

CoolSculpting Marketing Services Apex Dermatology Co-Op Q2 2023 Total Marketing Expenses (4/1/2023 - 6/30/2023)

Total Google Ads: \$23,459.97
Total Marketing Service Fees: \$ 9,150.00
Total CoolSculpting Marketing Cost: \$32,609.97

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting westlake	\$73.48/day	Bid strategy limited	576	5.60%	\$6,778.37
MS search coolsculpting hudson	\$73.48/day	Bid strategy limited	466	7.17%	\$6,767.01
MS search coolsculpting mayfield	\$96.16/day	Bid strategy limited	625	6.76%	\$5,356.58
MS search coolsculpting concord	\$48.99/day	Bid strategy limited	134	11.20%	\$4,305.67
search coolsculpting canton	\$49.85/day	Paused Bid strategy limited	14	15.91%	\$252.34
CoolSculpting	\$75.00/day	Paused Some ads disapproved, Some ads limited by policy	0	-	\$0.00
Total: Campaigns in your current view			1,815	6.64%	\$23,459.97
Total: Account	\$714.05/day		10,665	9.05%	\$49,211.27

Ad	Ad group	Status	Clicks	CTR	Cost
Apex Dermatology Fat Reduction in Westlake, OH Non-Surgical Fat Reduction +11 more	4. liposuction	Eligible	197	7.94%	\$2,127.81
(Keyword Apex Dermatology) CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more	0. coolsculpting - general	Eligible	115	8.90%	\$2,050.95
Apex Dermatology Fat Reduction in Westlake, OH Non-Surgical Fat Reduction +11 more	x. expanded reach	Eligible	212	3.67%	\$1,996.91
(Keyword Apex Dermatology) CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more	1. coolsculpting - price	Eligible	26	11.40%	\$388.19
Apex Dermatology CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more	x. non-service medspa	Eligible	17	4.78%	\$111.15
(Keyword Apex Dermatology) CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more	7. body sculpting	Not eligible Ad group paused	6	5.04%	\$59.41

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword Apex Dermatology) CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more	2. body sculpting	Not eligible Ad group paused	6	5.04%	\$59.41
(Keyword Apex Dermatology) CoolSculpting Elite Fat Reduction Treatment +9 more	3. coolsculpting elite	Eligible	3	9.68%	\$43.95
CoolSculpting Elite Provider Next-Generation Fat Reduction Best Prices. FDA-Cleared.	3. coolsculpting elite	Removed	0	-	\$0.00
(Keyword Apex Dermatology) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster	3. coolsculpting elite	Removed	0	-	\$0.00
CoolSculpting Elite Next-Generation Fat Reduction Top Provider in Westlake, OH	3. coolsculpting elite	Removed	0	-	\$0.00
CoolSculpting Elite Freeze Stubborn Fat 2x Faster Best Prices. FDA-Cleared.	3. coolsculpting elite	Removed	0	-	\$0.00

Ad	Ad group	Status	Clicks	CTR	Cost
Away body Fat	4. liposuction	Removed	0	-	\$0.00
Fat Reduction in Westlake, OH Eliminate Fat & Feel Great Freeze Away Body Fat	x. expanded reach	Removed	0	-	\$0.00
Fat Reduction in Westlake, OH Eliminate Fat & Feel Great Get Rid of Unwanted Fat	x. expanded reach	Removed	0	-	\$0.00
Fat Reduction in Westlake, OH Freezing Fat Really Works Get Rid of Unwanted Fat	x. expanded reach	Removed	0	-	\$0.00
Total: Ads in your current view			576	5.60%	\$6,778.37
Total: Campaign			576	5.60%	\$6,778.37

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup. Hide Fix it

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100% More details Campaign 5 of 6

Responsive search ad Leave feedback Custom Apr 1 - Jun 30, 2023 Show last 30 days

Assets Combinations

Asset status: All Add filter Download Expand

Asset	Status	Asset type	Position pinning	Imp.	Asset source
Apex Dermatology	Approved	Headline	None	216	Advertiser
Freezing Fat Really Works	Approved	Headline	None	3	Advertiser
Non-Surgical Lipo Alternative	Approved	Headline	None	537	Advertiser
Get Rid of Unwanted Fat	Approved	Headline	None	0	Advertiser
Get \$1,000 Off 8+ Treatments	-	Headline	None	0	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	1	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	339	Advertiser
Freeze Your Way to Leaner Body	Approved	Headline	None	7	Advertiser
No Surgery & Minimal Downtime	Approved	Headline	None	402	Advertiser
Schedule a Free Consultation	Approved	Headline	None	64	Advertiser
Target Belly Fat, Love Handles	Approved	Headline	None	16	Advertiser
Freeze Away Body Fat	Approved	Headline	None	408	Advertiser

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup. Hide Fix it

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100% More details Campaign 5 of 6

Responsive search ad Leave feedback Custom Apr 1 - Jun 30, 2023 Show last 30 days

Assets Combinations

Asset status: All Add filter Download Expand

Asset	Status	Asset type	Position pinning	Imp.	Asset source
Fat Reduction in Westlake, OH	Approved	Headline	None	1,432	Advertiser
Located in Westlake, OH	Approved	Headline	None	1,430	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	281	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved	Description	None	42	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved	Description	None	39	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	2,400	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	-	Description	None	0	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	2,060	Advertiser

Show rows: 100 1 - 25 of 25

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup. Hide Fix it

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100% More details Campaign 5 of 6

Assets Custom Apr 1 - Jun 30, 2023 Show last 30 days

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

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Account						
Request An Appointment	Sitelink	Account	Removed Policy (Restricted medical content +1 more)	2	1.69%	\$33.20
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 +1 more)	0	-	\$0.00
Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Sitelink	Account	Removed Disapproved (Past Violation +3 more)	0	-	\$0.00
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 an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup. Hide Fix it

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100% More details Campaign 5 of 6

Assets Custom Apr 1 - Jun 30, 2023 Show last 30 days

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

Asset	Asset type	Level	Status	Clicks	CTR	Cost
MS search coolsculpting westlake						
Spring Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	212	6.80%	\$3,091.86
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Eligible	207	6.01%	\$3,071.08
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	Sitelink	Campaign	Eligible	201	5.95%	\$2,983.82
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Sitelink	Campaign	Eligible	176	5.48%	\$2,522.53
APEX SKIN	Business logo	Campaign	Eligible	216	6.21%	\$2,444.19
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Campaign	Eligible	164	5.34%	\$2,351.53
FDA Cleared	Callout	Campaign	Eligible	56	7.75%	\$800.96
Liposuction Alternative	Callout	Campaign	Eligible	36	6.70%	\$548.03
Highlights: No Surgery	Callout	Campaign	Eligible	37	6.25%	\$503.24
Freeze Your Fat	Callout	Campaign	Eligible	33	4.93%	\$492.83
Nonsurgical Fat Reduction	Callout	Campaign	Eligible	32	5.34%	\$471.33

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup. Hide Fix it

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100% More details Campaign 5 of 6

Assets Custom Apr 1 - Jun 30, 2023 Show last 30 days

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

Asset	Asset type	Level	Status	Clicks	CTR	Cost
MS search coolsculpting westlake						
Nonsurgical Fat Reduction	Callout	Campaign	Eligible	32	5.34%	\$471.33
(440) 443-0340	Call	Campaign	Eligible	23	3.64%	\$368.09
Apex Dermatology	Business name	Campaign	Not eligible Disapproved (Business Name Ineligibility)	0	-	\$0.00
Spring Sale - \$1,000 off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	0	0.00%	\$0.00
50% Off 8+ Treatments	Callout	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
(440) 443-0435	Call	Campaign	Removed	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Total: Business logo				216	6.21%	\$2,444.19
Total: Sitelinks				207	5.98%	\$3,071.08
Total: Callouts				96	6.16%	\$1,268.80

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

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup. [Hide](#) [Fix it](#)

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100% More details Campaign 5 of 6

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

Asset	Asset type	Level	Status	Clicks	CTR	Cost
50% Off 8+ Treatments	Callout	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
(440) 443-0435	Call	Campaign	Removed	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Total: Business logo				216	6.21%	\$2,444.19
Total: Sitelinks				207	5.98%	\$3,071.08
Total: Callouts				96	6.16%	\$1,268.80
Total: Structured snippets				0	0.00%	\$0.00
Total: Calls				23	3.64%	\$368.09
Total: Promotions				212	6.80%	\$3,091.86

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.
© Google, 2023.

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

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup. [Hide](#) [Fix it](#)

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100% More details Campaign 0 of 0

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

Custom Apr 1 - Jun 30, 2023 Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view			466	7.17%	\$6,767.01
(Keyword:Apex Dermatology) CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more go.apexskin.com/coolscutting/hudson CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	0. coolscutting - general	Eligible	110	15.24%	\$2,591.62
Apex Dermatology Fat Reduction in Hudson, OH Non-Surgical Fat Reduction +11 more go.apexskin.com/coolscutting/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	190	4.80%	\$1,931.03
Apex Dermatology Fat Reduction in Hudson, OH Non-Surgical Fat Reduction +11 more go.apexskin.com/coolscutting/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	111	8.45%	\$1,409.94
(Keyword:Apex Dermatology) CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more go.apexskin.com/coolscutting/hudson CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	1. coolscutting - price	Eligible	37	26.24%	\$681.23
Apex Dermatology CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more go.apexskin.com/coolscutting/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	18	5.50%	\$153.19

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.
© Google, 2023.

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

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup. [Hide](#) [Fix it](#)

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100% More details Campaign 0 of 0

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

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view			466	7.17%	\$6,767.01
Learn more About Freezing Fat: Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.					
Fat Reduction in Hudson, OH Eliminate Fat & Feel Great Freeze Away Body Fat go.apexskin.com/coolscutting/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
Fat Reduction in Hudson, OH Eliminate Fat & Feel Great Get Rid of Unwanted Fat go.apexskin.com/coolscutting/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
Fat Reduction in Hudson, OH Freezing Fat Really Works Get Rid of Unwanted Fat go.apexskin.com/coolscutting/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
Total: Ads in your current view			466	7.17%	\$6,767.01
Total: Campaign			466	7.17%	\$6,767.01

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.
© Google, 2023.

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

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup. [Hide](#) [Fix it](#)

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100% More details Campaign 0 of 0

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

Responsive search ad Leave feedback Custom Apr 1 - Jun 30, 2023 Show last 30 days

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	18	Advertiser
CoolSculpting in (LOCATION)(City)	Approved	Headline	None	528	Advertiser
CoolSculpting Near Me	Approved	Headline	None	17	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	16	Advertiser
(Keyword:Apex Dermatology)	Approved	Headline	None	58	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	6	Advertiser
Next-Generation Fat Reduction	Approved	Headline	None	1	Advertiser
Schedule a Free Consultation	Approved	Headline	None	1	Advertiser
Save \$1,000 Off 8+ Treatments	-	Headline	None	0	Advertiser
Fat Reduction Treatment	Approved	Headline	None	1	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	247	Advertiser

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.
© Google, 2023.

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

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup. [Hide](#) [Fix it](#)

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100% More details Campaign 0 of 0

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
CoolSculpting® Elite	Approved	Headline	None	37	Advertiser
Freeze Away Body Fat	Approved	Headline	None	220	Advertiser
Top Provider in Hudson, OH	Approved	Headline	None	7	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	323	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	700	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	12	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	10	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	581	Advertiser

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.
© Google, 2023.

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100%

Assets

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Request An Appointment	Sitelink	Account	Removed Policy (Restricted medical content +1 more)	4	23.53%	\$305.36
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 +1 more)	0	-	\$0.00
Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Sitelink	Account	Removed Disapproved (Past Violation +3 more)	0	-	\$0.00
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 an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100%

Assets

Asset	Asset type	Level	Status	Clicks	CTR	Cost
CoolSculpting CoolSculpting - The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Eligible	225	9.11%	\$4,197.87
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	Sitelink	Campaign	Eligible	214	8.97%	\$3,900.63
Spring Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	222	9.67%	\$3,555.18
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Campaign	Eligible	173	8.29%	\$3,229.85
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Sitelink	Campaign	Eligible	176	7.98%	\$3,145.77
APEX SKIN	Business logo	Campaign	Eligible	195	7.07%	\$2,438.63
FDA Cleared	Callout	Campaign	Eligible	54	8.64%	\$957.30
Freeze Your Fat	Callout	Campaign	Eligible	53	9.17%	\$900.33
Nonsurgical Fat Reduction	Callout	Campaign	Eligible	46	8.81%	\$859.59
Liposuction Alternative	Callout	Campaign	Eligible	43	8.25%	\$803.88
Highlights: No Surgery	Callout	Campaign	Eligible	40	7.58%	\$524.96

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100%

Assets

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Highlights: No Surgery	Callout	Campaign	Eligible	40	7.58%	\$524.96
(440) 443-0340	Call	Campaign	Eligible	16	3.67%	\$451.34
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	3	7.69%	\$39.63
Apex Dermatology	Business name	Campaign	Not eligible Disapproved (Business Name Irrelevance)	0	-	\$0.00
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
(440) 443-0429	Call	Campaign	Removed	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Total: Business logo				195	7.07%	\$2,438.63
Total: Sitelinks				228	9.12%	\$4,247.71
Total: Callouts				93	8.15%	\$1,585.02

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$73.48/day Optimization score: 100%

Assets

Asset	Asset type	Level	Status	Clicks	CTR	Cost
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
(440) 443-0429	Call	Campaign	Removed	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Total: Business logo				195	7.07%	\$2,438.63
Total: Sitelinks				228	9.12%	\$4,247.71
Total: Callouts				93	8.15%	\$1,585.02
Total: Structured snippets				3	7.69%	\$39.63
Total: Calls				16	3.67%	\$451.34
Total: Promotions				222	9.67%	\$3,555.18

Show rows: 100 1 - 30 of 30

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.
© Google, 2023.

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$56.16/day Optimization score: 100%

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Apex Dermatology Fat Reduction in Mayfield, OH Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/mayfield Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	2. liposuction	Eligible	255	8.62%	\$1,884.36
Apex Dermatology Fat Reduction in Mayfield, OH Non-Surgical Fat Reduction +11 more go.apexskin.com/coolsculpting/mayfield 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	238	5.25%	\$1,825.51
(Keyword: Apex Dermatology) CoolSculpting in (LOCATION/City)) Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/mayfield Our Biggest CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mayfield, OH. Expert, Safe Fat Loss With Quick Results. Minim... View assets details	0. coolsculpting - general	Eligible	105	7.77%	\$1,401.05
(Keyword: Apex Dermatology) CoolSculpting in (LOCATION/City)) Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/mayfield Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Eligible	17	10.90%	\$201.52
Apex Dermatology CoolSculpting in (LOCATION/City)) Freeze Away Body Fat +10 more go.apexskin.com/coolsculpting/mayfield Our Biggest CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mayfield, OH. Expert, Safe Fat Loss With Quick Results. Minim... View assets details	x. non-service medspa	Eligible	10	3.95%	\$44.14
CoolSculpting® in Mayfield, OH Freeze Away Body Fat Get 50% Off 8+ Treatments go.apexskin.com/coolsculpting/mayfield	0. coolsculpting - general	Removed	0	-	\$0.00

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

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$56.16/day Optimization score: 100% More details Campaign 4 of 6

Overview	Ad	Ad group	Status	Clicks	CTR	Cost
Insights	Freeze Away Body Fat. Freeze Away Stubborn Fat. Top Provider in Mayfield, OH. Expert, Safe Fat Loss With Quick Results. Minimal...	2. body sculpting	Not eligible Ad group paused	0	-	\$0.00
Ads & assets	CoolSculpting® in Mayfield, OH Freeze Away Body Fat Get 50% Off 8+ Treatments	2. body sculpting	Removed Ad group paused	0	-	\$0.00
Assets	go.apexskin.com/coolscutpling/mayfield 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 Ad group paused	0	-	\$0.00
Landing pages	CoolSculpting® in Mayfield, OH Save 50% Off 8+ Treatments Our Biggest Discount Ever	2. body sculpting	Removed Ad group paused	0	-	\$0.00
Keywords	go.apexskin.com/coolscutpling/mayfield 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 Ad group paused	0	-	\$0.00
Audiences	CoolSculpting® in Mayfield, OH Freeze Away Body Fat Our Biggest Discount Ever	2. body sculpting	Removed Ad group paused	0	-	\$0.00
Settings	go.apexskin.com/coolscutpling/mayfield 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 Ad group paused	0	-	\$0.00
Change history						
Suggested	Total: Ads in your current view			625	6.76%	\$5,356.58
Locations	Total: Campaign			625	6.76%	\$5,356.58

Show rows: 100 1 - 21 of 21

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.

© Google, 2023.

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

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$56.16/day Optimization score: 100% More details Campaign 4 of 6

Responsive search ad

Assets Combinations

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Apex Dermatology	Approved	Headline	None	223	Advertiser
Freezing Fat Really Works	Approved	Headline	None	9	Advertiser
Non-Surgical Lipo Alternative	Approved	Headline	None	259	Advertiser
Get Rid of Unwanted Fat	Approved	Headline	None	10	Advertiser
Get \$1,000 Off 8+ Treatments	-	Headline	None	0	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	21	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	538	Advertiser
Freeze Your Way to Leaner Body	Approved	Headline	None	1	Advertiser
No Surgery & Minimal Downtime	Approved	Headline	None	558	Advertiser
Schedule a Free Consultation	Approved	Headline	None	12	Advertiser
Target Belly Fat, Love Handles	Approved	Headline	None	105	Advertiser
Freeze Away Body Fat	Approved	Headline	None	268	Advertiser

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

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$56.16/day Optimization score: 100% More details Campaign 4 of 6

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Located in Mayfield, OH	Approved	Headline	None	1,639	Advertiser
Fat Reduction in Mayfield, OH	Approved	Headline	None	2,015	Advertiser
Get 50% Off 8+ Treatments	-	Headline	None	0	Advertiser
Get \$500 Off 8+ Treatments	-	Headline	None	0	Advertiser
50% off 8+ treatments	-	Headline	None	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	563	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved	Description	None	76	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	2,815	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery, Minimal Downtime.	Approved	Description	None	66	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	2,465	Advertiser

Show rows: 100 1 - 25 of 25

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

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$56.16/day Optimization score: 100% More details Campaign 4 of 6

Assets

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Request An Appointment	Sitelink	Account	Removed Policy (Restricted medical content +1 more)	7	9.72%	\$147.28
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 +1 more)	0	-	\$0.00
Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Sitelink	Account	Removed Disapproved (Past Violation +3 more)	0	-	\$0.00
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

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

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$56.16/day Optimization score: 100% More details Campaign 4 of 6

Asset	Asset type	Level	Status	Clicks	CTR	Cost
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Eligible	227	7.35%	\$2,474.52
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	Sitelink	Campaign	Eligible	218	7.23%	\$2,372.29
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Campaign	Eligible	193	6.80%	\$2,187.95
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Sitelink	Campaign	Eligible	196	6.79%	\$2,155.80
APEX SKIN	Business logo	Campaign	Eligible	243	6.63%	\$2,081.39
Spring Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	192	8.09%	\$1,711.68
Freeze Your Fat	Callout	Campaign	Eligible	29	6.59%	\$320.01
FDA Cleared	Callout	Campaign	Eligible	28	5.71%	\$303.64
Highlights: No Surgery	Callout	Campaign	Eligible	28	8.28%	\$271.48
Liposuction Alternative	Callout	Campaign	Eligible	23	6.78%	\$231.12
(440) 443-0340	Call	Campaign	Eligible	17	4.18%	\$223.75

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$56.16/day Optimization score: 100%

Asset	Asset type	Level	Status	Clicks	CTR	Cost
(440) 443-0340	Call	Campaign	Eligible	17	4.18%	\$223.75
Nonsurgical Fat Reduction	Callout	Campaign	Eligible	18	4.99%	\$201.29
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	2	6.45%	\$9.68
Apex Dermatology	Business name	Campaign	Not eligible Disapproved (Business Name Irrelevance)	0	-	\$0.00
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
(440) 443-0427	Call	Campaign	Removed	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Total: Business logo				243	6.63%	\$2,081.39
Total: Sitelinks				227	7.32%	\$2,474.52
Total: Callouts				63	6.30%	\$686.94

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$56.16/day Optimization score: 100%

Asset	Asset type	Level	Status	Clicks	CTR	Cost
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
(440) 443-0427	Call	Campaign	Removed	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Total: Business logo				243	6.63%	\$2,081.39
Total: Sitelinks				227	7.32%	\$2,474.52
Total: Callouts				63	6.30%	\$686.94
Total: Structured snippets				2	6.45%	\$9.68
Total: Calls				17	4.18%	\$223.75
Total: Promotions				192	8.09%	\$1,711.68

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.
© Google, 2023.

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$48.99/day Optimization score: 100%

Ad	Ad group	Status	Clicks	CTR	Cost
(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	96	16.81%	\$3,539.03
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	25	4.45%	\$460.29
(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	12	20.69%	\$284.01
(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	2. coolsculpting elite	Eligible	1	20.00%	\$22.34
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.	2. coolsculpting elite	Removed	0	-	\$0.00
CoolSculpting® Elite Next-Generation Fat Reduction Top Provider in Concord, OH go.apexskin.com/coolsculpting/elite	2. coolsculpting elite	Removed	0	-	\$0.00

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$48.99/day Optimization score: 100%

Ad	Ad group	Status	Clicks	CTR	Cost
Fat reduction +12 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	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 view			134	11.20%	\$4,305.67
Total: Campaign			134	11.20%	\$4,305.67

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.
© Google, 2023.

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

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

Enabled Status: Bid strategy limited Type: Search Budget: \$48.99/day Optimization score: 100%

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Your Fat Away Today	Approved	Headline	None	15	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	39	Advertiser
CoolSculpting in (LOCATION)(City)	Approved	Headline	None	330	Advertiser
CoolSculpting Near Me	Approved	Headline	None	22	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	39	Advertiser
(Keyword: Apex Dermatology)	Approved	Headline	None	66	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	1	Advertiser
Next-Generation Fat Reduction	Approved	Headline	None	5	Advertiser
Schedule a Free Consultation	Approved	Headline	None	0	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	166	Advertiser

Overview	Asset status: All	Add filter	Download	Expand
Recommendations	● Asset	Status	Asset type ↑	Position pinning
Insights	● Top Provider in Concord, OH	Approved	Headline	None
Ad groups	● CoolSculpting® Elite	Approved	Headline	None
Ads & assets	● Freeze Away Body Fat	Approved	Headline	None
Ads	● Save 50% Off 8+ Treatments	-	Headline	None
Assets	● 50% off 8+ treatments	-	Headline	None
Landing pages	● 50% Off 8+ Treatments	Approved	Headline	None
Keywords	● Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	-	Description	None
Audiences	● CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None
Settings	● Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None
Change history	● Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None
Suggested	● Our Biggest CoolSculpting Discount Ever. 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position
Locations	● Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position
+	● Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position

Show rows: 100 1 - 25 of 25

Overview	Assets	Custom	Apr 1 - Jun 30, 2023	Show last 30 days
Recommendations	+ Asset	Asset status: All	Asset type: All	Add filter
Insights	☐ ● Asset	Asset type	Level	Status
Ad groups	Account	Clicks	CTR	Cost
Ads & assets	☐ ● Request An Appointment	Sitelink	Account	Removed Policy (Restricted medical content +1 more)
Ads	☐ ● Multiple Offices	Callout	Account	Eligible
Landing pages	☐ ● Ohio's Best Skin Care	Callout	Account	Eligible
Keywords	☐ ● Most Insurances Accepted	Callout	Account	Eligible
Audiences	☐ ● Same Day Appointments	Callout	Account	Eligible
Settings	☐ ● Insurance coverage: Medical Mutual, United Health Care, Blue Cross Blue Shield, Aetna, Anthem	Structured snippet	Account	Removed Policy (Trademarks in ad text +1 more)
Change history	☐ ● Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Sitelink	Account	Removed Disapproved (Past Violation +3 more)
Suggested	☐ ● Insurances Accepted View all the health insurance plans we accept at our offices	Sitelink	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)
Locations	☐ ● Employment Opportunities Learn About Career Opportunities Available at Apex Skin	Sitelink	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more)

Overview	Assets	Segment	Columns	Reports	Download	Expand	More
Recommendations	☐ ● Asset	Asset type	Level	Status	Clicks	CTR	Cost
Insights	MS search coolsculpting concord						
Ad groups	☐ ● CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Eligible	89	13.76%	\$3,517.61
Ads & assets	☐ ● Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	Sitelink	Campaign	Eligible	86	13.56%	\$3,278.49
Ads	☐ ● Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Campaign	Eligible	69	12.87%	\$3,008.09
Landing pages	☐ ● About Us Learn More About Our Team, Location and Available Beauty Treatments.	Sitelink	Campaign	Eligible	65	10.80%	\$2,526.29
Keywords	☐ ● Spring Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	65	17.02%	\$2,168.14
Audiences	☐ ● APEX SKIN	Business logo	Campaign	Eligible	39	12.62%	\$1,795.39
Settings	☐ ● Nonsurgical Fat Reduction	Callout	Campaign	Eligible	16	9.58%	\$592.92
Change history	☐ ● (440) 443-0340	Call	Campaign	Eligible	12	8.11%	\$565.16
Suggested	☐ ● Liposuction Alternative	Callout	Campaign	Eligible	12	7.84%	\$473.16
Locations	☐ ● FDA Cleared	Callout	Campaign	Eligible	13	7.26%	\$370.85
+	☐ ● Highlights: No Surgery	Callout	Campaign	Eligible	10	6.17%	\$324.74

Overview	Assets	Segment	Columns	Reports	Download	Expand	More
Recommendations	☐ ● Asset	Asset type	Level	Status	Clicks	CTR	Cost
Insights	☐ ● Freeze Your Fat	Callout	Campaign	Eligible	9	5.17%	\$314.51
Ad groups	☐ ● Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	1	8.33%	\$19.77
Ads & assets	☐ ● Apex Dermatology	Business name	Campaign	Not eligible Disapproved (Business Name Irrelevance)	0	-	\$0.00
Ads	☐ ● Spring Sale - \$1,000 off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Landing pages	☐ ● CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Removed	0	-	\$0.00
Keywords	☐ ● 50% Off 8+ Treatments	Callout	Campaign	Removed	0	-	\$0.00
Audiences	☐ ● Spring Sale - \$1,000 off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Settings	☐ ● Summer Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Change history	☐ ● Fall Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Suggested	☐ ● (440) 443-0426	Call	Campaign	Removed	0	-	\$0.00
Locations	☐ ● Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
+	Total: Business logo				39	12.62%	\$1,795.39
+	Total: Sitelinks				90	13.12%	\$3,535.87

Overview	Assets	Segment	Columns	Reports	Download	Expand	More
Recommendations	☐ ● Asset	Asset type	Level	Status	Clicks	CTR	Cost
Insights	☐ ● Spring Sale - \$1,000 off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Ad groups	☐ ● Summer Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Ads & assets	☐ ● Fall Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Ads	☐ ● (440) 443-0426	Call	Campaign	Removed	0	-	\$0.00
Assets	☐ ● Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Landing pages	Total: Business logo				39	12.62%	\$1,795.39
Keywords	Total: Sitelinks				90	13.12%	\$3,535.87
Audiences	Total: Callouts				30	9.52%	\$1,082.62
Settings	Total: Structured snippets				1	8.33%	\$19.77
Change history	Total: Calls				12	8.11%	\$565.16
Suggested	Total: Promotions				65	17.02%	\$2,168.14
Locations							
+							

Show rows: 100 1 - 32 of 32

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

Paused Type: Search Budget: \$49.85/day

Ad status: All Add filter

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. coolsculpting - general	Not eligible Campaign paused	9	36.00%	\$174.46
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	4	6.56%	\$56.51
(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. coolsculpting - price	Not eligible Campaign paused	1	50.00%	\$21.37
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. coolsculpting - 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. coolsculpting - general	Removed Campaign paused	0	-	\$0.00
CoolSculpting® in Canton, OH Freeze Away Body Fat Our Biggest Discount Ever go.apexskin.com/coolsculpting/canton	0. coolsculpting - general	Removed	0	-	\$0.00

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

Paused Type: Search Budget: \$49.85/day

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
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
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	0	-	\$0.00
Total: Ads in your current view			14	15.91%	\$252.34
Total: Campaign			14	15.91%	\$252.34

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.
© Google, 2023.

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

Paused Type: Search Budget: \$49.85/day

Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Your Fat Away Today	Approved	Headline	None	0	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	1	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	1	Advertiser
CoolSculpting in (LOCATION)(City)	Approved	Headline	None	13	Advertiser
CoolSculpting Near Me	Approved	Headline	None	3	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	0	Advertiser
(Keyword: Apex Dermatology)	Approved	Headline	None	2	Advertiser
Schedule a Free Consultation	Approved	Headline	None	0	Advertiser
Save \$1,000 Off 8+ Treatments	-	Headline	None	0	Advertiser
Fat Reduction Treatment	Approved	Headline	None	0	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	4	Advertiser
Freeze Away Body Fat	Approved	Headline	None	12	Advertiser

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

Paused Type: Search Budget: \$49.85/day

Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Impr.	Asset source
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	3	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	12	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	0	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	25	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	0	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	13	Advertiser

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup.

Paused Type: Search Budget: \$49.85/day

Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Save 50% Off 8+ Treatments	-	Headline	None	0	Advertiser
50% off 8+ treatments	-	Headline	None	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	12	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	0	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	25	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	0	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	13	Advertiser

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.
© Google, 2023.

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup. Hide Fix it

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

Paused Type: Search Budget: \$49.85/day More details Campaign 0 of 0

Assets

Asset status: All Asset type: All Add filter

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Account						
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 +1 more)	0	-	\$0.00
Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Sitelink	Account	Removed Disapproved (Past Violation +3 more)	0	-	\$0.00
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

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup. Hide Fix it

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

Paused Type: Search Budget: \$49.85/day More details Campaign 0 of 0

Assets

Asset status: All Asset type: All Add filter

Asset	Asset type	Level	Status	Clicks	CTR	Cost
search coolsculpting canton						
Spring Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	6	15.38%	\$138.87
CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Eligible	5	13.51%	\$122.96
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Campaign	Eligible	3	12.00%	\$86.95
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	Sitelink	Campaign	Eligible	3	10.00%	\$57.38
FDA Cleared	Callout	Campaign	Eligible	2	40.00%	\$57.20
Freeze Your Fat	Callout	Campaign	Eligible	2	22.22%	\$51.13
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Sitelink	Campaign	Eligible	1	3.85%	\$36.16
Highlights: No Surgery	Callout	Campaign	Eligible	1	20.00%	\$29.42
(440) 443-0340	Call	Campaign	Eligible	1	7.69%	\$26.73
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	0	-	\$0.00
Liposuction Alternative	Callout	Campaign	Eligible	0	0.00%	\$0.00

Book an appointment with Google - Your ad performance may be disrupted when Universal Analytics stops processing new data after July 1, 2023. Get one-on-one support to make critical updates to your setup. Hide Fix it

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

Paused Type: Search Budget: \$49.85/day More details Campaign 0 of 0

Assets

Asset status: All Asset type: All Add filter

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Total: Business logo						
Total: Sitelinks						
Total: Callouts						
Total: Structured snippets						
Total: Calls						
Total: Promotions						

Show rows: 100 1 - 28 of 28

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



Paid

Ruth Barnum
Apex Dermatology

Invoice Number FB2023-130
Date of Issue 04/01/2023
Due Date 04/01/2023

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
Text Blast 909 Contacts	\$75.00	1	\$75.00
Text Blast 857 Contacts	\$75.00	1	\$75.00
	Subtotal		3,150.00
	Tax		0.00
	Total		3,150.00
	Amount Paid		3,150.00
	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.

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



Ruth Barnum
Apex Dermatology

Invoice Number FB2023-171
Date of Issue 05/01/2023
Due Date 05/01/2023

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	\$3,000.00	1	\$3,000.00

- Includes the ad management of 5 locations for CoolSculpting campaigns.

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.

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



Ruth Barnum
Apex Dermatology

Invoice Number FB2023-207
Date of Issue 06/01/2023
Due Date 06/01/2023

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	\$3,000.00	1	\$3,000.00

- Includes the ad management of 5 locations for CoolSculpting campaigns.

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.