

# Always Beautiful MedSpa Coolsculpting & CoolTone Google Adwords & Facebook Ads Q1 2020 (1/1/2020 - 3/31/2020)

search beta coolsculpting: \$3,506.02  
 search alpha coolsculpting: \$ 178.41  
 search beta cooltone: \$1,029.42

**Total Google Ads: \$4,713.85**  
**Total Facebook Ads: \$1,781.97**  
**Total Media Spend: \$6,495.82**

Google Ads | Chris Zelig | Always Beautiful | 608-586-8888 | All campaigns

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Overview | Campaigns | Recommendations | Campaign status: All | ADD FILTER

Campaign	Budget	Status	Bid strategy type	Clicks	CTR	Cost
search   beta   coolsculpting	\$101.42/day	Paused	Maximize conversions	183	4.93%	\$3,506.02
search   beta   cooltone	\$75.00/day	Paused	Maximize conversions	77	5.13%	\$1,029.42
search   alpha   coolsculpting	\$41.67/day	Paused	Maximize conversions	6	2.42%	\$178.41
Always Beautiful	\$20.00/day \$608.00/month	Paused	Maximize clicks	0	-	\$0.00
<b>Total: Campaigns</b>				<b>266</b>	<b>4.87%</b>	<b>\$4,713.85</b>
<b>Total: Account</b>	<b>\$0.00/day</b>			<b>266</b>	<b>4.87%</b>	<b>\$4,713.85</b>

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Google Ads | Chris Zelig | Always Beautiful | 608-586-8888 | All campaigns | search | beta | coolsculpting

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Overview | Paused | Type: Search | Budget: \$101.42/day | More details

Recommendations | Ads | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>					
#1 Provider in Aurora   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more alwaysbeautiful.net/coolsculpting/aurora #1 CoolSculpting Deal. Freeze Fat. Top Provider in Aurora, CO. Free Consult. Expert, Safe Fat Loss With Quick Results. ... View assets details	0. coolsculpting - general	Campaign paused Approved (limited): Speculative and Experimental Medical Treatment +2 more	79	5.18%	\$1,552.00
25% Off All CoolSculpting®   Best Price in Aurora   Always Beautiful Medspa +6 more alwaysbeautiful.net/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Campaign paused Approved (limited): Restricted medical content +1 more	19	7.45%	\$408.14
CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Always Beautiful Medspa alwaysbeautiful.net/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Aurora, CO. Schedule a Free Consultation	0. coolsculpting - general	Campaign paused Approved (limited): Restricted medical content +1 more	16	4.80%	\$323.22
(Keyword Best Price in Aurora)   Always Beautiful Medspa   Flexible Payment Options alwaysbeautiful.net/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Campaign paused Approved (limited): Restricted medical content +1 more	24	9.27%	\$316.34
25% Off All CoolSculpting   Always Beautiful Medspa   Fat Reduction Treatment alwaysbeautiful.net/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Aurora, CO. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Campaign paused Approved (limited): Restricted medical content +1 more	14	3.41%	\$295.08
#1 Provider in Aurora   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more alwaysbeautiful.net/coolsculpting/aurora #1 CoolSculpting Deal. Freeze Fat. Top Provider in Aurora, CO. Free Consult. Expert, Safe Fat Loss With Quick Results. ... View assets details	3. body sculpting	Campaign paused Approved (limited): Restricted medical content +1 more	5	3.13%	\$139.71

Google Ads | Chris Zelig | Always Beautiful | 608-586-8888 | All campaigns | search | beta | coolsculpting

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Overview | Paused | Type: Search | Budget: \$101.42/day | More details

Recommendations | Ads | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>					
CoolSculpting in Aurora   Freeze Away Stubborn Fat   Always Beautiful Medspa alwaysbeautiful.net/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation	0. coolsculpting - general	Campaign paused Approved (limited): Restricted medical content +1 more	8	2.87%	\$110.04
#1 Provider in Aurora   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more alwaysbeautiful.net/fat-freezing/aurora #1 CoolSculpting Deal. Top Provider in Aurora, CO for Freezing Fat. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	6. coolsculpting - fat freeze	Campaign paused Approved (limited): Restricted medical content +1 more	4	5.33%	\$90.82
CoolSculpting in Aurora   Fat Reduction Treatment   No Surgery & Minimal Downtime alwaysbeautiful.net/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	coolsculpting face	Campaign paused Approved (limited): Restricted medical content +1 more	1	20.00%	\$47.76
CoolSculpting in Aurora   Fat Reduction Treatment   No Surgery & Minimal Downtime alwaysbeautiful.net/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	2. cryolipolysis	Campaign paused Approved (limited): Restricted medical content +1 more	1	3.85%	\$45.57
25% Off All Fat Freezing   Always Beautiful Medspa   Top Provider in Aurora alwaysbeautiful.net/coolsculpting/fat-freezing Top CoolSculpting® Deal. Top Provider in Aurora, CO for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze	Campaign paused Approved (limited): Restricted medical content +1 more	1	5.88%	\$35.50
CoolSculpting in Aurora   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared. alwaysbeautiful.net/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free CoolSculpting® Consultation Today	6. coolsculpting - fat freeze	Campaign paused Approved (limited): Restricted medical content +1 more	2	6.06%	\$31.95

Google Ads | Chris Zelig | Always Beautiful | 608-586-8888 | All campaigns | search | beta | coolsculpting

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Overview | Paused | Type: Search | Budget: \$101.42/day | More details

Recommendations | Ads | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>					
CoolSculpting in Aurora   Freeze Away Stubborn Fat   Always Beautiful Medspa alwaysbeautiful.net/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	3. body sculpting	Campaign paused Approved (limited): Restricted medical content +1 more	3	7.32%	\$24.48
25% Off All CoolSculpting®   Affordable Treatments   Always Beautiful Medspa alwaysbeautiful.net/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now.	1. coolsculpting - price	Campaign paused Approved (limited): Restricted medical content +1 more	1	2.27%	\$22.26
25% Off All CoolSculpting®   Always Beautiful Medspa   #1 Provider in Aurora alwaysbeautiful.net/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Aurora, CO. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3. body sculpting	Campaign paused Approved (limited): Restricted medical content +1 more	2	4.88%	\$19.96
25% Off CoolSculpting® Cost   New Client Special   Always Beautiful Medspa alwaysbeautiful.net/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	1. coolsculpting - price	Campaign paused Disapproved: Speculative and Experimental Medical Treatment +2 more	1	3.57%	\$16.70
CoolSculpting in Aurora   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime alwaysbeautiful.net/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	5. sculpsure	Campaign paused Approved (limited): Restricted medical content +1 more	1	12.50%	\$15.25
#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Always Beautiful Medspa alwaysbeautiful.net/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Aurora, CO. Schedule a Free Consultation	3. body sculpting	Campaign paused Approved (limited): Restricted medical content +1 more	1	2.86%	\$11.24

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Overview: Paused, Type: Search, Budget: \$101.42/day, More details

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 183						
Total: Campaign 183						

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Overview: Paused, Type: Search, Budget: \$101.42/day, More details

Recommendations: Extensions, Custom Jan 1 - Mar 31, 2020

Ad groups: Extension type: All, ADD FILTER, Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
25% Off All Fat Areas Save 25% Off on Coolsculpting. New Client Special	Sitelink extension	search   beta   coolsculpting	Campaign	Approved	0	-	\$0.00
State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	Sitelink extension	search   beta   coolsculpting	Campaign	Approved	0	0.00%	\$0.00
5 Star Reviews Real Coolsculpting Reviews & Patient Testimonials	Sitelink extension	search   beta   coolsculpting	Campaign	Approved	0	-	\$0.00
Before and After Photos See Coolsculpting Before and After Photos	Sitelink extension	search   beta   coolsculpting	Campaign	Approved	0	-	\$0.00
Call extension							
(720) 650-6970	Call extension	Account	Account	Disapproved: Unverified phone number	0	-	\$0.00
(720) 650-6970 (mobile)	Call extension	Account	Account	Disapproved: Unverified phone number	0	-	\$0.00
Callout extension							
Freeze Your Fat	Callout extension	search   beta   coolsculpting	Campaign	Approved	53	6.81%	\$1,286.74
FDA Approved	Callout extension	search   beta   coolsculpting	Campaign	Approved	54	6.28%	\$1,069.65
Highlights: No Surgery	Callout extension	search   beta   coolsculpting	Campaign	Approved	51	7.41%	\$1,010.29
New Clients 25% Off	Callout extension	search   beta   coolsculpting	Campaign	Approved	48	6.70%	\$939.10

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Overview: Paused, Type: Search, Budget: \$101.42/day, More details

Recommendations: Extensions, Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet extension							
Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	Structured snippet extension	search   beta   coolsculpting	Campaign	Approved	2	6.06%	\$19.00
Promotion extension							
25% off for New Clients	Promotion extension	search   beta   coolsculpting	Campaign	Approved	133	6.09%	\$2,760.35
Total: Sitelink extensions					0	0.00%	\$0.00
Total: Callout extensions					120	6.36%	\$2,480.48
Total: Structured snippet extensions					2	6.06%	\$19.00
Total: Promotion extensions					133	6.09%	\$2,760.35

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Overview: Paused, Type: Search, Budget: \$41.67/day, More details

Recommendations: Ads, Custom Jan 1 - Mar 31, 2020

Ad groups: Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword Best Price in Aurora)   Always Beautiful Medspa   Flexible Payment Options	1. coolsculpting - price	Campaign paused Approved (limited): Restricted medical content +1 more	2	20.00%	\$79.05
25% Off All Coolsculpting®   Always Beautiful Medspa   Top Provider in Aurora	0. coolsculpting - general	Campaign paused Approved (limited): Restricted medical content +1 more	2	3.39%	\$53.71
25% Off Coolsculpting Cost   New Client Special   Always Beautiful Medspa	1. coolsculpting - price	Campaign paused Approved (limited): Restricted medical content +1 more	1	50.00%	\$28.93
25% Off All Coolsculpting®   Best Price in Aurora   Always Beautiful Medspa +6 more	1. coolsculpting - price	Campaign paused Approved (limited): Restricted medical content +1 more	1	5.88%	\$16.72
Top Provider in Aurora   Safe & Effective Fat Reduction   25% Off All Coolsculpting® +9 more	2. cryolipolysis	Campaign paused Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00
Coolsculpting Deal 25% Off   Fat Reduction Treatment   Always Beautiful Medspa	2. cryolipolysis	Campaign paused Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00

Google Ads | Chris Zelig | Always Beautiful 608-586-8888 | search | alpha | coolsculpting

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Overview: Paused, Type: Search, Budget: \$41.67/day, More details

Recommendations: Ads, Custom Jan 1 - Mar 31, 2020

Ad groups: Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Consultation					
Top Provider in Aurora   Safe & Effective Fat Reduction   25% Off All Coolsculpting® +9 more	5. sculpsure	Campaign paused Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00
25% Off All Coolsculpting   Always Beautiful Medspa   Fat Reduction Treatment	5. sculpsure	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Coolsculpting Deal 25% Off   Fat Reduction Treatment   Always Beautiful Medspa	5. sculpsure	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Coolsculpting in Aurora   Top Fat Reduction Treatment   No Surgery & Minimal Downtime	5. sculpsure	Campaign paused Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00
Total: Ads			6	2.42%	\$178.41
Total: Campaign			6	2.42%	\$178.41

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Overview: Paused, Type: Search, Budget: \$41.67/day, More details

Recommendations: Extensions

Ad groups: Extension type: All, ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
<input type="checkbox"/>	25% Off All Fat Areas Save 25% Off on Coolsculpting, New Client Special	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology Latest Applicators & Dual Sculpting	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	5 Star Reviews Real Coolsculpting Reviews & Patient Testimonials	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	Before and After Photos See Coolsculpting Before and After Photos	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved	0	\$0.00
Call extension							
<input type="checkbox"/>	(720) 650-6970	Call extension	Account	Account	Disapproved: Unverified phone number	0	\$0.00
<input type="checkbox"/>	(720) 650-6970 (mobile)	Call extension	Account	Account	Disapproved: Unverified phone number	0	\$0.00
Callout extension							
<input type="checkbox"/>	New Clients 25% Off	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	4	\$118.80
<input type="checkbox"/>	Contact Us + Free Consult	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	1	\$48.37
<input type="checkbox"/>	Freeze Your Fat	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	2	\$47.40
<input type="checkbox"/>	Liposuction Alternative	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	2	\$45.55

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Overview: Paused, Type: Search, Budget: \$41.67/day, More details

Recommendations: Ads

Ad groups: Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/>	Contact Us + Free Consult	Approved	1	1.49%	\$48.37
<input type="checkbox"/>	Freeze Your Fat	Approved	2	2.82%	\$47.40
<input type="checkbox"/>	Liposuction Alternative	Approved	2	2.94%	\$45.55
<input type="checkbox"/>	Highlights: No Surgery	Approved	2	3.64%	\$41.60
<input type="checkbox"/>	Nonsurgical Fat Reduction	Approved	1	1.69%	\$30.68
<input type="checkbox"/>	FDA Approved	Approved	0	0.00%	\$0.00
Structured snippet extension					
<input type="checkbox"/>	Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, CoolMini, Fat Reduction	Approved	0	0.00%	\$0.00
Promotion extension					
<input type="checkbox"/>	25% off for New Clients	Approved	5	2.62%	\$161.69
Total: Callout extensions			5	2.92%	\$149.48
Total: Structured snippet extensions			0	0.00%	\$0.00
Total: Promotion extensions			5	2.62%	\$161.69

Show rows: 500 | 1 - 15 of 15

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Overview: Paused, Type: Search, Budget: \$75.00/day, More details

Recommendations: Ads

Ad groups: Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/>	CoolTone Body Contouring   Non-Invasive Body Contouring   Build Muscle and Burn Fat +5 more www.alwaysbeautiful.net CoolTone is a New Non-Invasive Body Contouring Treatment from the Makers of Coolsculpting, Burn Fat and Build Muscl... View assets details	Campaign paused Approved (limited): Restricted medical content +1 more	43	5.43%	\$452.52
<input type="checkbox"/>	CoolTone Body Contouring   Non-Invasive Body Contouring   Build Muscle and Burn Fat +5 more www.alwaysbeautiful.net CoolTone is a New Non-Invasive Body Contouring Treatment from the Makers of Coolsculpting, Burn Fat and Build Muscl... View assets details	Campaign paused Approved (limited): Restricted medical content +1 more	12	3.72%	\$359.90
<input type="checkbox"/>	CoolTone Body Contouring   Build Muscle and Burn Fat   Non-Invasive Body Contouring www.alwaysbeautiful.net CoolTone is a New Non-Invasive Body Contouring Treatment from the Makers of Coolsculpting, Burn Fat and Build Muscle to Achieve Your Dream Body, Non-Surgical & Minimal Downtime	Campaign paused Approved (limited): Restricted medical content +1 more	5	4.90%	\$125.33
<input type="checkbox"/>	CoolTone Body Contouring   Non-Invasive Body Contouring   Build Muscle and Burn Fat +5 more www.alwaysbeautiful.net CoolTone is a New Non-Invasive Body Contouring Treatment from the Makers of Coolsculpting, Burn Fat and Build Muscl... View assets details	Campaign paused Approved (limited): Restricted medical content +1 more	2	10.53%	\$42.59
<input type="checkbox"/>	CoolTone Build Muscle Burn Fat   Build, Strengthen, Tone Muscle   Save on CoolTone Cost www.alwaysbeautiful.net CoolTone is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Body Contouring with CoolTone Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks	Campaign paused Approved (limited): Restricted medical content +1 more	5	4.59%	\$22.85
<input type="checkbox"/>	CoolTone Body Contouring   Build Muscle and Burn Fat   Non-Invasive Body Contouring www.alwaysbeautiful.net CoolTone is a New Non-Invasive Body Contouring Treatment from the Makers of Coolsculpting, Burn Fat and Build Muscle to Achieve Your Dream Body, Non-Surgical & Minimal Downtime	Campaign paused Approved (limited): Restricted medical content +1 more	7	5.26%	\$15.84

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Overview: Paused, Type: Search, Budget: \$75.00/day, More details

Recommendations: Ads

Ad groups: Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/>	CoolTone Body Contouring   Build Muscle and Burn Fat   Non-Invasive Body Contouring www.alwaysbeautiful.net CoolTone is a New Non-Invasive Body Contouring Treatment from the Makers of Coolsculpting, Burn Fat and Build Muscle to Achieve Your Dream Body, Non-Surgical & Minimal Downtime	Campaign paused Approved (limited): Restricted medical content +1 more	7	5.26%	\$15.84
<input type="checkbox"/>	CoolTone Build Muscle Burn Fat   Build, Strengthen, Tone Muscle   Save on CoolTone Cost www.alwaysbeautiful.net CoolTone is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Body Contouring with CoolTone Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks	Campaign paused Approved (limited): Restricted medical content +1 more	1	7.69%	\$8.85
<input type="checkbox"/>	CoolTone Body Contouring   Build Muscle and Burn Fat   Non-Invasive Body Contouring www.alwaysbeautiful.net CoolTone is a New Non-Invasive Body Contouring Treatment from the Makers of Coolsculpting, Burn Fat and Build Muscle to Achieve Your Dream Body, Non-Surgical & Minimal Downtime	Campaign paused Approved (limited): Restricted medical content +1 more	2	40.00%	\$1.54
<input type="checkbox"/>	CoolTone Build Muscle Burn Fat   Build, Strengthen, Tone Muscle   Save on CoolTone Cost www.alwaysbeautiful.net CoolTone is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Body Contouring with CoolTone Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks	Campaign paused Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00
Total: Ads			77	5.13%	\$1,029.42
Total: Campaign			77	5.13%	\$1,029.42

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Overview: Paused, Type: Search, Budget: \$75.00/day, More details

Recommendations: Extensions

Ad groups: Extension type: All, ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
<input type="checkbox"/>	CoolTone Special Check Out the Latest Cooltone Specials and Deals	Sitelink extension	search   beta   cooltone	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	5 Star Reviews Real Cooltone Reviews Patient Testimonials	Sitelink extension	search   beta   cooltone	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	State-of-the-Art Facility Learn More about Our State of the Art Facility	Sitelink extension	search   beta   cooltone	Campaign	Approved	0	\$0.00
<input type="checkbox"/>	Before and After Photos See Real Cooltone Before and After Photos	Sitelink extension	search   beta   cooltone	Campaign	Approved	0	\$0.00
Call extension							
<input type="checkbox"/>	(720) 650-6970	Call extension	Account	Account	Disapproved: Unverified phone number	0	\$0.00
<input type="checkbox"/>	(720) 650-6970 (mobile)	Call extension	Account	Account	Disapproved: Unverified phone number	0	\$0.00
Callout extension							
<input type="checkbox"/>	Non-Surgical	Callout extension	search   beta   cooltone	Campaign	Approved	53	\$766.41
<input type="checkbox"/>	Burn Muscle + Build Fat	Callout extension	search   beta   cooltone	Campaign	Approved	51	\$758.87
<input type="checkbox"/>	Free Consult / Contact	Callout extension	search   beta   cooltone	Campaign	Approved	49	\$613.09
Total: Callout extensions					62	5.23%	\$866.08

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#) [HIDE](#)

Overview: Paused | Type: Search | Budget: \$75.00/day | More details

Recommendations: Extension type: All | ADD FILTER

Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost	
Specials and Deals									
Ads	5 Star Reviews Real Cooltone Reviews Patient Testimonials	Stelink extension	search   beta   cooltone	Campaign	Approved	0	-	\$0.00	
Automated extensions	State-of-the-Art Facility Learn More about Our State of the Art Facility	Stelink extension	search   beta   cooltone	Campaign	Approved	0	-	\$0.00	
Landing pages	Before and After Photos See Real Cooltone Before and After Photos	Stelink extension	search   beta   cooltone	Campaign	Approved	0	-	\$0.00	
Call extension									
Audiences	(720) 650-6970	Call extension	Account	Account	Disapproved: Unverified phone number	0	-	\$0.00	
Demographics	(720) 650-6970 (mobile)	Call extension	Account	Account	Disapproved: Unverified phone number	0	-	\$0.00	
Callout extension									
Locations	Non-Surgical	Callout extension	search   beta   cooltone	Campaign	Approved	53	5.28%	\$766.41	
Ad schedule	Burn Muscle + Build Fat	Callout extension	search   beta   cooltone	Campaign	Approved	51	5.17%	\$758.87	
Devices	Free Consult / Contact	Callout extension	search   beta   cooltone	Campaign	Approved	49	5.07%	\$613.09	
Advanced bid adj.	Total: Callout extensions						62	5.23%	\$866.08

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Central 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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Facebook Ads Manager | Always Beautiful Medspa (102001...)

Updated just now | Discard Drafts | Review and Publish

New Forgivable Loans for Small Businesses • The US government has authorized emergency economic relief assistance for businesses that qualify for the Paycheck Protection Program. [Visit sba.gov](#)

Search | Filters | Add filters to narrow the data you are seeing. Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns | Ad Sets | Ads

View Setup | Columns: Performance | Breakdown | Reports

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
Coolsculpting - Conversions	Off	Lowest cost	\$16.60 Daily	9 Lead	30,160	60,462	\$129.90 Per Lead	\$1,169.14	Ongoing
Cooltone - Conversions	Off	Lowest cost	\$16.60 Daily	Lead	14,876	34,007	Per Lead	\$612.83	Ongoing
Post "Botox solves everything..."	Completed	Using ad set bid st...	Using ad set bu...	Post Engagement	-	-	Per Post En...	\$0.00	May 14, 2018
Post "This beauty checked in today to follow up on her..."	Ad Set Error(s)	Using ad set bid st...	Using ad set bu...	Post Engagement	-	-	Per Post En...	\$0.00	Apr 2, 2018
Post "Got our Kybella in! Reserve your box today! Only..."	Completed	Using ad set bid st...	Using ad set bu...	Post Engagement	-	-	Per Post En...	\$0.00	Mar 15, 2017
Post "Receive \$400 off Kybella while supplies last"	Completed	Using ad set bid st...	Using ad set bu...	Post Engagement	-	-	Per Post En...	\$0.00	Dec 19, 2016
Post "\$100 off each Kybella treatment expires July..."	Completed	Using ad set bid st...	Using ad set bu...	Post Engagement	-	-	Per Post En...	\$0.00	Jul 29, 2016
Post "Permanent profile enhancing results! \$400 off..."	Completed	Using ad set bid st...	Using ad set bu...	Post Engagement	-	-	Per Post En...	\$0.00	Jul 16, 2016
Post "Love, Lift and Lose this Valentine's Day!"	Ad Set Error(s)	Using ad set bid st...	Using ad set bu...	Post Engagement	-	-	Per Post En...	\$0.00	Feb 6, 2016
Results from 9 campaigns				-	39,384 People	94,469 Total	-	\$1,781.97 Total Spent	

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Search | Filters | Add filters to narrow the data you are seeing. Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns (2 selected) | Ad Sets for 2 Campaigns | Ads for 2 Campaigns

View Setup | Columns: Performance | Breakdown | Reports

Ad Name	Bid Strategy Ad Set	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent
2020-01 - CS - Women - V1 - Image 3	Lowest cost Conversions	Using camp...	Feb 20, 2020, 7.3... 53 days ago	5 Lead	9,046	16,267	\$84.52 Per Lead	-	-	-	\$422.62
2020-01 - CT - Women - Img 1	Lowest cost Conversions	Using camp...	Feb 11, 2020, 10... 62 days ago	Lead	9,474	18,144	Per Lead	-	-	-	\$314.95
2020-01 - CT - Women - Img 2	Lowest cost Conversions	Using camp...	Feb 11, 2020, 10... 62 days ago	Lead	6,046	13,838	Per Lead	-	-	-	\$268.78
2020-01 - CS - Women - V2 - Image 2	Lowest cost Conversions	Using camp...	Feb 20, 2020, 7.3... 53 days ago	2 Lead	6,914	10,460	\$85.85 Per Lead	-	-	-	\$171.70
2020-01 - CS - Women - V2 - Image 5	Lowest cost Conversions	Using camp...	Feb 20, 2020, 7.3... 53 days ago	2 Lead	4,747	7,111	\$67.02 Per Lead	-	-	-	\$134.03
2020-01 - CS - Women - V1 - Image 2	Lowest cost Conversions	Using camp...	Feb 20, 2020, 7.3... 53 days ago	Lead	1,865	2,452	Per Lead	-	-	-	\$92.57
2020-01 - CS - Men - V2 - Image 1	Lowest cost Conversions	Using camp...	Jan 9, 2020, 2.14 ... 95 days ago	Lead	6,122	6,978	Per Lead	-	-	-	\$64.76
2020-01 - CS - Women - V2 - Image 4	Lowest cost Conversions	Using camp...	Feb 20, 2020, 7.3... 53 days ago	Lead	2,140	3,056	Per Lead	-	-	-	\$46.94
2020-01 - CS - Women - V1 - Image 1	Lowest cost Conversions	Using camp...	Feb 20, 2020, 7.3... 53 days ago	Lead	1,392	1,835	Per Lead	-	-	-	\$46.74
2020-01 - CS - Women - V2 - Image 1	Lowest cost Conversions	Using camp...	Feb 20, 2020, 7.3... 53 days ago	Lead	2,685	4,005	Per Lead	-	-	-	\$45.58
2020-01 - CS - Women - V1 - Image 5	Lowest cost Conversions	Using camp...	Feb 20, 2020, 7.3... 53 days ago	Lead	1,318	1,636	Per Lead	-	-	-	\$43.05
Results from 18 ads				9 Lead	39,384 People	94,469 Total	\$198.00 Per Lead	-	-	-	\$1,781.97 Total Spent

Facebook Ads Manager | Always Beautiful Medspa (102001...)

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Search | Filters | Add filters to narrow the data you are seeing. Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns (2 selected) | Ad Sets for 2 Campaigns | Ads for 2 Campaigns

View Setup | Columns: Performance | Breakdown | Reports

Ad Name	Bid Strategy Ad Set	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent
2020-01 - CS - Women - V1 - Image 1	Lowest cost Conversions	Using camp...	Feb 20, 2020, 7.3... 53 days ago	Lead	1,392	1,835	Per Lead	-	-	-	\$46.74
2020-01 - CS - Women - V2 - Image 1	Lowest cost Conversions	Using camp...	Feb 20, 2020, 7.3... 53 days ago	Lead	2,685	4,005	Per Lead	-	-	-	\$45.58
2020-01 - CS - Women - V1 - Image 5	Lowest cost Conversions	Using camp...	Feb 20, 2020, 7.3... 53 days ago	Lead	1,318	1,636	Per Lead	-	-	-	\$43.05
2020-01 - CT - Men - Img 1	Lowest cost Conversions	Using camp...	Feb 11, 2020, 10... 62 days ago	Lead	1,824	2,025	Per Lead	-	-	-	\$29.10
2020-01 - CS - Women - V1 - Image 4	Lowest cost Conversions	Using camp...	Feb 20, 2020, 7.3... 53 days ago	Lead	563	734	Per Lead	-	-	-	\$24.38
2020-01 - CS - Men - V2 - Image 3	Lowest cost Conversions	Using camp...	Jan 9, 2020, 2.14 ... 95 days ago	Lead	1,625	1,864	Per Lead	-	-	-	\$20.63
2020-01 - CS - Men - V2 - Image 2	Lowest cost Conversions	Using camp...	Jan 9, 2020, 2.14 ... 95 days ago	Lead	1,641	2,148	Per Lead	-	-	-	\$19.31
2020-01 - CS - Men - V1 - Image 3	Lowest cost Conversions	Using camp...	Jan 9, 2020, 2.14 ... 95 days ago	Lead	610	642	Per Lead	-	-	-	\$13.85
2020-01 - CS - Men - V1 - Image 1	Lowest cost Conversions	Using camp...	Jan 9, 2020, 2.14 ... 95 days ago	Lead	700	722	Per Lead	-	-	-	\$13.30
2020-01 - CS - Men - V1 - Image 2	Lowest cost Conversions	Using camp...	Jan 9, 2020, 2.14 ... 95 days ago	Lead	531	552	Per Lead	-	-	-	\$9.68
Results from 18 ads				9 Lead	39,384 People	94,469 Total	\$198.00 Per Lead	-	-	-	\$1,781.97 Total Spent

Facebook Ads Manager | Always Beautiful Medspa (102001...)

Search | Coolsculpting - Conversions | Coolsculpting - Women | 2020-01 - CS - Women - V1 - Image 3

Ad Name: 2020-01 - CS - Women - V1 - Image 3

Identity: Facebook Page (Always Beautiful Med Spa), Instagram Account (alwaysbeautiful.medspa)

Create Ad | Use Existing Post | Use Mockup

Format: Single Image or Video (Selected)

Full Screen Experience: Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

Ad Preview: 16 Placements (Facebook Feeds, Instagram Stories, etc.)

Facebook Feeds Preview: Always Beautiful Med Spa sponsored post for Coolsculpting®. Text: "Coolsculpting® is a non-invasive cosmetic procedure that reduces fat from problem areas. Facebook Special! 25% off." Image: A couple in swimwear.

Stories Preview: Similar ad format for Instagram Stories.

Buttons: Discard Draft, Publish

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

Facebook Ads Manager interface showing the ad creation process for 'Cooltone - Conversions > Cooltone - Women > 2020-01 - CT - Women - lmg 1'. The left sidebar displays a list of ad creatives under 'Coolsculpting - Conversions' and 'Cooltone - Conversions'. The main panel shows the 'Ad Preview' for 'Cooltone - Conversions > Cooltone - Women > 2020-01 - CT - Women - lmg 1'. The ad features a woman in a white top and blue pants, with the text 'ALWAYSBEAUTIFUL.NET CoolTone Body Contouring 25% Off'. The ad is set to be published on Facebook Feeds.

Facebook Ads Manager interface showing the ad creation process for 'Cooltone - Conversions > Cooltone - Women > 2020-01 - CT - Women - lmg 2'. The left sidebar displays a list of ad creatives. The main panel shows the 'Ad Preview' for 'Cooltone - Conversions > Cooltone - Women > 2020-01 - CT - Women - lmg 2'. The ad features a woman in a white top and blue pants, with the text 'ALWAYSBEAUTIFUL.NET Non-Invasive Body Contouring'. The ad is set to be published on Facebook Feeds.

Facebook Ads Manager interface showing the ad creation process for 'Coolsculpting - Conversions > Coolsculpting - Women > 2020-01 - CS - Women - V2 - Image 2'. The left sidebar displays a list of ad creatives. The main panel shows the 'Ad Preview' for 'Coolsculpting - Conversions > Coolsculpting - Women > 2020-01 - CS - Women - V2 - Image 2'. The ad features a woman in a white top and blue pants, with the text 'ALWAYSBEAUTIFUL.NET #1 Nonsurgical Fat Reduction Procedure'. The ad is set to be published on Facebook Feeds.

Facebook Ads Manager interface showing the ad creation process for 'Coolsculpting - Conversions > Coolsculpting - Women > 2020-01 - CS - Women - V2 - Image 5'. The left sidebar displays a list of ad creatives. The main panel shows the 'Ad Preview' for 'Coolsculpting - Conversions > Coolsculpting - Women > 2020-01 - CS - Women - V2 - Image 5'. The ad features a woman in a white top and blue pants, with the text 'ALWAYSBEAUTIFUL.NET #1 Nonsurgical Fat Reduction Procedure'. The ad is set to be published on Facebook Feeds.

Facebook Ads Manager interface showing the ad creation process for 'Coolsculpting - Conversions > Coolsculpting - Women > 2020-01 - CS - Women - V1 - Image 2'. The left sidebar displays a list of ad creatives. The main panel shows the 'Ad Preview' for 'Coolsculpting - Conversions > Coolsculpting - Women > 2020-01 - CS - Women - V1 - Image 2'. The ad features a woman in a white top and blue pants, with the text 'ALWAYSBEAUTIFUL.NET Coolsculpting® is a non-invasive cosmetic procedure that reduces fat from problem areas. Facebook special 25% off!'. The ad is set to be published on Facebook Feeds.

Facebook Ads Manager interface showing the setup for an advertisement. The breadcrumb trail is: Coolsculpting - Conversions > Coolsculpting - Men > 2020-01 - CS - Men - V2 - Image 1. The ad name is "2020-01 - CS - Men - V2 - Image 1".

**Identity:** Facebook Page: Always Beautiful Med Spa. Instagram Account: alwaysbeautiful.medspa.

**Format:** Single Image or Video (selected). Other options: Carousel, Collection.

**Full Screen Mobile Experience:** Add an Instant Experience (unchecked).

**Ad Preview:** Shows a preview of the ad on Facebook Feeds. The ad features a couple and the text: "Diets are tough, freezing off your fat in less than an hour watching Netflix in a medical spa is easy. Learn more about the #1".

Facebook Ads Manager interface showing the setup for an advertisement. The breadcrumb trail is: Coolsculpting - Conversions > Coolsculpting - Women > 2020-01 - CS - Women - V2 - Image 4. The ad name is "2020-01 - CS - Women - V2 - Image 4".

**Identity:** Facebook Page: Always Beautiful Med Spa. Instagram Account: alwaysbeautiful.medspa.

**Format:** Single Image or Video (selected). Other options: Carousel, Collection.

**Full Screen Mobile Experience:** Add an Instant Experience (unchecked).

**Ad Preview:** Shows a preview of the ad on Facebook Feeds. The ad features three women and the text: "Diets are tough, freezing off your fat in less than an hour watching Netflix in a medical spa is easy".

Facebook Ads Manager interface showing the setup for an advertisement. The breadcrumb trail is: Coolsculpting - Conversions > Coolsculpting - Women > 2020-01 - CS - Women - V1 - Image 1. The ad name is "2020-01 - CS - Women - V1 - Image 1".

**Identity:** Facebook Page: Always Beautiful Med Spa. Instagram Account: alwaysbeautiful.medspa.

**Format:** Single Image or Video (selected). Other options: Carousel, Collection.

**Full Screen Mobile Experience:** Add an Instant Experience (unchecked).

**Ad Preview:** Shows a preview of the ad on Facebook Feeds. The ad features a woman and the text: "CoolSculpting® is a non-invasive cosmetic procedure that reduces fat from problem areas. Facebook special 25% off".

Facebook Ads Manager interface showing the setup for an advertisement. The breadcrumb trail is: Coolsculpting - Conversions > Coolsculpting - Women > 2020-01 - CS - Women - V2 - Image 1. The ad name is "2020-01 - CS - Women - V2 - Image 1".

**Identity:** Facebook Page: Always Beautiful Med Spa. Instagram Account: alwaysbeautiful.medspa.

**Format:** Single Image or Video (selected). Other options: Carousel, Collection.

**Full Screen Mobile Experience:** Add an Instant Experience (unchecked).

**Ad Preview:** Shows a preview of the ad on Facebook Feeds. The ad features a woman and the text: "Diets are tough, freezing off your fat in less than an hour watching Netflix in a medical spa is easy".

Facebook Ads Manager interface showing the setup for an advertisement. The breadcrumb trail is: Coolsculpting - Conversions > Coolsculpting - Women > 2020-01 - CS - Women - V1 - Image 5. The ad name is "2020-01 - CS - Women - V1 - Image 5".

**Identity:** Facebook Page: Always Beautiful Med Spa. Instagram Account: alwaysbeautiful.medspa.

**Format:** Single Image or Video (selected). Other options: Carousel, Collection.

**Full Screen Mobile Experience:** Add an Instant Experience (unchecked).

**Ad Preview:** Shows a preview of the ad on Facebook Feeds. The ad features a woman and the text: "CoolSculpting® is a non-invasive cosmetic procedure that reduces fat from problem areas. See More".

Facebook Ads Manager interface showing the ad creation process for 'Cooltone - Conversions'.

**Ad Name:** 2020-01 - CT - Men - img 1

**Identity:** Facebook Page: Always Beautiful Med Spa

**Format:** Single Image or Video

**Ad Preview:** Shows a mobile ad for 'Cooltone' with the headline 'BUILD MUSCLE TRIM-TONE' and 'NO GYM REQUIRED'.

Facebook Ads Manager interface showing the ad creation process for 'Coolsculpting - Conversions'.

**Ad Name:** 2020-01 - CS - Women - V1 - Image 4

**Identity:** Facebook Page: Always Beautiful Med Spa

**Format:** Single Image or Video

**Ad Preview:** Shows a mobile ad for 'Coolsculpting' with the headline 'COOLSCULPTING SCULPT AWAY STUBBORN FAT'.

Facebook Ads Manager interface showing the ad creation process for 'Coolsculpting - Conversions'.

**Ad Name:** 2020-01 - CS - Men - V2 - Image 3

**Identity:** Facebook Page: Always Beautiful Med Spa

**Format:** Single Image or Video

**Ad Preview:** Shows a mobile ad for 'Coolsculpting' with the headline 'COOLSCULPTING SCULPT AWAY STUBBORN FAT'.

Facebook Ads Manager interface showing the ad creation process for 'Coolsculpting - Conversions'.

**Ad Name:** 2020-01 - CS - Men - V2 - Image 2

**Identity:** Facebook Page: Always Beautiful Med Spa

**Format:** Single Image or Video

**Ad Preview:** Shows a mobile ad for 'Coolsculpting' with the headline 'COOLSCULPTING SCULPT AWAY STUBBORN FAT'.

Facebook Ads Manager interface showing the ad creation process for 'Coolsculpting - Conversions'.

**Ad Name:** 2020-01 - CS - Men - V1 - Image 3

**Identity:** Facebook Page: Always Beautiful Med Spa

**Format:** Single Image or Video

**Ad Preview:** Shows a mobile ad for 'Coolsculpting' with the headline 'COOLSCULPTING SCULPT AWAY STUBBORN FAT'.

Facebook Ads Manager interface showing the ad creation process for 'Always Beautiful Medspa'. The breadcrumb path is 'Coolsculpting - Conversions > Coolsculpting - Men > 2020-01 - CS - Men - V1 - Image 1'. The 'Ad Name' field is set to '2020-01 - CS - Men - V1 - Image 1'. The 'Identity' section shows the Facebook Page 'Always Beautiful Med Spa' and the Instagram Account 'alwaysbeautiful.medspa'. The 'Format' section is set to 'Single Image or Video'. The 'Ad Preview' shows a mobile view of the ad with the headline 'ALWAYSBEAUTIFUL.NET CoolSculpting® #1 Nonsurgical Fat Reduction' and a 'LEARN MORE' button. The ad is being placed in 16 placements, including Facebook Feeds, Stories, and In-Stream.

Facebook Ads Manager interface showing the ad creation process for 'Always Beautiful Medspa'. The breadcrumb path is 'Coolsculpting - Conversions > Coolsculpting - Men > 2020-01 - CS - Men - V1 - Image 2'. The 'Ad Name' field is set to '2020-01 - CS - Men - V1 - Image 2'. The 'Identity' section shows the Facebook Page 'Always Beautiful Med Spa' and the Instagram Account 'alwaysbeautiful.medspa'. The 'Format' section is set to 'Single Image or Video'. The 'Ad Preview' shows a mobile view of the ad with the headline 'ALWAYSBEAUTIFUL.NET CoolSculpting® #1 Nonsurgical Fat Reduction' and a 'LEARN MORE' button. The ad is being placed in 16 placements, including Facebook Feeds, Stories, and In-Stream.