

# CoolSculpting Marketing Services Advanced Rejuvenation Center Q1 2021 Total Marketing Expenses (1/1/2021 - 3/31/2021)

**Total Google Ads: \$ 13,029.46**  
**Total Facebook Ads: \$ 3,989.36**  
**Total Marketing Service Fees: \$ 7,500.00**  
**Total CoolSculpting Marketing Cost: \$ 24,518.82**

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns

Overview | Campaigns | Custom Jan 1 - Mar 31, 2021

Campaign status: All ADD FILTER

| Campaign                                  | Budget       | Bid strategy type    | Status            | Clicks | CTR   | Cost       |
|---|--------------|----------------------|-------------------|--------|-------|------------|
| search   beta   coolsculpting             | \$139.07/day | Maximize conversions | Eligible          | 1,052  | 5.32% | \$9,912.94 |
| search   beta   ultratherapy              | \$34.73/day  | Maximize conversions | Eligible          | 1,962  | 7.23% | \$2,985.88 |
| search   beta   coolsculpting   exp reach | \$1.00/day   | Maximize conversions | Removed           | 935    | 5.26% | \$2,333.39 |
| search   beta   kybella                   | \$34.15/day  | Maximize conversions | Eligible          | 3,663  | 6.84% | \$2,061.86 |
| search   beta   emsella                   | \$33.19/day  | Maximize conversions | Eligible          | 340    | 6.03% | \$1,141.65 |
| search   beta   coolsculpting   exp reach | \$25.75/day  | Target CPA           | Limited by budget | 324    | 4.70% | \$783.13   |
| search   beta   hair restoration          | \$0.04/day   | Maximize conversions | Paused            | 389    | 4.03% | \$777.13   |
| search   beta   hydration iv              | \$0.04/day   | Maximize conversions | Paused            | 215    | 3.88% | \$764.95   |
| search   beta   microneedling             | \$16.77/day  | Maximize conversions | Eligible          | 569    | 7.12% | \$648.73   |
| search   beta   botox                     | \$0.04/day   | Maximize conversions | Paused            | 0      | -     | \$0.00     |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns

Overview | Campaigns | Custom Jan 1 - Mar 31, 2021

Campaign status: All ADD FILTER

| Campaign                                  | Budget      | Bid strategy type    | Status            | Clicks | CTR   | Cost        |
|---|-------------|----------------------|-------------------|--------|-------|-------------|
| search   beta   emsella                   | \$33.19/day | conversions          | Eligible          | 340    | 6.03% | \$1,141.65  |
| search   beta   coolsculpting   exp reach | \$25.75/day | Target CPA           | Limited by budget | 324    | 4.70% | \$783.13    |
| search   beta   hair restoration          | \$0.04/day  | Maximize conversions | Paused            | 389    | 4.03% | \$777.13    |
| search   beta   hydration iv              | \$0.04/day  | Maximize conversions | Paused            | 215    | 3.88% | \$764.95    |
| search   beta   microneedling             | \$16.77/day | Maximize conversions | Eligible          | 569    | 7.12% | \$648.73    |
| search   beta   botox                     | \$0.04/day  | Maximize conversions | Paused            | 0      | -     | \$0.00      |
| Total: Campaigns                          |             |                      |                   | 9,449  | 6.14% | \$21,409.66 |
| Total: Account                            |             |                      |                   | 9,449  | 6.14% | \$21,409.66 |

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 > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul...

Overview | Ads | Custom Jan 1 - Mar 31, 2021

Ad status: All ADD FILTER

Enabled Status: Eligible Type: Search Budget: \$139.29/day Optimization score: 90%

| Ad   | Ad group                   | Status   | Clicks | CTR   | Cost     |
|--|----------------------------|--|--------|-------|----------|
| Huge CoolSculpting Promotion   CoolSculpting® in Purchase, NY   Biggest CoolSculpting® Promo +5...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. Expert, Safe Fat Loss...<br>View assets details  | 0. coolsculpting - general | Eligible (Limited) Policy (Restricted medical content +1 more) | 76     | 3.99% | \$867.04 |
| [Dynamically generated headline]<br>[Dynamically generated display URL]<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | x. dynamic                 | Eligible (Limited) Policy (Restricted medical content +1 more) | 51     | 6.81% | \$456.72 |
| Huge CoolSculpting Promotion   CoolSculpting® in Purchase, NY   Biggest CoolSculpting® Promo +5...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. Expert, Safe Fat Loss...<br>View assets details  | 0. coolsculpting - general | Removed Policy (Restricted medical content +1 more)            | 44     | 5.14% | \$400.69 |
| CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more)            | 25     | 6.04% | \$320.24 |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul...

Overview | Ads | Custom Jan 1 - Mar 31, 2021

Ad status: All ADD FILTER

Enabled Status: Eligible Type: Search Budget: \$139.29/day Optimization score: 90%

| Ad   | Ad group                   | Status   | Clicks | CTR   | Cost     |
|--|----------------------------|--|--------|-------|----------|
| CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more)            | 25     | 6.04% | \$320.24 |
| Huge CoolSculpting Promotion   CoolSculpting® in Purchase, NY   Biggest CoolSculpting® Promo +5...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. Expert, Safe Fat Loss...<br>View assets details  | 0. coolsculpting - general | Removed Policy (Restricted medical content +1 more)            | 33     | 4.41% | \$305.41 |
| CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 (Limited) Policy (Restricted medical content +1 more) | 25     | 6.36% | \$254.27 |
| CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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                              | 0. coolsculpting - general | Eligible (Limited) Policy (Restricted medical content +1 more) | 17     | 4.34% | \$213.98 |

| Google Ads  |   |  |                            |  |                         |              |          |  |  |
|---|---|--|----------------------------|--|-------------------------|--------------|----------|--|--|
| Chris Zelig > Advanced Rej... 538-573-0874        |   |  |                            |  |                         |              |          |  |  |
| All campaigns > search   beta   coolscul...       |   |  |                            |  |                         |              |          |  |  |
| SEARCH REPORTS TOOLS & SETTINGS                   |   |  |                            |  |                         |              |          |  |  |
| 259-215-0574 Chris Zelig support@medstarmedia.com |   |  |                            |  |                         |              |          |  |  |
| Overview  | Enabled   | Status: Eligible   | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |          |  |  |
| Recommendations                                   | Ad status: All ADD FILTER                                     |  |                            |  |                         |              |          |  |  |
| Insights  | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE           |  |                            |  |                         |              |          |  |  |
| Ad groups   | Ad  | Ad group   | Status                     | Clicks   | CTR                     | Cost         |          |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: green;">●</span> | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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 (Limited) Policy (Restricted medical content +1 more) | 17                      | 4.34%        | \$213.98 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: green;">●</span> | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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 (Limited) Policy (Restricted medical content +1 more) | 17                      | 4.45%        | \$205.97 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: red;">●</span>   | CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more)            | 19                      | 5.49%        | \$203.42 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: red;">●</span>   | CoolSculpting® in Purchase, NY   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more)            | 22                      | 7.17%        | \$197.59 |  |  |

| Google Ads  |   |  |                            |  |                         |              |          |  |  |
|---|---|--|----------------------------|--|-------------------------|--------------|----------|--|--|
| Chris Zelig > Advanced Rej... 538-573-0874        |   |  |                            |  |                         |              |          |  |  |
| All campaigns > search   beta   coolscul...       |   |  |                            |  |                         |              |          |  |  |
| SEARCH REPORTS TOOLS & SETTINGS                   |   |  |                            |  |                         |              |          |  |  |
| 259-215-0574 Chris Zelig support@medstarmedia.com |   |  |                            |  |                         |              |          |  |  |
| Overview  | Enabled   | Status: Eligible   | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |          |  |  |
| Recommendations                                   | Ad status: All ADD FILTER                                     |  |                            |  |                         |              |          |  |  |
| Insights  | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE           |  |                            |  |                         |              |          |  |  |
| Ad groups   | Ad  | Ad group   | Status                     | Clicks   | CTR                     | Cost         |          |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: green;">●</span> | 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 | Policy (Restricted medical content +1 more)                    | 17                      | 4.34%        | \$213.98 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: green;">●</span> | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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 (Limited) Policy (Restricted medical content +1 more) | 17                      | 4.45%        | \$205.97 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: red;">●</span>   | CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more)            | 19                      | 5.49%        | \$203.42 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: red;">●</span>   | CoolSculpting® in Purchase, NY   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more)            | 22                      | 7.17%        | \$197.59 |  |  |

| Google Ads  |   |  |                            |   |                         |              |          |  |  |
|---|---|--|----------------------------|---|-------------------------|--------------|----------|--|--|
| Chris Zelig > Advanced Rej... 538-573-0874        |   |  |                            |   |                         |              |          |  |  |
| All campaigns > search   beta   coolscul...       |   |  |                            |   |                         |              |          |  |  |
| SEARCH REPORTS TOOLS & SETTINGS                   |   |  |                            |   |                         |              |          |  |  |
| 259-215-0574 Chris Zelig support@medstarmedia.com |   |  |                            |   |                         |              |          |  |  |
| Overview  | Enabled   | Status: Eligible   | Type: Search               | Budget: \$139.29/day  | Optimization score: 90% | More details |          |  |  |
| Recommendations                                   | Ads Custom Jan 1 - Mar 31, 2021                               |  |                            |   |                         |              |          |  |  |
| Insights  | Ad status: All ADD FILTER                                     |  |                            |   |                         |              |          |  |  |
| Ad groups   | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE           |  |                            |   |                         |              |          |  |  |
| Ad groups   | Ad  | Ad group   | Status                     | Clicks  | CTR                     | Cost         |          |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: red;">●</span>   | Huge CoolSculpting Promotion   CoolSculpting® in Purchase, NY   Biggest CoolSculpting® Promo +5...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. Expert, Safe Fat Loss...<br>View assets details  | 1. coolsculpting - price   | Removed Policy (Restricted medical content +1 more), Poor ad strength | 23                      | 9.96%        | \$193.23 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: green;">●</span> | CoolSculpting® in Purchase, NY   Freeze Away Body Fat   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 (Limited) Policy (Restricted medical content +1 more)        | 14                      | 6.31%        | \$164.66 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: red;">●</span>   | CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more)                   | 15                      | 6.10%        | \$158.28 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: red;">●</span>   | CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Our Biggest Discount Ever   |                            | Removed   |                         |              |          |  |  |

| Google Ads  |   |   |                            |  |                         |              |          |  |  |
|---|---|---|----------------------------|--|-------------------------|--------------|----------|--|--|
| Chris Zelig > Advanced Rej... 538-573-0874        |   |   |                            |  |                         |              |          |  |  |
| All campaigns > search   beta   coolscul...       |   |   |                            |  |                         |              |          |  |  |
| SEARCH REPORTS TOOLS & SETTINGS                   |   |   |                            |  |                         |              |          |  |  |
| 259-215-0574 Chris Zelig support@medstarmedia.com |   |   |                            |  |                         |              |          |  |  |
| Overview  | Enabled   | Status: Eligible  | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |          |  |  |
| Recommendations                                   | Ad status: All ADD FILTER                                     |   |                            |  |                         |              |          |  |  |
| Insights  | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE           |   |                            |  |                         |              |          |  |  |
| Ad groups   | Ad  | Ad group  | Status                     | Clicks   | CTR                     | Cost         |          |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: red;">●</span>   | CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more)            | 16                      | 6.40%        | \$153.92 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: green;">●</span> | Huge CoolSculpting Promotion   Limited Time Offer   Apr 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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 (Limited) Policy (Restricted medical content +1 more) | 17                      | 7.23%        | \$147.79 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: green;">●</span> | Huge CoolSculpting Promotion   Limited Time Offer   Apr 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 (Limited) Policy (Restricted medical content +1 more) | 12                      | 4.82%        | \$138.21 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: red;">●</span>   | CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more)            | 15                      | 6.61%        | \$131.84 |  |  |

| Google Ads  |   |   |                            |   |                         |              |          |  |  |
|---|---|---|----------------------------|---|-------------------------|--------------|----------|--|--|
| Chris Zelig > Advanced Rej... 538-573-0874        |   |   |                            |   |                         |              |          |  |  |
| All campaigns > search   beta   coolscul...       |   |   |                            |   |                         |              |          |  |  |
| SEARCH REPORTS TOOLS & SETTINGS                   |   |   |                            |   |                         |              |          |  |  |
| 259-215-0574 Chris Zelig support@medstarmedia.com |   |   |                            |   |                         |              |          |  |  |
| Overview  | Enabled   | Status: Eligible  | Type: Search               | Budget: \$139.29/day                                | Optimization score: 90% | More details |          |  |  |
| Recommendations                                   | Ad status: All ADD FILTER                                   |   |                            |   |                         |              |          |  |  |
| Insights  | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE         |   |                            |   |                         |              |          |  |  |
| Ad groups   | Ad  | Ad group  | Status                     | Clicks  | CTR                     | Cost         |          |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: red;">●</span> | CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more) | 15                      | 6.61%        | \$131.84 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: red;">●</span> | CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more) | 14                      | 7.04%        | \$129.80 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: red;">●</span> | CoolSculpting® in Purchase, NY   Jan Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more) | 9                       | 3.17%        | \$128.75 |  |  |
| Ad groups   | <input type="checkbox"/> <span style="color: red;">●</span> | CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more) | 13                      | 6.77%        | \$123.21 |  |  |

| Google Ads       |                           |  |                            |   |                         |              | Chris Zelig > Advanced Rej... 538-573-0874          | All campaigns > search   beta   coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |
|------------------|---------------------------|--|----------------------------|---|-------------------------|--------------|---|---|--------|---------|------------------|---|
| Overview         | Enabled                   | Status: Eligible   | Type: Search               | Budget: \$139.29/day                                | Optimization score: 90% | More details |   |   |        |         |                  |   |
| Recommendations  | Ad status: All ADD FILTER |  |                            |   |                         |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |        |         |                  |   |
| Insights         | <input type="checkbox"/>  | Ad   | Ad group                   | Status  | Clicks                  | CTR          | Cost  |   |        |         |                  |   |
| Ad groups        | <input type="checkbox"/>  | www.advancedrejuvenationcenters.com 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 | Policy (Restricted medical content +1 more)         | 15                      | 6.61%        | \$131.84  |   |        |         |                  |   |
| Ads & extensions | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Flexible Payment Options www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more) | 14                      | 7.04%        | \$129.80  |   |        |         |                  |   |
| Keywords         | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Jan Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more) | 9                       | 3.17%        | \$128.75  |   |        |         |                  |   |
| Audiences        | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more) | 13                      | 6.77%        | \$123.21  |   |        |         |                  |   |
| Demographics     |                           |  |                            |   |                         |              |   |   |        |         |                  |   |
| Settings         |                           |  |                            |   |                         |              |   |   |        |         |                  |   |
| Suggested        |                           |  |                            |   |                         |              |   |   |        |         |                  |   |
| Ad schedule      |                           |  |                            |   |                         |              |   |   |        |         |                  |   |

| Google Ads       |                           |   |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874          | All campaigns > search   beta   coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |
|------------------|---------------------------|---|----------------------------|--|-------------------------|--------------|---|---|--------|---------|------------------|---|
| Overview         | Enabled                   | Status: Eligible  | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |   |   |        |         |                  |   |
| Recommendations  | Ads                       |   |                            |  |                         |              | Custom Jan 1 - Mar 31, 2021                         |   |        |         |                  |   |
| Insights         | Ad status: All ADD FILTER |   |                            |  |                         |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |        |         |                  |   |
| Ad groups        | <input type="checkbox"/>  | Ad  | Ad group                   | Status   | Clicks                  | CTR          | Cost  |   |        |         |                  |   |
| Ads & extensions | <input type="checkbox"/>  | Huge CoolSculpting Promotion   Limited Time Offer   Feb 2021   Flexible Payment Options www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more)            | 14                      | 6.19%        | \$121.67  |   |        |         |                  |   |
| Keywords         | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Limited Time Offer   Apr 2021   Our Biggest Discount Ever www.advancedrejuvenationcenters.com 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 (Limited) Policy (Restricted medical content +1 more) | 15                      | 7.14%        | \$121.38  |   |        |         |                  |   |
| Audiences        | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more)            | 12                      | 5.85%        | \$110.85  |   |        |         |                  |   |
| Demographics     |                           |   |                            |  |                         |              |   |   |        |         |                  |   |
| Settings         |                           |   |                            |  |                         |              |   |   |        |         |                  |   |
| Suggested        |                           |   |                            |  |                         |              |   |   |        |         |                  |   |
| Ad schedule      |                           |   |                            |  |                         |              |   |   |        |         |                  |   |

| Google Ads       |                           |  |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874          | All campaigns > search   beta   coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |
|------------------|---------------------------|--|----------------------------|--|-------------------------|--------------|---|---|--------|---------|------------------|---|
| Overview         | Enabled                   | Status: Eligible   | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |   |   |        |         |                  |   |
| Recommendations  | Ad status: All ADD FILTER |  |                            |  |                         |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |        |         |                  |   |
| Insights         | <input type="checkbox"/>  | Ad   | Ad group                   | Status   | Clicks                  | CTR          | Cost  |   |        |         |                  |   |
| Ad groups        | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Limited Time Offer   Apr 2021   Flexible Payment Options www.advancedrejuvenationcenters.com 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 (Limited) Policy (Restricted medical content +1 more) | 10                      | 5.29%        | \$106.77  |   |        |         |                  |   |
| Ads & extensions | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Save \$1,000 Off 8+ Treatments   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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 (Limited) Policy (Restricted medical content +1 more) | 7                       | 3.48%        | \$100.25  |   |        |         |                  |   |
| Keywords         | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more)            | 11                      | 2.93%        | \$99.96   |   |        |         |                  |   |
| Audiences        | <input type="checkbox"/>  | Huge CoolSculpting Promotion   Limited Time Offer   Apr 2021   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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 (Limited) Policy (Restricted medical content +1 more) | 10                      | 4.88%        | \$98.54   |   |        |         |                  |   |
| Demographics     |                           |  |                            |  |                         |              |   |   |        |         |                  |   |
| Settings         |                           |  |                            |  |                         |              |   |   |        |         |                  |   |
| Suggested        |                           |  |                            |  |                         |              |   |   |        |         |                  |   |
| Ad schedule      |                           |  |                            |  |                         |              |   |   |        |         |                  |   |

| Google Ads       |                           |   |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874          | All campaigns > search   beta   coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |
|------------------|---------------------------|---|----------------------------|--|-------------------------|--------------|---|---|--------|---------|------------------|---|
| Overview         | Enabled                   | Status: Eligible  | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |   |   |        |         |                  |   |
| Recommendations  | Ad status: All ADD FILTER |   |                            |  |                         |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |        |         |                  |   |
| Insights         | <input type="checkbox"/>  | Ad  | Ad group                   | Status   | Clicks                  | CTR          | Cost  |   |        |         |                  |   |
| Ad groups        | <input type="checkbox"/>  | Huge CoolSculpting Promotion   Limited Time Offer   Apr 2021   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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 (Limited) Policy (Restricted medical content +1 more)                   | 10                      | 4.88%        | \$98.54   |   |        |         |                  |   |
| Ads & extensions | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Jan Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more)                              | 9                       | 2.67%        | \$96.30   |   |        |         |                  |   |
| Keywords         | <input type="checkbox"/>  | Huge CoolSculpting Promotion   CoolSculpting® in Purchase, NY   Biggest CoolSculpting® Promo +5... www.advancedrejuvenationcenters.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. Expert, Safe Fat Loss... View assets details  | 1. coolsculpting - price   | Eligible (Limited) Policy (Restricted medical content +1 more), Poor ad strength | 11                      | 4.95%        | \$92.36   |   |        |         |                  |   |
| Audiences        | <input type="checkbox"/>  | [Dynamically generated headline] [Dynamically generated display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Purchase, NY. Schedule a   | x. dynamic                 | Eligible (Limited) Policy (Restricted medical content +1 more)                   | 10                      | 11.36%       | \$91.88   |   |        |         |                  |   |
| Demographics     |                           |   |                            |  |                         |              |   |   |        |         |                  |   |
| Settings         |                           |   |                            |  |                         |              |   |   |        |         |                  |   |
| Suggested        |                           |   |                            |  |                         |              |   |   |        |         |                  |   |
| Ad schedule      |                           |   |                            |  |                         |              |   |   |        |         |                  |   |

| Google Ads       |                           |   |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874          | All campaigns > search   beta   coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |
|------------------|---------------------------|---|----------------------------|--|-------------------------|--------------|---|---|--------|---------|------------------|---|
| Overview         | Enabled                   | Status: Eligible  | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |   |   |        |         |                  |   |
| Recommendations  | Ad status: All ADD FILTER |   |                            |  |                         |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |        |         |                  |   |
| Insights         | <input type="checkbox"/>  | Ad  | Ad group                   | Status   | Clicks                  | CTR          | Cost  |   |        |         |                  |   |
| Ad groups        | <input type="checkbox"/>  | Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today   |                            | more)  |                         |              |   |   |        |         |                  |   |
| Ads & extensions | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Jan Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more)                              | 9                       | 2.67%        | \$96.30   |   |        |         |                  |   |
| Keywords         | <input type="checkbox"/>  | Huge CoolSculpting Promotion   CoolSculpting® in Purchase, NY   Biggest CoolSculpting® Promo +5... www.advancedrejuvenationcenters.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. Expert, Safe Fat Loss... View assets details  | 1. coolsculpting - price   | Eligible (Limited) Policy (Restricted medical content +1 more), Poor ad strength | 11                      | 4.95%        | \$92.36   |   |        |         |                  |   |
| Audiences        | <input type="checkbox"/>  | [Dynamically generated headline] [Dynamically generated display URL] 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. dynamic                 | Eligible (Limited) Policy (Restricted medical content +1 more)                   | 10                      | 11.36%       | \$91.88   |   |        |         |                  |   |
| Demographics     |                           |   |                            |  |                         |              |   |   |        |         |                  |   |
| Settings         |                           |   |                            |  |                         |              |   |   |        |         |                  |   |
| Suggested        |                           |   |                            |  |                         |              |   |   |        |         |                  |   |
| Ad schedule      |                           |   |                            |  |                         |              |   |   |        |         |                  |   |

| Google Ads       |  |  |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search   beta   coolscul... | SEARCH  | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |      |
|------------------|--|--|----------------------------|--|-------------------------|--------------|--|---|---------|---------|------------------|---|------|
| Overview         | Enabled  | Status: Eligible   | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |  |   |         |         |                  |   |      |
| Recommendations  | Ads  |  |                            |  |                         |              | Custom                                     | Jan 1 - Mar 31, 2021                        |         |         |                  |   |      |
| Insights         | Ad status: All ADD FILTER  |  |                            |  |                         |              | SEARCH                                     | SEGMENT                                     | COLUMNS | REPORTS | DOWNLOAD         | EXPAND  | MORE |
| Ad groups        | <input type="checkbox"/>   | Ad   | Ad group                   | Status   | Clicks                  | CTR          | Cost                                       |   |         |         |                  |   |      |
| Ads & extensions | <input type="checkbox"/>   | CoolSculpting® in Purchase, NY   Limited Time Offer   Apr 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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   | Eligible (Limited) Policy (Restricted medical content +1 more) | 10                      | 13.16%       | \$90.02                                    |   |         |         |                  |   |      |
| Ads              | <input type="checkbox"/>   | CoolSculpting® in Purchase, NY   Freeze Away Body Fat   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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 (Limited) Policy (Restricted medical content +1 more) | 10                      | 4.00%        | \$87.68                                    |   |         |         |                  |   |      |
| Extensions       | <input type="checkbox"/>   | Huge CoolSculpting Promotion   Limited Time Offer   Jan 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more)            | 6                       | 3.39%        | \$87.29                                    |   |         |         |                  |   |      |
| Landing pages    | CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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 |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Keywords         |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Audiences        |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Demographics     |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Settings         |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Suggested        |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Ad schedule      |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |

| Google Ads       |  |  |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search   beta   coolscul... | SEARCH  | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |      |
|------------------|--|--|----------------------------|--|-------------------------|--------------|--|---|---------|---------|------------------|---|------|
| Overview         | Enabled  | Status: Eligible   | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |  |   |         |         |                  |   |      |
| Recommendations  | Ads  |  |                            |  |                         |              | Custom                                     | Jan 1 - Mar 31, 2021                        |         |         |                  |   |      |
| Insights         | Ad status: All ADD FILTER  |  |                            |  |                         |              | SEARCH                                     | SEGMENT                                     | COLUMNS | REPORTS | DOWNLOAD         | EXPAND  | MORE |
| Ad groups        | <input type="checkbox"/>   | Ad   | Ad group                   | Status   | Clicks                  | CTR          | Cost                                       |   |         |         |                  |   |      |
| Ads & extensions | <input type="checkbox"/>   | CoolSculpting® in Purchase, NY   Limited Time Offer   Apr 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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 (Limited) Policy (Restricted medical content +1 more)   | 11                      | 5.34%        | \$86.50                                    |   |         |         |                  |   |      |
| Ads              | <input type="checkbox"/>   | Huge CoolSculpting Promotion   CoolSculpting® in Purchase, NY   Biggest CoolSculpting® Promo +5...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. Expert, Safe Fat Loss...<br>View assets details  | 1. coolsculpting - price   | Removed Policy (Restricted drug terms +1 more), Poor ad strength | 13                      | 10.48%       | \$81.85                                    |   |         |         |                  |   |      |
| Extensions       | <input type="checkbox"/>   | CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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   | Removed Policy (Restricted medical content +1 more)              | 11                      | 20.00%       | \$80.60                                    |   |         |         |                  |   |      |
| Landing pages    | CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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 |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Keywords         |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Audiences        |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Demographics     |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Settings         |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Suggested        |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Ad schedule      |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |

| Google Ads       |  |  |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search   beta   coolscul... | SEARCH  | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |      |
|------------------|--|--|----------------------------|--|-------------------------|--------------|--|---|---------|---------|------------------|---|------|
| Overview         | Enabled  | Status: Eligible   | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |  |   |         |         |                  |   |      |
| Recommendations  | Ads  |  |                            |  |                         |              | Custom                                     | Jan 1 - Mar 31, 2021                        |         |         |                  |   |      |
| Insights         | Ad status: All ADD FILTER  |  |                            |  |                         |              | SEARCH                                     | SEGMENT                                     | COLUMNS | REPORTS | DOWNLOAD         | EXPAND  | MORE |
| Ad groups        | <input type="checkbox"/>   | Ad   | Ad group                   | Status   | Clicks                  | CTR          | Cost                                       |   |         |         |                  |   |      |
| Ads & extensions | <input type="checkbox"/>   | CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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   | Removed Policy (Restricted medical content +1 more)            | 8                       | 15.69%       | \$78.24                                    |   |         |         |                  |   |      |
| Ads              | <input type="checkbox"/>   | Best CoolSculpting Deal Ever   Limited Time Offer   Feb 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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   | Removed Policy (Restricted medical content +1 more)            | 5                       | 13.51%       | \$77.63                                    |   |         |         |                  |   |      |
| Extensions       | <input type="checkbox"/>   | Best CoolSculpting Deal Ever   Save \$1,000 Off 8+ Treatments   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 (Limited) Policy (Restricted medical content +1 more) | 8                       | 3.85%        | \$75.77                                    |   |         |         |                  |   |      |
| Landing pages    | Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Keywords         |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Audiences        |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Demographics     |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Settings         |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Suggested        |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Ad schedule      |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |

| Google Ads       |  |  |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search   beta   coolscul... | SEARCH  | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |      |
|------------------|--|--|----------------------------|--|-------------------------|--------------|--|---|---------|---------|------------------|---|------|
| Overview         | Enabled  | Status: Eligible   | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |  |   |         |         |                  |   |      |
| Recommendations  | Ads  |  |                            |  |                         |              | Custom                                     | Jan 1 - Mar 31, 2021                        |         |         |                  |   |      |
| Insights         | Ad status: All ADD FILTER  |  |                            |  |                         |              | SEARCH                                     | SEGMENT                                     | COLUMNS | REPORTS | DOWNLOAD         | EXPAND  | MORE |
| Ad groups        | <input type="checkbox"/>   | Ad   | Ad group                   | Status   | Clicks                  | CTR          | Cost                                       |   |         |         |                  |   |      |
| Ads & extensions | <input type="checkbox"/>   | www.advancedrejuvenationcenters.com<br>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   | Policy (Restricted medical content +1 more)                    | 8                       | 15.69%       | \$78.24                                    |   |         |         |                  |   |      |
| Ads              | <input type="checkbox"/>   | Best CoolSculpting Deal Ever   Limited Time Offer   Feb 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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   | Removed Policy (Restricted medical content +1 more)            | 5                       | 13.51%       | \$77.63                                    |   |         |         |                  |   |      |
| Extensions       | <input type="checkbox"/>   | Best CoolSculpting Deal Ever   Save \$1,000 Off 8+ Treatments   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 (Limited) Policy (Restricted medical content +1 more) | 8                       | 3.85%        | \$75.77                                    |   |         |         |                  |   |      |
| Landing pages    | Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Keywords         |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Audiences        |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Demographics     |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Settings         |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Suggested        |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Ad schedule      |  |  |                            |  |                         |              |  |   |         |         |                  |   |      |

| Google Ads       |                                  |   |                            |  |                           |              | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search   beta   coolscul... | SEARCH  | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |      |
|------------------|----------------------------------|---|----------------------------|--|---------------------------|--------------|--|---|---------|---------|------------------|---|------|
| Overview         | Enabled                          | Status: Eligible  | Type: Search               | Budget: \$140.50/day   | Optimization score: 90.1% | More details |  |   |         |         |                  |   |      |
| Recommendations  | Ads                              |   |                            |  |                           |              | Custom                                     | Jan 1 - Mar 31, 2021                        |         |         |                  |   |      |
| Insights         | Ad status: All ADD FILTER        |   |                            |  |                           |              | SEARCH                                     | SEGMENT                                     | COLUMNS | REPORTS | DOWNLOAD         | EXPAND  | MORE |
| Ad groups        | <input type="checkbox"/>         | Ad  | Ad group                   | Status   | Clicks                    | CTR          | Cost                                       |   |         |         |                  |   |      |
| Ads & extensions | <input type="checkbox"/>         | Huge CoolSculpting Promotion   Limited Time Offer   Feb 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more)            | 5                         | 2.82%        | \$72.62                                    |   |         |         |                  |   |      |
| Ads              | <input type="checkbox"/>         | Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more)            | 7                         | 7.61%        | \$70.29                                    |   |         |         |                  |   |      |
| Extensions       | <input type="checkbox"/>         | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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   | Eligible (Limited) Policy (Restricted medical content +1 more) | 7                         | 7.69%        | \$68.21                                    |   |         |         |                  |   |      |
| Landing pages    | [Dynamically generated headline] |   |                            |  |                           |              |  |   |         |         |                  |   |      |
| Keywords         |                                  |   |                            |  |                           |              |  |   |         |         |                  |   |      |
| Audiences        |                                  |   |                            |  |                           |              |  |   |         |         |                  |   |      |
| Demographics     |                                  |   |                            |  |                           |              |  |   |         |         |                  |   |      |
| Settings         |                                  |   |                            |  |                           |              |  |   |         |         |                  |   |      |
| Suggested        |                                  |   |                            |  |                           |              |  |   |         |         |                  |   |      |
| Ad schedule      |                                  |   |                            |  |                           |              |  |   |         |         |                  |   |      |

| Google Ads                                 |   |  |                            |  |                           |                  |         |
|--|---|--|----------------------------|--|---------------------------|------------------|---------|
| Chris Zelig > Advanced Rej... 538-573-0874 |   | All campaigns > search   beta   coolscul...  |                            | SEARCH   | REPORTS                   | TOOLS & SETTINGS |         |
| Overview                                   | Enabled   | Status: Eligible   | Type: Search               | Budget: \$140.50/day   | Optimization score: 90.1% | More details     |         |
| Recommendations                            | Ad status: All                                      |  | ADD FILTER                 |  |                           |                  |         |
| Insights                                   | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |  |                            |  |                           |                  |         |
| Ad groups                                  | Ad  | Ad group   | Status                     | Clicks   | CTR                       | Cost             |         |
|  | <input type="checkbox"/>                            | [Dynamically generated headline] [Dynamically generated display URL] Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now   | x. dynamic                 | Eligible (Limited) Policy (Restricted medical content +1 more) | 6                         | 15.38%           | \$64.83 |
|  | <input type="checkbox"/>                            | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Our Biggest Discount Ever www.advancedrejuvenationcenters.com 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   | Eligible (Limited) Policy (Restricted medical content +1 more) | 10                        | 10.31%           | \$62.75 |
|  | <input type="checkbox"/>                            | CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Our Biggest Discount Ever www.advancedrejuvenationcenters.com 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   | Removed Policy (Restricted medical content +1 more)            | 6                         | 10.00%           | \$61.97 |
|  | <input type="checkbox"/>                            | Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.advancedrejuvenationcenters.com 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                                | 0. coolsculpting - general | Removed Policy (Restricted medical content +1 more)            | 5                         | 4.46%            | \$60.96 |

| Google Ads                                 |   |   |                            |  |                           |                  |         |
|--|---|---|----------------------------|--|---------------------------|------------------|---------|
| Chris Zelig > Advanced Rej... 538-573-0874 |   | All campaigns > search   beta   coolscul...   |                            | SEARCH   | REPORTS                   | TOOLS & SETTINGS |         |
| Overview                                   | Enabled   | Status: Eligible  | Type: Search               | Budget: \$140.50/day   | Optimization score: 90.1% | More details     |         |
| Recommendations                            | Ad status: All                                      |   | ADD FILTER                 |  |                           |                  |         |
| Insights                                   | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |                            |  |                           |                  |         |
| Ad groups                                  | Ad  | Ad group  | Status                     | Clicks   | CTR                       | Cost             |         |
|  | <input type="checkbox"/>                            | Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more)            | 5                         | 4.46%            | \$60.96 |
|  | <input type="checkbox"/>                            | Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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   | Eligible (Limited) Policy (Restricted medical content +1 more) | 4                         | 9.09%            | \$60.30 |
|  | <input type="checkbox"/>                            | CoolSculpting® in Purchase, NY   Jan Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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   | Removed Policy (Restricted medical content +1 more)            | 5                         | 10.42%           | \$60.27 |
|  | <input type="checkbox"/>                            | CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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                              | 1. coolsculpting - price   | Removed Policy (Restricted medical content +1 more)            | 7                         | 11.11%           | \$59.66 |

| Google Ads                                 |   |   |                            |  |                           |                  |         |
|--|---|---|----------------------------|--|---------------------------|------------------|---------|
| Chris Zelig > Advanced Rej... 538-573-0874 |   | All campaigns > search   beta   coolscul...   |                            | SEARCH   | REPORTS                   | TOOLS & SETTINGS |         |
| Overview                                   | Enabled   | Status: Eligible  | Type: Search               | Budget: \$140.50/day   | Optimization score: 90.1% | More details     |         |
| Recommendations                            | Ad status: All                                      |   | ADD FILTER                 |  |                           |                  |         |
| Insights                                   | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |                            |  |                           |                  |         |
| Ad groups                                  | Ad  | Ad group  | Status                     | Clicks   | CTR                       | Cost             |         |
|  | <input type="checkbox"/>                            | www.advancedrejuvenationcenters.com 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 | Policy (Restricted medical content +1 more)                    | 5                         | 4.46%            | \$60.96 |
|  | <input type="checkbox"/>                            | Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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   | Eligible (Limited) Policy (Restricted medical content +1 more) | 4                         | 9.09%            | \$60.30 |
|  | <input type="checkbox"/>                            | CoolSculpting® in Purchase, NY   Jan Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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   | Removed Policy (Restricted medical content +1 more)            | 5                         | 10.42%           | \$60.27 |
|  | <input type="checkbox"/>                            | CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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   | Removed Policy (Restricted medical content +1 more)            | 7                         | 11.11%           | \$59.66 |

| Google Ads                                 |   |  |                            |  |                           |                  |         |
|--|---|--|----------------------------|--|---------------------------|------------------|---------|
| Chris Zelig > Advanced Rej... 538-573-0874 |   | All campaigns > search   beta   coolscul...  |                            | SEARCH   | REPORTS                   | TOOLS & SETTINGS |         |
| Overview                                   | Enabled   | Status: Eligible   | Type: Search               | Budget: \$140.50/day   | Optimization score: 90.1% | More details     |         |
| Recommendations                            | Ad status: All                                      |  | ADD FILTER                 |  |                           |                  |         |
| Insights                                   | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |  |                            |  |                           |                  |         |
| Ad groups                                  | Ad  | Ad group   | Status                     | Clicks   | CTR                       | Cost             |         |
|  | <input type="checkbox"/>                            | CoolSculpting® in Purchase, NY   Limited Time Offer   Apr 2021   Flexible Payment Options www.advancedrejuvenationcenters.com 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   | Eligible (Limited) Policy (Restricted medical content +1 more) | 6                         | 10.91%           | \$58.96 |
|  | <input type="checkbox"/>                            | Best CoolSculpting Deal Ever   Limited Time Offer   Feb 2021   Flexible Payment Options www.advancedrejuvenationcenters.com 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   | Removed Policy (Restricted medical content +1 more)            | 8                         | 25.81%           | \$57.40 |
|  | <input type="checkbox"/>                            | Huge CoolSculpting Promotion   Limited Time Offer   Feb 2021   Our Biggest Discount Ever www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more)            | 6                         | 3.13%            | \$57.20 |

| Google Ads                                 |   |   |                            |  |                         |                  |         |
|--|---|---|----------------------------|--|-------------------------|------------------|---------|
| Chris Zelig > Advanced Rej... 538-573-0874 |   | All campaigns > search   beta   coolscul...   |                            | SEARCH   | REPORTS                 | TOOLS & SETTINGS |         |
| Overview                                   | Enabled   | Status: Eligible  | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details     |         |
| Recommendations                            | Ad status: All                                      |   | ADD FILTER                 |  |                         |                  |         |
| Insights                                   | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |                            |  |                         |                  |         |
| Ad groups                                  | Ad  | Ad group  | Status                     | Clicks   | CTR                     | Cost             |         |
|  | <input type="checkbox"/>                            | Huge CoolSculpting Promotion   Limited Time Offer   Jan 2021   Our Biggest Discount Ever www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more)            | 6                       | 2.76%            | \$55.77 |
|  | <input type="checkbox"/>                            | CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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   | Removed Policy (Restricted medical content +1 more)            | 8                       | 8.70%            | \$54.79 |
|  | <input type="checkbox"/>                            | Best CoolSculpting Deal Ever   Feb Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more)            | 7                       | 6.14%            | \$54.77 |
|  | <input type="checkbox"/>                            | CoolSculpting® in Purchase, NY   Limited Time Offer   Apr 2021   Our Biggest Discount Ever www.advancedrejuvenationcenters.com 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                           | 1. coolsculpting - price   | Eligible (Limited) Policy (Restricted medical content +1 more) | 9                       | 13.04%           | \$54.31 |



| Google Ads  |  |                            |  |                      |                         |              | Chris Zelig > Advanced Rej... 538-573-0874          | All campaigns > search   beta   coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |    |          |        |        |     |      |   |  |                            |   |   |       |         |   |   |                          |  |   |       |         |   |   |                          |  |   |       |         |   |   |                          |   |   |       |         |
|---|--|----------------------------|--|----------------------|-------------------------|--------------|---|---|--------|---------|------------------|---|----|----------|--------|--------|-----|------|---|--|----------------------------|---|---|-------|---------|---|---|--------------------------|--|---|-------|---------|---|---|--------------------------|--|---|-------|---------|---|---|--------------------------|---|---|-------|---------|
| Overview  | Enabled  | Status: Eligible           | Type: Search   | Budget: \$139.29/day | Optimization score: 90% | More details |   |   |        |         |                  |   |    |          |        |        |     |      |   |  |                            |   |   |       |         |   |   |                          |  |   |       |         |   |   |                          |  |   |       |         |   |   |                          |   |   |       |         |
| Recommendations   | Ad status: All ADD FILTER  |                            |  |                      |                         |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |        |         |                  |   |    |          |        |        |     |      |   |  |                            |   |   |       |         |   |   |                          |  |   |       |         |   |   |                          |  |   |       |         |   |   |                          |   |   |       |         |
| Insights  | <table border="1"> <thead> <tr> <th>Ad</th> <th>Ad group</th> <th>Status</th> <th>Clicks</th> <th>CTR</th> <th>Cost</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/> <input checked="" type="radio"/></td> <td>www.advancedrejuvenationcenters.com 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</td> <td>0. coolsculpting - general</td> <td>Policy (Restricted medical content +1 more)</td> <td>4</td> <td>4.12%</td> <td>\$48.11</td> </tr> <tr> <td><input type="checkbox"/> <input checked="" type="radio"/></td> <td>Best CoolSculpting Deal Ever   Save \$1,000 Off 8+ Treatments   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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</td> <td>1. coolsculpting - price</td> <td>Eligible (Limited) Policy (Restricted medical content +1 more)</td> <td>4</td> <td>9.76%</td> <td>\$47.97</td> </tr> <tr> <td><input type="checkbox"/> <input checked="" type="radio"/></td> <td>CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Flexible Payment Options www.advancedrejuvenationcenters.com 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</td> <td>1. coolsculpting - price</td> <td>Eligible (Limited) Policy (Restricted medical content +1 more)</td> <td>8</td> <td>6.96%</td> <td>\$46.21</td> </tr> <tr> <td><input type="checkbox"/> <input checked="" type="radio"/></td> <td>CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.advancedrejuvenationcenters.com 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</td> <td>1. coolsculpting - price</td> <td>Removed Policy (Restricted medical content +1 more)</td> <td>6</td> <td>7.89%</td> <td>\$45.46</td> </tr> </tbody> </table> |                            |  |                      |                         |              |   |   |        |         |                  |   | Ad | Ad group | Status | Clicks | CTR | Cost | <input type="checkbox"/> <input checked="" type="radio"/> | www.advancedrejuvenationcenters.com 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 | Policy (Restricted medical content +1 more) | 4 | 4.12% | \$48.11 | <input type="checkbox"/> <input checked="" type="radio"/> | Best CoolSculpting Deal Ever   Save \$1,000 Off 8+ Treatments   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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 | Eligible (Limited) Policy (Restricted medical content +1 more) | 4 | 9.76% | \$47.97 | <input type="checkbox"/> <input checked="" type="radio"/> | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Flexible Payment Options www.advancedrejuvenationcenters.com 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 | Eligible (Limited) Policy (Restricted medical content +1 more) | 8 | 6.96% | \$46.21 | <input type="checkbox"/> <input checked="" type="radio"/> | CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more) | 6 | 7.89% | \$45.46 |
| Ad  | Ad group   | Status                     | Clicks   | CTR                  | Cost                    |              |   |   |        |         |                  |   |    |          |        |        |     |      |   |  |                            |   |   |       |         |   |   |                          |  |   |       |         |   |   |                          |  |   |       |         |   |   |                          |   |   |       |         |
| <input type="checkbox"/> <input checked="" type="radio"/> | www.advancedrejuvenationcenters.com 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 | Policy (Restricted medical content +1 more)                    | 4                    | 4.12%                   | \$48.11      |   |   |        |         |                  |   |    |          |        |        |     |      |   |  |                            |   |   |       |         |   |   |                          |  |   |       |         |   |   |                          |  |   |       |         |   |   |                          |   |   |       |         |
| <input type="checkbox"/> <input checked="" type="radio"/> | Best CoolSculpting Deal Ever   Save \$1,000 Off 8+ Treatments   Hurry Offer Ends In... www.advancedrejuvenationcenters.com 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   | Eligible (Limited) Policy (Restricted medical content +1 more) | 4                    | 9.76%                   | \$47.97      |   |   |        |         |                  |   |    |          |        |        |     |      |   |  |                            |   |   |       |         |   |   |                          |  |   |       |         |   |   |                          |  |   |       |         |   |   |                          |   |   |       |         |
| <input type="checkbox"/> <input checked="" type="radio"/> | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Flexible Payment Options www.advancedrejuvenationcenters.com 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   | Eligible (Limited) Policy (Restricted medical content +1 more) | 8                    | 6.96%                   | \$46.21      |   |   |        |         |                  |   |    |          |        |        |     |      |   |  |                            |   |   |       |         |   |   |                          |  |   |       |         |   |   |                          |  |   |       |         |   |   |                          |   |   |       |         |
| <input type="checkbox"/> <input checked="" type="radio"/> | CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.advancedrejuvenationcenters.com 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   | Removed Policy (Restricted medical content +1 more)            | 6                    | 7.89%                   | \$45.46      |   |   |        |         |                  |   |    |          |        |        |     |      |   |  |                            |   |   |       |         |   |   |                          |  |   |       |         |   |   |                          |  |   |       |         |   |   |                          |   |   |       |         |

| Google Ads  |  |                            |  |                      |                         |              | Chris Zelig > Advanced Rej... 538-573-0874          | All campaigns > search   beta   coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |    |          |        |        |     |      |   |   |                            |  |   |       |         |   |  |                          |   |   |        |         |   |   |                          |  |   |       |         |
|---|--|----------------------------|--|----------------------|-------------------------|--------------|---|---|--------|---------|------------------|---|----|----------|--------|--------|-----|------|---|---|----------------------------|--|---|-------|---------|---|--|--------------------------|---|---|--------|---------|---|---|--------------------------|--|---|-------|---------|
| Overview  | Enabled  | Status: Eligible           | Type: Search   | Budget: \$139.29/day | Optimization score: 90% | More details |   |   |        |         |                  |   |    |          |        |        |     |      |   |   |                            |  |   |       |         |   |  |                          |   |   |        |         |   |   |                          |  |   |       |         |
| Recommendations   | Ads  |                            |  |                      |                         |              | Custom Jan 1 - Mar 31, 2021                         |   |        |         |                  |   |    |          |        |        |     |      |   |   |                            |  |   |       |         |   |  |                          |   |   |        |         |   |   |                          |  |   |       |         |
| Insights  | Ad status: All ADD FILTER  |                            |  |                      |                         |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |        |         |                  |   |    |          |        |        |     |      |   |   |                            |  |   |       |         |   |  |                          |   |   |        |         |   |   |                          |  |   |       |         |
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| Recommendations   | Ad status: All ADD FILTER  |                          |  |                      |                         |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |        |         |                  |   |    |          |        |        |     |      |   |  |                          |   |   |       |         |   |   |                          |   |   |        |         |   |  |                          |   |   |        |         |   |   |                          |  |   |       |         |
| Ad groups   | <table border="1"> <thead> <tr> <th>Ad</th> <th>Ad group</th> <th>Status</th> <th>Clicks</th> <th>CTR</th> <th>Cost</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/> <input checked="" type="radio"/></td> <td>www.advancedrejuvenationcenters.com 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</td> <td>1. coolsculpting - price</td> <td>Policy (Restricted medical content +1 more)</td> <td>4</td> <td>5.80%</td> <td>\$34.15</td> </tr> <tr> <td><input type="checkbox"/> <input checked="" type="radio"/></td> <td>Best CoolSculpting Deal Ever   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.advancedrejuvenationcenters.com 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</td> <td>1. coolsculpting - price</td> <td>Removed Policy (Restricted medical content +1 more)</td> <td>4</td> <td>21.05%</td> <td>\$32.90</td> </tr> <tr> <td><input type="checkbox"/> <input checked="" type="radio"/></td> <td>Huge CoolSculpting Promotion   Limited Time Offer   Jan 2021   Flexible Payment Options www.advancedrejuvenationcenters.com 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</td> <td>1. coolsculpting - price</td> <td>Removed Policy (Restricted medical content +1 more)</td> <td>3</td> <td>13.04%</td> <td>\$32.58</td> </tr> <tr> <td><input type="checkbox"/> <input checked="" type="radio"/></td> <td>Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Our Biggest Discount Ever www.advancedrejuvenationcenters.com 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</td> <td>1. coolsculpting - price</td> <td>Eligible (Limited) Policy (Restricted medical content +1 more)</td> <td>3</td> <td>6.38%</td> <td>\$30.97</td> </tr> </tbody> </table> |                          |  |                      |                         |              |   |   |        |         |                  |   | Ad | Ad group | Status | Clicks | CTR | Cost | <input type="checkbox"/> <input checked="" type="radio"/> | www.advancedrejuvenationcenters.com 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 | Policy (Restricted medical content +1 more) | 4 | 5.80% | \$34.15 | <input type="checkbox"/> <input checked="" type="radio"/> | Best CoolSculpting Deal Ever   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more) | 4 | 21.05% | \$32.90 | <input type="checkbox"/> <input checked="" type="radio"/> | Huge CoolSculpting Promotion   Limited Time Offer   Jan 2021   Flexible Payment Options www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more) | 3 | 13.04% | \$32.58 | <input type="checkbox"/> <input checked="" type="radio"/> | Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Our Biggest Discount Ever www.advancedrejuvenationcenters.com 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 | Eligible (Limited) Policy (Restricted medical content +1 more) | 3 | 6.38% | \$30.97 |
| Ad  | Ad group   | Status                   | Clicks   | CTR                  | Cost                    |              |   |   |        |         |                  |   |    |          |        |        |     |      |   |  |                          |   |   |       |         |   |   |                          |   |   |        |         |   |  |                          |   |   |        |         |   |   |                          |  |   |       |         |
| <input type="checkbox"/> <input checked="" type="radio"/> | www.advancedrejuvenationcenters.com 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 | Policy (Restricted medical content +1 more)                    | 4                    | 5.80%                   | \$34.15      |   |   |        |         |                  |   |    |          |        |        |     |      |   |  |                          |   |   |       |         |   |   |                          |   |   |        |         |   |  |                          |   |   |        |         |   |   |                          |  |   |       |         |
| <input type="checkbox"/> <input checked="" type="radio"/> | Best CoolSculpting Deal Ever   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more)            | 4                    | 21.05%                  | \$32.90      |   |   |        |         |                  |   |    |          |        |        |     |      |   |  |                          |   |   |       |         |   |   |                          |   |   |        |         |   |  |                          |   |   |        |         |   |   |                          |  |   |       |         |
| <input type="checkbox"/> <input checked="" type="radio"/> | Huge CoolSculpting Promotion   Limited Time Offer   Jan 2021   Flexible Payment Options www.advancedrejuvenationcenters.com 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 | Removed Policy (Restricted medical content +1 more)            | 3                    | 13.04%                  | \$32.58      |   |   |        |         |                  |   |    |          |        |        |     |      |   |  |                          |   |   |       |         |   |   |                          |   |   |        |         |   |  |                          |   |   |        |         |   |   |                          |  |   |       |         |
| <input type="checkbox"/> <input checked="" type="radio"/> | Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Our Biggest Discount Ever www.advancedrejuvenationcenters.com 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 | Eligible (Limited) Policy (Restricted medical content +1 more) | 3                    | 6.38%                   | \$30.97      |   |   |        |         |                  |   |    |          |        |        |     |      |   |  |                          |   |   |       |         |   |   |                          |   |   |        |         |   |  |                          |   |   |        |         |   |   |                          |  |   |       |         |



| Google Ads       |                          | Chris Zelig > Advanced Rej... 538-573-0874   | All campaigns > search   beta   coolscul... | SEARCH   | REPORTS                 | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |
|------------------|--------------------------|--|---|--|-------------------------|------------------|---|
| Overview         | Enabled                  | Status: Eligible   | Type: Search                                | Budget: \$139.29/day   | Optimization score: 90% | More details     |   |
| Recommendations  | Ad status: All           |  | ADD FILTER                                  | SEARCH   | SEGMENT                 | COLUMNS          | REPORTS   |
| Insights         | Ad                       | Ad group   | Status                                      | Clicks   | CTR                     | Cost             |   |
| Ad groups        |                          |  |   |  |                         |                  |   |
| Ads & extensions |                          |  |   |  |                         |                  |   |
| Ads              | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Save \$1,000 Off 8+ Treatments   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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                    | Eligible (Limited) Policy (Restricted medical content +1 more) | 3                       | 8.33%            | \$22.38   |
| Extensions       | <input type="checkbox"/> | Huge CoolSculpting Promotion   Limited Time Offer   Jan 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now             | 0. coolsculpting - general                  | Removed Policy (Restricted medical content +1 more)            | 3                       | 9.68%            | \$21.55   |
| Landing pages    | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now               | 0. coolsculpting - general                  | Eligible (Limited) Policy (Restricted medical content +1 more) | 2                       | 6.45%            | \$19.34   |
| Keywords         | <input type="checkbox"/> | Huge CoolSculpting Promotion   Limited Time Offer   Apr 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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                    | Eligible (Limited) Policy (Restricted medical content +1 more) | 4                       | 10.81%           | \$19.16   |

| Google Ads       |                          | Chris Zelig > Advanced Rej... 538-573-0874   | All campaigns > search   beta   coolscul... | SEARCH   | REPORTS                 | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |
|------------------|--------------------------|--|---|--|-------------------------|------------------|---|
| Overview         | Enabled                  | Status: Eligible   | Type: Search                                | Budget: \$139.29/day   | Optimization score: 90% | More details     |   |
| Recommendations  | Ad status: All           |  | ADD FILTER                                  | SEARCH   | SEGMENT                 | COLUMNS          | REPORTS   |
| Insights         | Ad                       | Ad group   | Status                                      | Clicks   | CTR                     | Cost             |   |
| Ad groups        |                          |  |   |  |                         |                  |   |
| Ads & extensions |                          |  |   |  |                         |                  |   |
| Ads              | <input type="checkbox"/> | Huge CoolSculpting Promotion   Limited Time Offer   Apr 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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                    | Eligible (Limited) Policy (Restricted medical content +1 more) | 4                       | 10.81%           | \$19.16   |
| Extensions       | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now         | 0. coolsculpting - general                  | Eligible (Limited) Policy (Restricted medical content +1 more) | 3                       | 3.61%            | \$18.96   |
| Landing pages    | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now            | 0. coolsculpting - general                  | Removed Policy (Restricted medical content +1 more)            | 2                       | 4.65%            | \$18.47   |
| Keywords         | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Freeze Away Body Fat   Hurry Offer Ends In (=COUNTDOWN)2021/04/30...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 0. coolsculpting - general                  | Eligible (Limited) Policy (Restricted medical content +1 more) | 2                       | 22.22%           | \$17.92   |

| Google Ads       |                          | Chris Zelig > Advanced Rej... 538-573-0874   | All campaigns > search   beta   coolscul... | SEARCH   | REPORTS                 | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |
|------------------|--------------------------|--|---|--|-------------------------|------------------|---|
| Overview         | Enabled                  | Status: Eligible   | Type: Search                                | Budget: \$139.29/day   | Optimization score: 90% | More details     |   |
| Recommendations  | Ad status: All           |  | ADD FILTER                                  | SEARCH   | SEGMENT                 | COLUMNS          | REPORTS   |
| Insights         | Ad                       | Ad group   | Status                                      | Clicks   | CTR                     | Cost             |   |
| Ad groups        |                          |  |   |  |                         |                  |   |
| Ads & extensions |                          |  |   |  |                         |                  |   |
| Ads              | <input type="checkbox"/> | 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                    | Policy (Restricted medical content +1 more)                    | 4                       | 10.81%           | \$19.16   |
| Extensions       | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now         | 0. coolsculpting - general                  | Eligible (Limited) Policy (Restricted medical content +1 more) | 3                       | 3.61%            | \$18.96   |
| Landing pages    | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now            | 0. coolsculpting - general                  | Removed Policy (Restricted medical content +1 more)            | 2                       | 4.65%            | \$18.47   |
| Keywords         | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Freeze Away Body Fat   Hurry Offer Ends In (=COUNTDOWN)2021/04/30...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 0. coolsculpting - general                  | Eligible (Limited) Policy (Restricted medical content +1 more) | 2                       | 22.22%           | \$17.92   |

| Google Ads       |                          | Chris Zelig > Advanced Rej... 538-573-0874  | All campaigns > search   beta   coolscul... | SEARCH   | REPORTS                 | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |
|------------------|--------------------------|---|---|--|-------------------------|------------------|---|
| Overview         | Enabled                  | Status: Eligible  | Type: Search                                | Budget: \$139.29/day   | Optimization score: 90% | More details     |   |
| Recommendations  | Ad status: All           |   | ADD FILTER                                  | SEARCH   | SEGMENT                 | COLUMNS          | REPORTS   |
| Insights         | Ad                       | Ad group  | Status                                      | Clicks   | CTR                     | Cost             |   |
| Ad groups        |                          |   |   |  |                         |                  |   |
| Ads & extensions |                          |   |   |  |                         |                  |   |
| Ads              | <input type="checkbox"/> | Huge CoolSculpting Promotion   Limited Time Offer   Apr 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now             | 0. coolsculpting - general                  | Eligible (Limited) Policy (Restricted medical content +1 more) | 3                       | 3.85%            | \$17.20   |
| Extensions       | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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                    | Removed Policy (Restricted medical content +1 more)            | 3                       | 6.00%            | \$16.97   |
| Landing pages    | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now             | 0. coolsculpting - general                  | Eligible (Limited) Policy (Restricted medical content +1 more) | 2                       | 2.25%            | \$16.71   |
| Keywords         | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now                |   |  |                         |                  |   |

| Google Ads       |                          | Chris Zelig > Advanced Rej... 538-573-0874  | All campaigns > search   beta   coolscul... | SEARCH   | REPORTS                 | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |
|------------------|--------------------------|---|---|--|-------------------------|------------------|---|
| Overview         | Enabled                  | Status: Eligible  | Type: Search                                | Budget: \$139.29/day   | Optimization score: 90% | More details     |   |
| Recommendations  | Ad status: All           |   | ADD FILTER                                  | SEARCH   | SEGMENT                 | COLUMNS          | REPORTS   |
| Insights         | Ad                       | Ad group  | Status                                      | Clicks   | CTR                     | Cost             |   |
| Ad groups        |                          |   |   |  |                         |                  |   |
| Ads & extensions |                          |   |   |  |                         |                  |   |
| Ads              | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now                | 0. coolsculpting - general                  | Removed Policy (Restricted medical content +1 more)            | 3                       | 6.98%            | \$16.31   |
| Extensions       | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Jan Only \$1,000 Off 8+ Cycles   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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                    | Removed Policy (Restricted medical content +1 more)            | 1                       | 1.54%            | \$15.94   |
| Landing pages    | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now                | 1. coolsculpting - price                    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1                       | 11.11%           | \$15.80   |
| Keywords         | <input type="checkbox"/> | Huge CoolSculpting Promotion   Limited Time Offer   Apr 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now                | 1. coolsculpting - price                    | Eligible (Limited) Policy (Restricted medical content +1 more) | 2                       | 18.18%           | \$15.61   |

| Google Ads       |                           |   |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874          |  | All campaigns > search   beta   coolscul... |  | 259-215-0574 Chris Zelig support@medstarmedia.com |  |
|------------------|---------------------------|---|----------------------------|--|-------------------------|--------------|---|--|---|--|---|--|
| Overview         | Enabled                   | Status: Eligible  | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |   |  |   |  |   |  |
| Recommendations  | Ad status: All ADD FILTER |   |                            |  |                         |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |  |   |  |   |  |
| Insights         | <input type="checkbox"/>  | Ad  | Ad group                   | Status   | Clicks                  | CTR          | Cost  |  |   |  |   |  |
| Ad groups        | <input type="checkbox"/>  | Huge CoolSculpting Promotion   Limited Time Offer   Apr 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now              | 1. coolsculpting - price   | Eligible (Limited) Policy (Restricted medical content +1 more) | 2                       | 18.18%       | \$15.61   |  |   |  |   |  |
| Ads & extensions | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now          | 1. coolsculpting - price   | Removed Policy (Restricted medical content +1 more)            | 1                       | 6.25%        | \$15.49   |  |   |  |   |  |
| Extensions       | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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   | Removed Policy (Restricted medical content +1 more)            | 2                       | 16.67%       | \$15.46   |  |   |  |   |  |
| Landing pages    | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now        | 0. coolsculpting - general | Removed Policy (Restricted medical content +1 more)            | 1                       | 2.70%        | \$15.24   |  |   |  |   |  |

| Google Ads       |                           |   |                            |   |                         |              | Chris Zelig > Advanced Rej... 538-573-0874          |  | All campaigns > search   beta   coolscul... |  | 259-215-0574 Chris Zelig support@medstarmedia.com |  |
|------------------|---------------------------|---|----------------------------|---|-------------------------|--------------|---|--|---|--|---|--|
| Overview         | Enabled                   | Status: Eligible  | Type: Search               | Budget: \$139.29/day                                | Optimization score: 90% | More details |   |  |   |  |   |  |
| Recommendations  | Ad status: All ADD FILTER |   |                            |   |                         |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |  |   |  |   |  |
| Insights         | <input type="checkbox"/>  | Ad  | Ad group                   | Status  | Clicks                  | CTR          | Cost  |  |   |  |   |  |
| Ad groups        | <input type="checkbox"/>  | Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | 1. coolsculpting - price   | Policy (Restricted medical content +1 more)         | 2                       | 18.18%       | \$15.61   |  |   |  |   |  |
| Ads & extensions | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now          | 1. coolsculpting - price   | Removed Policy (Restricted medical content +1 more) | 1                       | 6.25%        | \$15.49   |  |   |  |   |  |
| Extensions       | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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   | Removed Policy (Restricted medical content +1 more) | 2                       | 16.67%       | \$15.46   |  |   |  |   |  |
| Landing pages    | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now        | 0. coolsculpting - general | Removed Policy (Restricted medical content +1 more) | 1                       | 2.70%        | \$15.24   |  |   |  |   |  |

| Google Ads       |                           |  |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874          |  | All campaigns > search   beta   coolscul... |  | 259-215-0574 Chris Zelig support@medstarmedia.com |  |
|------------------|---------------------------|--|----------------------------|--|-------------------------|--------------|---|--|---|--|---|--|
| Overview         | Enabled                   | Status: Eligible   | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |   |  |   |  |   |  |
| Recommendations  | Ads                       |  |                            |  |                         |              | Custom Jan 1 - Mar 31, 2021                         |  |   |  |   |  |
| Insights         | Ad status: All ADD FILTER |  |                            |  |                         |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |  |   |  |   |  |
| Ad groups        | <input type="checkbox"/>  | Ad   | Ad group                   | Status   | Clicks                  | CTR          | Cost  |  |   |  |   |  |
| Ads & extensions | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Freeze Away Body Fat   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now         | 1. coolsculpting - price   | Eligible (Limited) Policy (Restricted medical content +1 more) | 2                       | 25.00%       | \$14.42   |  |   |  |   |  |
| Extensions       | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Save \$1,000 Off 8+ Treatments   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 0. coolsculpting - general | Eligible (Limited) Policy (Restricted medical content +1 more) | 2                       | 2.94%        | \$14.23   |  |   |  |   |  |
| Landing pages    | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now   | 1. coolsculpting - price   | Removed Policy (Restricted medical content +1 more)            | 2                       | 22.22%       | \$14.08   |  |   |  |   |  |

| Google Ads       |                           |   |                            |   |                         |              | Chris Zelig > Advanced Rej... 538-573-0874          |  | All campaigns > search   beta   coolscul... |  | 259-215-0574 Chris Zelig support@medstarmedia.com |  |
|------------------|---------------------------|---|----------------------------|---|-------------------------|--------------|---|--|---|--|---|--|
| Overview         | Enabled                   | Status: Eligible  | Type: Search               | Budget: \$139.29/day                                | Optimization score: 90% | More details |   |  |   |  |   |  |
| Recommendations  | Ad status: All ADD FILTER |   |                            |   |                         |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |  |   |  |   |  |
| Insights         | <input type="checkbox"/>  | Ad  | Ad group                   | Status  | Clicks                  | CTR          | Cost  |  |   |  |   |  |
| Ad groups        | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now   | 1. coolsculpting - price   | Removed Policy (Restricted medical content +1 more) | 2                       | 11.11%       | \$13.87   |  |   |  |   |  |
| Ads & extensions | <input type="checkbox"/>  | Huge CoolSculpting Promotion   Freeze Away Body Fat   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more) | 1                       | 12.50%       | \$13.30   |  |   |  |   |  |
| Extensions       | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now   | 0. coolsculpting - general | Removed Policy (Restricted medical content +1 more) | 1                       | 2.94%        | \$13.12   |  |   |  |   |  |
| Landing pages    | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 0. coolsculpting - general | Removed Policy (Restricted medical content +1 more) | 2                       | 10.00%       | \$13.02   |  |   |  |   |  |

| Google Ads       |                           |   |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874          |  | All campaigns > search   beta   coolscul... |  | 259-215-0574 Chris Zelig support@medstarmedia.com |  |
|------------------|---------------------------|---|----------------------------|--|-------------------------|--------------|---|--|---|--|---|--|
| Overview         | Enabled                   | Status: Eligible  | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |   |  |   |  |   |  |
| Recommendations  | Ad status: All ADD FILTER |   |                            |  |                         |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |  |   |  |   |  |
| Insights         | <input type="checkbox"/>  | Ad  | Ad group                   | Status   | Clicks                  | CTR          | Cost  |  |   |  |   |  |
| Ad groups        | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 0. coolsculpting - general | Removed Policy (Restricted medical content +1 more)            | 2                       | 10.00%       | \$13.02   |  |   |  |   |  |
| Ads & extensions | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Freeze Away Body Fat   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now            | 0. coolsculpting - general | Eligible (Limited) Policy (Restricted medical content +1 more) | 2                       | 6.06%        | \$12.40   |  |   |  |   |  |
| Extensions       | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Freeze Away Body Fat   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 (Limited) Policy (Restricted medical content +1 more) | 3                       | 3.53%        | \$12.03   |  |   |  |   |  |
| Landing pages    | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now   | 1. coolsculpting - price   | Eligible (Limited) Policy (Restricted medical content +1 more) | 1                       | 7.14%        | \$11.66   |  |   |  |   |  |

| Overview        | Enabled   | Status: Eligible   | Type: Search               | Budget: \$139.29/day | Optimization score: 90% | More details |
|-----------------|---|--|----------------------------|----------------------|-------------------------|--------------|
| Recommendations | <div style="display: flex; justify-content: space-between; align-items: center;"> <span>Ad status: All</span> <span>ADD FILTER</span> </div>  |  |                            |                      |                         |              |
| Insights        | <div style="display: flex; justify-content: space-between; align-items: center;"> <span>SEARCH</span> <span>SEGMENT</span> <span>COLUMNS</span> <span>REPORTS</span> <span>DOWNLOAD</span> <span>EXPAND</span> <span>MORE</span> </div> |  |                            |                      |                         |              |
| Ad groups       | Ad  | Ad group   | Status                     | Clicks               | CTR                     | Cost         |
| Ad groups       | <input type="checkbox"/> <span style="color: red;">✖</span>   | Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now   | 0. coolsculpting - general | 2                    | 10.00%                  | \$13.02      |
| Ad groups       | <input type="checkbox"/> <span style="color: green;">✔</span>   | Best CoolSculpting Deal Ever   Freeze Away Body Fat   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now           | 0. coolsculpting - general | 2                    | 6.06%                   | \$12.40      |
| Ad groups       | <input type="checkbox"/> <span style="color: green;">✔</span>   | Best CoolSculpting Deal Ever   Freeze Away Body Fat   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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 | 3                    | 3.53%                   | \$12.03      |
| Ad groups       | <input type="checkbox"/> <span style="color: green;">✔</span>   | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | 1. coolsculpting - price   | 1                    | 7.14%                   | \$11.66      |

| Overview        | Enabled   | Status: Eligible  | Type: Search               | Budget: \$139.29/day | Optimization score: 90% | More details |
|-----------------|---|---|----------------------------|----------------------|-------------------------|--------------|
| Recommendations | <div style="display: flex; justify-content: space-between; align-items: center;"> <span>Ad status: All</span> <span>ADD FILTER</span> </div>  |   |                            |                      |                         |              |
| Insights        | <div style="display: flex; justify-content: space-between; align-items: center;"> <span>SEARCH</span> <span>SEGMENT</span> <span>COLUMNS</span> <span>REPORTS</span> <span>DOWNLOAD</span> <span>EXPAND</span> <span>MORE</span> </div> |   |                            |                      |                         |              |
| Ad groups       | Ad  | Ad group  | Status                     | Clicks               | CTR                     | Cost         |
| Ad groups       | <input type="checkbox"/> <span style="color: red;">✖</span>   | Best CoolSculpting Deal Ever   Freeze Away Body Fat   Hurry Offer Ends In (=COUNTDOWN("2021/02/28...<br>www.advancedrejuvenationcenters.com<br>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 | 1                    | 3.33%                   | \$11.14      |
| Ad groups       | <input type="checkbox"/> <span style="color: red;">✖</span>   | Huge CoolSculpting Promotion   Limited Time Offer   Feb 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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   | 2                    | 7.69%                   | \$11.00      |
| Ad groups       | <input type="checkbox"/> <span style="color: red;">✖</span>   | Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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   | 1                    | 5.56%                   | \$10.89      |

| Overview        | Enabled   | Status: Eligible   | Type: Search               | Budget: \$139.29/day | Optimization score: 90% | More details |
|-----------------|---|--|----------------------------|----------------------|-------------------------|--------------|
| Recommendations | <div style="display: flex; justify-content: space-between; align-items: center;"> <span>Ad status: All</span> <span>ADD FILTER</span> </div>  |  |                            |                      |                         |              |
| Insights        | <div style="display: flex; justify-content: space-between; align-items: center;"> <span>SEARCH</span> <span>SEGMENT</span> <span>COLUMNS</span> <span>REPORTS</span> <span>DOWNLOAD</span> <span>EXPAND</span> <span>MORE</span> </div> |  |                            |                      |                         |              |
| Ad groups       | Ad  | Ad group   | Status                     | Clicks               | CTR                     | Cost         |
| Ad groups       | <input type="checkbox"/> <span style="color: green;">✔</span>   | CoolSculpting® in Purchase, NY   Freeze Away Body Fat   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now            | 1. coolsculpting - price   | 1                    | 14.29%                  | \$10.79      |
| Ad groups       | <input type="checkbox"/> <span style="color: green;">✔</span>   | CoolSculpting® in Purchase, NY   Limited Time Offer   Apr 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | 0. coolsculpting - general | 1                    | 2.94%                   | \$10.43      |
| Ad groups       | <input type="checkbox"/> <span style="color: red;">✖</span>   | CoolSculpting® in Purchase, NY   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 0. coolsculpting - general | 2                    | 7.41%                   | \$10.41      |
| Ad groups       | <input type="checkbox"/> <span style="color: green;">✔</span>   | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | 0. coolsculpting - general | 2                    | 2.44%                   | \$10.11      |

| Overview        | Enabled   | Status: Eligible  | Type: Search               | Budget: \$139.29/day | Optimization score: 90% | More details |
|-----------------|---|---|----------------------------|----------------------|-------------------------|--------------|
| Recommendations | <div style="display: flex; justify-content: space-between; align-items: center;"> <span>Ad status: All</span> <span>ADD FILTER</span> </div>  |   |                            |                      |                         |              |
| Insights        | <div style="display: flex; justify-content: space-between; align-items: center;"> <span>SEARCH</span> <span>SEGMENT</span> <span>COLUMNS</span> <span>REPORTS</span> <span>DOWNLOAD</span> <span>EXPAND</span> <span>MORE</span> </div> |   |                            |                      |                         |              |
| Ad groups       | Ad  | Ad group  | Status                     | Clicks               | CTR                     | Cost         |
| Ad groups       | <input type="checkbox"/> <span style="color: green;">✔</span>   | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 0. coolsculpting - general | 2                    | 2.44%                   | \$10.11      |
| Ad groups       | <input type="checkbox"/> <span style="color: red;">✖</span>   | Best CoolSculpting Deal Ever   Limited Time Offer   Feb 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now      | 1. coolsculpting - price   | 1                    | 16.67%                  | \$9.73       |
| Ad groups       | <input type="checkbox"/> <span style="color: green;">✔</span>   | Huge CoolSculpting Promotion   Limited Time Offer   Apr 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now    | 0. coolsculpting - general | 1                    | 1.61%                   | \$9.69       |
| Ad groups       | <input type="checkbox"/> <span style="color: red;">✖</span>   | Huge CoolSculpting Promotion   Limited Time Offer   Feb 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now   | 0. coolsculpting - general | 2                    | 6.67%                   | \$9.20       |

| Overview        | Enabled   | Status: Eligible  | Type: Search               | Budget: \$139.29/day | Optimization score: 90% | More details |
|-----------------|---|---|----------------------------|----------------------|-------------------------|--------------|
| Recommendations | <div style="display: flex; justify-content: space-between; align-items: center;"> <span>Ad status: All</span> <span>ADD FILTER</span> </div>  |   |                            |                      |                         |              |
| Insights        | <div style="display: flex; justify-content: space-between; align-items: center;"> <span>SEARCH</span> <span>SEGMENT</span> <span>COLUMNS</span> <span>REPORTS</span> <span>DOWNLOAD</span> <span>EXPAND</span> <span>MORE</span> </div> |   |                            |                      |                         |              |
| Ad groups       | Ad  | Ad group  | Status                     | Clicks               | CTR                     | Cost         |
| Ad groups       | <input type="checkbox"/> <span style="color: green;">✔</span>   | Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | 0. coolsculpting - general | 2                    | 2.44%                   | \$10.11      |
| Ad groups       | <input type="checkbox"/> <span style="color: red;">✖</span>   | Best CoolSculpting Deal Ever   Limited Time Offer   Feb 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now    | 1. coolsculpting - price   | 1                    | 16.67%                  | \$9.73       |
| Ad groups       | <input type="checkbox"/> <span style="color: green;">✔</span>   | Huge CoolSculpting Promotion   Limited Time Offer   Apr 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | 0. coolsculpting - general | 1                    | 1.61%                   | \$9.69       |
| Ad groups       | <input type="checkbox"/> <span style="color: red;">✖</span>   | Huge CoolSculpting Promotion   Limited Time Offer   Feb 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 0. coolsculpting - general | 2                    | 6.67%                   | \$9.20       |

| Google Ads       |                           |  |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search   beta   coolscul... | SEARCH  | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |      |
|------------------|---------------------------|--|----------------------------|--|-------------------------|--------------|--|---|---------|---------|------------------|---|------|
| Overview         | Enabled                   | Status: Eligible   | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |  |   |         |         |                  |   |      |
| Recommendations  | Ads                       |  |                            |  |                         |              | Custom                                     | Jan 1 - Mar 31, 2021                        |         |         |                  |   |      |
| Insights         | Ad status: All ADD FILTER |  |                            |  |                         |              | SEARCH                                     | SEGMENT                                     | COLUMNS | REPORTS | DOWNLOAD         | EXPAND  | MORE |
| Ad groups        | <input type="checkbox"/>  | Ad   | Ad group                   | Status   | Clicks                  | CTR          | Cost                                       |   |         |         |                  |   |      |
| Ads & extensions | <input type="checkbox"/>  | Huge CoolSculpting Promotion   Freeze Away Body Fat   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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 (Limited) Policy (Restricted medical content +1 more) | 2                       | 4.26%        | \$9.03                                     |   |         |         |                  |   |      |
| Ads              | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Jan Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now    | 0. coolsculpting - general | Removed Policy (Restricted medical content +1 more)            | 1                       | 4.35%        | \$8.94                                     |   |         |         |                  |   |      |
| Extensions       | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Freeze Away Body Fat   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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   | Eligible (Limited) Policy (Restricted medical content +1 more) | 1                       | 5.26%        | \$8.91                                     |   |         |         |                  |   |      |
| Landing pages    |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Keywords         |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Audiences        |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Demographics     |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Settings         |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Suggested        |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Ad schedule      |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |

| Google Ads       |                           |  |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search   beta   coolscul... | SEARCH  | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |      |
|------------------|---------------------------|--|----------------------------|--|-------------------------|--------------|--|---|---------|---------|------------------|---|------|
| Overview         | Enabled                   | Status: Eligible   | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |  |   |         |         |                  |   |      |
| Recommendations  | Ads                       |  |                            |  |                         |              | Custom                                     | Jan 1 - Mar 31, 2021                        |         |         |                  |   |      |
| Insights         | Ad status: All ADD FILTER |  |                            |  |                         |              | SEARCH                                     | SEGMENT                                     | COLUMNS | REPORTS | DOWNLOAD         | EXPAND  | MORE |
| Ad groups        | <input type="checkbox"/>  | Ad   | Ad group                   | Status   | Clicks                  | CTR          | Cost                                       |   |         |         |                  |   |      |
| Ads & extensions | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | 0. coolsculpting - general | Removed Policy (Restricted medical content +1 more)            | 1                       | 3.85%        | \$8.76                                     |   |         |         |                  |   |      |
| Ads              | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 1. coolsculpting - price   | Removed Policy (Restricted medical content +1 more)            | 1                       | 12.50%       | \$8.68                                     |   |         |         |                  |   |      |
| Extensions       | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | 1. coolsculpting - price   | Removed Policy (Restricted medical content +1 more)            | 2                       | 10.53%       | \$8.54                                     |   |         |         |                  |   |      |
| Landing pages    |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Keywords         |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Audiences        |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Demographics     |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Settings         |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Suggested        |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Ad schedule      | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat.  | 0. coolsculpting - general | Eligible (Limited) Policy (Restricted medical content +1 more) | 2                       | 5.71%        | \$8.33                                     |   |         |         |                  |   |      |

| Google Ads       |                           |  |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search   beta   coolscul... | SEARCH  | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |      |
|------------------|---------------------------|--|----------------------------|--|-------------------------|--------------|--|---|---------|---------|------------------|---|------|
| Overview         | Enabled                   | Status: Eligible   | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |  |   |         |         |                  |   |      |
| Recommendations  | Ads                       |  |                            |  |                         |              | Custom                                     | Jan 1 - Mar 31, 2021                        |         |         |                  |   |      |
| Insights         | Ad status: All ADD FILTER |  |                            |  |                         |              | SEARCH                                     | SEGMENT                                     | COLUMNS | REPORTS | DOWNLOAD         | EXPAND  | MORE |
| Ad groups        | <input type="checkbox"/>  | Ad   | Ad group                   | Status   | Clicks                  | CTR          | Cost                                       |   |         |         |                  |   |      |
| Ads & extensions | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now            | 0. coolsculpting - general | Eligible (Limited) Policy (Restricted medical content +1 more) | 2                       | 5.71%        | \$8.33                                     |   |         |         |                  |   |      |
| Ads              | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Limited Time Offer   Feb 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more)            | 1                       | 0.93%        | \$8.20                                     |   |         |         |                  |   |      |
| Extensions       | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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   | Removed Policy (Restricted medical content +1 more)            | 1                       | 8.33%        | \$7.87                                     |   |         |         |                  |   |      |
| Landing pages    |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Keywords         |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Audiences        |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Demographics     |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Settings         |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Suggested        |                           |  |                            |  |                         |              |  |   |         |         |                  |   |      |
| Ad schedule      | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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   | Removed Policy (Restricted medical content +1 more)            | 1                       | 6.67%        | \$7.79                                     |   |         |         |                  |   |      |

| Google Ads       |                           |  |                            |   |                         |              | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search   beta   coolscul... | SEARCH  | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |      |
|------------------|---------------------------|--|----------------------------|---|-------------------------|--------------|--|---|---------|---------|------------------|---|------|
| Overview         | Enabled                   | Status: Eligible   | Type: Search               | Budget: \$139.29/day                                | Optimization score: 90% | More details |  |   |         |         |                  |   |      |
| Recommendations  | Ads                       |  |                            |   |                         |              | Custom                                     | Jan 1 - Mar 31, 2021                        |         |         |                  |   |      |
| Insights         | Ad status: All ADD FILTER |  |                            |   |                         |              | SEARCH                                     | SEGMENT                                     | COLUMNS | REPORTS | DOWNLOAD         | EXPAND  | MORE |
| Ad groups        | <input type="checkbox"/>  | Ad   | Ad group                   | Status  | Clicks                  | CTR          | Cost                                       |   |         |         |                  |   |      |
| Ads & extensions | <input type="checkbox"/>  | Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now   | 0. coolsculpting - general | Policy (Restricted medical content +1 more)         | 2                       | 5.71%        | \$8.33                                     |   |         |         |                  |   |      |
| Ads              | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Limited Time Offer   Feb 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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 | Removed Policy (Restricted medical content +1 more) | 1                       | 0.93%        | \$8.20                                     |   |         |         |                  |   |      |
| Extensions       | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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   | Removed Policy (Restricted medical content +1 more) | 1                       | 8.33%        | \$7.87                                     |   |         |         |                  |   |      |
| Landing pages    |                           |  |                            |   |                         |              |  |   |         |         |                  |   |      |
| Keywords         |                           |  |                            |   |                         |              |  |   |         |         |                  |   |      |
| Audiences        |                           |  |                            |   |                         |              |  |   |         |         |                  |   |      |
| Demographics     |                           |  |                            |   |                         |              |  |   |         |         |                  |   |      |
| Settings         |                           |  |                            |   |                         |              |  |   |         |         |                  |   |      |
| Suggested        |                           |  |                            |   |                         |              |  |   |         |         |                  |   |      |
| Ad schedule      | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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   | Removed Policy (Restricted medical content +1 more) | 1                       | 6.67%        | \$7.79                                     |   |         |         |                  |   |      |

| Google Ads       |                           |   |                            |  |                         |              | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search   beta   coolscul... | SEARCH  | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com |      |
|------------------|---------------------------|---|----------------------------|--|-------------------------|--------------|--|---|---------|---------|------------------|---|------|
| Overview         | Enabled                   | Status: Eligible  | Type: Search               | Budget: \$139.29/day   | Optimization score: 90% | More details |  |   |         |         |                  |   |      |
| Recommendations  | Ads                       |   |                            |  |                         |              | Custom                                     | Jan 1 - Mar 31, 2021                        |         |         |                  |   |      |
| Insights         | Ad status: All ADD FILTER |   |                            |  |                         |              | SEARCH                                     | SEGMENT                                     | COLUMNS | REPORTS | DOWNLOAD         | EXPAND  | MORE |
| Ad groups        | <input type="checkbox"/>  | Ad  | Ad group                   | Status   | Clicks                  | CTR          | Cost                                       |   |         |         |                  |   |      |
| Ads & extensions | <input type="checkbox"/>  | Huge CoolSculpting Promotion   Limited Time Offer   Jan 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 0. coolsculpting - general | Removed Policy (Restricted medical content +1 more)            | 1                       | 4.76%        | \$7.66                                     |   |         |         |                  |   |      |
| Ads              | <input type="checkbox"/>  | Best CoolSculpting Deal Ever   Save \$1,000 Off 8+ Treatments   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 1. coolsculpting - price   | Eligible (Limited) Policy (Restricted medical content +1 more) | 1                       | 11.11%       | \$7.42                                     |   |         |         |                  |   |      |
| Extensions       | <input type="checkbox"/>  | CoolSculpting® in Purchase, NY   Freeze Away Body Fat   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now         | 0. coolsculpting - general | Eligible (Limited) Policy (Restricted medical content +1 more) | 1                       | 2.22%        | \$7.38                                     |   |         |         |                  |   |      |
| Landing pages    |                           |   |                            |  |                         |              |  |   |         |         |                  |   |      |
| Keywords         |                           |   |                            |  |                         |              |  |   |         |         |                  |   |      |
| Audiences        |                           |   |                            |  |                         |              |  |   |         |         |                  |   |      |
| Demographics     |                           |   |                            |  |                         |              |  |   |         |         |                  |   |      |
| Settings         |                           |   |                            |  |                         |              |  |   |         |         |                  |   |      |
| Suggested        |                           |   |                            |  |                         |              |  |   |         |         |                  |   |      |
| Ad schedule      |                           |   |                            |  |                         |              |  |   |         |         |                  |   |      |

| <span>Chris Zelig &gt; Advanced Rej... 538-573-0874</span> <span>All campaigns &gt; search   beta   coolscul...</span> <span>SEARCH REPORTS TOOLS &amp; SETTINGS</span> <span>259-215-0574 Chris Zelig support@medstarmedia.com</span> |   |                            |   |                      |                         |                              |  |
|--|---|----------------------------|---|----------------------|-------------------------|------------------------------|--|
| Overview   | Enabled   | Status: Eligible           | Type: Search  | Budget: \$139.29/day | Optimization score: 90% | <a href="#">More details</a> |  |
| Recommendations  | <span>+ Ad status: All</span> <a href="#">ADD FILTER</a>  |                            |   |                      |                         |                              |  |
| Insights   | <span>SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE</span>  |                            |   |                      |                         |                              |  |
| Ad groups  | Ad  | Ad group                   | Status  | Clicks               | CTR                     | ↓ Cost                       |  |
|  | <input type="checkbox"/> <span>⊕</span> <p>CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p>        | 0. coolsculpting - general | Removed<br>Policy (Restricted medical content +1 more)            | 1                    | 2.33%                   | \$7.11                       |  |
|  | <input type="checkbox"/> <span>●</span> <p>Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Flexible Payment Options<br/>www.advancedrejuvenationcenters.com<br/>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</p> | 0. coolsculpting - general | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                    | 0.93%                   | \$7.11                       |  |
|  | <input type="checkbox"/> <span>⊕</span> <p>Huge CoolSculpting Promotion   Freeze Away Body Fat   Hurry Offer Ends In...<br/>www.advancedrejuvenationcenters.com<br/>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</p>            | 0. coolsculpting - general | Removed<br>Policy (Restricted medical content +1 more)            | 1                    | 3.57%                   | \$7.10                       |  |
|  | <input type="checkbox"/> <span>●</span> <p>CoolSculpting® in Purchase, NY   Limited Time Offer   Apr 2021   Flexible Payment Options<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p>         | 0. coolsculpting - general | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                    | 4.00%                   | \$7.06                       |  |

| <span>Chris Zelig &gt; Advanced Rej... 538-573-0874</span> <span>All campaigns &gt; search   beta   coolscul...</span> <span>SEARCH REPORTS TOOLS &amp; SETTINGS</span> <span>259-215-0574 Chris Zelig support@medstarmedia.com</span> |   |                            |   |                      |                         |                              |  |
|--|---|----------------------------|---|----------------------|-------------------------|------------------------------|--|
| Overview   | Enabled   | Status: Eligible           | Type: Search  | Budget: \$139.29/day | Optimization score: 90% | <a href="#">More details</a> |  |
| Recommendations  | <span>+ Ad status: All</span> <a href="#">ADD FILTER</a>  |                            |   |                      |                         |                              |  |
| Insights   | <span>SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE</span>  |                            |   |                      |                         |                              |  |
| Ad groups  | Ad  | Ad group                   | Status  | Clicks               | CTR                     | ↓ Cost                       |  |
|  | <input type="checkbox"/> <span>●</span> <p>CoolSculpting® in Purchase, NY   Limited Time Offer   Apr 2021   Flexible Payment Options<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p> | 0. coolsculpting - general | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                    | 4.00%                   | \$7.06                       |  |
|  | <input type="checkbox"/> <span>⊕</span> <p>Best CoolSculpting Deal Ever   Feb Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In...<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p>    | 0. coolsculpting - general | Removed<br>Policy (Restricted medical content +1 more)            | 1                    | 3.23%                   | \$6.68                       |  |
|  | <input type="checkbox"/> <span>●</span> <p>Huge CoolSculpting Promotion   Limited Time Offer   Apr 2021   Flexible Payment Options<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p>   | 1. coolsculpting - price   | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                    | 20.00%                  | \$6.46                       |  |
|  | <input type="checkbox"/> <span>⊕</span> <p>CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Hurry Offer Ends In...<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p>   | 0. coolsculpting - general | Removed<br>Policy (Restricted medical content +1 more)            | 1                    | 4.35%                   | \$6.15                       |  |

| <span>Chris Zelig &gt; Advanced Rej... 538-573-0874</span> <span>All campaigns &gt; search   beta   coolscul...</span> <span>SEARCH REPORTS TOOLS &amp; SETTINGS</span> <span>259-215-0574 Chris Zelig support@medstarmedia.com</span> |   |                            |   |                      |                         |                              |  |
|--|---|----------------------------|---|----------------------|-------------------------|------------------------------|--|
| Overview   | Enabled   | Status: Eligible           | Type: Search  | Budget: \$139.29/day | Optimization score: 90% | <a href="#">More details</a> |  |
| Recommendations  | <span>+ Ad status: All</span> <a href="#">ADD FILTER</a>  |                            |   |                      |                         |                              |  |
| Insights   | <span>SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE</span>  |                            |   |                      |                         |                              |  |
| Ad groups  | Ad  | Ad group                   | Status  | Clicks               | CTR                     | ↓ Cost                       |  |
|  | <input type="checkbox"/> <span>●</span> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p>   | 0. coolsculpting - general | medical content +1 more   | 1                    | 4.00%                   | \$7.06                       |  |
|  | <input type="checkbox"/> <span>⊕</span> <p>Best CoolSculpting Deal Ever   Feb Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In...<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p>  | 0. coolsculpting - general | Removed<br>Policy (Restricted medical content +1 more)            | 1                    | 3.23%                   | \$6.68                       |  |
|  | <input type="checkbox"/> <span>●</span> <p>Huge CoolSculpting Promotion   Limited Time Offer   Apr 2021   Flexible Payment Options<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p> | 1. coolsculpting - price   | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                    | 20.00%                  | \$6.46                       |  |
|  | <input type="checkbox"/> <span>⊕</span> <p>CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Hurry Offer Ends In...<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p> | 0. coolsculpting - general | Removed<br>Policy (Restricted medical content +1 more)            | 1                    | 4.35%                   | \$6.15                       |  |

| <span>Chris Zelig &gt; Advanced Rej... 538-573-0874</span> <span>All campaigns &gt; search   beta   coolscul...</span> <span>SEARCH REPORTS TOOLS &amp; SETTINGS</span> <span>259-215-0574 Chris Zelig support@medstarmedia.com</span> |  |                            |   |                      |                         |                              |  |
|--|--|----------------------------|---|----------------------|-------------------------|------------------------------|--|
| Overview   | Enabled  | Status: Eligible           | Type: Search  | Budget: \$139.29/day | Optimization score: 90% | <a href="#">More details</a> |  |
| Recommendations  | <b>Ads</b> <span>Custom</span> <span>Jan 1 - Mar 31, 2021</span>   |                            |   |                      |                         |                              |  |
| Insights   | <span>+ Ad status: All</span> <a href="#">ADD FILTER</a>   |                            |   |                      |                         |                              |  |
| Ad groups  | <span>SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE</span>   |                            |   |                      |                         |                              |  |
| Ad groups  | Ad   | Ad group                   | Status  | Clicks               | CTR                     | ↓ Cost                       |  |
|  | <input type="checkbox"/> <span>⊕</span> <p>Best CoolSculpting Deal Ever   Limited Time Offer   Feb 2021   Our Biggest Discount Ever<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p> | 0. coolsculpting - general | Removed<br>Policy (Restricted medical content +1 more)            | 1                    | 4.17%                   | \$5.83                       |  |
|  | <input type="checkbox"/> <span>⊕</span> <p>Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   Hurry Offer Ends In...<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p>    | 1. coolsculpting - price   | Removed<br>Policy (Restricted medical content +1 more)            | 1                    | 11.11%                  | \$5.80                       |  |
|  | <input type="checkbox"/> <span>●</span> <p>Huge CoolSculpting Promotion   Freeze Away Body Fat   Flexible Payment Options<br/>www.advancedrejuvenationcenters.com<br/>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</p> | 1. coolsculpting - price   | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                    | 14.29%                  | \$5.52                       |  |
|  | <input type="checkbox"/> <span>⊕</span> <p>CoolSculpting® in Purchase, NY   Limited Time Offer   Feb 2021   Hurry Offer Ends In...<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p>  | 0. coolsculpting - general | Removed<br>Policy (Restricted medical content +1 more)            | 1                    | 4.35%                   | \$6.15                       |  |

| <span>Chris Zelig &gt; Advanced Rej... 538-573-0874</span> <span>All campaigns &gt; search   beta   coolscul...</span> <span>SEARCH REPORTS TOOLS &amp; SETTINGS</span> <span>259-215-0574 Chris Zelig support@medstarmedia.com</span> |  |                          |   |                      |                         |                              |  |
|--|--|--------------------------|---|----------------------|-------------------------|------------------------------|--|
| Overview   | Enabled  | Status: Eligible         | Type: Search  | Budget: \$139.29/day | Optimization score: 90% | <a href="#">More details</a> |  |
| Recommendations  | <span>+ Ad status: All</span> <a href="#">ADD FILTER</a>   |                          |   |                      |                         |                              |  |
| Insights   | <span>SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE</span>   |                          |   |                      |                         |                              |  |
| Ad groups  | Ad   | Ad group                 | Status  | Clicks               | CTR                     | ↓ Cost                       |  |
|  | <input type="checkbox"/> <span>⊕</span> <p>CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Hurry Offer Ends In...<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p>            | 1. coolsculpting - price | Removed<br>Policy (Restricted medical content +1 more)            | 1                    | 6.25%                   | \$5.52                       |  |
|  | <input type="checkbox"/> <span>⊕</span> <p>Best CoolSculpting Deal Ever   Feb Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p>          | 1. coolsculpting - price | Removed<br>Policy (Restricted medical content +1 more)            | 1                    | 33.33%                  | \$5.40                       |  |
|  | <input type="checkbox"/> <span>●</span> <p>Best CoolSculpting Deal Ever   Save \$1,000 Off 8+ Treatments   Flexible Payment Options<br/>www.advancedrejuvenationcenters.com<br/>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</p> | 1. coolsculpting - price | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                    | 2.38%                   | \$5.37                       |  |
|  | <input type="checkbox"/> <span>⊕</span> <p>CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br/>www.advancedrejuvenationcenters.com<br/>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now</p>        | 1. coolsculpting - price | Removed<br>Policy (Restricted medical content +1 more)            | 1                    | 25.00%                  | \$5.12                       |  |

| Google Ads                                 |                          |  |                            |   |                         |                  |
|--|--------------------------|--|----------------------------|---|-------------------------|------------------|
| Chris Zelig > Advanced Rej... 538-573-0874 |                          | All campaigns > search   beta   coolscul...  |                            | SEARCH  | REPORTS                 | TOOLS & SETTINGS |
| Overview                                   | Enabled                  | Status: Eligible   | Type: Search               | Budget: \$139.29/day  | Optimization score: 90% | More details     |
| Recommendations                            | Ad status: All           |  | ADD FILTER                 |   | SEARCH                  | SEGMENT          |
| Insights                                   | Ad                       | Ad group   | Status                     | Clicks  | CTR                     | Cost             |
| Ad groups                                  | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Feb Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 1. coolsculpting - price   | Removed<br>Policy (Restricted medical content +1 more)            | 1                       | 25.00%           |
| Ads & extensions                           | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Limited Time Offer   Feb 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now    | 1. coolsculpting - price   | Removed<br>Policy (Restricted medical content +1 more)            | 1                       | 11.11%           |
| Ads  | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now   | 0. coolsculpting - general | Removed<br>Policy (Restricted medical content +1 more)            | 1                       | 3.23%            |
| Extensions                                 | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | 1. coolsculpting - price   | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                       | 14.29%           |
| Landing pages                              |                          |  |                            |   |                         |                  |
| Keywords                                   |                          |  |                            |   |                         |                  |
| Audiences                                  |                          |  |                            |   |                         |                  |
| Demographics                               |                          |  |                            |   |                         |                  |
| Settings                                   |                          |  |                            |   |                         |                  |
| Suggested                                  |                          |  |                            |   |                         |                  |
| Ad schedule                                |                          |  |                            |   |                         |                  |

| Google Ads                                 |                          |   |                            |   |                         |                  |
|--|--------------------------|---|----------------------------|---|-------------------------|------------------|
| Chris Zelig > Advanced Rej... 538-573-0874 |                          | All campaigns > search   beta   coolscul...   |                            | SEARCH  | REPORTS                 | TOOLS & SETTINGS |
| Overview                                   | Enabled                  | Status: Eligible  | Type: Search               | Budget: \$139.29/day  | Optimization score: 90% | More details     |
| Recommendations                            | Ad status: All           |   | ADD FILTER                 |   | SEARCH                  | SEGMENT          |
| Insights                                   | Ad                       | Ad group  | Status                     | Clicks  | CTR                     | Cost             |
| Ad groups                                  | <input type="checkbox"/> | Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | 1. coolsculpting - price   | Policy (Restricted medical content +1 more)                       | 1                       | 25.00%           |
| Ads & extensions                           | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Limited Time Offer   Feb 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now   | 1. coolsculpting - price   | Removed<br>Policy (Restricted medical content +1 more)            | 1                       | 11.11%           |
| Ads  | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | 0. coolsculpting - general | Removed<br>Policy (Restricted medical content +1 more)            | 1                       | 3.23%            |
| Extensions                                 | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Save \$1,000 Off 8+ Treatments   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 1. coolsculpting - price   | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                       | 14.29%           |
| Landing pages                              |                          |   |                            |   |                         |                  |
| Keywords                                   |                          |   |                            |   |                         |                  |
| Audiences                                  |                          |   |                            |   |                         |                  |
| Demographics                               |                          |   |                            |   |                         |                  |
| Settings                                   |                          |   |                            |   |                         |                  |
| Suggested                                  |                          |   |                            |   |                         |                  |
| Ad schedule                                |                          |   |                            |   |                         |                  |

| Google Ads                                 |                          |  |                            |   |                         |                  |
|--|--------------------------|--|----------------------------|---|-------------------------|------------------|
| Chris Zelig > Advanced Rej... 538-573-0874 |                          | All campaigns > search   beta   coolscul...  |                            | SEARCH  | REPORTS                 | TOOLS & SETTINGS |
| Overview                                   | Enabled                  | Status: Eligible   | Type: Search               | Budget: \$139.29/day  | Optimization score: 90% | More details     |
| Recommendations                            | Ad status: All           |  | ADD FILTER                 |   | SEARCH                  | SEGMENT          |
| Insights                                   | Ad                       | Ad group   | Status                     | Clicks  | CTR                     | Cost             |
| Ad groups                                  | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>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   | Removed<br>Policy (Restricted medical content +1 more)            | 1                       | 7.14%            |
| Ads & extensions                           | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Save \$1,000 Off 8+ Treatments   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now          | 0. coolsculpting - general | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                       | 1.43%            |
| Ads  | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now        | 1. coolsculpting - price   | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                       | 12.50%           |
| Extensions                                 |                          |  |                            |   |                         |                  |
| Landing pages                              |                          |  |                            |   |                         |                  |
| Keywords                                   |                          |  |                            |   |                         |                  |
| Audiences                                  |                          |  |                            |   |                         |                  |
| Demographics                               |                          |  |                            |   |                         |                  |
| Settings                                   |                          |  |                            |   |                         |                  |
| Suggested                                  |                          |  |                            |   |                         |                  |
| Ad schedule                                |                          |  |                            |   |                         |                  |

| Google Ads                                 |                          |  |                            |   |                         |                  |
|--|--------------------------|--|----------------------------|---|-------------------------|------------------|
| Chris Zelig > Advanced Rej... 538-573-0874 |                          | All campaigns > search   beta   coolscul...  |                            | SEARCH  | REPORTS                 | TOOLS & SETTINGS |
| Overview                                   | Enabled                  | Status: Eligible   | Type: Search               | Budget: \$139.29/day  | Optimization score: 90% | More details     |
| Recommendations                            | Ad status: All           |  | ADD FILTER                 |   | SEARCH                  | SEGMENT          |
| Insights                                   | Ad                       | Ad group   | Status                     | Clicks  | CTR                     | Cost             |
| Ad groups                                  | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | 0. coolsculpting - general | Removed<br>Policy (Restricted medical content +1 more)            | 1                       | 3.03%            |
| Ads & extensions                           | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Limited Time Offer   Jan 2021   Hurry Offer Ends In...<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now   | 0. coolsculpting - general | Removed<br>Policy (Restricted medical content +1 more)            | 1                       | 3.70%            |
| Ads  | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Freeze Away Body Fat   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>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 (Limited)<br>Policy (Restricted medical content +1 more) | 1                       | 1.12%            |
| Extensions                                 | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Limited Time Offer   Apr 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 1. coolsculpting - price   | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                       | 12.50%           |
| Landing pages                              |                          |  |                            |   |                         |                  |
| Keywords                                   |                          |  |                            |   |                         |                  |
| Audiences                                  |                          |  |                            |   |                         |                  |
| Demographics                               |                          |  |                            |   |                         |                  |
| Settings                                   |                          |  |                            |   |                         |                  |
| Suggested                                  |                          |  |                            |   |                         |                  |
| Ad schedule                                |                          |  |                            |   |                         |                  |

| Google Ads                                 |                          |   |                            |   |                         |                  |
|--|--------------------------|---|----------------------------|---|-------------------------|------------------|
| Chris Zelig > Advanced Rej... 538-573-0874 |                          | All campaigns > search   beta   coolscul...   |                            | SEARCH  | REPORTS                 | TOOLS & SETTINGS |
| Overview                                   | Enabled                  | Status: Eligible  | Type: Search               | Budget: \$139.29/day  | Optimization score: 90% | More details     |
| Recommendations                            | Ad status: All           |   | ADD FILTER                 |   | SEARCH                  | SEGMENT          |
| Insights                                   | Ad                       | Ad group  | Status                     | Clicks  | CTR                     | Cost             |
| Ad groups                                  | <input type="checkbox"/> | CoolSculpting® in Purchase, NY   Limited Time Offer   Apr 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now          | 1. coolsculpting - price   | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                       | 12.50%           |
| Ads & extensions                           | <input type="checkbox"/> | Huge CoolSculpting Promotion   Limited Time Offer   Jan 2021   Our Biggest Discount Ever<br>www.advancedrejuvenationcenters.com<br>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   | Removed<br>Policy (Restricted medical content +1 more)            | 1                       | 4.35%            |
| Ads  | <input type="checkbox"/> | Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Flexible Payment Options<br>www.advancedrejuvenationcenters.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now            | 1. coolsculpting - price   | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 1                       | 16.67%           |
| Extensions                                 |                          |   |                            |   |                         |                  |
| Landing pages                              |                          |   |                            |   |                         |                  |
| Keywords                                   |                          |   |                            |   |                         |                  |
| Audiences                                  |                          |   |                            |   |                         |                  |
| Demographics                               |                          |   |                            |   |                         |                  |
| Settings                                   |                          |   |                            |   |                         |                  |
| Suggested                                  |                          |   |                            |   |                         |                  |
| Ad schedule                                | <input type="checkbox"/> | {Keyword:Advanced Rejuvenation Center}   CoolSculpting Near Me   25% Off All Fat Freezing...<br>advancedrejuvenationcenters.com/coolsculpting/n...<br>Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation. Top Fat Reduction...  | 0. coolsculpting - general | Removed<br>Policy (Restricted medical content +1 more)            | 0                       | \$0.00           |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Eligible Type: Search Budget: \$139.29/day Optimization score: 90% More details

| Ad   | Ad group                   | Status   | Clicks | CTR    | Cost       |
|--|----------------------------|--|--------|--------|------------|
| <input type="checkbox"/> Huge CoolSculpting Promotion   Limited Time Offer   Jan 2021   Our Biggest Discount Ever www.advancedrejuvenationcenters.com 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   | Removed Policy (Restricted medical content +1 more)            | 1      | 4.35%  | \$2.48     |
| <input type="checkbox"/> Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Flexible Payment Options www.advancedrejuvenationcenters.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now            | 1. coolsculpting - price   | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 16.67% | \$1.59     |
| <input type="checkbox"/> {Keyword:Advanced Rejuvenation Center}   CoolSculpting Near Me   25% Off All Fat Freezing... advancedrejuvenationcenters.com/coolsculpting/n... Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation. Top Fat Reduction... View assets details  | 0. coolsculpting - general | Removed Policy (Restricted medical content +1 more)            | 0      | -      | \$0.00     |
| Total: Ads   |                            |  | 1,052  | 5.32%  | \$9,912.94 |
| Total: Campaign  |                            |  | 1,052  | 5.32%  | \$9,912.94 |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Eligible Type: Search Budget: \$140.50/day Optimization score: 90.1% More details

Extensions > All X SUMMARY TABLE Custom Jan 1 - Mar 31, 2021

Extension type: All ADD FILTER Associations view

| Extension  | Extension type     | Added to                | Level    | Status   | Clicks | CTR   | Cost     |
|--|--------------------|-------------------------|----------|--|--------|-------|----------|
| Sitelink extension   |                    |                         |          |  |        |       |          |
| <input type="checkbox"/> CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More | Sitelink extension | search   beta   cool... | Campaign | Approved (limited): Restricted medical content +1 more | 6      | 5.71% | \$50.51  |
| Call extension   |                    |                         |          |  |        |       |          |
| <input type="checkbox"/> (914) 251-1200  | Call extension     | Account                 | Account  | Approved   | 83     | 3.72% | \$953.97 |
| <input type="checkbox"/> (914) 251-1200 (mobile)   | Call extension     | Account                 | Account  | Approved   | 75     | 4.74% | \$926.43 |
| Location extension   |                    |                         |          |  |        |       |          |
| <input type="checkbox"/> advrejuvenation12555@gmail.com ... All locations selected                             | Location extension | Account                 | Account  | -  | -      | -     | -        |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Eligible Type: Search Budget: \$140.50/day Optimization score: 90.1% More details

Extension type: All ADD FILTER Associations view

| Extension  | Extension type     | Added to                | Level    | Status   | Clicks | CTR   | Cost       |
|--|--------------------|-------------------------|----------|--|--------|-------|------------|
| Location extension   |                    |                         |          |  |        |       |            |
| <input type="checkbox"/> advrejuvenation12555@gmail.com ... All locations selected | Location extension | Account                 | Account  | -  | -      | -     | -          |
| Callout extension  |                    |                         |          |  |        |       |            |
| <input type="checkbox"/> FDA Cleared   | Callout extension  | search   beta   cool... | Campaign | Approved   | 288    | 7.08% | \$2,695.88 |
| <input type="checkbox"/> Freeze Your Fat   | Callout extension  | search   beta   cool... | Campaign | Approved   | 255    | 6.81% | \$2,519.05 |
| <input type="checkbox"/> Contact Us + Free Consult                                 | Callout extension  | search   beta   cool... | Campaign | Approved   | 218    | 6.87% | \$2,160.00 |
| <input type="checkbox"/> New Clients 25% Off                                       | Callout extension  | search   beta   cool... | Campaign | Approved   | 214    | 6.20% | \$2,113.44 |
| <input type="checkbox"/> Nonsurgical Fat Reduction                                 | Callout extension  | search   beta   cool... | Campaign | Approved   | 217    | 6.61% | \$2,113.09 |
| <input type="checkbox"/> Liposuction Alternative                                   | Callout extension  | search   beta   cool... | Campaign | Approved (limited): Health in personalized advertising | 215    | 6.24% | \$2,092.56 |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Eligible Type: Search Budget: \$140.50/day Optimization score: 90.1% More details

Extension type: All ADD FILTER Associations view

| Extension   | Extension type               | Added to                | Level    | Status   | Clicks | CTR   | Cost       |
|---|------------------------------|-------------------------|----------|--|--------|-------|------------|
| Callout extension   |                              |                         |          |  |        |       |            |
| <input type="checkbox"/> Highlights: No Surgery   | Callout extension            | search   beta   cool... | Campaign | Approved (limited): Health in personalized advertising | 201    | 5.89% | \$1,944.93 |
| Structured snippet extension  |                              |                         |          |  |        |       |            |
| <input type="checkbox"/> Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | Structured snippet extension | search   beta   cool... | Campaign | Approved   | 4      | 4.04% | \$47.33    |
| Promotion extension   |                              |                         |          |  |        |       |            |
| <input type="checkbox"/> 50% off 8+ Treatments  | Promotion extension          | search   beta   cool... | Campaign | Approved (limited): Restricted medical content +1 more | 96     | 6.87% | \$839.81   |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Eligible Type: Search Budget: \$140.50/day Optimization score: 90.1% More details

Extension type: All ADD FILTER Associations view

| Extension   | Extension type      | Added to                | Level    | Status   | Clicks | CTR   | Cost       |
|---|---------------------|-------------------------|----------|--|--------|-------|------------|
| <input type="checkbox"/> Easter - 50% off 8+ Treatments | Promotion extension | search   beta   cool... | Campaign | Approved (limited): Restricted medical content +1 more | 62     | 6.58% | \$756.77   |
| Total: Sitelink extensions                              |                     |                         |          |  | 7      | 5.83% | \$56.03    |
| Total: Callout extensions                               |                     |                         |          |  | 536    | 6.35% | \$5,091.29 |
| Total: Structured snippet extensions                    |                     |                         |          |  | 4      | 4.04% | \$47.33    |
| Total: Call extensions                                  |                     |                         |          |  | 158    | 4.14% | \$1,880.40 |
| Total: Location extensions                              |                     |                         |          |  | 22     | 6.27% | \$269.08   |
| Total: Promotion extensions                             |                     |                         |          |  | 717    | 6.53% | \$6,972.13 |

Show rows: 10 | 11 - 14 of 14

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



| Extension                    | Extension type   | Added to                | Level    | Status   | Clicks | CTR   | Cost       |
|------------------------------|--|-------------------------|----------|--|--------|-------|------------|
| Callout extension            |  |                         |          |  |        |       |            |
| <input type="checkbox"/>     | Contact Us + Free Consult  | search   beta   cool... | Campaign | Approved   | 125    | 5.44% | \$303.39   |
| Structured snippet extension |  |                         |          |  |        |       |            |
| <input type="checkbox"/>     | Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | search   beta   cool... | Campaign | Approved   | 8      | 2.43% | \$21.94    |
| Promotion extension          |  |                         |          |  |        |       |            |
| <input type="checkbox"/>     | Spring Sale - 50% off 8+ Cycles  | search   beta   cool... | Campaign | Approved (limited): Restricted medical content +1 more | 399    | 5.78% | \$1,012.57 |
| <input type="checkbox"/>     | 50% off 8+ Treatments  | search   beta   cool... | Campaign | Approved (limited): Restricted medical content +1 more | 140    | 7.03% | \$325.53   |

| Extension                            | Extension type                 | Added to                | Level    | Status   | Clicks | CTR   | Cost       |
|--------------------------------------|--------------------------------|-------------------------|----------|--|--------|-------|------------|
| <input type="checkbox"/>             | 50% off 8+ Treatments          | search   beta   cool... | Campaign | Approved (limited): Restricted medical content +1 more | 140    | 7.03% | \$325.53   |
| <input type="checkbox"/>             | Easter - 50% off 8+ Treatments | search   beta   cool... | Campaign | Approved (limited): Restricted medical content +1 more | 0      | 0.00% | \$0.00     |
| Total: Sitelink extensions           |                                |                         |          |  | 426    | 5.88% | \$1,156.34 |
| Total: Callout extensions            |                                |                         |          |  | 366    | 6.05% | \$885.72   |
| Total: Structured snippet extensions |                                |                         |          |  | 8      | 2.43% | \$21.94    |
| Total: Call extensions               |                                |                         |          |  | 109    | 3.53% | \$350.37   |
| Total: Promotion extensions          |                                |                         |          |  | 539    | 6.06% | \$1,338.10 |

| Ad                       | Ad group  | Status   | Clicks | CTR    | Cost     |
|--------------------------|---|--|--------|--------|----------|
| <input type="checkbox"/> | Advanced Rejuvenation Centers   Fat Reduction in Purchase, NY   Non-Surgical Fat Reduction +6 more<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Best...<br>View assets details                             | Eligible (Limited) Policy (Restricted medical content +1 more), Poor ad strength | 80     | 6.25%  | \$170.38 |
| <input type="checkbox"/> | Advanced Rejuvenation Centers   Fat Reduction in Purchase, NY   Non-Surgical Fat Reduction +6 more<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Best...<br>View assets details                             | Eligible (Limited) Policy (Restricted medical content +1 more), Poor ad strength | 22     | 4.16%  | \$62.35  |
| <input type="checkbox"/> | Non-Surgical Fat Reduction   Our Biggest Discount Ever   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments | Eligible (Limited) Policy (Restricted medical content +1 more)                   | 14     | 10.61% | \$38.53  |
| <input type="checkbox"/> | Non-Surgical Fat Reduction   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com  | Eligible (Limited)   |        |        |          |

| Ad                       | Ad group  | Status   | Clicks | CTR   | Cost    |
|--------------------------|---|--|--------|-------|---------|
| <input type="checkbox"/> | Non-Surgical Fat Reduction   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today             | Eligible (Limited) Policy (Restricted medical content +1 more) | 17     | 3.97% | \$37.34 |
| <input type="checkbox"/> | Non-Surgical Fat Reduction   Our Biggest Discount Ever   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today    | Eligible (Limited) Policy (Restricted medical content +1 more) | 13     | 3.19% | \$35.35 |
| <input type="checkbox"/> | Non-Surgical Fat Reduction   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today             | Eligible (Limited) Policy (Restricted medical content +1 more) | 10     | 4.07% | \$31.65 |
| <input type="checkbox"/> | Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | Eligible (Limited) Policy (Restricted medical content +1 more) | 11     | 6.63% | \$30.80 |

| Ad                       | Ad group  | Status   | Clicks | CTR   | Cost    |
|--------------------------|---|--|--------|-------|---------|
| <input type="checkbox"/> | Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | Eligible (Limited) Policy (Restricted medical content +1 more) | 11     | 6.63% | \$30.80 |
| <input type="checkbox"/> | Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | Eligible (Limited) Policy (Restricted medical content +1 more) | 11     | 4.74% | \$27.38 |
| <input type="checkbox"/> | Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today       | Eligible (Limited) Policy (Restricted medical content +1 more) | 11     | 6.79% | \$26.64 |
| <input type="checkbox"/> | Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today       | Eligible (Limited) Policy (Restricted medical content +1 more) | 8      | 4.60% | \$25.06 |

| Google Ads                                 |   |   |  |                     |                           |                  |
|--|---|---|--|---------------------|---------------------------|------------------|
| Chris Zelig > Advanced Rej... 538-573-0874 |   | All campaigns > search   beta   coolscul... |  | SEARCH              | REPORTS                   | TOOLS & SETTINGS |
| Overview                                   | Enabled   | Status: Limited by budget                   | Type: Search   | Budget: \$25.75/day | Optimization score: 77.4% | More details     |
| Recommendations                            | Ad status: All ADD FILTER   |   |  |                     |                           |                  |
| Insights                                   | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE   |   |  |                     |                           |                  |
| Ad groups                                  | Ad  | Ad group                                    | Status   | Clicks              | CTR                       | Cost             |
|  | www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today  | expanded reach                              | Policy (Restricted medical content +1 more)                    | 11                  | 6.63%                     | \$30.80          |
|  | Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | liposuction                                 | Eligible (Limited) Policy (Restricted medical content +1 more) | 11                  | 4.74%                     | \$27.38          |
|  | Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today       | expanded reach                              | Eligible (Limited) Policy (Restricted medical content +1 more) | 11                  | 6.79%                     | \$26.64          |
|  | Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today       | liposuction                                 | Eligible (Limited) Policy (Restricted medical content +1 more) | 8                   | 4.60%                     | \$25.06          |

| Google Ads                                 |  |   |  |                     |                           |                  |
|--|--|---|--|---------------------|---------------------------|------------------|
| Chris Zelig > Advanced Rej... 538-573-0874 |  | All campaigns > search   beta   coolscul... |  | SEARCH              | REPORTS                   | TOOLS & SETTINGS |
| Overview                                   | Enabled  | Status: Limited by budget                   | Type: Search   | Budget: \$25.75/day | Optimization score: 77.4% | More details     |
| Recommendations                            | Ad status: All ADD FILTER  |   |  |                     |                           |                  |
| Insights                                   | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE  |   |  |                     |                           |                  |
| Ad groups                                  | Ad   | Ad group                                    | Status   | Clicks              | CTR                       | Cost             |
|  | Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today       | liposuction                                 | Eligible (Limited) Policy (Restricted medical content +1 more) | 10                  | 5.56%                     | \$21.38          |
|  | Fat Reduction in Purchase, NY   Eliminate Fat & Feel Great   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today      | liposuction                                 | Eligible (Limited) Policy (Restricted medical content +1 more) | 8                   | 7.77%                     | \$20.62          |
|  | Non-Surgical Fat Reduction   Our Biggest Discount Ever   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | expanded reach                              | Eligible (Limited) Policy (Restricted medical content +1 more) | 6                   | 3.16%                     | \$19.34          |

| Google Ads                                 |  |   |  |                     |                           |                  |
|--|--|---|--|---------------------|---------------------------|------------------|
| Chris Zelig > Advanced Rej... 538-573-0874 |  | All campaigns > search   beta   coolscul... |  | SEARCH              | REPORTS                   | TOOLS & SETTINGS |
| Overview                                   | Enabled  | Status: Limited by budget                   | Type: Search   | Budget: \$25.75/day | Optimization score: 77.4% | More details     |
| Recommendations                            | Ad status: All ADD FILTER  |   |  |                     |                           |                  |
| Insights                                   | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE  |   |  |                     |                           |                  |
| Ad groups                                  | Ad   | Ad group                                    | Status   | Clicks              | CTR                       | Cost             |
|  | Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today             | expanded reach                              | Eligible (Limited) Policy (Restricted medical content +1 more) | 6                   | 6.82%                     | \$18.62          |
|  | Fat Reduction in Purchase, NY   Eliminate Fat & Feel Great   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | liposuction                                 | Eligible (Limited) Policy (Restricted medical content +1 more) | 7                   | 6.36%                     | \$17.86          |
|  | Fat Reduction in Purchase, NY   Eliminate Fat & Feel Great   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | expanded reach                              | Eligible (Limited) Policy (Restricted medical content +1 more) | 6                   | 6.38%                     | \$14.37          |
|  | Non-Surgical Fat Reduction   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments                   | expanded reach                              | Eligible (Limited) Policy (Restricted medical content +1 more) | 4                   | 5.56%                     | \$12.29          |

| Google Ads                                 |   |   |  |                     |                           |                  |
|--|---|---|--|---------------------|---------------------------|------------------|
| Chris Zelig > Advanced Rej... 538-573-0874 |   | All campaigns > search   beta   coolscul... |  | SEARCH              | REPORTS                   | TOOLS & SETTINGS |
| Overview                                   | Enabled   | Status: Limited by budget                   | Type: Search   | Budget: \$25.75/day | Optimization score: 77.4% | More details     |
| Recommendations                            | Ad status: All ADD FILTER   |   |  |                     |                           |                  |
| Insights                                   | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE   |   |  |                     |                           |                  |
| Ad groups                                  | Ad  | Ad group                                    | Status   | Clicks              | CTR                       | Cost             |
|  | Non-Surgical Fat Reduction   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments                  | expanded reach                              | Eligible (Limited) Policy (Restricted medical content +1 more) | 4                   | 5.56%                     | \$12.29          |
|  | Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today          | expanded reach                              | Eligible (Limited) Policy (Restricted medical content +1 more) | 4                   | 2.60%                     | \$11.86          |
|  | Non-Surgical Fat Reduction   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments                  | expanded reach                              | Eligible (Limited) Policy (Restricted medical content +1 more) | 3                   | 2.50%                     | \$9.41           |
|  | Fat Reduction in Purchase, NY   Freezing Fat Really Works   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | expanded reach                              | Eligible (Limited) Policy (Restricted medical content +1 more) | 3                   | 4.84%                     | \$9.31           |

| Google Ads                                 |   |   |  |                     |                           |                  |
|--|---|---|--|---------------------|---------------------------|------------------|
| Chris Zelig > Advanced Rej... 538-573-0874 |   | All campaigns > search   beta   coolscul... |  | SEARCH              | REPORTS                   | TOOLS & SETTINGS |
| Overview                                   | Enabled   | Status: Limited by budget                   | Type: Search   | Budget: \$25.75/day | Optimization score: 77.4% | More details     |
| Recommendations                            | Ad status: All ADD FILTER   |   |  |                     |                           |                  |
| Insights                                   | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE   |   |  |                     |                           |                  |
| Ad groups                                  | Ad  | Ad group                                    | Status   | Clicks              | CTR                       | Cost             |
|  | Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments  | expanded reach                              | Policy (Restricted medical content +1 more)                    | 4                   | 5.56%                     | \$12.29          |
|  | Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today          | expanded reach                              | Eligible (Limited) Policy (Restricted medical content +1 more) | 4                   | 2.60%                     | \$11.86          |
|  | Non-Surgical Fat Reduction   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments                  | expanded reach                              | Eligible (Limited) Policy (Restricted medical content +1 more) | 3                   | 2.50%                     | \$9.41           |
|  | Fat Reduction in Purchase, NY   Freezing Fat Really Works   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | expanded reach                              | Eligible (Limited) Policy (Restricted medical content +1 more) | 3                   | 4.84%                     | \$9.31           |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | SEARCH REPORTS TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: **Ads** Custom Jan 1 - Mar 31, 2021

Ad status: All ADD FILTER

| Ad   | Ad group       | Status   | Clicks | CTR   | Cost   |
|--|----------------|--|--------|-------|--------|
| Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments      | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 2      | 2.25% | \$8.54 |
| Fat Reduction in Purchase, NY   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 2      | 3.45% | \$8.23 |
| Non-Surgical Fat Reduction   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today    | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 3      | 9.09% | \$7.23 |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | SEARCH REPORTS TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: Ad status: All ADD FILTER

| Ad  | Ad group       | Status   | Clicks | CTR   | Cost   |
|---|----------------|--|--------|-------|--------|
| Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 4      | 4.21% | \$6.51 |
| Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 4      | 8.16% | \$6.39 |
| Fat Reduction in Purchase, NY   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments             | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 3      | 4.35% | \$6.38 |
| Fat Reduction in Purchase, NY   Eliminate Fat & Feel Great   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is  | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 4      | 3.92% | \$6.32 |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | SEARCH REPORTS TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: Ad status: All ADD FILTER

| Ad  | Ad group       | Status   | Clicks | CTR    | Cost   |
|---|----------------|--|--------|--------|--------|
| Fat Reduction in Purchase, NY   Eliminate Fat & Feel Great   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today         | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 4      | 3.92%  | \$6.32 |
| Advanced Rejuvenation Centers   Our Biggest Discount Ever   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 3      | 8.57%  | \$5.98 |
| Advanced Rejuvenation Centers   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments               | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 11.11% | \$5.93 |
| Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments            | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 2      | 2.25%  | \$5.71 |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | SEARCH REPORTS TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: Ad status: All ADD FILTER

| Ad  | Ad group       | Status   | Clicks | CTR    | Cost   |
|---|----------------|--|--------|--------|--------|
| Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today   | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 4      | 3.92%  | \$6.32 |
| Advanced Rejuvenation Centers   Our Biggest Discount Ever   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 3      | 8.57%  | \$5.98 |
| Advanced Rejuvenation Centers   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments               | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 11.11% | \$5.93 |
| Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments            | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 2      | 2.25%  | \$5.71 |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | SEARCH REPORTS TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: **Ads** Custom Jan 1 - Mar 31, 2021

Ad status: All ADD FILTER

| Ad  | Ad group       | Status   | Clicks | CTR   | Cost   |
|---|----------------|--|--------|-------|--------|
| Fat Reduction in Purchase, NY   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today  | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 2.50% | \$5.45 |
| Non-Surgical Fat Reduction   Our Biggest Discount Ever   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 3      | 5.56% | \$5.45 |
| Non-Surgical Fat Reduction   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments          | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 3      | 4.23% | \$5.36 |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: Ad status: All ADD FILTER

| Ad  | Ad group       | Status   | Clicks | CTR    | Cost   |
|---|----------------|--|--------|--------|--------|
| Fat Reduction in Purchase, NY   Freezing Fat Really Works   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 3      | 7.50%  | \$5.15 |
| Fat Reduction in Purchase, NY   Freezing Fat Really Works   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today       | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 3      | 4.92%  | \$5.15 |
| Fat Reduction in Purchase, NY   Eliminate Fat & Feel Great   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments              | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 4      | 16.67% | \$4.69 |
| Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our   | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 3      | 10.34% | \$4.26 |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: Ad status: All ADD FILTER

| Ad  | Ad group       | Status   | Clicks | CTR    | Cost   |
|---|----------------|--|--------|--------|--------|
| Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 3      | 10.34% | \$4.26 |
| Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments   | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 2      | 7.14%  | \$3.73 |
| Non-Surgical Fat Reduction   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments    | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 12.50% | \$3.34 |
| Advanced Rejuvenation Centers   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is   | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 4.55%  | \$3.24 |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: Ad status: All ADD FILTER

| Ad   | Ad group       | Status   | Clicks | CTR    | Cost   |
|--|----------------|--|--------|--------|--------|
| www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments  | liposuction    | Policy (Restricted medical content +1 more)                    | 3      | 10.34% | \$4.26 |
| Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments        | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 2      | 7.14%  | \$3.73 |
| Non-Surgical Fat Reduction   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments         | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 12.50% | \$3.34 |
| Advanced Rejuvenation Centers   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 4.55%  | \$3.24 |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: Ad status: All ADD FILTER

Custom Jan 1 - Mar 31, 2021

| Ad   | Ad group       | Status   | Clicks | CTR   | Cost   |
|--|----------------|--|--------|-------|--------|
| Non-Surgical Fat Reduction   Our Biggest Discount Ever   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments          | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 2      | 3.28% | \$2.89 |
| Advanced Rejuvenation Centers   Our Biggest Discount Ever   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today  | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 4.76% | \$2.81 |
| Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 1.33% | \$2.70 |
| Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today       | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 1.92% | \$2.35 |
| Non-Surgical Fat Reduction   Freezing Fat Really Works   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments          | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 8.33% | \$2.26 |
| Non-Surgical Fat Reduction   Freezing Fat Really Works   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today     | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 6.25% | \$1.98 |
| Non-Surgical Fat Reduction   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our   | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 1.64% | \$1.93 |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: Ad status: All ADD FILTER

| Ad   | Ad group    | Status   | Clicks | CTR   | Cost   |
|--|-------------|--|--------|-------|--------|
| Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today   | liposuction | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 1.92% | \$2.35 |
| Non-Surgical Fat Reduction   Freezing Fat Really Works   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments      | liposuction | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 8.33% | \$2.26 |
| Non-Surgical Fat Reduction   Freezing Fat Really Works   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | liposuction | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 6.25% | \$1.98 |
| Non-Surgical Fat Reduction   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our   | liposuction | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 1.64% | \$1.93 |

Google Ads Chris Zelig > Advanced Rej... 538-573-0874 All campaigns > search | beta | coolscul... 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: Ad status: All ADD FILTER

| Ad   | Ad group       | Status   | Clicks | CTR    | Cost   |
|--|----------------|--|--------|--------|--------|
| Non-Surgical Fat Reduction   Our Biggest Discount Ever   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments         | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 1.64%  | \$1.93 |
| Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments        | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 2      | 33.33% | \$1.87 |
| Fat Reduction in Purchase, NY   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 3.13%  | \$1.80 |
| Fat Reduction in Purchase, NY   Eliminate Fat & Feel Great   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments     | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 3.85%  | \$1.76 |

Google Ads Chris Zelig > Advanced Rej... 538-573-0874 All campaigns > search | beta | coolscul... 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: Ad status: All ADD FILTER

| Ad   | Ad group       | Status   | Clicks | CTR    | Cost   |
|--|----------------|--|--------|--------|--------|
| www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments  | liposuction    | Policy (Restricted medical content +1 more)                    | 1      | 1.64%  | \$1.93 |
| Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments        | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 2      | 33.33% | \$1.87 |
| Fat Reduction in Purchase, NY   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 3.13%  | \$1.80 |
| Fat Reduction in Purchase, NY   Eliminate Fat & Feel Great   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments     | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 3.85%  | \$1.76 |

Google Ads Chris Zelig > Advanced Rej... 538-573-0874 All campaigns > search | beta | coolscul... 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: Ad status: All ADD FILTER

Custom Jan 1 - Mar 31, 2021

| Ad  | Ad group       | Status   | Clicks | CTR    | Cost   |
|---|----------------|--|--------|--------|--------|
| Fat Reduction in Purchase, NY   Eliminate Fat & Feel Great   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 3.03%  | \$1.69 |
| Advanced Rejuvenation Centers   Freezing Fat Really Works   Freeze Away Body Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today      | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 20.00% | \$1.59 |
| Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments          | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 3.33%  | \$1.31 |
| Non-Surgical Fat Reduction   Freezing Fat Really Works   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today      | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 2.38%  | \$1.26 |
| Fat Reduction in Purchase, NY   Freezing Fat Really Works   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments        | expanded reach | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 1.85%  | \$1.07 |
| Fat Reduction in Purchase, NY   Eliminate Fat & Feel Great   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 1      | 7.14%  | \$0.28 |
| Fat Reduction in Purchase, NY   Our Biggest Discount Ever   Get \$1,000 Off 8+ Treatments<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments  | liposuction    | Eligible (Limited) Policy (Restricted medical content +1 more) | 0      | 0.00%  | \$0.00 |

Google Ads Chris Zelig > Advanced Rej... 538-573-0874 All campaigns > search | beta | coolscul... 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Limited by budget Type: Search Budget: \$25.75/day Optimization score: 77.4%

Recommendations: Ad status: All ADD FILTER

| Ad  | Ad group    | Status   | Clicks | CTR   | Cost     |
|---|-------------|--|--------|-------|----------|
| www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments   | liposuction | Eligible (Limited) Policy (Restricted medical content +1 more) | 0      | 0.00% | \$0.00   |
| Fat Reduction in Purchase, NY   Eliminate Fat & Feel Great   Get Rid of Unwanted Fat<br>www.advancedrejuvenationcenters.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments | liposuction | Eligible (Limited) Policy (Restricted medical content +1 more) | 0      | 0.00% | \$0.00   |
| Total: Ads  |             |  | 324    | 4.70% | \$783.13 |
| Total: Campaign   |             |  | 324    | 4.70% | \$783.13 |

Show rows: 10 51 - 60 of 85

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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 > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$25.75/day, Optimization score: 77.4%

Extensions > All

Extension type: All

| Extension                | Extension type   | Added to                | Level    | Status   | Clicks | CTR   | Cost     |
|--------------------------|--|-------------------------|----------|--|--------|-------|----------|
| Sitelink extension       |  |                         |          |  |        |       |          |
| <input type="checkbox"/> | CoolSculpting<br>CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More | search   beta   cool... | Campaign | Approved (limited): Restricted medical content +1 more | 4      | 5.71% | \$6.69   |
| Call extension           |  |                         |          |  |        |       |          |
| <input type="checkbox"/> | (914) 251-1200 (mobile)  | Account                 | Account  | Approved   | 39     | 4.16% | \$133.57 |
| <input type="checkbox"/> | (914) 251-1200   | Account                 | Account  | Approved   | 16     | 4.11% | \$41.90  |
| Location extension       |  |                         |          |  |        |       |          |
| <input type="checkbox"/> | advrejuvenation12555@gmail.com ... All locations selected                                | Account                 | Account  | -  | -      | -     | -        |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$25.75/day, Optimization score: 77.4%

Extension type: All

| Extension                | Extension type  | Added to                | Level    | Status   | Clicks | CTR   | Cost     |
|--------------------------|---|-------------------------|----------|--|--------|-------|----------|
| Location extension       |   |                         |          |  |        |       |          |
| <input type="checkbox"/> | advrejuvenation12555@gmail.com ... All locations selected | Account                 | Account  | -  | -      | -     | -        |
| Callout extension        |   |                         |          |  |        |       |          |
| <input type="checkbox"/> | FDA Cleared   | search   beta   cool... | Campaign | Approved   | 44     | 4.01% | \$106.99 |
| <input type="checkbox"/> | Freeze Your Fat   | search   beta   cool... | Campaign | Approved   | 43     | 4.77% | \$95.96  |
| <input type="checkbox"/> | New Clients 25% Off                                       | search   beta   cool... | Campaign | Approved   | 44     | 5.68% | \$92.84  |
| <input type="checkbox"/> | Nonsurgical Fat Reduction                                 | search   beta   cool... | Campaign | Approved   | 40     | 5.49% | \$83.94  |
| <input type="checkbox"/> | Liposuction Alternative                                   | search   beta   cool... | Campaign | Approved (limited): Health in personalized advertising | 32     | 4.49% | \$82.43  |
| <input type="checkbox"/> | Contact Us + Free Consult                                 | search   beta   cool... | Campaign | Approved   | 38     | 5.03% | \$79.34  |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$25.75/day, Optimization score: 77.4%

Extension type: All

| Extension                    | Extension type   | Added to                | Level    | Status   | Clicks | CTR   | Cost    |
|------------------------------|--|-------------------------|----------|--|--------|-------|---------|
| Callout extension            |  |                         |          |  |        |       |         |
| <input type="checkbox"/>     | Highlights: No Surgery   | search   beta   cool... | Campaign | Approved (limited): Health in personalized advertising | 28     | 3.72% | \$54.41 |
| Structured snippet extension |  |                         |          |  |        |       |         |
| <input type="checkbox"/>     | Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | search   beta   cool... | Campaign | Approved   | 2      | 1.61% | \$1.99  |
| Promotion extension          |  |                         |          |  |        |       |         |
| <input type="checkbox"/>     | Easter - 50% off 8+ Treatments   | search   beta   cool... | Campaign | Approved (limited): Restricted medical content +1 more | 23     | 3.12% | \$38.83 |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$25.75/day, Optimization score: 77.4%

Extension type: All

| Extension                            | Extension type        | Added to                | Level    | Status   | Clicks | CTR   | Cost     |
|--------------------------------------|-----------------------|-------------------------|----------|--|--------|-------|----------|
| <input type="checkbox"/>             | 50% off 8+ Treatments | search   beta   cool... | Campaign | Approved (limited): Restricted medical content +1 more | 0      | -     | \$0.00   |
| Total: Sitelink extensions           |                       |                         |          |  | 4      | 5.26% | \$6.69   |
| Total: Callout extensions            |                       |                         |          |  | 97     | 4.94% | \$235.28 |
| Total: Structured snippet extensions |                       |                         |          |  | 2      | 1.61% | \$1.99   |
| Total: Call extensions               |                       |                         |          |  | 55     | 4.15% | \$175.47 |
| Total: Location extensions           |                       |                         |          |  | 16     | 4.60% | \$28.16  |
| Total: Promotion extensions          |                       |                         |          |  | 211    | 4.92% | \$523.21 |

Show rows: 10 | 11 - 14 of 14

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Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$139.29/day, Optimization score: 90%

Responsive search ad

ASSETS

Responsive search ads usually need around 5,000 impressions over 30 days to display a rating in the Performance column. Learn more

Asset status: All

Ad may be limited by policy: Restricted medical content, Restricted drug terms

| Asset                          | Status             | Asset type | Position pinning | Impr. |
|--------------------------------|--------------------|------------|------------------|-------|
| Flexible Payment Options       | Approved (limited) | Headline   | None             | 20    |
| CoolSculpting® in Purchase, NY | Approved (limited) | Headline   | None             | 277   |
| Safe + Effective Fat Reduction | Approved (limited) | Headline   | None             | 151   |
| Our Biggest Discount Ever      | Approved (limited) | Headline   | None             | 85    |
| Huge CoolSculpting Promotion   | Approved (limited) | Headline   | None             | 710   |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$139.29/day | Optimization score: 90% | More details

Recommendations: Asset status: All | ADD FILTER | DOWNLOAD | EXPAND

Insights: Ad may be limited by policy: Restricted medical content, Restricted drug terms

Ad groups: Asset | Status | Asset type ↑ | Position pinning | Impr.

| Asset                          | Status             | Asset type | Position pinning | Impr. |
|--------------------------------|--------------------|------------|------------------|-------|
| CoolSculpting® in Purchase, NY | Approved (limited) | Headline   | None             | 277   |
| Safe + Effective Fat Reduction | Approved (limited) | Headline   | None             | 151   |
| Our Biggest Discount Ever      | Approved (limited) | Headline   | None             | 85    |
| Huge CoolSculpting Promotion   | Approved (limited) | Headline   | None             | 710   |
| Biggest CoolSculpting® Promo   | Approved (limited) | Headline   | None             | 1,072 |
| Limited Time Offer   Mar 2021  | -                  | Headline   | None             | 412   |
| Mar Only \$1,000 Off 8+ Cycles | -                  | Headline   | None             | 1,087 |
| Limited Time Offer   Apr 2021  | Approved (limited) | Headline   | None             | 0     |
| Save \$1,000 Off 8+ Treatments | Approved (limited) | Headline   | None             | 0     |

Google Ads | Chris Zelig > Advanced Rej... 538-573-0874 | All campaigns > search | beta | coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$139.29/day | Optimization score: 90% | More details

Recommendations: Ads > Responsive search ad | Leave feedback | Custom | Jan 1 - Mar 31, 2021

ASSETS | COMBINATIONS

Responsive search ads usually need around 5,000 impressions over 30 days to display a rating in the Performance column. Learn more

Asset status: All | ADD FILTER | DOWNLOAD | EXPAND

Ad may be limited by policy: Restricted medical content, Restricted drug terms

| Asset  | Status             | Asset type  | Position pinning | Impr. |
|--|--------------------|-------------|------------------|-------|
| Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.  | Approved (limited) | Description | None             | 1,615 |
| How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now  | Approved (limited) | Description | None             | 18    |
| Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today | Approved (limited) | Description | None             | 1,903 |
| Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY            | Approved (limited) | Description | None             | 6     |

Show rows: 10 | 11 - 14 of 14

Campaigns | Advanced Rejuvenation Center (35512...) | Updated just now | Discard Drafts | Review and Publish

Search and filter | Jan 1, 2021 - Mar 31, 2021

Resource Center | Campaigns | Ad Sets | Ads

+ Create | Duplicate | Edit | More | View Setup | Columns: Custom | Breakdown | Reports

| Campaign Name                                    | Attribution        | Results      | Reach         | Impressions   | Cost per Result  | Amount Spent           |
|--|--------------------|--------------|---------------|---------------|------------------|------------------------|
| Coolsculpting - Conversions                      | Day click or ...   | 63 Lead      | 27,395        | 143,182       | \$63.32 Per Lead | \$3,989.36             |
| Dermal Fillers - Conversions                     | Day click or ...   | 26 Lead      | 12,041        | 67,246        | \$86.72 Per Lead | \$2,254.84             |
| Botox - Conversions                              | Day click or ...   | 19 Lead      | 14,454        | 91,997        | \$81.66 Per Lead | \$1,551.48             |
| IV Therapy - Conversions                         | Day click or ...   | - Lead       | -             | -             | - Per Lead       | -                      |
| Botox - Traffic                                  | Day click or ...   | - Link Click | -             | -             | - Per Link Click | -                      |
| Prospecting   Coolsculpting                      | Day click or ...   | - Link Click | -             | -             | - Per Link Click | -                      |
| Post: "Buy Your Bottle Sale: (ONLY \$850) Fro... | Day click or ...   | -            | -             | -             | -                | -                      |
| <b>Results from 19 campaigns</b>                 | Multiple Attrib... | -            | 33,788 People | 302,425 Total | -                | \$7,795.68 Total Spent |

Ads | Advanced Rejuvenation Center (35512...) | Updated just now | Discard Drafts | Review and Publish

Search and filter | Jan 1, 2021 - Mar 31, 2021

Resource Center | Campaigns | Ad Sets for 1 Campaign | Ads for 1 Campaign

+ Create | Duplicate | Edit | More | Preview | View Setup | Columns: Performance | Breakdown | Reports

| Ad Name                        | Impressions   | Cost per Result   | Quality Ranking                    | Engagement Rate Ranking            | Conversion Rate Ranking            | Amount Spent           |
|--------------------------------|---------------|-------------------|------------------------------------|------------------------------------|------------------------------------|------------------------|
| 2020-10 - CS - Women - Video 1 | 102,151       | \$61.22 Per Lead  | -                                  | -                                  | -                                  | \$2,999.74             |
| 2020-02 - CS - Women - Image 3 | 20,979        | \$138.11 Per Lead | -                                  | -                                  | -                                  | \$552.45               |
| 2020-02 - CS - Women - Image 2 | 20,052        | \$43.72 Per Lead  | Below average<br>Bottom 20% of ... | Below average<br>Bottom 20% of ... | Below average<br>Bottom 35% of ... | \$437.17               |
| 2020-02 - CS - Women - Image 1 | -             | - Per Lead        | -                                  | -                                  | -                                  | \$0.00                 |
| <b>Results from 4 ads</b>      | 143,182 Total | \$63.32 Per Lead  | -                                  | -                                  | -                                  | \$3,989.36 Total Spent |

Search | Coolsculpting - Conversions > Coolsculpting - Women > 2020-10 - CS - Women - Video 1 | Active

Edit | Review

Ad Name: 2020-10 - CS - Women - Video 1 | Create Template

Preview On

16 Placements

Facebook Feeds

Instagram Account: advanced\_rejuvenation\_centers

You need access to advertise for Advanced Rejuvenation Centers. See Details

You need access to advertise for advanced\_rejuvenation\_centers.

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

Close | Discard Draft | Publish

Search

- Coolsculpting - Conversio... \*\*\*
- Coolsculpting - Women \*\*\*
- 2020-02 - CS - Wome... \*\*\*
- 2020-02 - CS - Wome... \*\*\*
- 2020-02 - CS - Wome... \*\*\*
- 2020-10 - CS - Wome... \*\*\*

Search

- Coolsculpting - Conversio... \*\*\*
- Coolsculpting - Women \*\*\*
- 2020-02 - CS - Wome... \*\*\*
- 2020-02 - CS - Wome... \*\*\*
- 2020-10 - CS - Wome... \*\*\*

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

Active

Edit Review

Ad Name: 2020-02 - CS - Women - Image 3 [Create Template](#)

Preview On

16 Placements

Facebook Feeds

Advanced Rejuvenation Centers Sponsored

Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great Results. No Surgery & Minimal Downtime. ...See More

25% OFF

coolsculpting

FREEZE AWAY FAT

NON-SURGICAL FAT REDUCTION

Feeds

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

Close Discard Draft Publish

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

Active

Edit Review

Ad Name: 2020-02 - CS - Women - Image 2 [Create Template](#)

Preview On

16 Placements

View More Variations

Facebook Feeds

Advanced Rejuvenation Centers Sponsored

Coolsculpting® safely freezes away stubborn fat that resists diet and exercise. ...See More

coolsculpting

FREEZE AWAY STUBBORN FAT

25% OFF

Feeds

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

Close Discard Draft Publish

# MEDSTARMEDIA

Medstar Media, Inc.  
6466949450  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah  
84095  
United States

|   |                                    |                                     |  |
|---|------------------------------------|-------------------------------------|--|
| <b>Billed To</b><br>Livi B. Saimovici, MD<br>Advanced Rejuvenation Centers<br>3020 Westchester Avenue, Suite 306,<br>Purchase, New York<br>10577<br>United States | <b>Date of Issue</b><br>01/01/2021 | <b>Invoice Number</b><br>FB2021-002 | <b>Amount Due (USD)</b><br><b>\$0.00</b> |
|   | <b>Due Date</b><br>01/01/2021      |                                     |  |

| Description   | Rate                    | Qty | Line Total    |
|---|-------------------------|-----|---------------|
| Digital Marketing Monthly Management Service<br>• Manage & optimize digital marketing campaigns on Google Adwords<br>• Optin technology to increase conversions.<br>• Call tracking & reporting<br>• Monitor budget and adjust bids to gain better ROI<br>• Manage keyword selection and audience targeting<br>• Call tracking and monitoring | \$1,500.00              | 1   | \$1,500.00    |
| Monthly SEO + Content Creation<br>• Two treatment-related articles a month<br>• Website + treatment page updates and on-site SEO (up to two hours)<br>• Google Search Console management  | \$1,250.00              | 1   | \$1,250.00    |
| Discount  | -\$250.00               | 1   | -\$250.00     |
|   | Subtotal                |     | 2,500.00      |
|   | Tax                     |     | 0.00          |
|   | Total                   |     | 2,500.00      |
|   | Amount Paid             |     | 2,500.00      |
|   | <b>Amount Due (USD)</b> |     | <b>\$0.00</b> |

# MEDSTARMEDIA

Medstar Media, Inc.  
6466949450  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah  
84095  
United States

|   |   |                                     |  |
|---|---|-------------------------------------|--|
| <b>Billed To</b><br>Livi B. Saimovici, MD<br>Advanced Rejuvenation Centers<br>3020 Westchester Avenue, Suite 306,<br>Purchase, New York<br>10577<br>United States | <b>Date of Issue</b><br>02/01/2021<br><br><b>Due Date</b><br>02/01/2021 | <b>Invoice Number</b><br>FB2021-024 | <b>Amount Due (USD)</b><br><b>\$0.00</b> |
|---|---|-------------------------------------|--|

| Description   | Rate                    | Qty | Line Total    |
|---|-------------------------|-----|---------------|
| Digital Marketing Monthly Management Service<br>• Manage & optimize digital marketing campaigns on Google Adwords<br>• Optin technology to increase conversions.<br>• Call tracking & reporting<br>• Monitor budget and adjust bids to gain better ROI<br>• Manage keyword selection and audience targeting<br>• Call tracking and monitoring | \$1,500.00              | 1   | \$1,500.00    |
| Monthly SEO + Content Creation<br>• Two treatment-related articles a month<br>• Website + treatment page updates and on-site SEO (up to two hours)<br>• Google Search Console management  | \$1,250.00              | 1   | \$1,250.00    |
| Discount  | -\$250.00               | 1   | -\$250.00     |
|   | Subtotal                |     | 2,500.00      |
|   | Tax                     |     | 0.00          |
|   | Total                   |     | 2,500.00      |
|   | Amount Paid             |     | 2,500.00      |
|   | <b>Amount Due (USD)</b> |     | <b>\$0.00</b> |

# MEDSTARMEDIA

Medstar Media, Inc.  
6466949450  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah  
84095  
United States

|   |   |                                     |  |
|---|---|-------------------------------------|--|
| <b>Billed To</b><br>Livi B. Saimovici, MD<br>Advanced Rejuvenation Centers<br>3020 Westchester Avenue, Suite 306,<br>Purchase, New York<br>10577<br>United States | <b>Date of Issue</b><br>03/01/2021<br><br><b>Due Date</b><br>03/01/2021 | <b>Invoice Number</b><br>FB2021-041 | <b>Amount Due (USD)</b><br><b>\$0.00</b> |
|---|---|-------------------------------------|--|

| Description   | Rate                    | Qty | Line Total    |
|---|-------------------------|-----|---------------|
| Digital Marketing Monthly Management Service<br>• Manage & optimize digital marketing campaigns on Google Adwords<br>• Optin technology to increase conversions.<br>• Call tracking & reporting<br>• Monitor budget and adjust bids to gain better ROI<br>• Manage keyword selection and audience targeting<br>• Call tracking and monitoring | \$1,500.00              | 1   | \$1,500.00    |
| Monthly SEO + Content Creation<br>• Two treatment-related articles a month<br>• Website + treatment page updates and on-site SEO (up to two hours)<br>• Google Search Console management  | \$1,250.00              | 1   | \$1,250.00    |
| Discount  | -\$250.00               | 1   | -\$250.00     |
|   | Subtotal                |     | 2,500.00      |
|   | Tax                     |     | 0.00          |
|   | Total                   |     | 2,500.00      |
|   | Amount Paid             |     | 2,500.00      |
|   | <b>Amount Due (USD)</b> |     | <b>\$0.00</b> |