

# CoolSculpting Marketing Services Altman Aesthetic Center Co-Op Q4 2023 Total Marketing Expenses (10/1/2023 - 12/31/2023)

**Total Google Ads: \$ 5,295.33**  
**Total Meta Ads: \$ 3,077.91**  
**Total Marketing Service Fees: \$15,329.00**  
**Total CoolSculpting Marketing Cost: \$23,702.24**

Google Ads | Medstar Media > Altman Aesthetics Westchester 376-544-8707 | All campaigns > MS | search | westchester

Enabled Status: All ads limited by policy Type: Search Budget: \$183.89/day Optimization score: 100% Campaign 6 of 7

### Ad groups

Ad group name contains cool X Add filter

Ad group	Status	Target CPA	Conversions	Cost / conv.	Clicks	CTR	Cost
coolsculpting	Eligible (Limited) All ads limited by policy	-	19.00	\$162.31	323	6.73%	\$3,083.87
x Exp Reach   coolsculpting	Eligible (Limited) All ads limited by policy	-	6.00	\$368.58	258	3.49%	\$2,211.46
Total: Filtered ad groups			25.00	\$211.81	581	4.76%	\$5,295.33
Total: Campaign			101.00	\$164.10	2,593	6.32%	\$16,574.41

Google Ads | Medstar Media > Altman Aesthetics Westchester 376-544-8707 | All campaigns > MS | search | westchester > coolsculpting

Enabled Status: Eligible (Limited) Type: Standard Ad group 1 of 7

### Ads

Ad status: All Add filter

Ad	Status	Clicks	CTR	Cost
(Keyword: Altman Aesthetic Center)   Coolsculpting   CoolSculpting® Elite +12 more advancedrejuvenationcenters.com/coolsculpting/purchase Our Biggest CoolSculpting Deal Ever: Get 50% Off 8+ Treatments of CoolSculpting Elite. CoolSculpting® Elite Treats Fat In 9 Areas: Thighs,...	Eligible (Limited) Policy (Restricted medical content +1 more)	323	6.73%	\$3,083.87
Total: Ads in your current view		323	6.73%	\$3,083.87
Total: Ad group		323	6.73%	\$3,083.87

Google Ads | Medstar Media > Altman Aesthetics Westchester 376-544-8707 | All campaigns > MS | search | westchester > coolsculpting

Enabled Status: Eligible (Limited) Type: Standard Ad group 1 of 7

### Responsive search ad

Search term categories your ad appears for  
coolsculpting, coolsculpting near me, coolsculpting cost, + 269 more

You can now edit advertiser assets. Point to the asset column, then click the pencil icon.

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
[Empty table body]						

Google Ads | Medstar Media > Altman Aesthetics Westchester 376-544-8707 | All campaigns > MS | search | westchester > coolsculpting

Enabled Status: Eligible (Limited) Type: Standard Ad group 1 of 7

### Assets

Asset	Asset type	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction,...	Structured snippet	MS   search   westchester > coolsculpting	Ad group	Eligible	Advertiser	1	35	2.86%	\$1.81	\$1.81
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	MS   search   westchester > coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	126	1,519	8.29%	\$11.38	\$1,434.02
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Sitelink	MS   search   westchester	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	120	1,450	8.28%	\$11.51	\$1,380.70
Why Choose Us? Read About What Sets Us Apart from Other Medspas in New York	Sitelink	MS   search   westchester	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	110	1,428	7.70%	\$11.90	\$1,309.36
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	MS   search   westchester	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	102	1,325	7.70%	\$11.41	\$1,163.73
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Purchase, NY	Sitelink	Account	Account	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Account	Account	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 7

Overview	Asset	Asset type	Added to	Level	Status	Source	Clicks	Imp.	CTR	Avg. CPC	Cost
Callout											
Assets	FDA Cleared	Callout	MS   search   westchester > coolsculpting	Ad group	Eligible	Advertiser	55	604	9.11%	\$12.63	\$694.47
	Freeze Your Fat	Callout	MS   search   westchester > coolsculpting	Ad group	Eligible	Advertiser	39	507	7.69%	\$12.78	\$498.34
	5-Star Rated Medspa	Callout	MS   search   westchester > coolsculpting	Ad group	Eligible	Advertiser	34	454	7.49%	\$13.52	\$459.84
	Highlights: No Surgery	Callout	MS   search   westchester > coolsculpting	Ad group	Eligible	Advertiser	33	411	8.03%	\$12.01	\$396.22
	Liposuction Alternative	Callout	MS   search   westchester > coolsculpting	Ad group	Eligible	Advertiser	33	403	8.19%	\$11.40	\$376.20
	Nonsurgical Fat Reduction	Callout	MS   search   westchester > coolsculpting	Ad group	Eligible	Advertiser	31	421	7.36%	\$10.24	\$317.30
	Contact Us + Free Consult	Callout	MS   search   westchester > coolsculpting	Ad group	Eligible	Advertiser	22	341	6.45%	\$13.47	\$296.29
Promotion											
Devices	Fall Sale - Up to 50% off 8+ Treatments	Promotion	MS   search   westchester > coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	117	1,464	7.99%	\$9.37	\$1,096.65
	Up to 50% off 8+ Treatments	Promotion	MS   search   westchester > coolsculpting	Ad group	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00
	Summer Sale - Up to 50% off 8+ Treatments	Promotion	MS   search   westchester > coolsculpting	Ad group	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00
Business name											
	Altman Aesthetics Center	Business name	MS   search   westchester	Campaign	Eligible	Advertiser	315	4,596	6.85%	\$9.56	\$3,010.93
Call											

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 7

Overview	Asset	Asset type	Added to	Level	Status	Source	Clicks	Imp.	CTR	Avg. CPC	Cost
Call											
	(914) 600-3479	Call	MS   search   westchester	Campaign	Eligible	Advertiser	19	341	5.57%	\$14.04	\$266.67
Business logo											
		Business logo	MS   search   westchester	Campaign	Eligible	Advertiser	315	4,596	6.85%	\$9.56	\$3,010.93
Image											
		Image	MS   search   westchester > coolsculpting	Ad group	Eligible	Advertiser	95	1,022	9.30%	\$10.34	\$982.51
	Total: Images						95	1,022	9.30%	\$10.34	\$982.51
	Total: Business name						315	4,596	6.85%	\$9.56	\$3,010.93
	Total: Business logo						315	4,596	6.85%	\$9.56	\$3,010.93
	Total: Sitelinks						126	1,527	8.25%	\$11.38	\$1,434.02
	Total: Callouts						94	1,278	7.36%	\$11.63	\$1,093.23
	Total: Structured snippets						1	35	2.86%	\$1.81	\$1.81
	Total: Calls						19	341	5.57%	\$14.04	\$266.67
	Total: Promotions						117	1,464	7.99%	\$9.37	\$1,096.65

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 5 of 7

Overview	Ad	Status	Clicks	CTR	Cost
Assets	Altman Aesthetic Center   CoolSculpting   CoolSculpting® Elite +11 more advancedjuvenationcenters.com/coolsculpting/purchase Our Biggest CoolSculpting Deal Ever. Get 50% Off 8+ Treatments of CoolSculpting Elite. CoolSculpting® Elite Treats Fat in 9 Areas: Thighs,...	Eligible (Limited) Policy (Restricted drug terms +1 more)	258	3.49%	\$2,211.46
	Total: Ads in your current view		258	3.49%	\$2,211.46
	Total: Ad group		258	3.49%	\$2,211.46

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 5 of 7

Overview	Assets	Combinations	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Ad may be limited by policy: Restricted drug terms, Restricted medical content								
	Altman Aesthetic Center		Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	None	Pending	0	Advertiser
	Coolsculpting		Eligible (Limited) Policy (Restricted medical content)	Headline	1st position	Learning	745	Advertiser
	CoolSculpting® Elite		Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	1st position	Learning	54	Advertiser
	Coolsculpting in Purchase, NY		Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	1st position	Good	6,548	Advertiser
	Freeze Stubborn Fat 2x Faster		Eligible (Limited) Policy (Restricted medical content)	Headline	2nd position	Learning	1,828	Advertiser
	Freeze Your Fat Away Today		Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	Learning	346	Advertiser
	50% Off 8+ Treatments		Eligible (Limited) Policy (Restricted medical content)	Headline	2nd position	Good	1,439	Advertiser
	Affordable & Quick Treatments		Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	Learning	1,378	Advertiser
	Fat Reduction Treatment		Eligible (Limited) Policy (Restricted medical content)	Headline	2nd position	Learning	700	Advertiser
	Next-Generation Fat Reduction		Eligible (Limited) Policy (Restricted medical content)	Headline	2nd position	Learning	96	Advertiser

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 5 of 7

Overview	Assets	Combinations	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Ad may be limited by policy: Restricted drug terms, Restricted medical content								
	Fat Reduction Treatment		Eligible (Limited) Policy (Restricted medical content)	Headline	2nd position	Learning	700	Advertiser
	Next-Generation Fat Reduction		Eligible (Limited) Policy (Restricted medical content)	Headline	2nd position	Learning	96	Advertiser
	Top Provider in Purchase, NY		Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	Learning	214	Advertiser
	Flexible Payment Options		Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	Learning	126	Advertiser
	No Surgery & Minimal Downtime		Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	Learning	1,274	Advertiser
	CoolSculpting® Elite Purchase		Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	1st position	Learning	54	Advertiser
	CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More		Eligible (Limited) Policy (Restricted medical content)	Description	None	Best	7,235	Advertiser
	The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.		Eligible (Limited) Policy (Restricted medical content +1 more)	Description	None	Learning	81	Advertiser
	Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.		Eligible (Limited) Policy (Restricted medical content +1 more)	Description	None	Learning	85	Advertiser
	Our Biggest CoolSculpting Deal Ever. Get 50% Off 8+ Treatments of CoolSculpting Elite.		Eligible (Limited) Policy (Restricted medical content)	Description	2nd position	Best	5,727	Advertiser

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Enabled Status: Eligible (Limited) Type: Standard More details

Assets

Asset	Asset type	Added to	Level	Status	Source	Clicks	Imp.	CTR	Avg. CPC	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction,...	Structured snippet	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Eligible	Advertiser	3	60	5.00%	\$11.81	\$35.44
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	110	2,615	4.21%	\$10.63	\$1,169.30
Why Choose Us? Read About What Sets Us Apart from Other Medspas in New York	Sitelink	MS   search   westchester	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	101	2,470	4.09%	\$10.91	\$1,101.98
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	MS   search   westchester	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	92	2,289	4.02%	\$11.18	\$1,028.14
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Sitelink	MS   search   westchester	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	91	2,412	3.77%	\$11.05	\$1,005.80
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Purchase, NY	Sitelink	Account	Account	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Account	Account	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00

Enabled Status: Eligible (Limited) Type: Standard More details

Assets

Asset	Asset type	Added to	Level	Status	Source	Clicks	Imp.	CTR	Avg. CPC	Cost
Nonsurgical Fat Reduction	Callout	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Eligible	Advertiser	26	548	4.74%	\$10.29	\$267.43
FDA Cleared	Callout	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Eligible	Advertiser	25	790	3.16%	\$10.52	\$263.00
Liposuction Alternative	Callout	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Eligible	Advertiser	21	505	4.16%	\$11.67	\$245.12
Highlights: No Surgery	Callout	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Eligible	Advertiser	17	511	3.33%	\$9.71	\$165.11
Freeze Your Fat	Callout	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Eligible	Advertiser	17	604	2.81%	\$9.24	\$157.11
5-Star Rated Medspa	Callout	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Eligible	Advertiser	13	451	2.88%	\$11.55	\$150.10
Contact Us + Free Consult	Callout	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Eligible	Advertiser	14	391	3.58%	\$8.46	\$118.48
Fall Sale - Up to 50% off 8+ Treatments	Promotion	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	87	2,441	3.56%	\$9.26	\$805.30
Up to 50% off 8+ Treatments	Promotion	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	Promotion	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00

Enabled Status: Eligible (Limited) Type: Standard More details

Assets

Asset	Asset type	Added to	Level	Status	Source	Clicks	Imp.	CTR	Avg. CPC	Cost
Altman Aesthetics Center	Business name	MS   search   westchester	Campaign	Eligible	Advertiser	248	7,031	3.53%	\$8.69	\$2,154.52
(914) 600-3479	Call	MS   search   westchester	Campaign	Eligible	Advertiser	15	538	2.79%	\$11.29	\$169.39
	Business logo	MS   search   westchester	Campaign	Eligible	Advertiser	248	7,031	3.53%	\$8.69	\$2,154.52
	Image	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Eligible	Advertiser	60	1,585	3.79%	\$9.14	\$548.21
Total: Images						60	1,585	3.79%	\$9.14	\$548.21
Total: Business name						248	7,031	3.53%	\$8.69	\$2,154.52
Total: Business logo						248	7,031	3.53%	\$8.69	\$2,154.52
Total: Sitelinks						112	2,636	4.25%	\$10.68	\$1,195.70
Total: Callouts						56	1,692	3.31%	\$9.26	\$518.36
Total: Structured snippets						3	60	5.00%	\$11.81	\$35.44
Total: Calls						15	538	2.79%	\$11.29	\$169.39

Enabled Status: Eligible (Limited) Type: Standard More details

Assets

Asset	Asset type	Added to	Level	Status	Source	Clicks	Imp.	CTR	Avg. CPC	Cost
	Business logo	MS   search   westchester	Campaign	Eligible	Advertiser	248	7,031	3.53%	\$8.69	\$2,154.52
	Image	MS   search   westchester > x. Exp Reach   coolsculpting	Ad group	Eligible	Advertiser	60	1,585	3.79%	\$9.14	\$548.21
Total: Images						60	1,585	3.79%	\$9.14	\$548.21
Total: Business name						248	7,031	3.53%	\$8.69	\$2,154.52
Total: Business logo						248	7,031	3.53%	\$8.69	\$2,154.52
Total: Sitelinks						112	2,636	4.25%	\$10.68	\$1,195.70
Total: Callouts						56	1,692	3.31%	\$9.26	\$518.36
Total: Structured snippets						3	60	5.00%	\$11.81	\$35.44
Total: Calls						15	538	2.79%	\$11.29	\$169.39
Total: Promotions						87	2,441	3.56%	\$9.26	\$805.30

Show rows: 100 1 - 22 of 22

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Campaigns Altman Aesthetics 10083702 (100837...)

Updated today at 4:40 PM

Discard drafts Review and publish

Search Campaign name contains cool Search and filter Save Clear Oct 1, 2023 - Dec 31, 2023

1 selected Ad sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B Test Rules

View Setup Columns: Custom Breakdown Reports Export

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	MS   CoolSculpting Elite - NY - (Conversions)	Active	Highest volume	\$33.00 Daily	Multiple attribu...	31 Website Leads	19,377	64,488	\$99.29 Per Lead	\$3,077.91	Ongoing
Results from 1 campaign						31 Website Leads	19,377 Accounts Center acc...	64,488 Total	\$99.29 Per Lead	\$3,077.91 Total Spent	

Off / On	Ad	Last significant dit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>	CS - NYC - Video - Music	an 5, 2024, 1:32 days ago	7-day click, 1-d...	7 Website Leads	5,644	13,133	\$109.27 Per Lead	—	—	—	\$764.87
<input type="checkbox"/>	CS - NYC - Video - Music x3	ov 4, 2023, 7:00 days ago	7-day click	10 Website Leads	4,998	9,969	\$52.77 Per Lead	—	—	—	\$527.68
<input type="checkbox"/>	CS - NYC - Image - Mark On Belly	an 5, 2024, 1:32 days ago	7-day click, 1-d...	4 Website Leads	6,854	12,843	\$125.50 Per Lead	Average	Below average Bottom 35% of ads	Below average Bottom 35% of ads	\$501.99
<input type="checkbox"/>	CS - NYC - Image - Blonde Model	an 5, 2024, 1:32 days ago	7-day click, 1-d...	3 Website Leads	3,087	6,525	\$94.59 Per Lead	Average	Below average Bottom 35% of ads	Average	\$283.76
<input type="checkbox"/>	CS - NYC - Image - Hand On Neck Pose	an 5, 2024, 1:32 days ago	7-day click, 1-d...	1 Website Lead	2,018	4,297	\$192.31 Per Lead	—	—	—	\$192.31
<input type="checkbox"/>	CS - NYC - Image - Blonde Model	ov 4, 2023, 7:00 days ago	7-day click	1 Website Lead	3,077	5,002	\$184.69 Per Lead	—	—	—	\$184.69
<input type="checkbox"/>	CS - NYC - Image - Side Pose Shot	an 5, 2024, 1:32 days ago	7-day click, 1-d...	—	873	1,774	—	—	—	—	\$91.23
<input type="checkbox"/>	CS - NYC - Video - Music x2	ov 4, 2023, 7:00 days ago	7-day click	—	247	1,333	—	—	—	—	\$90.11
<input type="checkbox"/>	CS - NYC - Image - Mark On Belly	ov 4, 2023, 7:00 days ago	7-day click	2 Website Leads	1,678	2,617	\$44.95 Per Lead	—	—	—	\$89.90
<input type="checkbox"/>	CS - NYC - Image - Blonde Model	ov 4, 2023, 7:00 days ago	7-day click	1 Website Lead	264	1,768	\$78.39 Per Lead	—	—	—	\$78.39
<input type="checkbox"/>	CS - NYC - Image - Selfie	an 5, 2024, 1:32 days ago	7-day click, 1-d...	—	695	1,296	—	—	—	—	\$56.03
<input type="checkbox"/>	CS - NYC - Image - Hand On Neck Pose	ov 4, 2023, 7:00 days ago	7-day click	1 Website Lead	558	1,050	\$52.12 Per Lead	—	—	—	\$52.12
<input type="checkbox"/>	CS - NYC - Video - Music	ov 4, 2023, 7:00 days ago	7-day click	—	193	556	—	—	—	—	\$37.59
<b>Results from 24 ads</b>				<b>Multiple attrib...</b>	<b>31</b>	<b>19,377</b>	<b>64,488</b>	<b>\$99.29</b>			<b>\$3,077.91</b>

Off / On	Ad	Last significant dit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>	CS - NYC - Video - Music	ov 4, 2023, 7:00 days ago	7-day click	—	193	556	—	—	—	—	\$37.59
<input type="checkbox"/>	CS - NYC - Image - Selfie	ov 4, 2023, 7:00 days ago	7-day click	1 Website Lead	293	549	\$36.11 Per Lead	—	—	—	\$36.11
<input type="checkbox"/>	CS - NYC - Video - Music	ov 4, 2023, 7:00 days ago	7-day click	—	282	441	—	—	—	—	\$25.98
<input type="checkbox"/>	CS - NYC - Image - Side Pose Shot	ov 4, 2023, 7:00 days ago	7-day click	—	195	326	—	—	—	—	\$17.00
<input type="checkbox"/>	CS - NYC - Image - Mark On Belly	ov 4, 2023, 7:00 days ago	7-day click	—	129	359	—	—	—	—	\$14.93
<input type="checkbox"/>	CS - NYC - Image - Side Pose Shot	ov 4, 2023, 7:00 days ago	7-day click	—	67	178	—	—	—	—	\$10.26
<input type="checkbox"/>	CS - NYC - Video - Music x2	ov 4, 2023, 7:00 days ago	7-day click	—	152	186	—	—	—	—	\$9.52
<input type="checkbox"/>	CS - NYC - Video - Music x3	ov 4, 2023, 7:00 days ago	7-day click	—	58	120	—	—	—	—	\$5.93
<input type="checkbox"/>	CS - NYC - Image - Selfie	ov 4, 2023, 7:00 days ago	7-day click	—	48	85	—	—	—	—	\$3.91
<input type="checkbox"/>	CS - NYC - Image - Hand On Neck Pose	ov 4, 2023, 7:00 days ago	7-day click	—	41	81	—	—	—	—	\$3.60
<input type="checkbox"/>	CS - NYC - Video - Music x2	an 5, 2024, 1:32 days ago	7-day click, 1-d...	—	—	—	—	—	—	—	—
<input type="checkbox"/>	CS - NYC - Video - Music x3	an 5, 2024, 1:32 days ago	7-day click, 1-d...	—	—	—	—	—	—	—	—
<b>Results from 24 ads</b>				<b>Multiple attrib...</b>	<b>31</b>	<b>19,377</b>	<b>64,488</b>	<b>\$99.29</b>			<b>\$3,077.91</b>

Off / On	Ad	Last significant dit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input checked="" type="checkbox"/>	CS - NYC - Video - Music	an 5, 2024, 1:32 days ago	7-day click, 1-d...	7 Website Leads	5,644	13,133	\$109.27 Per Lead	—	—	—	\$764.87
<input type="checkbox"/>	CS - NYC - Video - Music x3	ov 4, 2023, 7:00 days ago	7-day click	10 Website Leads	4,998	9,969	\$52.77 Per Lead	—	—	—	\$527.68
<input type="checkbox"/>	CS - NYC - Image - Mark On Belly	an 5, 2024, 1:32 days ago	7-day click, 1-d...	4 Website Leads	6,854	12,843	\$125.50 Per Lead	Average	Below average Bottom 35% of ads	Below average Bottom 35% of ads	\$501.99
<input type="checkbox"/>	CS - NYC - Image - Blonde Model	an 5, 2024, 1:32 days ago	7-day click, 1-d...	3 Website Leads	3,087	6,525	\$94.59 Per Lead	Average	Below average Bottom 35% of ads	Average	\$283.76
<input type="checkbox"/>	CS - NYC - Image - Hand On Neck Pose	an 5, 2024, 1:32 days ago	7-day click, 1-d...	1 Website Lead	2,018	4,297	\$192.31 Per Lead	—	—	—	\$192.31
<input type="checkbox"/>	CS - NYC - Image - Blonde Model	ov 4, 2023, 7:00 days ago	7-day click	1 Website Lead	3,077	5,002	\$184.69 Per Lead	—	—	—	\$184.69
<input type="checkbox"/>	CS - NYC - Image - Side Pose Shot	an 5, 2024, 1:32 days ago	7-day click, 1-d...	—	873	1,774	—	—	—	—	\$91.23
<input type="checkbox"/>	CS - NYC - Video - Music x2	ov 4, 2023, 7:00 days ago	7-day click	—	247	1,333	—	—	—	—	\$90.11
<input type="checkbox"/>	CS - NYC - Image - Mark On Belly	ov 4, 2023, 7:00 days ago	7-day click	2 Website Leads	1,678	2,617	\$44.95 Per Lead	—	—	—	\$89.90
<input type="checkbox"/>	CS - NYC - Image - Blonde Model	ov 4, 2023, 7:00 days ago	7-day click	1 Website Lead	264	1,768	\$78.39 Per Lead	—	—	—	\$78.39
<input type="checkbox"/>	CS - NYC - Image - Selfie	an 5, 2024, 1:32 days ago	7-day click, 1-d...	—	695	1,296	—	—	—	—	\$56.03
<input type="checkbox"/>	CS - NYC - Image - Hand On Neck Pose	ov 4, 2023, 7:00 days ago	7-day click	1 Website Lead	558	1,050	\$52.12 Per Lead	—	—	—	\$52.12
<input type="checkbox"/>	CS - NYC - Video - Music	ov 4, 2023, 7:00 days ago	7-day click	—	193	556	—	—	—	—	\$37.59
<b>Results from 24 ads</b>				<b>Multiple attrib...</b>	<b>31</b>	<b>19,377</b>	<b>64,488</b>	<b>\$99.29</b>			<b>\$3,077.91</b>

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**Story Unavailable**

The story in this ad is unavailable for preview. Either it does not exist, or you do not have permission to see it.

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OK

Off / On	Ad	Last significant dit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input checked="" type="checkbox"/>	CS - NYC - Video - Music x3	ov 4, 2023, 7:00 days ago	7-day click	10 Website Leads	4,998	9,969	\$52.77 Per Lead	—	—	—	\$527.68
<input type="checkbox"/>	CS - NYC - Image - Mark On Belly	an 5, 2024, 1:32 days ago	7-day click, 1-d...	4 Website Leads	6,854	12,843	\$125.50 Per Lead	Average	Below average Bottom 35% of ads	Below average Bottom 35% of ads	\$501.99
<input type="checkbox"/>	CS - NYC - Image - Blonde Model	an 5, 2024, 1:32 days ago	7-day click, 1-d...	3 Website Leads	3,087	6,525	\$94.59 Per Lead	Average	Below average Bottom 35% of ads	Average	\$283.76
<input type="checkbox"/>	CS - NYC - Image - Hand On Neck Pose	an 5, 2024, 1:32 days ago	7-day click, 1-d...	1 Website Lead	2,018	4,297	\$192.31 Per Lead	—	—	—	\$192.31
<input type="checkbox"/>	CS - NYC - Image - Blonde Model	ov 4, 2023, 7:00 days ago	7-day click	1 Website Lead	3,077	5,002	\$184.69 Per Lead	—	—	—	\$184.69
<input type="checkbox"/>	CS - NYC - Image - Side Pose Shot	an 5, 2024, 1:32 days ago	7-day click, 1-d...	—	873	1,774	—	—	—	—	\$91.23
<input type="checkbox"/>	CS - NYC - Video - Music x2	ov 4, 2023, 7:00 days ago	7-day click	—	247	1,333	—	—	—	—	\$90.11
<input type="checkbox"/>	CS - NYC - Image - Mark On Belly	ov 4, 2023, 7:00 days ago	7-day click	2 Website Leads	1,678	2,617	\$44.95 Per Lead	—	—	—	\$89.90
<input type="checkbox"/>	CS - NYC - Image - Blonde Model	ov 4, 2023, 7:00 days ago	7-day click	1 Website Lead	264	1,768	\$78.39 Per Lead	—	—	—	\$78.39
<input type="checkbox"/>	CS - NYC - Image - Selfie	an 5, 2024, 1:32 days ago	7-day click, 1-d...	—	695	1,296	—	—	—	—	\$56.03
<input type="checkbox"/>	CS - NYC - Image - Hand On Neck Pose	ov 4, 2023, 7:00 days ago	7-day click	1 Website Lead	558	1,050	\$52.12 Per Lead	—	—	—	\$52.12
<input type="checkbox"/>	CS - NYC - Video - Music	ov 4, 2023, 7:00 days ago	7-day click	—	193	556	—	—	—	—	\$37.59
<b>Results from 24 ads</b>				<b>Multiple attrib...</b>	<b>31</b>	<b>19,377</b>	<b>64,488</b>	<b>\$99.29</b>			<b>\$3,077.91</b>

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**Discover CoolSculpting Elite.**

advancedrejuvenationcenters...  
**Up to 50% Off 8+ treatments** [Learn more](#)

10 Like 4 shares

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Off / On	Ad	Last significant dit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
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<input type="checkbox"/>	CS - NYC - Image - Side Pose Shot	an 5, 2024, 1:32 days ago	7-day click, 1-d...	—	873	1,774	—	—	—	—	\$91.23
<input type="checkbox"/>	CS - NYC - Video - Music x2	ov 4, 2023, 7:00 days ago	7-day click	—	247	1,333	—	—	—	—	\$90.11
<input type="checkbox"/>	CS - NYC - Image - Mark On Belly	ov 4, 2023, 7:00 days ago	7-day click	2 Website Leads	1,678	2,617	\$44.95 Per Lead	—	—	—	\$89.90
<input type="checkbox"/>	CS - NYC - Image - Blonde Model	ov 4, 2023, 7:00 days ago	7-day click	1 Website Lead	264	1,768	\$78.39 Per Lead	—	—	—	\$78.39
<input type="checkbox"/>	CS - NYC - Image - Selfie	an 5, 2024, 1:32 days ago	7-day click, 1-d...	—	695	1,296	—	—	—	—	\$56.03
<input type="checkbox"/>	CS - NYC - Image - Hand On Neck Pose	ov 4, 2023, 7:00 days ago	7-day click	1 Website Lead	558	1,050	\$52.12 Per Lead	—	—	—	\$52.12
<input type="checkbox"/>	CS - NYC - Video - Music	ov 4, 2023, 7:00 days ago	7-day click	—	193	556	—	—	—	—	\$37.59
<b>Results from 24 ads</b>				<b>Multiple attrib...</b>	<b>31</b>	<b>19,377</b>	<b>64,488</b>	<b>\$99.29</b>			<b>\$3,077.91</b>

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CoolSculpting® Elite is FDA cleared to freeze and destroy unwanted fat cells in nine areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.

**UP TO 50% OFF**

**coolsculpting ELITE**

**REVOLUTIONIZED BODY CONTOURING**

advancedrejuvenationcenters...  
**Up to 50% Off 8+ treatments** [Learn more](#)

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Ads Altman Aesthetics 10083702 (100837...)

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On Ad Last significant dit

CS - NYC - Image - Mark On Belly Jan 5, 2024, 1:32 days ago

CS - NYC - Image - Blonde Model Jan 5, 2024, 1:32 days ago

CS - NYC - Image - Hand On Neck Pose Jan 5, 2024, 1:32 days ago

CS - NYC - Image - Blonde Model Oct 4, 2023, 7:00 days ago

CS - NYC - Image - Side Pose Shot Jan 5, 2024, 1:32 days ago

CS - NYC - Video - Music x2 Oct 4, 2023, 7:00 days ago

CS - NYC - Image - Mark On Belly Oct 4, 2023, 7:00 days ago

CS - NYC - Image - Blonde Model Oct 4, 2023, 7:00 days ago

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CS - NYC - Image - Hand On Neck Pose Oct 4, 2023, 7:00 days ago

CS - NYC - Video - Music Oct 4, 2023, 7:00 days ago

CS - NYC - Image - Selfie Oct 4, 2023, 7:00 days ago

CS - NYC - Video - Music Oct 4, 2023, 7:00 days ago

Results from 24 ads

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Learn more

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per result	Quality ranking Ad relevance	Engagement rate ranking Ad relevance	Conversion rate ranking Ad relevance	Amount spent
\$125.50 Per Lead	Average	Below average Bottom 35% of ads	Below average Bottom 35% of ads	\$501.99
\$94.59 Per Lead	Average	Below average Bottom 35% of ads	Average	\$283.76
\$192.31 Per Lead	—	—	—	\$192.31
\$184.69 Per Lead	—	—	—	\$184.69
— Per Lead	—	—	—	\$91.23
— Per Lead	—	—	—	\$90.11
\$44.95 Per Lead	—	—	—	\$89.90
\$78.39 Per Lead	—	—	—	\$78.39
— Per Lead	—	—	—	\$56.03
\$52.12 Per Lead	—	—	—	\$52.12
— Per Lead	—	—	—	\$37.59
\$36.11 Per Lead	—	—	—	\$36.11
— Per Lead	—	—	—	\$25.98
\$99.29 Per Lead	—	—	—	\$3,077.91 Total Spent

Ads Altman Aesthetics 10083702 (100837...)

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Results from 24 ads

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UP TO 50% OFF

coolsculpting ELITE

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— Per Lead	—	—	—	\$37.59
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\$99.29 Per Lead	—	—	—	\$3,077.91 Total Spent

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Results from 24 ads

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coolsculpting ELITE

revolutionized body contouring

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\$36.11 Per Lead	—	—	—	\$36.11
— Per Lead	—	—	—	\$25.98
— Per Lead	—	—	—	\$17.00
— Per Lead	—	—	—	\$14.93
— Per Lead	—	—	—	\$10.26
— Per Lead	—	—	—	\$9.52
— Per Lead	—	—	—	\$5.93
— Per Lead	—	—	—	\$3.91
\$99.29 Per Lead	—	—	—	\$3,077.91 Total Spent

Ads Altman Aesthetics 10083702 (100837...)

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On Ad Last significant dit

CS - NYC - Image - Blonde Model Oct 4, 2023, 7:00 days ago

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discover the benefits of CoolSculpting Elite

advancedrejuvenationcenters...  
Up to 50% Off 8+ treatments

Learn more

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— Per Lead	—	—	—	\$3.91
\$99.29 Per Lead	—	—	—	\$3,077.91 Total Spent





Medstar Media, Inc.  
10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095



Dr. Gil Altman  
Altman Aesthetic Center Med Spa  
570 Sylvan Ave FL 1  
Englewood Cliffs, NJ 07632

Invoice Number FB2023-421  
Date of Issue 10/01/2023  
Due Date 10/01/2023  

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Amount Due (USD) \$0.00

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Description	Rate	Qty	Line Total
-------------	------	-----	------------

Digital Marketing Monthly Management Service Altman Aesthetic Center Med Spa / Surgery Center Englewood Cliffs, NJ	\$2,497.00	1	\$2,497.00
--	------------	---	------------

- Monthly management of Google Ads and/or Meta campaigns (Facebook and Instagram)
- Optimize campaigns for conversions
- Monitor budget and adjust bids to gain better ROI
- Manage keyword selection and audience targeting
- Conversion Tools + Lead Nurture Technology
- Sales training and monitoring
- Call tracking & reporting

Includes up to four treatment campaigns

Optional Add-ons:  
Additional campaign \$250

\*You will pay the media cost directly

---

Digital Marketing Monthly Management Service Purchase NY	\$2,497.00	1	\$2,497.00
---	------------	---	------------

- Monthly management of Google Ads and/or Meta campaigns (Facebook and Instagram)
- Optimize campaigns for conversions
- Monitor budget and adjust bids to gain better ROI
- Manage keyword selection and audience targeting
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Additional campaign \$250

\*You will pay the media cost directly.

Bonus: After three months we will entertain a 25% discount if we continue to provide marketing support for both locations

---

Text Blast	\$347.00	1	\$347.00
Fall Specials Text Blast + Design Fee			

---

Subtotal 5,341.00

Tax 0.00

---

Total 5,341.00

Amount Paid 5,341.00

---

Amount Due (USD) \$0.00

### Notes

For invoices over \$10,000 a 2.9% processing fee will be charged for debit/credit card payments. You can avoid this fee by paying via secure ACH payment.

### Terms

Terms: By paying this invoice or instructing us to provide digital marketing services, you agree to our Terms of Service which are included in the PDF attached to your agreement email. Our Terms can also be found here: <https://medstarmedia.com/terms/>

Medstar Media, Inc.  
10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095



Dr. Gil Altman  
Altman Aesthetic Center Med Spa  
570 Sylvan Ave FL 1  
Englewood Cliffs, NJ 07632

Invoice Number FB2023-481  
Date of Issue 11/01/2023  
Due Date 11/01/2023  

---

Amount Due (USD) \$0.00

---

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service Altman Aesthetic Center Med Spa / Surgery Center Englewood Cliffs, NJ	\$2,497.00	1	\$2,497.00

- Monthly management of Google Ads and/or Meta campaigns (Facebook and Instagram)
- Optimize campaigns for conversions
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- Conversion Tools + Lead Nurture Technology
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Includes up to four treatment campaigns

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Digital Marketing Monthly Management Service Purchase NY	\$2,497.00	1	\$2,497.00
---	------------	---	------------

- Monthly management of Google Ads and/or Meta campaigns (Facebook and Instagram)
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---

Subtotal	4,994.00
Tax	0.00
<hr/>	
Total	4,994.00
Amount Paid	4,994.00
<hr/> <hr/>	
Amount Due (USD)	\$0.00

#### Notes

For invoices over \$10,000 a 2.9% processing fee will be charged for debit/credit card payments. You can avoid this fee by paying via secure ACH payment.

#### Terms

Terms: By paying this invoice or instructing us to provide digital marketing services, you agree to our Terms of Service which are included in the PDF attached to your agreement email. Our Terms can also be found here: <https://medstarmedia.com/terms/>

Medstar Media, Inc.  
10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095



Dr. Gil Altman  
Altman Aesthetic Center Med Spa  
570 Sylvan Ave FL 1  
Englewood Cliffs, NJ 07632

Invoice Number FB2023-546  
Date of Issue 12/01/2023  
Due Date 12/01/2023  

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Amount Due (USD) \$0.00

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Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service Altman Aesthetic Center Med Spa / Surgery Center Englewood Cliffs, NJ	\$2,497.00	1	\$2,497.00

- Monthly management of Google Ads and/or Meta campaigns (Facebook and Instagram)
- Optimize campaigns for conversions
- Monitor budget and adjust bids to gain better ROI
- Manage keyword selection and audience targeting
- Conversion Tools + Lead Nurture Technology
- Sales training and monitoring
- Call tracking & reporting

Includes up to four treatment campaigns

Optional Add-ons:  
Additional campaign \$250

\*You will pay the media cost directly

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Digital Marketing Monthly Management Service Purchase NY	\$2,497.00	1	\$2,497.00
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- Monthly management of Google Ads and/or Meta campaigns (Facebook and Instagram)
- Optimize campaigns for conversions
- Monitor budget and adjust bids to gain better ROI
- Manage keyword selection and audience targeting
- Conversion Tools + Lead Nurture Technology
- Sales training and monitoring
- Call tracking & reporting

Includes up to four treatment campaigns

Optional Add-ons:  
Additional campaign \$250

\*You will pay the media cost directly.

Bonus: After three months we will entertain a 25% discount if we continue to provide marketing support for both locations

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Subtotal	4,994.00
Tax	0.00
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Total	4,994.00
Amount Paid	4,994.00
<hr/> <hr/>	
Amount Due (USD)	\$0.00

**Notes**

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