

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

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

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

Overview Recommendations Insights Campaigns Campaigns Auction insights Ad groups Ads & assets Videos Landing pages Keywords Audiences Content Settings Change history Suggested Locations

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

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			10,665	9.05%	\$49,211.27

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.
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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

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 Show more

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

Ad	Ad group	Status	Clicks	CTR	Cost
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... View assets details	4. liposuction	Eligible	197	7.94%	\$2,127.81
(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... View assets details	0. coolsculpting - general	Eligible	115	8.90%	\$2,050.95
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... View assets details	x. expanded reach	Eligible	212	3.67%	\$1,996.91
(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. Our Biggest CoolSculpting Discount... View assets details	1. coolsculpting - price	Eligible	26	11.40%	\$388.19
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... View assets details	x. non-service medspa	Eligible	17	4.78%	\$111.15
(Keyword Apex Dermatology) CoolSculpting in (LOCATION(City)) Freeze Away Body Fat +12 more go.apexskin.com/coolsculpting/westlake	7. body sculpting	Not eligible Ad group paused	6	5.04%	\$59.41

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

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... View assets details	2. body sculpting	Not eligible Ad group paused	6	5.04%	\$59.41
(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... View assets details	3. coolsculpting elite	Eligible	3	9.68%	\$43.95
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. Leading CoolSculpting® Elite Provider in Westlake, OH. Schedule a Free Consultation	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

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

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

Ad	Ad group	Status	Clicks	CTR	Cost
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 view			576	5.60%	\$6,778.37
Total: Campaign			576	5.60%	\$6,778.37

Show rows: 100 1 - 28 of 28

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

Assets Combinations

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

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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

Assets Combinations

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

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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

Asset	Asset type	Level	Status	Clicks	CTR	Cost
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

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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

Asset	Asset type	Level	Status	Clicks	CTR	Cost
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

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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

Asset	Asset type	Level	Status	Clicks	CTR	Cost
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

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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

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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

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Ad	Ad group	Status	Clicks	CTR	Cost
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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

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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

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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

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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

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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

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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

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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

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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% 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	CoolSculpting® in Mayfield, OH Save 50% Off 8+ Treatments Our Biggest Discount Ever	2. body sculpting	Removed Ad group paused	0	-	\$0.00
Landing pages	CoolSculpting® in Mayfield, OH Freeze Away Body Fat Our Biggest Discount Ever	2. body sculpting	Removed Ad group paused	0	-	\$0.00
Keywords	CoolSculpting® in Mayfield, OH Freeze Away Body Fat Our Biggest Discount Ever	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	Total: Ads in your current view			625	6.76%	\$5,356.58
Change history	Total: Campaign			625	6.76%	\$5,356.58

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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% 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

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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% 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

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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% 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

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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% 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

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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%

Overview	Asset status: All	Asset type: All	Add filter	Segment	Columns	Reports	Download	Expand	More
Recommendations	<input type="checkbox"/>	Asset	Asset type	Level	Status	Clicks	CTR	Cost	
Insights	<input type="checkbox"/>	(440) 443-0340	Call	Campaign	Eligible	17	4.18%	\$223.75	
Ad groups	<input type="checkbox"/>	Nonsurgical Fat Reduction	Callout	Campaign	Eligible	18	4.99%	\$201.29	
Ads & assets	<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	2	6.45%	\$9.68	
Assets	<input type="checkbox"/>	Apex Dermatology	Business name	Campaign	Not eligible Disapproved (Business Name Irrelevance)	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) 443-0427	Call	Campaign	Removed	0	-	\$0.00	
Suggested	<input type="checkbox"/>	Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00	
Locations	<input type="checkbox"/>								
Total: Business logo						243	6.63%	\$2,081.39	
Total: Sitelinks						227	7.32%	\$2,474.52	
Total: Callouts						63	6.30%	\$686.94	

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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%

Overview	Asset status: All	Asset type: All	Add filter	Segment	Columns	Reports	Download	Expand	More
Recommendations	<input type="checkbox"/>	Asset	Asset type	Level	Status	Clicks	CTR	Cost	
Insights	<input type="checkbox"/>	Spring Sale - \$1,000 off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00	
Ad groups	<input type="checkbox"/>	Summer Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00	
Ads & assets	<input type="checkbox"/>	Fall Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00	
Assets	<input type="checkbox"/>	(440) 443-0427	Call	Campaign	Removed	0	-	\$0.00	
Landing pages	<input type="checkbox"/>	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	

Show rows: 100 1 - 30 of 30

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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%

Overview	Ad status: All	Add filter	Search	Segment	Columns	Reports	Download	Expand	More
Recommendations	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost		
Insights	<input type="checkbox"/>	(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...	0. coolsculpting - general	Eligible	96	16.81%	\$3,539.03		
Ad groups	<input type="checkbox"/>	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...	x. non-service medspa	Eligible	25	4.45%	\$460.29		
Ads & assets	<input type="checkbox"/>	(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...	1. coolsculpting - price	Eligible	12	20.69%	\$284.01		
Assets	<input type="checkbox"/>	(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:...	2. coolsculpting elite	Eligible	1	20.00%	\$22.34		
Landing pages	<input type="checkbox"/>	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		
Keywords	<input type="checkbox"/>	CoolSculpting® Elite Next-Generation Fat Reduction Top Provider in Concord, OH go.apexskin.com/coolsculpting/elite	2. coolsculpting elite	Removed	0	-	\$0.00		

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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%

Overview	Ad status: All	Add filter	Search	Segment	Columns	Reports	Download	Expand	More	
Recommendations	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost			
Insights	<input type="checkbox"/>	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...	x. expanded reach	Not eligible Ad group paused	0	-	\$0.00			
Ad groups	<input type="checkbox"/>	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			
Ads & assets	<input type="checkbox"/>	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			
Assets	<input type="checkbox"/>	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			
Landing pages	Total: Ads in your current view					134	11.20%	\$4,305.67		
Keywords	Total: Campaign					134	11.20%	\$4,305.67		

Show rows: 100 1 - 29 of 29

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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%

Overview	Asset status: All	Add filter	Search	Segment	Columns	Reports	Download	Expand	More
Recommendations	<input type="checkbox"/>	Responsive search ad	Asset type	Status	Asset type	Position pinning	Impr.	Asset source	
Insights	<input type="checkbox"/>	Freeze Your Fat Away Today	Approved	Approved	Headline	None	15	Advertiser	
Ad groups	<input type="checkbox"/>	Non-Surgical Fat Reduction	Approved	Approved	Headline	None	39	Advertiser	
Ads & assets	<input type="checkbox"/>	CoolSculpting in (LOCATION)(City)	Approved	Approved	Headline	None	330	Advertiser	
Assets	<input type="checkbox"/>	CoolSculpting Near Me	Approved	Approved	Headline	None	22	Advertiser	
Landing pages	<input type="checkbox"/>	Affordable & Quick Treatments	Approved	Approved	Headline	None	39	Advertiser	
Keywords	<input type="checkbox"/>	(Keyword: Apex Dermatology)	Approved	Approved	Headline	None	66	Advertiser	
Audiences	<input type="checkbox"/>	Freeze Stubborn Fat 2x Faster	Approved	Approved	Headline	None	1	Advertiser	
Settings	<input type="checkbox"/>	Next-Generation Fat Reduction	Approved	Approved	Headline	None	5	Advertiser	
Change history	<input type="checkbox"/>	Schedule a Free Consultation	Approved	Approved	Headline	None	0	Advertiser	
Suggested	<input type="checkbox"/>	Save \$1,000 Off 8+ Treatments	-	-	Headline	None	0	Advertiser	
Locations	<input type="checkbox"/>	Fat Reduction Treatment	Approved	Approved	Headline	None	2	Advertiser	
More	<input type="checkbox"/>	Huge CoolSculpting Promotion	Approved	Approved	Headline	None	166	Advertiser	

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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% More details Campaign 2 of 6

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

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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% More details Campaign 2 of 6

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

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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% More details Campaign 2 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	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			

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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% More details Campaign 2 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	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		

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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% More details Campaign 2 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	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									
+									

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

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

Overview Ad status: All Add filter

Ad groups	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

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

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

Overview Ad status: All Add filter

Ad groups	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

Shows rows: 100 1 - 21 of 21

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

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

Overview Responsive search ad Leave feedback

Assets Combinations

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

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

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

Overview 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

Shows rows: 100 1 - 27 of 27

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

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

Overview 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

Shows rows: 100 1 - 27 of 27

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.
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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

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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
Nonsurgical Fat Reduction	Callout	Campaign	Eligible	0	0.00%	\$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
(234) 410-7546	Call	Campaign	Removed	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	0	-	\$0.00
Total: Business logo				0	-	\$0.00
Total: Sitelinks				5	13.51%	\$122.96
Total: Callouts				4	30.77%	\$101.59
Total: Structured snippets				0	-	\$0.00
Total: Calls				1	7.69%	\$26.73
Total: Promotions				6	15.38%	\$138.87

Show rows: 100 1 - 28 of 28

MEDSTAR MEDIA

Apex Dermatology - ...
Concord, OH

Search ctrl K

- Launchpad
- Dashboard
- Conversations**
- Calendars
- Contacts
- Opportunities
- Payments
- Marketing
- Automation
- Sites
- Memberships
- Reputation
- Settings

Conversations Conversations Manual Actions Templates Trigger Links

- Unread Recents Starred All
- 866 RESULTS Latest-All
- SJ Stokley, Laura J Mar 23
What time works best for you?
 - VA Visger, Anna Mar 23
Yes of course what time works wel
 - CC Carter, Cheryl Mar 23
Which location are you interested ii
 - BR** Borish, Ronald Mar 23
How about 8:30am?
 - MJ Monroe, Michael J Mar 22
Stop
 - CK Catanese, Kathleen Mar 22
STOP
- [Load More](#)

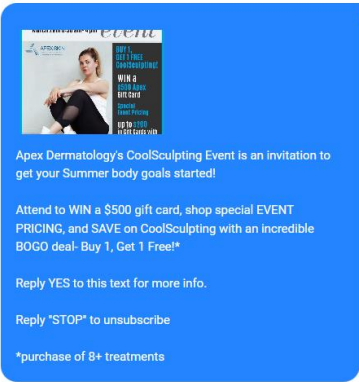
Borish, Ronald

Archive Mark as Starred Mark as Unread Delete

11:04 AM

Mar 9th, 2023

Mar 22nd, 2023



Apex Dermatology's CoolSculpting Event is an invitation to get your Summer body goals started!

Attend to WIN a \$500 gift card, shop special EVENT PRICING, and SAVE on CoolSculpting with an incredible BOGO deal- Buy 1, Get 1 Free!*

Reply YES to this text for more info.

Reply "STOP" to unsubscribe

*purchase of 8+ treatments

12:30 PM

Send SMS Send Email

BR

Borish, Ronald

Assign to

(440) 263-8262

r.borish70@gmail.com

Add Tags

march 2023 tb x

DND

Create Opportunity

Book Appointment

MEDSTAR MEDIA

Apex Dermatology - ...
Concord, OH

Search ctrl K

- Launchpad
- Dashboard
- Conversations**
- Calendars
- Contacts
- Opportunities
- Payments
- Marketing
- Automation
- Sites
- Memberships
- Reputation
- Settings

Conversations **Conversations** Manual Actions Templates Trigger Links

- Unread Recents Starred **All**
- 866 RESULTS Latest-All
- FG Frate, Graciella Mar 28
We sell tretinoin here you can purch
 - MH Myers, Heather Mar 27**
Yes of course
 - JD James, Diane Mar 23
12:00, 12:30, 1:10, 1:50, 3:00 are th
 - GM Gorczynski, Evelyn M Mar 23
Ok awesome. We accept care credi
 - PL Parr, Mark L Mar 23
Stop
 - CN Carlsonadams, Savanna.. Mar 23
You wouldnt need multiple treatme
 - WA Walsh, Mary A Mar 23
STOP

Myers, Heather

Archive Mark as Starred Mark as Unread Delete

Conversation began
Thu, Mar 09 2023, 11:31 AM

Mar 9th, 2023

Apex Dermatology is Spring-ing into action with our March Event!

We're giving away swag bags worth over \$250, PLUS special event pricing, prize raffles, and live demos!

Join us on Tuesday, March 14 (Hudson) or Wednesday, March 15 (Westlake) at 5-8 PM

Reply YES to this text for more event info!

Reply "STOP" to unsubscribe

11:31 AM

Send SMS Send Email

MH

Myers, Heather

Assign to

(440) 321-7039

hmyers@mountfrankinfoods.c

Add Tags

march 2023 tb x

DND

Create Opportunity

Book Appointment

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



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
<hr/>	
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
<hr/>	
Total	3,000.00
Amount Paid	3,000.00
<hr/>	
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.