

CoolSculpting Marketing Services Bloom Health Q3 + Q4 2022 Total Marketing Expenses (07/1/2022 - 12/31/2022)

Total Google Ads: \$12,709.95
Total Marketing Service Fee: \$ 9,000.00
Total CoolSculpting Marketing Cost: \$21,709.95

Google Ads | Chris Zelig > Bloom Health 901-947-7282 | All campaigns

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview Campaigns Jul 1 - Dec 31, 2022 Show last 30 days

Recommendations Campaign status: All Campaign: search | coolsculpting, Nick's CS Under Chin Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$65.13/day	All ads limited by policy	1,412	6.70%	\$11,919.09
Nick's CS Under Chin	\$30.00/day	Paused All ads limited by policy	364	4.89%	\$790.86
Total: Filtered campaigns					
			1,776	6.23%	\$12,709.95
Total: Account					
			7,133	5.79%	\$31,567.93

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more
 Some inventory may be provided through third party intermediaries.
 You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
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Google Ads | Chris Zelig > Bloom Health 901-947-7282 | All campaigns > search | coolsculpting

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Overview Enabled Status: All ads limited by policy Type: Search Budget: \$65.13/day Optimization score: 86.3% More details

Recommendations Ads Jul 1 - Dec 31, 2022 Show last 30 days

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,412	6.70%	\$11,919.09
(Keyword Bloom Health) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more www.bloom.health/coolsculpting Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. Expert, Safe Fat Loss With Quick Results... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	516	10.20%	\$5,714.54
(Keyword Bloom Health) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more www.bloom.health/coolsculpting Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +2 more)	164	12.41%	\$1,585.61
Bloom Health Fat Reduction Bloomfield Hills Non-Surgical Fat Reduction +11 more www.bloom.health/coolsculpting Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge... View assets details	3. lipo	Eligible (Limited) Policy (Restricted drug terms +1 more)	225	6.39%	\$1,141.22
Bloom Health CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more www.bloom.health/coolsculpting Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. Expert, Safe Fat Loss With Quick Results... View assets details	3. lipo	Eligible (Limited) Policy (Restricted drug terms +1 more)	122	6.57%	\$982.32
Bloom Health CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more www.bloom.health/coolsculpting Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. Expert, Safe Fat Loss With Quick Results... View assets details	x. Expanded Reach	Eligible (Limited) Policy (Restricted drug terms +1 more)	135	3.11%	\$978.52
(Keyword Bloom Health) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more www.bloom.health/coolsculpting Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Not eligible Policy (Restricted drug terms +2 more), Ad group paused	57	7.74%	\$538.00

Google Ads | Chris Zelig > Bloom Health 901-947-7282 | All campaigns > search | coolsculpting

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Recommendations Ads Jul 1 - Dec 31, 2022 Show last 30 days

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,412	6.70%	\$11,919.09
Bloom Health Fat Reduction Bloomfield Hills Non-Surgical Fat Reduction +11 more www.bloom.health/coolsculpting Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge... View assets details	x. Expanded Reach	Eligible (Limited) Policy (Restricted drug terms +1 more)	102	3.77%	\$466.64
CoolSculpting Bloomfield Hills CoolSculpting Special 25% Off Our Biggest Discount Ever www.bloom.health/coolsculpting Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	37	8.43%	\$222.70
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	7	5.88%	\$70.45
Huge CoolSculpting Promotion Freeze Away Body Fat New Clients Save 25% www.bloom.health/coolsculpting Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	13	8.72%	\$65.55
Bloom Health CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more www.bloom.health/coolsculpting Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. Expert, Safe Fat Loss With Quick Results... View assets details	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +2 more)	4	3.01%	\$32.43
Fat Reduction Bloomfield Hills Freezing Fat Really Works Freeze Away Body Fat www.bloom.health/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. New Clients Save 25%. Book A Free Consultation	x. Expanded Reach	Removed Policy (Restricted medical content +1 more)	8	4.04%	\$28.64
CoolSculpting Bloomfield Hills Freeze Away Body Fat New Clients Save 25% www.bloom.health/coolsculpting 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	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	5	5.95%	\$27.32

Google Ads | Chris Zelig > Bloom Health 901-947-7282 | All campaigns > search | coolsculpting

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Recommendations Ads Jul 1 - Dec 31, 2022 Show last 30 days

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,412	6.70%	\$11,919.09
CoolSculpting Bloomfield Hills Freeze Away Body Fat New Clients Save 25% www.bloom.health/coolsculpting 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	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	5	5.95%	\$27.32
Fat Reduction Bloomfield Hills Our Biggest Discount Ever Get Rid of Unwanted Fat www.bloom.health/coolsculpting Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	3. lipo	Removed Policy (Restricted medical content +1 more)	4	13.33%	\$14.16
CoolSculpting Bloomfield Hills CoolSculpting Special 25% Off Our Biggest Discount Ever www.bloom.health/coolsculpting 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	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	3	2.68%	\$13.73
Fat Reduction Bloomfield Hills Our Biggest Discount Ever 25% Off All Fat Freezing www.bloom.health/coolsculpting Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	3. lipo	Removed Policy (Restricted medical content +1 more)	3	10.34%	\$10.41
CoolSculpting Bloomfield Hills CoolSculpting Special 25% Off Our Biggest Discount Ever www.bloom.health/coolsculpting 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 Policy (Restricted medical content +1 more), Ad group paused	1	2.56%	\$7.62
Non-Surgical Fat Reduction Freezing Fat Really Works 25% Off All Fat Freezing www.bloom.health/coolsculpting Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	x. Expanded Reach	Removed Policy (Restricted medical content +1 more)	3	5.36%	\$7.09
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider	x. dynamic	Removed	1	20.00%	\$4.72

Google Ads | Chris Zelig | Bloom Health | All campaigns | search | coolsculpting | Optimization score: 86.3%

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$65.13/day, Optimization score: 86.3%

Recommendations: Ad status: All, Add filter

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace						
a Free CoolSculpting Consultation Today						
Assets	[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. Our Biggest CoolSculpting Discount Ever. Save Up to 25% Off 8+ CoolSculpting Treatments	x.dynamic	Removed Policy (Restricted medical content +1 more)	1	20.00%	\$4.72
Landing pages	Huge CoolSculpting Promotion Freeze Away Body Fat Our Biggest Discount Ever www.bloom.health/coolsculpting	1.coolsculpting - price	Removed Policy (Restricted medical content +1 more)	1	6.25%	\$4.43
Keywords	[Dynamically generated headline] [Dynamically generated display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments	x.dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	1	5.26%	\$2.99
Settings	(Keyword #1) CoolSculpting Deal 25% Off Fat Reduction: Bloomfield 25% Off CoolSculpting Cost +6 more www.bloom.health	SKAG coolsculpting face BROAD	Not eligible Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Experiments	#1 CoolSculpting Deal 25% Off Fat Reduction: Bloomfield Freeze Away Stubborn Fat www.bloom.health	SKAG coolsculpting face BROAD	Not eligible Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Devices	25% Off CoolSculpting Cost Safe & Effective Fat Reduction Target Belly Fat Love Handles www.bloom.health	SKAG coolsculpting face BROAD	Not eligible Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Settings	(Keyword #1) CoolSculpting Deal 25% Off Fat Reduction: Bloomfield 25% Off CoolSculpting Cost +6 more www.bloom.health	SKAG how much is coolsculpting EXACT	Not eligible Policy (Restricted drug terms), Ad group removed	0	-	\$0.00

Google Ads | Chris Zelig | Bloom Health | All campaigns | search | coolsculpting | Optimization score: 86.3%

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$65.13/day, Optimization score: 86.3%

Recommendations: Ad status: All, Add filter

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace						
Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today						
Assets	CoolSculpting Bloomfield Hills Feb Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever www.bloom.health	0.coolsculpting - general	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Landing pages	CoolSculpting Bloomfield Hills Limited Time Offer Feb 2021 Hungry Offer Ends In (<COUNTDOWN(2021/02/28 00:00:00)en... www.bloom.health	0.coolsculpting - general	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Keywords	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0.coolsculpting - general	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Audiences	CoolSculpting Bloomfield Hills Limited Time Offer Feb 2021 Our Biggest Discount Ever www.bloom.health	0.coolsculpting - general	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Settings	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0.coolsculpting - general	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Experiments	CoolSculpting Bloomfield Hills Limited Time Offer Feb 2021 Get \$1,000 Off 8+ Cycles www.bloom.health	0.coolsculpting - general	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Devices	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0.coolsculpting - general	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Total: Ads in your current workspace				1,412	6.70%	\$11,919.09
Total: Campaign				1,412	6.70%	\$11,919.09

Show rows: 500 | 1 - 500 of 1,052

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

Google Ads | Chris Zelig | Bloom Health | All campaigns | search | coolsculpting | Optimization score: 86.3%

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$65.13/day, Optimization score: 86.3%

Responsive search ad

Ad strength: Excellent

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

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

Ad may be limited by policy: Restricted drug terms, Restricted medical content

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	4,917	Advertiser
CoolSculpting in (LOCATION)(City)	Approved (limited)	Headline	None	4,664	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	3,510	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	1,862	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	1,414	Advertiser
(Keyword Bloom Health)	Approved (limited)	Headline	None	924	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 25% Off 8+ CoolSculpting Treatments	-	Description	2nd position	430	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	378	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	360	Advertiser

Google Ads | Chris Zelig | Bloom Health | All campaigns | search | coolsculpting | Optimization score: 86.3%

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$65.13/day, Optimization score: 86.3%

Responsive search ad

Ad strength: Excellent

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

Ad may be limited by policy: Restricted drug terms, Restricted medical content

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Affordable & Quick Treatments	Approved (limited)	Headline	None	289	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 25% On 8+ Treatments of CoolSculpting.	-	Description	2nd position	196	Advertiser
25% Off 8+ Treatments	Approved (limited)	Headline	None	181	Advertiser
Top Provider Bloomfield Hills	Approved (limited)	Headline	None	149	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	None	80	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	71	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI	Approved (limited)	Description	None	66	Advertiser
CoolSculpting Near Me	Approved (limited)	Headline	None	43	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	None	40	Advertiser
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	21	Advertiser
Save 25% On 8+ Treatments	-	Headline	None	5	Advertiser

Google Ads | Chris Zelig | Bloom Health | All campaigns | search | coolsculpting | Optimization score: 86.3%

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$65.13/day, Optimization score: 86.3%

Responsive search ad

Ad strength: Excellent

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

Ad may be limited by policy: Restricted drug terms, Restricted medical content

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	21	Advertiser
Save 25% On 8+ Treatments	-	Headline	None	5	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	-	Description	None	2	Advertiser
25% off 8+ treatments	-	Headline	None	1	Advertiser
Book Now for Up to \$1000 Off	-	Headline	None	0	Advertiser
Save \$1,000 On 8+ Treatments	-	Headline	None	0	Advertiser
Book Now for Up to 25% Off	-	Headline	None	0	Advertiser

Show rows: 500 | 1 - 25 of 25

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

Google Ads | Chris Zelig | Bloom Health | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$65.13/day, Optimization score: 86.3%

Assets

Table view: Associations

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

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search coolsculpting	Campaign	Eligible	Advertiser	13	124	10.48%	\$11.21	\$145.70
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	819	10,245	7.99%	\$9.81	\$8,030.96
Our Services Learn More About Our Complete Range of Top Services for Face and Body.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	737	9,557	7.71%	\$9.52	\$7,013.24
Our Reviews Read Real Google Reviews From Our Satisfied Clients.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	727	9,350	7.78%	\$9.57	\$6,958.63
Buy Now Purchase Your Treatment Online And Schedule Your Visit Today.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	672	8,903	7.55%	\$10.08	\$6,774.83
Our Team Meet Our Board Certified Aesthetic Providers	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	334	6,270	5.33%	\$8.70	\$2,906.12

Google Ads | Chris Zelig | Bloom Health | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$65.13/day, Optimization score: 86.3%

Assets

Filters: Asset status: All, Asset type: All, Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Schedule Online Book a Free Consultation Quickly and Conveniently Online.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	311	5,956	5.22%	\$8.83	\$2,745.83
FDA Cleared	search coolsculpting	Campaign	Eligible	Advertiser	144	1,956	7.36%	\$10.20	\$1,469.33
Freeze Your Fat	search coolsculpting	Campaign	Eligible	Advertiser	146	1,781	8.20%	\$10.44	\$1,524.79
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	Advertiser	111	1,488	7.46%	\$10.44	\$1,159.04
Liposuction Alternative	search coolsculpting	Campaign	Eligible	Advertiser	103	1,382	7.45%	\$10.58	\$1,089.31
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	Advertiser	102	1,349	7.56%	\$10.05	\$1,025.35
New Clients 25% Off	search coolsculpting	Campaign	Removed	Advertiser	12	262	4.58%	\$5.55	\$66.59
5-Star Rated Medspa	Account	Account	Eligible	Advertiser	1	9	11.11%	\$6.92	\$6.92
Contact Us + Free Consult	Account	Account	Eligible	Advertiser	2	8	25.00%	\$5.95	\$11.90
Fall Sale - Up to 25% off 8+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	353	5,074	6.96%	\$9.50	\$3,351.93
Summer Sale - Up to 25% off 8+ Treatments	search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	290	3,227	8.99%	\$7.93	\$2,298.56
Winter Sale - Up to 25% off 8+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	123	1,597	7.70%	\$9.42	\$1,158.44

Google Ads | Chris Zelig | Bloom Health | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$65.13/day, Optimization score: 86.3%

Assets

Filters: Asset status: All, Asset type: All, Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Summer Sale - Up to 25% off 8+ Treatments	search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	290	3,227	8.99%	\$7.93	\$2,298.56
Winter Sale - Up to 25% off 8+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	123	1,597	7.70%	\$9.42	\$1,158.44
Spring Sale - 25% off 8+ Treatments	search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00
(248) 365-0311	search coolsculpting	Campaign	Eligible	Advertiser	146	2,692	5.42%	\$12.29	\$1,794.88
Total: Business logo					0	2	0.00%	-	\$0.00
Total: Sitelinks					847	10,585	8.00%	\$9.86	\$8,349.15
Total: Callouts					290	4,085	7.10%	\$9.92	\$2,876.83
Total: Structured snippets					13	124	10.48%	\$11.21	\$145.70
Total: Calls					146	2,692	5.42%	\$12.29	\$1,794.88
Total: Promotions					766	9,898	7.74%	\$8.89	\$6,808.93

Show rows: 500 | 1 - 20 of 20

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Google Ads | Chris Zelig | Bloom Health | All campaigns | Nick's CS Under Chin

Overview: Paused, Type: Search, Budget: \$30.00/day

Ads

Filters: Ad status: All, Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Diminish the Double Chin Under Chin Fat Reduction \$399 New Patient Special +12 more shop.bloom.health/coolsculpting CoolSculpting on sale \$399 at Bloom Health, diminish the double chin for good. Nonsurgical, no downtime. FDA cleared, with prov... View assets details	Nick - CS Under Chin	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	364	4.89%	\$790.86
Total: Ads in your current workspace			364	4.89%	\$790.86
Total: Campaign			364	4.89%	\$790.86

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Google Ads | Chris Zelig | Bloom Health | All campaigns | Nick's CS Under Chin

Overview: Paused, Type: Search, Budget: \$30.00/day

Responsive search ad

Ad strength: Poor

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

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
CoolSculpting on sale \$399 at Bloom Health, diminish the double chin for good.	Approved	Description	1st position	Good	7,444	Advertiser
\$399 New Patient Special	Approved	Headline	2nd position	Good	6,191	Advertiser
Metro Detroit's top rated bodysculpting experts. Proven, effective, and affordable.	Approved	Description	None	Good	4,472	Advertiser
Under Chin Fat Reduction	Approved	Headline	1st position	Good	3,841	Advertiser
Eliminate Underchin Fat	Approved	Headline	1st position	Good	1,229	Advertiser
Look Your (Selfie) Best	Approved	Headline	1st position	Good	1,189	Advertiser
Diminish the Double Chin	Approved	Headline	1st position	Good	1,185	Advertiser
\$399 On Sale	Approved	Headline	2nd position	Learning	475	Advertiser
\$399 New Year Special	Approved	Headline	2nd position	Learning	426	Advertiser

Google Ads | Chris Zelig > Bloom Health | 901-947-7282 | All campaigns > Nick's CS Under Chin

Overview | Paused | Type: Search | Budget: \$30.00/day | More details

Responsive search ad Leave feedback

Custom Jul 1 - Dec 31, 2022 | Show last 30 days

Assets | Combinations

Ad strength Poor

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

Asset status: All | Add filter

Download | Expand

Ad may be limited by policy: [Restricted drug terms](#), [Restricted medical content](#)

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Nonsurgical, no downtime. FDA cleared, with proven results. Yesss, you deserve.	Approved	Description	None	Learning	363	Advertiser
\$399 Buy Now	Approved	Headline	2nd position	Learning	352	Advertiser
CoolSculpting Bloomfield Hills	Approved	Headline	3rd position	Learning	80	Advertiser
Top CoolSculpting Provider	Approved	Headline	3rd position	Learning	18	Advertiser
No surgery, no downtime	Approved	Headline	3rd position	Learning	7	Advertiser
Detroit's Top CoolSculpting MD	Approved	Headline	3rd position	Learning	7	Advertiser
Meet Our CoolSculpting Experts	Approved	Headline	3rd position	Learning	2	Advertiser
Bloom Health	-	Headline	None	-	0	Advertiser
Treat yourself	-	Headline	None	-	0	Advertiser
Get your glow on	-	Headline	None	-	0	Advertiser
Metro Detroit	-	Headline	None	-	0	Advertiser

Google Ads | Chris Zelig > Bloom Health | 901-947-7282 | All campaigns > Nick's CS Under Chin

Overview | Paused | Type: Search | Budget: \$30.00/day | More details

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Custom Jul 1 - Dec 31, 2022 | Show last 30 days

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Download | Expand

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Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Metro Detroit	-	Headline	None	-	0	Advertiser
Meet our skin experts	-	Headline	None	-	0	Advertiser
Meet our skincare experts	-	Headline	None	-	0	Advertiser
Glowing + dewy skin. Yesss, you deserve.	-	Description	None	-	0	Advertiser
Experience Metro Detroit's best Hydrfacial for yourself.	-	Description	None	-	0	Advertiser
Hydrfacial	-	Headline	1st position	-	0	Advertiser
Hydrfacial Bloomfield Hills	-	Headline	1st position	-	0	Advertiser
Best Hydrfacial in Detroit	-	Headline	None	-	0	Advertiser
Detroit's Best Hydrfacial	-	Headline	None	-	0	Advertiser
Best local Hydrfacial	-	Headline	1st position	-	0	Advertiser
\$100 Off Buy Now	-	Headline	2nd position	-	0	Advertiser

Google Ads | Chris Zelig > Bloom Health | 901-947-7282 | All campaigns > Nick's CS Under Chin

Overview | Paused | Type: Search | Budget: \$30.00/day | More details

Responsive search ad Leave feedback

Custom Jul 1 - Dec 31, 2022 | Show last 30 days

Assets | Combinations

Ad strength Poor

- Add more headlines
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- Make your headlines more unique
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Asset status: All | Add filter

Download | Expand

Ad may be limited by policy: [Restricted drug terms](#), [Restricted medical content](#)

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Get your glow on with our skin experts. Hydrfacial starting at \$99 at Bloom Health.	-	Description	None	-	0	Advertiser
\$99 Holiday Special	-	Headline	2nd position	-	0	Advertiser
\$100 Off Holiday Deal	-	Headline	2nd position	-	0	Advertiser
Buy now \$99	-	Headline	2nd position	-	0	Advertiser
New patient special \$499	-	Headline	2nd position	-	0	Advertiser
CoolSculpting on sale \$499 at Bloom Health, diminish the double chin for good.	-	Description	1st position	-	0	Advertiser
Diminish the double chin	-	Headline	1st position	-	0	Advertiser
\$499 Holiday Deal	-	Headline	2nd position	-	0	Advertiser
Meet our bodysculpting experts	-	Headline	None	-	0	Advertiser
Best CoolSculpting in Detroit	Approved (limited)	Headline	3rd position	Learning	0	Advertiser
Meet our CoolSculpting experts	-	Headline	None	-	0	Advertiser

Google Ads | Chris Zelig > Bloom Health | 901-947-7282 | All campaigns > Nick's CS Under Chin

Overview | Paused | Type: Search | Budget: \$30.00/day | More details

Responsive search ad Leave feedback

Custom Jul 1 - Dec 31, 2022 | Show last 30 days

Assets | Combinations

Ad strength Poor

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

Asset status: All | Add filter

Download | Expand

Ad may be limited by policy: [Restricted drug terms](#), [Restricted medical content](#)

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Top rated CoolSculpting	-	Headline	None	-	0	Advertiser
Eliminate underchin fat.	-	Headline	1st position	-	0	Advertiser
Nonsurgical, no downtime	-	Headline	3rd position	-	0	Advertiser
\$499 Holiday Special	-	Headline	2nd position	-	0	Advertiser
On Sale \$499	-	Headline	2nd position	-	0	Advertiser
\$499 Buy Now	-	Headline	2nd position	-	0	Advertiser
Look your best in selfies	-	Headline	1st position	-	0	Advertiser
Under chin fat reduction	-	Headline	1st position	-	0	Advertiser
\$499 New Year Special	-	Headline	2nd position	-	0	Advertiser
\$499 On Sale	-	Headline	2nd position	-	0	Advertiser
\$499 New Patient Special	-	Headline	2nd position	-	0	Advertiser

Google Ads | Chris Zelig > Bloom Health | 901-947-7282 | All campaigns > Nick's CS Under Chin

Overview | Paused | Type: Search | Budget: \$30.00/day | More details

Responsive search ad Leave feedback

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Assets | Combinations

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Asset status: All | Add filter

Download | Expand

Ad may be limited by policy: [Restricted drug terms](#), [Restricted medical content](#)

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
\$499 Buy Now	-	Headline	2nd position	-	0	Advertiser
Look your best in selfies	-	Headline	1st position	-	0	Advertiser
Under chin fat reduction	-	Headline	1st position	-	0	Advertiser
\$499 New Year Special	-	Headline	2nd position	-	0	Advertiser
\$499 On Sale	-	Headline	2nd position	-	0	Advertiser
\$499 New Patient Special	-	Headline	2nd position	-	0	Advertiser
Top-Rated CoolSculpting	Approved (limited)	Headline	3rd position	Learning	0	Advertiser

Show rows: 500 | 1 - 53 of 53

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- https://bloom.health/
- Overview
- URL inspection
- Performance
- Search results**
- Discover
- Indexing
- Pages
- Video pages
- Sitemaps
- Removals
- Experience
- Page Experience
- Core Web Vitals
- Mobile Usability
- Enhancements
- Breadcrumbs
- FAQ
- Sitelinks searchbox

Performance on Search results

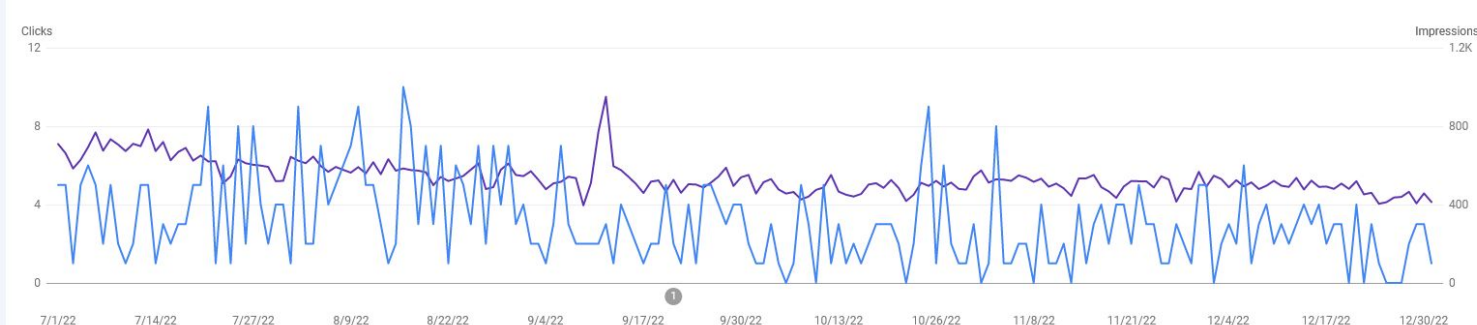
EXPORT

Search type: Web Date: Last 6 months Query: +cool + New

Last updated: 5 hours ago

Total clicks: **574**
 Total impressions: **99.2K**
 Average CTR: **0.6%**
 Average position: **30**

Chart totals and table results might be partial when filters are applied. Learn more



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
---------	-------	-----------	---------	-------------------	-------

- https://bloom.health/
- Overview
- URL inspection
- Performance
- Search results**
- Discover
- Indexing
- Pages
- Video pages
- Sitemaps
- Removals
- Experience
- Page Experience
- Core Web Vitals
- Mobile Usability
- Enhancements
- Breadcrumbs
- FAQ
- Sitelinks searchbox

Performance on Search results

EXPORT

Search type: Web Date: Last 6 months Query: +cool + New

Last updated: 5 hours ago

Top queries	Clicks	Impressions
coolsculpting applicators	132	1,585
coolsculpting for gynecomastia cost	31	248
coolsculpting applicator sizes	29	227
diy coolsculpting	25	4,582
coolsculpting gynecomastia	20	2,158
coolsculpting large vs small applicator	19	416
coolsculpting male chest cost	17	206
coolsculpting gynecomastia cost	15	292
coolsculpting advantage	13	317
coolsculpting petite	13	108

Rows per page: 10 1-10 of 1000

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020

South Jordan, UT 84095

+1 6466949450

support@medstarmedia.com

INVOICE

BILL TO

Dr. Nicholas Crawford

Bloom Health

INVOICE # 1852

DATE 08/01/2022

DUE DATE 08/01/2022

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT	
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads	1	1,500.00	1,500.00	

				PAYMENT	1,500.00
				BALANCE DUE	\$0.00

PAID

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020

South Jordan, UT 84095

+1 6466949450

support@medstarmedia.com

INVOICE

BILL TO

Dr. Nicholas Crawford

Bloom Health

INVOICE # 1888

DATE 09/01/2022

DUE DATE 09/01/2022

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads	1	1,500.00	1,500.00
PAYMENT				1,500.00
BALANCE DUE				\$0.00

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Medstar Media, INC.

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+1 6466949450

support@medstarmedia.com

INVOICE

BILL TO

Dr. Nicholas Crawford

Bloom Health

INVOICE # 1923

DATE 10/01/2022

DUE DATE 10/01/2022

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads	1	1,500.00	1,500.00

PAID				
			PAYMENT	1,500.00
			BALANCE DUE	\$0.00

Medstar Media, INC.

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support@medstarmedia.com

INVOICE

BILL TO

Dr. Nicholas Crawford

Bloom Health

INVOICE # 1960

DATE 11/01/2022

DUE DATE 11/01/2022

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Conversion Tools + Lead Nurture Technology	1	1,500.00	1,500.00
PAYMENT				1,500.00
BALANCE DUE				\$0.00

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Medstar Media, INC.

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+1 6466949450

support@medstarmedia.com

INVOICE

BILL TO

Dr. Nicholas Crawford

Bloom Health

INVOICE # 1998

DATE 12/01/2022

DUE DATE 12/01/2022

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Conversion Tools + Lead Nurture Technology	1	1,500.00	1,500.00
PAYMENT				1,500.00
BALANCE DUE				\$0.00

PAID