

CoolSculpting Marketing Services Apex Dermatology Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

Total Google Ads: \$23,807.94
Total Marketing Service Fees: \$ 8,750.00
Total CoolSculpting Marketing Cost: \$32,557.94

Google Ads Medstar Media > Apex Dermatology 510-410-7007

Unsaved workspace (3 filters) All campaigns (modified) Campaigns (6 from 1 account) Select a campaign

Workspace filter Campaign status: All Ad group status: All Campaign name contains cool X Add filter

Overview Campaigns Recommendations Insights

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

Custom Jan 1 - Mar 31, 2023 Show last 30 days

Add broad match keywords: Get more conversions at a similar or better ROI by adding broad match versions of your existing keywords +3.8% View Apply all

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting westlake	\$77.00/day	Bid strategy limited	374	4.97%	\$6,154.08
search coolsculpting hudson	\$58.00/day	Bid strategy limited	364	6.24%	\$5,968.93
search coolsculpting mayfield	\$54.94/day	Bid strategy limited	499	6.69%	\$4,845.34
search coolsculpting canton	\$49.85/day	Paused Bid strategy limited	275	12.08%	\$4,459.03
search coolsculpting concord	\$52.34/day	Bid strategy limited	109	8.30%	\$2,380.56
CoolSculpting	\$75.00/day	Paused Some ads disapproved, Some ads limited by policy	0	-	\$0.00
Total: Campaigns in your current workspace			1,621	6.64%	\$23,807.94
Total: Account			7,384	8.90%	\$37,189.24

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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Unsaved workspace (3 filters) All campaigns (modified) Campaign search | coolsculpting | westlake Ad groups (7) Select an ad group

Enabled Status: Bid strategy limited Type: Search Budget: \$77.00/day Optimization score: 80.6% More details Campaign 6 of 6

Overview Ads Recommendations Insights

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

Custom Jan 1 - Mar 31, 2023 Show last 30 days

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword: Apex Dermatology) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/westlake CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	0. coolsculpting - general	Eligible	85	9.38%	\$2,214.21
Apex Dermatology Fat Reduction in Westlake, OH Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/westlake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically...	x. expanded reach	Eligible	124	3.07%	\$1,588.74
Apex Dermatology Fat Reduction in Westlake, OH Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/westlake Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge...	4. liposuction	Eligible	126	6.62%	\$1,540.65
(Keyword: Apex Dermatology) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/westlake CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	1. coolsculpting - price	Eligible	16	10.88%	\$311.43
(Keyword: Apex Dermatology) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/westlake CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	2. body sculpting	Eligible	11	6.32%	\$259.94
Apex Dermatology CoolSculpting in (LOCATION/City) Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/westlake CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	x. non-service medspa	Eligible	12	3.36%	\$239.11

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Unsaved workspace (3 filters) All campaigns (modified) Campaign search | coolsculpting | westlake Ad groups (7) Select an ad group

Enabled Status: Bid strategy limited Type: Search Budget: \$77.00/day Optimization score: 80.6% More details Campaign 6 of 6

Overview Ads Recommendations Insights

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword: Apex Dermatology) CoolSculpting® Elite Fat Reduction Treatment +9 more go.apexskin.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Westlake, OH. Schedule a Free Consultation. CoolSculpting® Elite Treats Fat in 9 Areas...	3. coolsculpting elite	Eligible	0	0.00%	\$0.00
CoolSculpting® Elite Provider Next-Generation Fat Reduction Best Prices. FDA-Cleared go.apexskin.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Westlake, OH. Schedule a Free Consultation. Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	3. coolsculpting elite	Removed	0	-	\$0.00
(Keyword: Apex Dermatology) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster go.apexskin.com/coolsculpting/elite CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat in Half the Time. Safely Freeze Twice the Fat.	3. coolsculpting elite	Removed	0	-	\$0.00
CoolSculpting® Elite Next-Generation Fat Reduction Top Provider in Westlake, OH go.apexskin.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	3. coolsculpting elite	Removed	0	-	\$0.00
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Best Prices. FDA-Cleared go.apexskin.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	3. coolsculpting elite	Removed	0	-	\$0.00
CoolSculpting® Elite Provider Next-Generation Fat Reduction Best Prices. FDA-Cleared go.apexskin.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	3. coolsculpting elite	Removed	0	-	\$0.00
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Top Provider in Westlake, OH					

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Unsaved workspace (3 filters) All campaigns (modified) Campaign search | coolsculpting | westlake Ad groups (7) Select an ad group

Enabled Status: Bid strategy limited Type: Search Budget: \$77.00/day Optimization score: 80.6% More details Campaign 6 of 6

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Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Results. Minimal Downtime. Eliminate Fat And Feel Great.					
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat go.apexskin.com/coolsculpting/westlake CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. liposuction	Removed	0	-	\$0.00
Fat Reduction in Westlake, OH Eliminate Fat & Feel Great Freeze Away Body Fat go.apexskin.com/coolsculpting/westlake CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. expanded reach	Removed	0	-	\$0.00
Fat Reduction in Westlake, OH Eliminate Fat & Feel Great Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/westlake Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed	0	-	\$0.00
Fat Reduction in Westlake, OH Freezing Fat Really Works Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/westlake Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed	0	-	\$0.00
Total: Ads in your current workspace			374	4.97%	\$6,154.08
Total: Campaign			374	4.97%	\$6,154.08

Show rows: 100 1 - 28 of 28

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Responsive search ad

Ad strength Excellent

Your ads are all set! They'll have a higher chance of performing well.

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. [Learn more](#)

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Your Fat Away Today	Approved	Headline	None	28	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	14	Advertiser
CoolSculpting In (LOCATION)(City)	Approved	Headline	None	745	Advertiser
CoolSculpting Near Me	Approved	Headline	None	3	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	28	Advertiser
(KeywordApex Dermatology)	Approved	Headline	None	127	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	12	Advertiser
Next-Generation Fat Reduction	Approved	Headline	None	3	Advertiser
Schedule a Free Consultation	Approved	Headline	None	3	Advertiser

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Schedule a Free Consultation	Approved	Headline	None	3	Advertiser
Save \$1,000 Off 8+ Treatments	-	Headline	None	0	Advertiser
Fat Reduction Treatment	Approved	Headline	None	2	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	156	Advertiser
CoolSculpting® Elite	Approved	Headline	None	32	Advertiser
Freeze Away Body Fat	Approved	Headline	None	264	Advertiser
Top Provider in Westlake, OH	Approved	Headline	None	43	Advertiser
Save 50% Off 8+ Treatments	-	Headline	None	0	Advertiser
50% off 8+ treatments	-	Headline	None	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	394	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	13	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	879	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	-	Description	None	0	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	14	Advertiser
Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	0	Advertiser

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Away Body Fat	Approved	Headline	None	264	Advertiser
Top Provider in Westlake, OH	Approved	Headline	None	43	Advertiser
Save 50% Off 8+ Treatments	-	Headline	None	0	Advertiser
50% off 8+ treatments	-	Headline	None	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	394	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	13	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	879	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	-	Description	None	0	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	14	Advertiser
Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	801	Advertiser

Show rows: 100 1 - 25 of 25

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Assets

Associations

Upgraded

All Business name Business logo Sitelink Callout Structured snippet Call Price App Promotion

Legacy All Image Dynamic image Location Affiliate location

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Request An Appointment	Sitelink	Account	Removed Policy (Restricted medical content +1 more)	41	3.72%	\$891.66
Multiple Offices	Callout	Account	Eligible	0	-	\$0.00
Ohio's Best Skin Care	Callout	Account	Eligible	0	-	\$0.00
Most Insurances Accepted	Callout	Account	Eligible	0	-	\$0.00
Same Day Appointments	Callout	Account	Eligible	0	-	\$0.00
Insurance coverage: Medical Mutual, United Health Care, Blue Cross Blue Shield, Aetna, Anthem	Structured snippet	Account	Removed Policy (Trademarks in ad text)	0	-	\$0.00
Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Sitelink	Account	Removed Disapproved (Past Violation +3 more)	0	-	\$0.00

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Insurances Accepted View all the health insurance plans we accept at our offices	Sitelink	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)	0	-	\$0.00
Employment Opportunities Learn About Career Opportunities Available at Apex Skin	Sitelink	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)	0	-	\$0.00
Book Appointment Same Day Appointments Available Call or book online today.	Sitelink	Account	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
search coolscutting westlake						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Eligible	120	4.84%	\$2,494.26
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	Sitelink	Campaign	Eligible	113	4.77%	\$2,377.61
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Sitelink	Campaign	Eligible	102	4.44%	\$2,143.45
Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	119	6.59%	\$2,119.17
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Campaign	Eligible	98	4.64%	\$1,987.88
Spring Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	29	6.22%	\$596.95
FDA Cleared	Callout	Campaign	Eligible	20	4.42%	\$512.77

Google Ads Medstar Media > Apex Dermatology 510-410-7007

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved workspace (3 filters) Campaign search | coolsculpting | westlake Ad groups (7) Select an ad group Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$77.00/day Optimization score: 80.6% More details Campaign 6 of 6

Overview	Asset	Asset type	Level	Status	Clicks	CTR	Cost
Recommendations	Freeze Your Fat	Callout	Campaign	Eligible	20	4.55%	\$425.46
Insights	Highlights: No Surgery	Callout	Campaign	Eligible	20	5.51%	\$405.60
Ad groups	Nonsurgical Fat Reduction	Callout	Campaign	Eligible	15	4.25%	\$351.80
Ads & assets	(440) 443-0435	Call	Campaign	Removed	11	3.69%	\$287.08
Ads	Liposuction Alternative	Callout	Campaign	Eligible	13	3.41%	\$267.34
Landing pages	(440) 443-0340	Call	Campaign	Eligible	1	2.56%	\$24.71
Keywords	Spring Sale - \$1,000 off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Audiences	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	0	0.00%	\$0.00
Settings	50% Off 8+ Treatments	Callout	Campaign	Removed	0	-	\$0.00
Change history	Summer Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Suggested	Fall Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Ad schedule	Total: Business logo				0	-	\$0.00
Show more	Total: Sitelinks				122	4.86%	\$2,550.19
	Total: Callouts				50	4.33%	\$1,255.29
	Total: Structured snippets				0	0.00%	\$0.00

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Enabled Status: Bid strategy limited Type: Search Budget: \$77.00/day Optimization score: 80.6% More details Campaign 6 of 6

Overview	Asset	Asset type	Level	Status	Clicks	CTR	Cost
Recommendations	(440) 443-0340	Call	Campaign	Eligible	1	2.56%	\$24.71
Insights	Spring Sale - \$1,000 off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Ad groups	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	0	0.00%	\$0.00
Ads & assets	50% Off 8+ Treatments	Callout	Campaign	Removed	0	-	\$0.00
Ads	Summer Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Landing pages	Fall Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Keywords	Total: Business logo				0	-	\$0.00
Audiences	Total: Sitelinks				122	4.86%	\$2,550.19
Settings	Total: Callouts				50	4.33%	\$1,255.29
Change history	Total: Structured snippets				0	0.00%	\$0.00
Suggested	Total: Calls				12	3.56%	\$311.79
Ad schedule	Total: Promotions				148	6.51%	\$2,716.12
Show more							

Show rows: 100 1 - 28 of 28

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Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved workspace (3 filters) Campaign search | coolsculpting | hudson Ad groups (7) Select an ad group Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$58.00/day Optimization score: 78.5% More details Campaign 4 of 6

Overview: Ad status: All Add filter

Improve your responsive search ads: Get more clicks on your responsive search ads by improving your headlines and descriptions +2.1% View Apply

Overview	Ad	Ad group	Status	Clicks	CTR	Cost
Recommendations	Total: Ads in your current workspace					
Insights	(Keyword Apex Dermatology) CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/hudson CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	0. coolsculpting - general	Eligible	89	14.40%	\$2,666.52
Ad groups	Apex Dermatology Fat Reduction in Hudson, OH Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/hudson Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	4. liposuction	Eligible	109	6.89%	\$1,362.49
Ads & assets	Apex Dermatology Fat Reduction in Hudson, OH Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/hudson Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	x. expanded reach	Eligible	119	3.95%	\$1,129.91
Ads	(Keyword Apex Dermatology) CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/hudson CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	1. coolsculpting - price	Eligible	23	17.29%	\$408.80
Landing pages	(Keyword Apex Dermatology) CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/hudson CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	2. body sculpting	Eligible	17	8.46%	\$287.22

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All campaigns Unsaved workspace (3 filters) Campaign search | coolsculpting | hudson Ad groups (7) Select an ad group Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$58.00/day Optimization score: 78.5% More details Campaign 4 of 6

Overview: Ad status: All Add filter

Overview	Ad	Ad group	Status	Clicks	CTR	Cost
Recommendations	Total: Ads in your current workspace					
Insights	go.apexskin.com/coolsculpting/hudson CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	2. body sculpting	Eligible	17	8.46%	\$287.22
Ad groups	Apex Dermatology CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/hudson CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	x. non-service medspa	Eligible	7	2.45%	\$113.99
Ads & assets	(Keyword Apex Dermatology) CoolSculpting® Elite Fat Reduction Treatment +9 more go.apexskin.com/coolsculpting/elite Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	3. coolsculpting elite	Eligible	0	0.00%	\$0.00
Ads	CoolSculpting® Elite Provider Freeze Stubborn Fat 2x Faster No Surgery & Minimal Downtime go.apexskin.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Hudson, OH. Schedule a Free Consultation. Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	3. coolsculpting elite	Removed	0	-	\$0.00
Landing pages	(Keyword Apex Dermatology) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster go.apexskin.com/coolsculpting/elite CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Leading CoolSculpting® Elite Provider in Hudson, OH. Schedule a Free Consultation	3. coolsculpting elite	Removed	0	-	\$0.00
Keywords	(Keyword Apex Dermatology) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster go.apexskin.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	3. coolsculpting elite	Removed	0	-	\$0.00
Audiences	CoolSculpting® Elite Next-Generation Fat Reduction Top Provider in Hudson, OH go.apexskin.com/coolsculpting/elite					

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Recommendations	Total: Ads in your current workspace					
Insights	Away Body Fat go.apexskin.com/coolsculpting/hudson CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. liposuction	Removed	0	-	\$0.00
Ad groups	Fat Reduction in Hudson, OH Eliminate Fat & Feel Great Freeze Away Body Fat go.apexskin.com/coolsculpting/hudson CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. expanded reach	Removed	0	-	\$0.00
Ads & assets	Fat Reduction in Hudson, OH Eliminate Fat & Feel Great Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/hudson Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed	0	-	\$0.00
Ads	Fat Reduction in Hudson, OH Freezing Fat Really Works Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/hudson Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed	0	-	\$0.00
Landing pages	Total: Ads in your current workspace			364	6.24%	\$5,968.93
Keywords	Total: Campaign			364	6.24%	\$5,968.93

Show rows: 100 1 - 34 of 34

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Search | Reports | Tools and settings | Refresh | Help | Notifications | 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | hudson | Ad groups (7) | Select an ad group | Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$58.00/day Optimization score: 78.5% More details Campaign 4 of 6

Overview: Responsive search ad Leave feedback Custom Jan 1 - Mar 31, 2023 Show last 30 days

Insights: Assets Combinations

Ad strength Excellent

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Your Fat Away Today	Approved	Headline	None	2	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	4	Advertiser
CoolSculpting In (LOCATION)(City)	Approved	Headline	None	424	Advertiser
CoolSculpting Near Me	Approved	Headline	None	27	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	12	Advertiser
(KeywordApex Dermatology)	Approved	Headline	None	41	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	4	Advertiser
Next-Generation Fat Reduction	Approved	Headline	None	0	Advertiser
Schedule a Free Consultation	Approved	Headline	None	0	Advertiser

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All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | hudson | Ad groups (7) | Select an ad group | Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$58.00/day Optimization score: 78.5% More details Campaign 4 of 6

Overview: Asset status: All Add filter Download Expand

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Save \$1,000 Off 8+ Treatments	-	Headline	None	0	Advertiser
Fat Reduction Treatment	Approved	Headline	None	0	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	171	Advertiser
CoolSculpting® Elite	Approved	Headline	None	24	Advertiser
Freeze Away Body Fat	Approved	Headline	None	209	Advertiser
Top Provider in Hudson, OH	Approved	Headline	None	9	Advertiser
Save 50% Off 8+ Treatments	-	Headline	None	0	Advertiser
50% off 8+ treatments	-	Headline	None	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	334	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	-	Description	None	0	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	598	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	13	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	7	Advertiser
Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	532	Advertiser

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All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | hudson | Ad groups (7) | Select an ad group | Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$58.00/day Optimization score: 78.5% More details Campaign 4 of 6

Overview: Asset status: All Add filter Download Expand

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Away Body Fat	Approved	Headline	None	209	Advertiser
Top Provider in Hudson, OH	Approved	Headline	None	9	Advertiser
Save 50% Off 8+ Treatments	-	Headline	None	0	Advertiser
50% off 8+ treatments	-	Headline	None	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	334	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	-	Description	None	0	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	598	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	13	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	7	Advertiser
Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	532	Advertiser

Show rows: 100 1 - 25 of 25

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All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | hudson | Ad groups (7) | Select an ad group | Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$58.00/day Optimization score: 78.5% More details Campaign 4 of 6

Overview: Assets Custom Jan 1 - Mar 31, 2023 Show last 30 days

Associations

Upgraded

All Business name Business logo Sitelink Callout Structured snippet Call Price App Promotion

Legacy All Image Dynamic image Location Affiliate location

Asset status: All Asset type: All Add filter Segment Columns Reports Download Expand More

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Request An Appointment	Sitelink	Account	Removed Policy (Restricted medical content +1 more)	38	4.85%	\$798.16
Multiple Offices	Callout	Account	Eligible	0	-	\$0.00
Ohio's Best Skin Care	Callout	Account	Eligible	0	-	\$0.00
Most Insurances Accepted	Callout	Account	Eligible	0	-	\$0.00
Same Day Appointments	Callout	Account	Eligible	0	-	\$0.00
Insurance coverage: Medical Mutual, United Health Care, Blue Cross Blue Shield, Aetna, Anthem	Structured snippet	Account	Removed Policy (Trademarks in ad text)	0	-	\$0.00
Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Sitelink	Account	Removed Disapproved (Past Violation +3 more)	0	-	\$0.00

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All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | hudson | Ad groups (7) | Select an ad group | Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$58.00/day Optimization score: 78.5% More details Campaign 4 of 6

Overview: Asset status: All Asset type: All Add filter Segment Columns Reports Download Expand More

Asset	Asset type	Level	Status	Clicks	CTR	Cost
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Eligible	182	7.35%	\$3,922.56
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Sitelink	Campaign	Eligible	147	6.80%	\$3,054.14
Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	167	9.27%	\$2,926.20
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Campaign	Eligible	133	6.87%	\$2,851.68
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	Sitelink	Campaign	Eligible	148	6.63%	\$2,766.65
FDA Cleared	Callout	Campaign	Eligible	41	8.52%	\$853.15
Freeze Your Fat	Callout	Campaign	Eligible	37	7.91%	\$765.53
Highlights: No Surgery	Callout	Campaign	Eligible	33	7.91%	\$753.09
Nonsurgical Fat Reduction	Callout	Campaign	Eligible	32	7.58%	\$732.40
Liposuction Alternative	Callout	Campaign	Eligible	33	7.67%	\$696.35
Spring Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	13	3.23%	\$375.47
(440) 443-0429	Call	Campaign	Removed	15	5.86%	\$335.64
(440) 443-0340	Call	Campaign	Eligible	5	4.50%	\$287.91

Google Ads Medstar Media > Apex Dermatology 510-410-7007

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved workspace (3 filters) Campaign search | coolsculpting | hudson Ad groups (7) Select an ad group Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$58.00/day Optimization score: 78.5% More details Campaign 4 of 6

Overview	Asset	Asset type	Level	Status	Clicks	CTR	Cost
Recommendations							
Insights							
Ad groups	(440) 443-0429	Call	Campaign	Removed	15	5.86%	\$335.64
Ads & assets	(440) 443-0340	Call	Campaign	Eligible	5	4.50%	\$287.91
Assets	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	0	0.00%	\$0.00
Landing pages	50% Off 8+ Treatments	Callout	Campaign	Removed	0	-	\$0.00
Keywords	Spring Sale - \$1,000 off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Audiences	Summer Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Settings	Fall Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Change history	Total: Business logo				0	-	\$0.00
Suggested	Total: Sitelinks				182	7.28%	\$3,922.56
Ad schedule	Total: Callouts				85	7.61%	\$1,925.43
Ad schedule	Total: Structured snippets				0	0.00%	\$0.00
Ad schedule	Total: Calls				20	5.45%	\$623.55
Ad schedule	Total: Promotions				180	8.17%	\$3,301.67

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All campaigns Unsaved workspace (3 filters) Campaign search | coolsculpting | mayfield Ad groups (6) Select an ad group Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$54.94/day Optimization score: 80.5% More details Campaign 5 of 6

Custom Jan 1 - Mar 31, 2023 Show last 30 days

Improve your responsive search ads: Get more clicks on your responsive search ads by improving your headlines and descriptions +0.1% View Apply

Overview	Ad	Ad group	Status	Clicks	CTR	Cost
Recommendations						
Insights						
Ad groups						
Assets	Apex Dermatology Fat Reduction in Mayfield, OH Non-Surgical Fat Reduction +11 more	x. expanded reach	Eligible	189	5.13%	\$1,817.18
Landing pages	(Keyword: Apex Dermatology) CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +10 more	0. coolsculpting - general	Eligible	105	10.33%	\$1,494.43
Keywords	Apex Dermatology Fat Reduction in Mayfield, OH Non-Surgical Fat Reduction +11 more	3. liposuction	Eligible	161	7.61%	\$1,158.17
Audiences	(Keyword: Apex Dermatology) CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +10 more	1. coolsculpting - price	Eligible	19	12.58%	\$200.95
Settings	Apex Dermatology CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +10 more	x. non-service medspa	Eligible	25	5.09%	\$174.61

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All campaigns Unsaved workspace (3 filters) Campaign search | coolsculpting | mayfield Ad groups (6) Select an ad group Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$54.94/day Optimization score: 80.5% More details Campaign 5 of 6

Overview	Ad	Ad group	Status	Clicks	CTR	Cost
Recommendations						
Insights						
Ad groups						
Assets	Book a Free Consultation and Lock In Your Discount Today					
Landing pages	(Keyword: Apex Dermatology) CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +10 more	2. body sculpting	Not eligible Ad group paused	0	-	\$0.00
Keywords	CoolSculpting® in Mayfield, OH Freeze Away Body Fat Get 50% Off 8+ Treatments	2. body sculpting	Removed Ad group paused	0	-	\$0.00
Audiences	CoolSculpting® in Mayfield, OH Save 50% Off 8+ Treatments Our Biggest Discount Ever	2. body sculpting	Removed Ad group paused	0	-	\$0.00
Settings	CoolSculpting® in Mayfield, OH Freeze Away Body Fat Our Biggest Discount Ever	2. body sculpting	Removed Ad group paused	0	-	\$0.00
Change history	Total: Ads in your current workspace			499	6.69%	\$4,845.34
Ad schedule	Total: Campaign			499	6.69%	\$4,845.34

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All campaigns Unsaved workspace (3 filters) Campaign search | coolsculpting | mayfield Ad groups (6) Select an ad group Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$54.94/day Optimization score: 80.5% More details Campaign 5 of 6

Responsive search ad Leave feedback Custom Jan 1 - Mar 31, 2023 Show last 30 days

Try including more keywords in your headlines Ad strength Good

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Overview	Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Recommendations							
Insights							
Ad groups							
Assets	Apex Dermatology	Approved	Headline	None	Learning	368	Advertiser
Landing pages	Freezing Fat Really Works	Approved	Headline	None	Learning	24	Advertiser
Keywords	Non-Surgical Lipo Alternative	Approved	Headline	None	Learning	62	Advertiser
Audiences	Get Rid of Unwanted Fat	Approved	Headline	None	Learning	60	Advertiser
Settings	Get \$1,000 Off 8+ Treatments	-	Headline	None	-	0	Advertiser
Change history	Safe + Effective Fat Reduction	Approved	Headline	None	Learning	71	Advertiser
Ad schedule	Non-Surgical Fat Reduction	Approved	Headline	None	Good	368	Advertiser
Ad schedule	Freeze Your Way to Leaner Body	Approved	Headline	None	Learning	26	Advertiser
Ad schedule	No Surgery & Minimal Downtime	Approved	Headline	None	Learning	812	Advertiser

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All campaigns Unsaved workspace (3 filters) Campaign search | coolsculpting | mayfield Ad groups (6) Select an ad group Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$54.94/day Optimization score: 80.5% More details Campaign 5 of 6

Overview	Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Recommendations							
Insights							
Ad groups	Schedule a Free Consultation	Approved	Headline	None	Learning	178	Advertiser
Assets	Target Belly Fat, Love Handles	Approved	Headline	None	Learning	317	Advertiser
Landing pages	Freeze Away Body Fat	Approved	Headline	None	Good	950	Advertiser
Keywords	Located in Mayfield, OH	Approved	Headline	None	Good	2,507	Advertiser
Audiences	Fat Reduction in Mayfield, OH	Approved	Headline	None	Learning	1,434	Advertiser
Settings	Get 50% Off 8+ Treatments	-	Headline	None	-	0	Advertiser
Change history	Get \$500 Off 8+ Treatments	-	Headline	None	-	0	Advertiser
Ad schedule	50% off 8+ treatments	-	Headline	None	-	0	Advertiser
Ad schedule	50% Off 8+ Treatments	Approved	Headline	None	Learning	549	Advertiser
Ad schedule	Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved	Description	None	Learning	71	Advertiser
Ad schedule	Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	-	Description	None	-	0	Advertiser
Ad schedule	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	Best	3,557	Advertiser
Ad schedule	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	Learning	55	Advertiser
Ad schedule	Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	-	0	Advertiser
Ad schedule	Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	-	0	Advertiser
Ad schedule	Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	Best	3,125	Advertiser

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Search | Reports | Tools and settings | Refresh | Help | Notifications | 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | mayfield | Ad groups (6) | Select an ad group | Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$54.94/day Optimization score: 80.5% More details Campaign 5 of 6

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Fat Reduction in Mayfield, OH	Approved	Headline	None	Learning	1,434	Advertiser
Get 50% Off 8+ Treatments	-	Headline	None	-	0	Advertiser
Get \$50% Off 8+ Treatments	-	Headline	None	-	0	Advertiser
50% off 8+ treatments	-	Headline	None	-	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	Learning	549	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved	Description	None	Learning	71	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	-	Description	None	-	0	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	Best	3,557	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	Learning	55	Advertiser
Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	Best	3,125	Advertiser

Show rows: 100 1 - 25 of 25

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All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | mayfield | Ad groups (6) | Select an ad group | Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$54.94/day Optimization score: 80.5% More details Campaign 5 of 6

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Assets

Table view Associations

Upgraded

All Business name Business logo Sitelink Callout Structured snippet Call Price App Promotion

Legacy All Image Dynamic image Location Affiliate location

Asset status: All Asset type: All Add filter

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Request An Appointment	Sitelink	Account	Removed Policy (Restricted medical content +1 more)	91	7.50%	\$1,196.84
Multiple Offices	Callout	Account	Eligible	0	-	\$0.00
Ohio's Best Skin Care	Callout	Account	Eligible	0	-	\$0.00
Most Insurances Accepted	Callout	Account	Eligible	0	-	\$0.00
Same Day Appointments	Callout	Account	Eligible	0	-	\$0.00
Insurance coverage: Medical Mutual, United Health Care, Blue Cross Blue Shield, Aetna, Anthem	Structured snippet	Account	Removed Policy (Trademarks in ad text)	0	-	\$0.00
Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Sitelink	Account	Removed Disapproved (Past Violation +3 more)	0	-	\$0.00

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All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | mayfield | Ad groups (6) | Select an ad group | Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$54.94/day Optimization score: 80.5% More details Campaign 5 of 6

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Asset status: All Asset type: All Add filter

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Insurances Accepted View all the health insurance plans we accept at our offices	Sitelink	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)	0	-	\$0.00
Employment Opportunities Learn About Career Opportunities Available at Apex Skin	Sitelink	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)	0	-	\$0.00
Book Appointment Same Day Appointments Available Call or book online today.	Sitelink	Account	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
search coolsculpting mayfield						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Eligible	212	8.27%	\$2,588.85
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	Sitelink	Campaign	Eligible	192	7.95%	\$2,397.36
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Campaign	Eligible	182	7.86%	\$2,294.85
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Sitelink	Campaign	Eligible	186	7.81%	\$2,249.97
Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	135	8.20%	\$1,286.24
Freeze Your Fat	Callout	Campaign	Eligible	38	7.87%	\$474.27
FDA Cleared	Callout	Campaign	Eligible	32	6.49%	\$383.82

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Search | Reports | Tools and settings | Refresh | Help | Notifications | 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | mayfield | Ad groups (6) | Select an ad group | Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$54.94/day Optimization score: 80.5% More details Campaign 5 of 6

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Asset status: All Asset type: All Add filter

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Nonsurgical Fat Reduction	Callout	Campaign	Eligible	26	7.49%	\$370.65
Highlights: No Surgery	Callout	Campaign	Eligible	26	6.74%	\$291.76
Liposuction Alternative	Callout	Campaign	Eligible	24	6.17%	\$281.84
Spring Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	20	5.57%	\$201.64
(440) 443-0340	Call	Campaign	Eligible	1	2.33%	\$73.56
(440) 443-0427	Call	Campaign	Removed	5	1.90%	\$64.85
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	2	5.26%	\$27.33
50% Off 8+ Treatments	Callout	Campaign	Removed	0	-	\$0.00
Spring Sale - \$1,000 off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Fall Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Total: Business logo				0	-	\$0.00
Total: Sitelinks				212	8.21%	\$2,588.85
Total: Callouts				77	7.06%	\$938.88
Total: Structured snippets				2	5.26%	\$27.33

Google Ads Medstar Media > Apex Dermatology 510-410-7007

Search | Reports | Tools and settings | Refresh | Help | Notifications | 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | mayfield | Ad groups (6) | Select an ad group | Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$54.94/day Optimization score: 80.5% More details Campaign 5 of 6

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Asset status: All Asset type: All Add filter

Asset	Asset type	Level	Status	Clicks	CTR	Cost
(440) 443-0427	Call	Campaign	Removed	5	1.90%	\$64.85
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	2	5.26%	\$27.33
50% Off 8+ Treatments	Callout	Campaign	Removed	0	-	\$0.00
Spring Sale - \$1,000 off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Fall Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Total: Business logo				0	-	\$0.00
Total: Sitelinks				212	8.21%	\$2,588.85
Total: Callouts				77	7.06%	\$938.88
Total: Structured snippets				2	5.26%	\$27.33
Total: Calls				6	1.96%	\$138.41
Total: Promotions				155	7.73%	\$1,487.88

Show rows: 100 1 - 28 of 28

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All campaigns Unsaved workspace (3 filters) Campaign search | coolscutting | canton Ad groups (6) Select an ad group Change view

Paused Type: Search Budget: \$49.85/day More details Campaign 2 of 6

Overview Recommendations Insights Ad groups Ads & assets Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Ads

Custom Jan 1 - Mar 31, 2023 Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword: Apex Dermatology CoolSculpting in (LOCATION)(City)) Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	0. coolscutting - general	Not eligible Campaign paused	104	20.39%	\$2,585.04
Apex Dermatology Fat Reduction in Canton, OH Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/canton Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge... View assets details	3. liposuction	Not eligible Campaign paused	134	9.68%	\$1,339.27
Apex Dermatology CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	x. non-service medspa	Not eligible Ad group paused, Campaign paused	20	6.29%	\$270.34
(Keyword: Apex Dermatology CoolSculpting in (LOCATION)(City)) Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	1. coolscutting - price	Not eligible Campaign paused	17	27.42%	\$264.38
CoolSculpting® in Canton, OH Freeze Away Body Fat Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolscutting - general	Removed Campaign paused	0	-	\$0.00
CoolSculpting® Fat Reduction Freeze Away Body Fat Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolscutting - general	Removed Campaign paused	0	-	\$0.00

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All campaigns Unsaved workspace (3 filters) Campaign search | coolscutting | canton Ad groups (6) Select an ad group Change view

Paused Type: Search Budget: \$49.85/day More details Campaign 2 of 6

Overview Recommendations Insights Ad groups Ads & assets Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Ads

Custom Jan 1 - Mar 31, 2023 Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword: Apex Dermatology CoolSculpting in (LOCATION)(City)) Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	0. coolscutting - general	Not eligible Campaign paused	104	20.39%	\$2,585.04
Apex Dermatology Fat Reduction in Canton, OH Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/canton Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge... View assets details	3. liposuction	Not eligible Campaign paused	134	9.68%	\$1,339.27
Apex Dermatology CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	x. non-service medspa	Not eligible Ad group paused, Campaign paused	20	6.29%	\$270.34
(Keyword: Apex Dermatology CoolSculpting in (LOCATION)(City)) Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	1. coolscutting - price	Not eligible Campaign paused	17	27.42%	\$264.38
CoolSculpting® in Canton, OH Freeze Away Body Fat Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolscutting - general	Removed Campaign paused	0	-	\$0.00
CoolSculpting® Fat Reduction Freeze Away Body Fat Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/canton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolscutting - general	Removed Campaign paused	0	-	\$0.00

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All campaigns Unsaved workspace (3 filters) Campaign search | coolscutting | canton Ad groups (6) Select an ad group Change view

Paused Type: Search Budget: \$49.85/day More details Campaign 2 of 6

Overview Recommendations Insights Ad groups Ads & assets Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Ads

Custom Jan 1 - Mar 31, 2023 Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Book a Free Consultation and Lock In Your Discount Today					
(Keyword: Apex Dermatology CoolSculpting in (LOCATION)(City)) Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/canton Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Not eligible Campaign paused	0	0.00%	\$0.00
CoolSculpting® in Canton, OH Freeze Away Body Fat Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/canton 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	2. body sculpting	Removed Campaign paused	0	-	\$0.00
CoolSculpting® in Canton, OH Save 50% Off 8+ Treatments Our Biggest Discount Ever go.apexskin.com/coolsculpting/canton 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	2. body sculpting	Removed Campaign paused	0	-	\$0.00
CoolSculpting® in Canton, OH Freeze Away Body Fat Our Biggest Discount Ever go.apexskin.com/coolsculpting/canton 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	2. body sculpting	Removed Campaign paused	0	-	\$0.00
Total: Ads in your current workspace			275	12.08%	\$4,459.03
Total: Campaign			275	12.08%	\$4,459.03

Show rows: 100 1 - 21 of 21

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All campaigns Unsaved workspace (3 filters) Campaign search | coolscutting | canton Ad groups (6) Select an ad group Change view

Paused Type: Search Budget: \$49.85/day More details Campaign 2 of 6

Overview Recommendations Insights Ad groups Ads & assets Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Responsive search ad

Assets Combinations

Your ads are all set! They'll have a higher chance of performing well.

Ad strength Excellent

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Your Fat Away Today	Approved	Headline	None	11	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	5	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	19	Advertiser
CoolSculpting in (LOCATION)(City)	Approved	Headline	None	377	Advertiser
CoolSculpting Near Me	Approved	Headline	None	14	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	11	Advertiser
(Keyword: Apex Dermatology)	Approved	Headline	None	44	Advertiser
Schedule a Free Consultation	Approved	Headline	None	2	Advertiser
Save \$1,000 Off 8+ Treatments	-	Headline	None	0	Advertiser

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All campaigns Unsaved workspace (3 filters) Campaign search | coolscutting | canton Ad groups (6) Select an ad group Change view

Paused Type: Search Budget: \$49.85/day More details Campaign 2 of 6

Overview Recommendations Insights Ad groups Ads & assets Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Fat Reduction Treatment	Approved	Headline	None	4	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	87	Advertiser
Freeze Away Body Fat	Approved	Headline	None	255	Advertiser
Top Provider in Medina, OH	-	Headline	None	0	Advertiser
Book Now for up to \$1000 Off	-	Headline	None	0	Advertiser
Top Provider in Canton, OH	Approved	Headline	None	28	Advertiser
Book Now for Up to 50% Off	-	Headline	None	0	Advertiser
Save 50% Off 8+ Treatments	-	Headline	None	0	Advertiser
50% off 8+ treatments	-	Headline	None	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	202	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	4	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	502	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medina, OH	-	Description	None	0	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	-	Description	None	0	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH	Approved	Description	None	4	Advertiser
Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	0	Advertiser

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All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | canton | Ad groups (6) | Select an ad group | Change view

Paused Type: Search Budget: \$49.85/day More details Campaign 2 of 6

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Book Now for Up to 50% Off	—	Headline	None	0	Advertiser
Save 50% Off 8+ Treatments	—	Headline	None	0	Advertiser
50% off 8+ treatments	—	Headline	None	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	202	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	4	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	502	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medina, OH	—	Description	None	0	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	—	Description	None	0	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Canton, OH	Approved	Description	None	4	Advertiser
Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	—	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	—	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	420	Advertiser

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All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | canton | Ad groups (6) | Select an ad group | Change view

Paused Type: Search Budget: \$49.85/day More details Campaign 2 of 6

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Assets Custom Jan 1 - Mar 31, 2023 Show last 30 days

Table view Associations

Upgraded

All Business name Business logo Sitelink Callout Structured snippet Call Price App Promotion

Legacy All Image Dynamic image Location Affiliate location

Asset status: All Asset type: All Add filter

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Request An Appointment	Sitelink	Account	Removed Policy (Restricted medical content +1 more)	16	8.25%	\$233.99
Multiple Offices	Callout	Account	Eligible	0	—	\$0.00
Ohio's Best Skin Care	Callout	Account	Eligible	0	—	\$0.00
Most Insurances Accepted	Callout	Account	Eligible	0	—	\$0.00
Same Day Appointments	Callout	Account	Eligible	0	—	\$0.00
Insurance coverage: Medical Mutual, United Health Care, Blue Cross Blue Shield, Aetna, Anthem	Structured snippet	Account	Removed Policy (Trademarks in ad text)	0	—	\$0.00
Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Sitelink	Account	Removed Disapproved (Past Violation +3 more)	0	—	\$0.00

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All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | canton | Ad groups (6) | Select an ad group | Change view

Paused Type: Search Budget: \$49.85/day More details Campaign 2 of 6

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Asset status: All Asset type: All Add filter

Asset	Asset type	Level	Status	Clicks	CTR	Cost
CoolSculpting CoolSculpting. The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Eligible	145	14.20%	\$3,023.82
Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	129	15.66%	\$2,431.92
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	Sitelink	Campaign	Eligible	116	12.95%	\$2,260.05
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Campaign	Eligible	94	12.55%	\$1,954.98
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Sitelink	Campaign	Eligible	105	12.43%	\$1,920.13
FDA Cleared	Callout	Campaign	Eligible	33	14.60%	\$787.24
Freeze Your Fat	Callout	Campaign	Eligible	32	13.73%	\$744.97
Highlights: No Surgery	Callout	Campaign	Eligible	20	12.20%	\$535.26
(234) 410-7546	Call	Campaign	Removed	16	11.19%	\$498.54
Nonsurgical Fat Reduction	Callout	Campaign	Eligible	25	13.81%	\$469.58
Liposuction Alternative	Callout	Campaign	Eligible	20	11.56%	\$411.82
Spring Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	21	13.55%	\$398.71
(440) 443-0340	Call	Campaign	Eligible	6	33.33%	\$268.22

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All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | canton | Ad groups (6) | Select an ad group | Change view

Paused Type: Search Budget: \$49.85/day More details Campaign 2 of 6

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Asset status: All Asset type: All Add filter

Asset	Asset type	Level	Status	Clicks	CTR	Cost
(440) 443-0340	Call	Campaign	Eligible	6	33.33%	\$268.22
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	2	16.67%	\$37.54
50% Off 8+ Treatments	Callout	Campaign	Removed	0	—	\$0.00
Spring Sale - \$1,000 off 8+ Treatments	Promotion	Campaign	Removed	0	—	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	—	\$0.00
Fall Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	—	\$0.00
Total: Business logo				0	—	\$0.00
Total: Sitelinks				145	13.85%	\$3,023.82
Total: Callouts				60	12.85%	\$1,235.78
Total: Structured snippets				2	16.67%	\$37.54
Total: Calls				22	13.66%	\$766.76
Total: Promotions				150	15.32%	\$2,830.63

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All campaigns | Unsaved workspace (3 filters) | Campaign search | coolsculpting | concord | Ad groups (7) | Select an ad group | Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$52.34/day Optimization score: 80.6% More details Campaign 3 of 6

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Apex Dermatology Fat Reduction in Concord, OH Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/concord Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	x. expanded reach	Not eligible Ad group paused	71	7.04%	\$1,384.37
{(Keyword:Apex Dermatology) CoolSculpting in (LOCATION/City)} Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/concord CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	0. coolsculpting - general	Eligible	28	16.97%	\$711.95
{(Keyword:Apex Dermatology) CoolSculpting in (LOCATION/City)} Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/concord CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Eligible	7	22.58%	\$278.82
Apex Dermatology CoolSculpting in (LOCATION/City) Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/concord CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	x. non-service medspa	Eligible	3	2.78%	\$5.42
{(Keyword:Apex Dermatology) CoolSculpting® Elite Fat Reduction Treatment +9 more go.apexskin.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Concord, OH. Schedule a Free Consultation. CoolSculpting® Elite Treats Fat in 9 Areas... View assets details	3. coolsculpting elite	Eligible	0	0.00%	\$0.00
CoolSculpting® Elite Provider Freeze Stubborn Fat 2x Faster No Surgery & Minimal Downtime go.apexskin.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Concord, OH. Schedule a Free Consultation. Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	3. coolsculpting elite	Removed	0	—	\$0.00

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All campaigns Unsaved workspace (3 filters) Campaign search | coolsculpting | concord Ad groups (7) Select an ad group Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$52.34/day Optimization score: 80.6% More details Campaign 3 of 6

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Ad	Ad group	Status	Clicks	CTR	Cost
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat go.apexskin.com/coolsculpting/concord CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. liposuction	Removed Ad group paused	0	-	\$0.00
Fat Reduction In Concord, OH Eliminate Fat & Feel Great Freeze Away Body Fat go.apexskin.com/coolsculpting/concord CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. expanded reach	Removed Ad group paused	0	-	\$0.00
Fat Reduction In Concord, OH Eliminate Fat & Feel Great Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/concord Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed Ad group paused	0	-	\$0.00
Fat Reduction In Concord, OH Freezing Fat Really Works Get Rid of Unwanted Fat go.apexskin.com/coolsculpting/concord Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed Ad group paused	0	-	\$0.00
Total: Ads in your current workspace			109	8.30%	\$2,380.56
Total: Campaign			109	8.30%	\$2,380.56

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
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Google Ads Medstar Media > Apex Dermatology 510-410-7007

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved workspace (3 filters) Campaign search | coolsculpting | concord Ad groups (7) Select an ad group Change view

Enabled Status: Bid strategy limited Type: Search Budget: \$52.34/day Optimization score: 80.6% More details Campaign 3 of 6

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Responsive search ad Leave feedback Custom Jan 1 - Mar 31, 2023 Show last 30 days

Your ads are all set! They'll have a higher chance of performing well.

Ad strength Excellent

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Apex Dermatology	Approved	Headline	None	55	Advertiser
Freezing Fat Really Works	Approved	Headline	None	10	Advertiser
Non-Surgical Lipo Alternative	Approved	Headline	None	5	Advertiser
Get Rid of Unwanted Fat	Approved	Headline	None	15	Advertiser
Get \$1,000 Off 8+ Treatments	-	Headline	None	0	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	242	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	102	Advertiser
Fat Reduction in Concord, OH	Approved	Headline	None	183	Advertiser
Freeze Your Way to Leaner Body	Approved	Headline	None	14	Advertiser

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Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Located in Concord, OH	Approved	Headline	None	806	Advertiser
No Surgery & Minimal Downtime	Approved	Headline	None	87	Advertiser
Schedule a Free Consultation	Approved	Headline	None	13	Advertiser
Target Belly Fat, Love Handles	Approved	Headline	None	17	Advertiser
Freeze Away Body Fat	Approved	Headline	None	417	Advertiser
Get 50% Off 8+ Treatments	-	Headline	None	0	Advertiser
Get \$50 Off 8+ Treatments	-	Headline	None	0	Advertiser
50% off 8+ treatments	-	Headline	None	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	144	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved	Description	None	10	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	-	Description	None	0	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	982	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	16	Advertiser
Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	864	Advertiser

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Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Away Body Fat	Approved	Headline	None	417	Advertiser
Get 50% Off 8+ Treatments	-	Headline	None	0	Advertiser
Get \$50 Off 8+ Treatments	-	Headline	None	0	Advertiser
50% off 8+ treatments	-	Headline	None	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	144	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved	Description	None	10	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	-	Description	None	0	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	982	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	16	Advertiser
Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	864	Advertiser

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Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Assets

Table view Associations

Upgraded

All Business name Business logo Sitelink Callout Structured snippet Call Price App Promotion

Legacy All Image Dynamic image Location Affiliate location

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Request An Appointment	Sitelink	Account	Removed Policy (Restricted medical content +1 more)	16	7.80%	\$474.81
Multiple Offices	Callout	Account	Eligible	0	-	\$0.00
Ohio's Best Skin Care	Callout	Account	Eligible	0	-	\$0.00
Most Insurances Accepted	Callout	Account	Eligible	0	-	\$0.00
Same Day Appointments	Callout	Account	Eligible	0	-	\$0.00
Insurance coverage: Medical Mutual, United Health Care, Blue Cross Blue Shield, Aetna, Anthem	Structured snippet	Account	Removed Policy (Trademarks in ad text)	0	-	\$0.00
Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Sitelink	Account	Removed Disapproved (Past Violation +3 more)	0	-	\$0.00

Enabled Status: Bid strategy limited Type: Search Budget: \$52.34/day Optimization score: 80.6% More details

Campaign 3 of 6

Overview	Asset status: All	Asset type: All	Add filter	Segment	Columns	Reports	Download	Expand	More
Recommendations	Asset	Asset type	Level	Status	Clicks	CTR	Cost		
Insights	search coolsculpting concord								
Ad groups	<input type="checkbox"/>	CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Eligible	61	8.22%	\$1,852.70	
Ads & assets	<input type="checkbox"/>	Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	Sitelink	Campaign	Eligible	55	8.03%	\$1,658.85	
Ads	<input type="checkbox"/>	Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Campaign	Eligible	44	7.73%	\$1,496.78	
Landing pages	<input type="checkbox"/>	Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	49	9.46%	\$1,387.41	
Keywords	<input type="checkbox"/>	About Us Learn More About Our Team, Location and Available Beauty Treatments.	Sitelink	Campaign	Eligible	47	7.37%	\$1,256.83	
Audiences	<input type="checkbox"/>	Freeze Your Fat	Callout	Campaign	Eligible	12	8.96%	\$466.87	
Settings	<input type="checkbox"/>	Highlights: No Surgery	Callout	Campaign	Eligible	10	8.00%	\$354.41	
Change history	<input type="checkbox"/>	FDA Cleared	Callout	Campaign	Eligible	10	7.81%	\$339.20	
Suggested	<input type="checkbox"/>	Liposuction Alternative	Callout	Campaign	Eligible	8	7.34%	\$331.49	
Ad schedule	<input type="checkbox"/>	Nonsurgical Fat Reduction	Callout	Campaign	Eligible	9	8.41%	\$260.21	
+	<input type="checkbox"/>	Spring Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	13	12.50%	\$256.41	
Show more	<input type="checkbox"/>	(440) 443-0426	Call	Campaign	Removed	3	3.37%	\$150.52	
	<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction,	Structured snippet	Campaign	Eligible	1	7.69%	\$27.69	

Enabled Status: Bid strategy limited Type: Search Budget: \$52.34/day Optimization score: 80.6% More details

Campaign 3 of 6

Overview	Asset status: All	Asset type: All	Add filter	Segment	Columns	Reports	Download	Expand	More
Recommendations	Asset	Asset type	Level	Status	Clicks	CTR	Cost		
Insights	search coolsculpting concord								
Ad groups	<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	1	7.69%	\$27.69	
Ads & assets	<input type="checkbox"/>	Spring Sale - \$1,000 off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00	
Ads	<input type="checkbox"/>	CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Removed	0	-	\$0.00	
Landing pages	<input type="checkbox"/>	50% Off 8+ Treatments	Callout	Campaign	Removed	0	-	\$0.00	
Keywords	<input type="checkbox"/>	Spring Sale - \$1,000 off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00	
Audiences	<input type="checkbox"/>	Summer Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00	
Settings	<input type="checkbox"/>	Fall Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00	
Change history	<input type="checkbox"/>	(440) 443-0340	Call	Campaign	Eligible	0	0.00%	\$0.00	
Suggested	Total: Business logo					0	-	\$0.00	
Ad schedule	Total: Sitelinks					61	8.08%	\$1,852.70	
+	Total: Callouts					21	8.02%	\$666.43	
Show more	Total: Structured snippets					1	7.69%	\$27.69	
	Total: Calls					3	3.09%	\$150.52	
	Total: Promotions					62	9.97%	\$1,643.82	

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



Paid

Ruth Barnum
Apex Dermatology

Invoice Number FB2023-020
Date of Issue 01/01/2023
Due Date 01/01/2023

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media accounts • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology - Includes the ad management of 5 locations for CoolSculpting campaigns.	\$2,750.00	1	\$2,750.00

Subtotal	2,750.00
Tax	0.00
<hr/> Total	2,750.00
Amount Paid	2,750.00
<hr/> <hr/> Amount Due (USD)	\$0.00

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



Paid

Ruth Barnum
Apex Dermatology

Invoice Number FB2023-056
Date of Issue 02/01/2023
Due Date 02/01/2023

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media accounts • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology - Includes the ad management of 5 locations for CoolSculpting campaigns.	\$3,000.00	1	\$3,000.00
Content Creation - Treatment Page Unique Content	\$500.00	2	\$1,000.00
	Subtotal		4,000.00
	Tax		0.00
	Total		4,000.00
	Amount Paid		4,000.00
	Amount Due (USD)		\$0.00

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



Ruth Barnum
Apex Dermatology

Invoice Number FB2023-095
Date of Issue 03/01/2023
Due Date 03/01/2023

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media accounts • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology - Includes the ad management of 5 locations for CoolSculpting campaigns.	\$3,000.00	1	\$3,000.00

Subtotal	3,000.00
Tax	0.00
Total	3,000.00
Amount Paid	3,000.00
Amount Due (USD)	\$0.00

Notes

Referral Program

Our best clients come from our best clients. Refer a similar business in aesthetics and if they partner with us, get \$500 off your next invoice and your referral \$300 off their first invoice.