	Below average Bottom 35% of ...	Below average Bottom 10% of ...	Below average Bottom 35% of ...	\$202.91
Results from 3 ads				76 Lead	39,034 People	160,287 Total	\$39.87 Per Lead				\$3,029.90 Total Spent

Ads Advanced Rejuvenation Center... Search

Search and filter

+ Create Duplicate

Ad Name

- 2020-02 - CS - Women - Image 3
- 2020-02 - CS - Women - Image 2
- 2020-02 - CS - Women - Image 1

Results from

Coolsculpting - Conversions > Coolsculpting - Women > 2020-02 - CS - Women - Image 3 Learning

Edit Review

Ad Name: 2020-02 - CS - Women - Image 3

Identity

Facebook Page: Select Page

Instagram Account: No Instagram account or Connect Account

You can't publish changes to this ad. To fix this, gain access to the Instagram account this ad was published to or use another authorized account.

Ad Setup: Create Ad

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

16 Placements

Facebook Feeds

Feeds

Stories

Ad rendering and interaction may vary based on device, format and other factors.

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

Ads Advanced Rejuvenation Center... Search

Search and filter

+ Create Duplicate

Ad Name

- 2020-02 - CS - Women - Image 3
- 2020-02 - CS - Women - Image 2
- 2020-02 - CS - Women - Image 1

Results from

Coolsculpting - Conversions > Coolsculpting - Women > 2020-02 - CS - Women - Image 2 Learning

Edit Review

Ad Name: 2020-02 - CS - Women - Image 2

Identity

Facebook Page: Select Page

Instagram Account: No Instagram account or Connect Account

You can't publish changes to this ad. To fix this, gain access to the Instagram account this ad was published to or use another authorized account.

Ad Setup: Create Ad

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

- Single Image or Video: One image or video, or a slideshow with multiple images
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Ads Advanced Rejuvenation Center... Search

Search and filter

+ Create Duplicate

Ad Name

- 2020-02 - CS - Women - Image 3
- 2020-02 - CS - Women - Image 1
- 2020-02 - CS - Women - Image 2

Results from

Coolsculpting - Conversions > Coolsculpting - Women > 2020-02 - CS - Women - Image 1 Learning

Edit Review

Ad Name: 2020-02 - CS - Women - Image 1

Identity

Facebook Page: Select Page

Instagram Account: No Instagram account or Connect Account

You can't publish changes to this ad. To fix this, gain access to the Instagram account this ad was published to or use another authorized account.

Ad Setup: Create Ad

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

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