

CoolSculpting Marketing Services Calista Laser Q1 2021 Total Marketing Expenses (1/1/2021 - 3/31/2021)

Total Google Ads: \$ 1,499.74
Total Facebook Ads: \$ 321.74
Total Marketing Service Fees: \$10,000.00
Total CoolSculpting Marketing Cost: \$11,821.53

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns

Overview | Campaigns | Custom Jan 1 - Mar 31, 2021

Campaign status: All ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$52.70/day	Bid strategy learning	354	3.90%	\$1,499.74
Total: Campaigns			354	3.90%	\$1,499.74
Total: Account	\$52.70/day		354	3.90%	\$1,499.74

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Central Time. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google, 2021.

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti...

Overview | Enabled | Status: Bid strategy learning | Type: Search | Budget: \$52.70/day | Optimization score: 93.9% | More details

Ads | Custom Jan 1 - Mar 31, 2021

Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Calista Laser Fat Reduction in Colleyville Non-Surgical Fat Reduction +6 more calistalaser.mysculpt.net CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best... View assets details	x. Expanded Reach Test	Eligible	111	3.78%	\$411.75
CoolSculpting® Fat Reduction CoolSculpting in Colleyville Biggest CoolSculpting® Promo +6 more calistalaser.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. Expert, Safe Fat Loss... View assets details	0. coolsculpting - general	Removed	47	4.75%	\$277.58
Calista Laser Fat Reduction in Colleyville Non-Surgical Fat Reduction +6 more calistalaser.mysculpt.net CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best... View assets details	2. lipo	Eligible (Limited) Poor ad strength	35	4.92%	\$169.37
CoolSculpting® Fat Reduction Mar Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	6	5.04%	\$37.18

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti...

Overview | Enabled | Status: Bid strategy learning | Type: Search | Budget: \$52.70/day | Optimization score: 93.9% | More details

Ads | Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
CoolSculpting® Fat Reduction Mar Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	6	5.04%	\$37.18
CoolSculpting® in Colleyville Limited Time Offer Mar 2021 Our Biggest Discount Ever calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	7	9.09%	\$33.01
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat calistalaser.mysculpt.net 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 Test	Eligible	9	4.35%	\$32.79
CoolSculpting® in Colleyville Mar Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	6	3.06%	\$29.65

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti...

Overview | Enabled | Status: Bid strategy learning | Type: Search | Budget: \$52.70/day | Optimization score: 93.9% | More details

Ads | Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
CoolSculpting® in Colleyville Mar Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	6	3.06%	\$29.65
CoolSculpting® Fat Reduction CoolSculpting in Colleyville Biggest CoolSculpting® Promo +6 more calistalaser.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. Expert, Safe Fat Loss... View assets details	1. coolsculpting - price	Removed Poor ad strength	6	6.19%	\$29.64
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Offering Up to 50% Off calistalaser.mysculpt.net 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 Test	Eligible	8	4.06%	\$29.50
Best CoolSculpting Deal Ever Mar Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	5	12.20%	\$27.77

<div style="display: flex; justify-content: space-between;"> Google Ads Chris Zelig > Calista Laser 970-709-7898 All campaigns > search beta coolsculpti... SEARCH REPORTS TOOLS & SETTINGS 259-215-0574 Chris Zelig support@medstarmedia.com </div>							
Overview	Enabled	Status: Bid strategy learning	Type: Search	Budget: \$52.70/day	Optimization score: 93.9%	More details	
Recommendations	<div style="display: flex; justify-content: space-between;"> Ad status: All ADD FILTER </div>						
Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/> <input type="radio"/> <input checked="" type="radio"/>	calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	6	3.06%	\$29.65	
<input type="checkbox"/> <input checked="" type="radio"/>	CoolSculpting® Fat Reduction CoolSculpting in Colleyville Biggest CoolSculpting® Promo +6 more calistalaser.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. Expert, Safe Fat Loss... View assets details	1. coolsculpting - price	Removed Poor ad strength	6	6.19%	\$29.64	
<input type="checkbox"/> <input checked="" type="radio"/>	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Offering Up to 50% Off calistalaser.mysculpt.net 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 Test	Eligible	8	4.06%	\$29.50	
<input type="checkbox"/> <input checked="" type="radio"/>	Best CoolSculpting Deal Ever Mar Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	5	12.20%	\$27.77	

<div style="display: flex; justify-content: space-between;"> Google Ads Chris Zelig > Calista Laser 970-709-7898 All campaigns > search beta coolsculpti... SEARCH REPORTS TOOLS & SETTINGS 259-215-0574 Chris Zelig support@medstarmedia.com </div>							
Overview	Enabled	Status: Bid strategy learning	Type: Search	Budget: \$52.70/day	Optimization score: 93.9%	More details	
Recommendations	<div style="display: flex; justify-content: space-between;"> Ad status: All ADD FILTER </div>						
Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/> <input checked="" type="radio"/>	CoolSculpting® in Colleyville Mar Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	5	2.73%	\$26.85	
<input type="checkbox"/> <input checked="" type="radio"/>	Non-Surgical Fat Reduction Freeze Away Body Fat Offering Up to 50% Off calistalaser.mysculpt.net 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 Test	Eligible	7	4.38%	\$22.05	
<input type="checkbox"/> <input checked="" type="radio"/>	CoolSculpting® Fat Reduction Mar Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	4	4.00%	\$20.93	

<div style="display: flex; justify-content: space-between;"> Google Ads Chris Zelig > Calista Laser 970-709-7898 All campaigns > search beta coolsculpti... SEARCH REPORTS TOOLS & SETTINGS 259-215-0574 Chris Zelig support@medstarmedia.com </div>							
Overview	Enabled	Status: Bid strategy learning	Type: Search	Budget: \$52.70/day	Optimization score: 93.9%	More details	
Recommendations	<div style="display: flex; justify-content: space-between;"> Ad status: All ADD FILTER </div>						
Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/> <input checked="" type="radio"/>	Fat Reduction in Colleyville Eliminate Fat & Feel Great Offering Up to 50% Off calistalaser.mysculpt.net 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 Test	Eligible	7	4.38%	\$19.16	
<input type="checkbox"/> <input checked="" type="radio"/>	Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat calistalaser.mysculpt.net Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% on 8+ Treatments	x. Expanded Reach Test	Eligible	5	4.24%	\$17.85	
<input type="checkbox"/> <input checked="" type="radio"/>	Fat Reduction in Colleyville Eliminate Fat & Feel Great Freeze Away Body Fat calistalaser.mysculpt.net 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.	2. lipo	Eligible	4	7.41%	\$15.25	
<input type="checkbox"/> <input checked="" type="radio"/>	Fat Reduction in Colleyville Eliminate Fat & Feel Great Freeze Away Body Fat calistalaser.mysculpt.net CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert,	x. Expanded Reach Test	Eligible	5	2.86%	\$14.95	

<div style="display: flex; justify-content: space-between;"> Google Ads Chris Zelig > Calista Laser 970-709-7898 All campaigns > search beta coolsculpti... SEARCH REPORTS TOOLS & SETTINGS 259-215-0574 Chris Zelig support@medstarmedia.com </div>							
Overview	Enabled	Status: Bid strategy learning	Type: Search	Budget: \$52.70/day	Optimization score: 93.9%	More details	
Recommendations	<div style="display: flex; justify-content: space-between;"> Ad status: All ADD FILTER </div>						
Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/> <input checked="" type="radio"/>	Fat Reduction in Colleyville Eliminate Fat & Feel Great Freeze Away Body Fat calistalaser.mysculpt.net 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 Test	Eligible	5	2.86%	\$14.95	
<input type="checkbox"/> <input checked="" type="radio"/>	CoolSculpting® Fat Reduction Limited Time Offer Mar 2021 Our Biggest Discount Ever calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	2	4.44%	\$13.38	
<input type="checkbox"/> <input checked="" type="radio"/>	Best CoolSculpting Deal Ever Limited Time Offer Mar 2021 Our Biggest Discount Ever calistalaser.mysculpt.net 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	2	33.33%	\$13.34	
<input type="checkbox"/> <input checked="" type="radio"/>	CoolSculpting® in Colleyville Mar Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... calistalaser.mysculpt.net 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	4	7.84%	\$13.26	

<div style="display: flex; justify-content: space-between;"> Google Ads Chris Zelig > Calista Laser 970-709-7898 All campaigns > search beta coolsculpti... SEARCH REPORTS TOOLS & SETTINGS 259-215-0574 Chris Zelig support@medstarmedia.com </div>							
Overview	Enabled	Status: Bid strategy learning	Type: Search	Budget: \$52.70/day	Optimization score: 93.9%	More details	
Recommendations	<div style="display: flex; justify-content: space-between;"> Ad status: All ADD FILTER </div>						
Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/> <input checked="" type="radio"/>	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 Test	Eligible	5	2.86%	\$14.95	
<input type="checkbox"/> <input checked="" type="radio"/>	CoolSculpting® Fat Reduction Limited Time Offer Mar 2021 Our Biggest Discount Ever calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	2	4.44%	\$13.38	
<input type="checkbox"/> <input checked="" type="radio"/>	Best CoolSculpting Deal Ever Limited Time Offer Mar 2021 Our Biggest Discount Ever calistalaser.mysculpt.net 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	2	33.33%	\$13.34	
<input type="checkbox"/> <input checked="" type="radio"/>	CoolSculpting® in Colleyville Mar Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... calistalaser.mysculpt.net 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	4	7.84%	\$13.26	

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Bid strategy learning | Type: Search | Budget: \$52.70/day | Optimization score: 93.9%

Recommendations: Ads | Custom | Jan 1 - Mar 31, 2021

Ad	Ad group	Status	Clicks	CTR	Cost
Fat Reduction in Colleyville Freeze Away Body Fat Freeze Away Body Fat calistalaser.mysculpt.net 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 Test	Eligible	4	5.56%	\$12.97
Fat Reduction in Colleyville Freeze Away Body Fat Freeze Away Body Fat calistalaser.mysculpt.net Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% on 8+ Treatments	x. Expanded Reach Test	Eligible	2	3.13%	\$12.54
CoolSculpting® Fat Reduction Mar Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... calistalaser.mysculpt.net 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	1	5.56%	\$11.23

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Bid strategy learning | Type: Search | Budget: \$52.70/day | Optimization score: 93.9%

Recommendations: Ads | Custom | Jan 1 - Mar 31, 2021

Ad	Ad group	Status	Clicks	CTR	Cost
CoolSculpting® Fat Reduction Mar Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... calistalaser.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed	2	20.00%	\$11.22
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Offering Up to 50% Off calistalaser.mysculpt.net 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.	2. lipo	Eligible	4	7.27%	\$10.95
Non-Surgical Fat Reduction Freeze Away Body Fat Offering Up to 50% Off calistalaser.mysculpt.net Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% on 8+ Treatments	x. Expanded Reach Test	Eligible	3	2.91%	\$10.77
Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat calistalaser.mysculpt.net 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 Test	Eligible	4	2.52%	\$10.57

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Bid strategy learning | Type: Search | Budget: \$52.70/day | Optimization score: 93.9%

Recommendations: Ads | Custom | Jan 1 - Mar 31, 2021

Ad	Ad group	Status	Clicks	CTR	Cost
Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat calistalaser.mysculpt.net 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 Test	Eligible	4	2.52%	\$10.57
Fat Reduction in Colleyville Freeze Away Body Fat Get Rid of Unwanted Fat calistalaser.mysculpt.net 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 Test	Eligible	2	2.02%	\$9.78
CoolSculpting® Fat Reduction Limited Time Offer Mar 2021 Up to 50% Off CoolSculpting calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	2	5.13%	\$9.73
CoolSculpting® in Colleyville Limited Time Offer Mar 2021 Our Biggest Discount Ever calistalaser.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed	1	20.00%	\$9.66

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Bid strategy learning | Type: Search | Budget: \$53.00/day | Optimization score: 93.8%

Recommendations: Ads | Custom | Jan 1 - Mar 31, 2021

Ad	Ad group	Status	Clicks	CTR	Cost
Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat calistalaser.mysculpt.net 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 Test	Eligible	4	2.52%	\$10.57
Fat Reduction in Colleyville Freeze Away Body Fat Get Rid of Unwanted Fat calistalaser.mysculpt.net 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 Test	Eligible	2	2.02%	\$9.78
CoolSculpting® Fat Reduction Limited Time Offer Mar 2021 Up to 50% Off CoolSculpting calistalaser.mysculpt.net 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	0. coolsculpting - general	Removed	2	5.13%	\$9.73
CoolSculpting® in Colleyville Limited Time Offer Mar 2021 Our Biggest Discount Ever calistalaser.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed	1	20.00%	\$9.66

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Bid strategy learning | Type: Search | Budget: \$52.70/day | Optimization score: 93.9%

Recommendations: Ads | Custom | Jan 1 - Mar 31, 2021

Ad	Ad group	Status	Clicks	CTR	Cost
CoolSculpting® Fat Reduction Mar Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever calistalaser.mysculpt.net 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	1	3.45%	\$8.82
Non-Surgical Fat Reduction Freezing Fat Really Works Freeze Away Body Fat calistalaser.mysculpt.net Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% on 8+ Treatments	x. Expanded Reach Test	Eligible	2	6.25%	\$8.38
CoolSculpting® in Colleyville Mar Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever calistalaser.mysculpt.net 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	3	6.82%	\$8.10

Google Ads							
Overview		Enabled	Status: Bid strategy learning	Type: Search	Budget: \$52.70/day	Optimization score: 93.9%	More details
Recommendations	Ad status: All ADD FILTER						
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Ad groups	Best CoolSculpting Deal Ever Limited Time Offer Mar 2021 Our Biggest Discount Ever calistalaser.mysculpt.net	0. coolsculpting - general	Removed	2	16.67%	\$8.06	
Ads & extensions	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						
Extensions	Best CoolSculpting Deal Ever Mar Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever calistalaser.mysculpt.net	1. coolsculpting - price	Removed	3	33.33%	\$7.65	
Landing pages	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						
Keywords	Non-Surgical Fat Reduction Freezing Fat Really Works Offering Up to 50% Off calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	2	8.70%	\$6.78	
Audiences	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% on 8+ Treatments						
Demographics	CoolSculpting® in Colleyville Limited Time Offer Mar 2021 Hurry Offer Ends In... calistalaser.mysculpt.net	0. coolsculpting - general	Removed	2	3.70%	\$6.63	
Settings	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						

Google Ads							
Overview		Enabled	Status: Bid strategy learning	Type: Search	Budget: \$52.70/day	Optimization score: 93.9%	More details
Recommendations	Ad status: All ADD FILTER						
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Ad groups	CoolSculpting® in Colleyville Limited Time Offer Mar 2021 Hurry Offer Ends In... calistalaser.mysculpt.net	0. coolsculpting - general	Removed	2	3.70%	\$6.63	
Ads & extensions	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						
Extensions	Fat Reduction in Colleyville Freeze Away Body Fat Offering Up to 50% Off calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	3	3.00%	\$6.47	
Landing pages	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% on 8+ Treatments						
Keywords	CoolSculpting® in Colleyville Limited Time Offer Mar 2021 Our Biggest Discount Ever calistalaser.mysculpt.net	1. coolsculpting - price	Removed	2	14.29%	\$5.91	
Audiences	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						
Demographics	Non-Surgical Fat Reduction Freezing Fat Really Works Get Rid of Unwanted Fat calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	2	4.26%	\$5.77	
Settings	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.						

Google Ads							
Overview		Enabled	Status: Bid strategy learning	Type: Search	Budget: \$52.70/day	Optimization score: 93.9%	More details
Recommendations	Ad status: All ADD FILTER						
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Ad groups	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	0. coolsculpting - general	Removed	2	3.70%	\$6.63	
Ads & extensions	Fat Reduction in Colleyville Freeze Away Body Fat Offering Up to 50% Off calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	3	3.00%	\$6.47	
Extensions	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% on 8+ Treatments						
Landing pages	CoolSculpting® in Colleyville Limited Time Offer Mar 2021 Our Biggest Discount Ever calistalaser.mysculpt.net	1. coolsculpting - price	Removed	2	14.29%	\$5.91	
Keywords	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						
Audiences	Non-Surgical Fat Reduction Freezing Fat Really Works Get Rid of Unwanted Fat calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	2	4.26%	\$5.77	
Demographics	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.						

Google Ads							
Overview		Enabled	Status: Bid strategy learning	Type: Search	Budget: \$52.70/day	Optimization score: 93.9%	More details
Recommendations	Ad status: All ADD FILTER						
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Ad groups	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat calistalaser.mysculpt.net	2. lipo	Eligible	1	1.69%	\$5.11	
Ads & extensions	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.						
Extensions	Fat Reduction in Colleyville Freeze Away Body Fat Offering Up to 50% Off calistalaser.mysculpt.net	2. lipo	Eligible	1	5.56%	\$3.86	
Landing pages	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.						
Keywords	Non-Surgical Fat Reduction Freezing Fat Really Works Freeze Away Body Fat calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	1.82%	\$3.76	
Audiences	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.						
Demographics	Best CoolSculpting Deal Ever Limited Time Offer Mar 2021 Hurry Offer Ends In... calistalaser.mysculpt.net						

Google Ads							
Overview		Enabled	Status: Bid strategy learning	Type: Search	Budget: \$52.70/day	Optimization score: 93.9%	More details
Recommendations	Ad status: All ADD FILTER						
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost	
Ad groups	Best CoolSculpting Deal Ever Limited Time Offer Mar 2021 Hurry Offer Ends In... calistalaser.mysculpt.net	0. coolsculpting - general	Removed	1	10.00%	\$3.69	
Ads & extensions	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						
Extensions	CoolSculpting® Fat Reduction Freeze Away Body Fat Up to 50% Off CoolSculpting calistalaser.mysculpt.net	0. coolsculpting - general	Eligible	1	4.76%	\$3.57	
Landing pages	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						
Keywords	Fat Reduction in Colleyville Freezing Fat Really Works Freeze Away Body Fat calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	2.27%	\$3.24	
Audiences	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.						
Demographics	Fat Reduction in Colleyville Freeze Away Body Fat Offering Up to 50% Off calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	1.02%	\$3.19	
Settings	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.						

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Bid strategy learning | Type: Search | Budget: \$52.70/day | Optimization score: 93.9%

Recommendations: Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/> Fat Reduction in Colleyville Freeze Away Body Fat Offering Up to 50% Off calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	1.02%	\$3.19
<input type="checkbox"/> CoolSculpting® in Colleyville Limited Time Offer Mar 2021 Up to 50% Off CoolSculpting calistalaser.mysculpt.net	1. coolsculpting - price	Removed	1	11.11%	\$3.18
<input type="checkbox"/> Fat Reduction in Colleyville Freeze Away Body Fat Get Rid of Unwanted Fat calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	1.59%	\$3.10
<input type="checkbox"/> Fat Reduction in Colleyville Freezing Fat Really Works Freeze Away Body Fat calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	4.35%	\$2.95

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Bid strategy learning | Type: Search | Budget: \$52.70/day | Optimization score: 93.9%

Recommendations: Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/> 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 Test	Eligible	1	1.02%	\$3.19
<input type="checkbox"/> CoolSculpting® in Colleyville Limited Time Offer Mar 2021 Up to 50% Off CoolSculpting calistalaser.mysculpt.net	1. coolsculpting - price	Removed	1	11.11%	\$3.18
<input type="checkbox"/> Fat Reduction in Colleyville Freeze Away Body Fat Get Rid of Unwanted Fat calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	1.59%	\$3.10
<input type="checkbox"/> Fat Reduction in Colleyville Freezing Fat Really Works Freeze Away Body Fat calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	4.35%	\$2.95

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Bid strategy learning | Type: Search | Budget: \$52.70/day | Optimization score: 93.9%

Recommendations: Ad status: All | ADD FILTER

Custom Jan 1 - Mar 31, 2021

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/> Best CoolSculpting Deal Ever Limited Time Offer Mar 2021 Hurry Offer Ends In... calistalaser.mysculpt.net	1. coolsculpting - price	Removed	1	33.33%	\$2.82
<input type="checkbox"/> Fat Reduction in Colleyville Freeze Away Body Fat Offering Up to 50% Off calistalaser.mysculpt.net	2. lipo	Eligible	1	20.00%	\$2.76
<input type="checkbox"/> Fat Reduction in Colleyville Eliminate Fat & Feel Great Offering Up to 50% Off calistalaser.mysculpt.net	2. lipo	Eligible	1	3.13%	\$2.74

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Bid strategy learning | Type: Search | Budget: \$52.70/day | Optimization score: 93.9%

Recommendations: Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/> Fat Reduction in Colleyville Freezing Fat Really Works Get Rid of Unwanted Fat calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	4.00%	\$2.73
<input type="checkbox"/> Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	6.67%	\$2.53
<input type="checkbox"/> CoolSculpting® in Colleyville Mar Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever calistalaser.mysculpt.net	0. coolsculpting - general	Removed	1	7.69%	\$2.49
<input type="checkbox"/> Fat Reduction in Colleyville Eliminate Fat & Feel Great Offering Up to 50% Off calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	3.23%	\$2.37

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled | Status: Bid strategy learning | Type: Search | Budget: \$52.70/day | Optimization score: 93.9%

Recommendations: Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/> Fat Reduction in Colleyville Eliminate Fat & Feel Great Offering Up to 50% Off calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	3.23%	\$2.37
<input type="checkbox"/> CoolSculpting® in Colleyville Mar Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... calistalaser.mysculpt.net	0. coolsculpting - general	Removed	1	7.14%	\$2.22
<input type="checkbox"/> Best CoolSculpting Deal Ever Limited Time Offer Mar 2021 Up to 50% Off CoolSculpting calistalaser.mysculpt.net	0. coolsculpting - general	Removed	1	12.50%	\$2.07
<input type="checkbox"/> Fat Reduction in Colleyville Freezing Fat Really Works Offering Up to 50% Off calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	2.08%	\$1.97

Google Ads									
Chris Zelig > Calista Laser 970-709-7898									
All campaigns > search beta coolsculpti...									
Overview									
Enabled Status: Bid strategy learning Type: Search Budget: \$52.70/day Optimization score: 93.9% More details									
Recommendations									
+ Ad status: All ADD FILTER									
Insights									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% on 8+ Treatments	x. Expanded Reach Test	Eligible	1	3.23%	\$2.37		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CoolSculpting® in Colleyville Mar Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... calistalaser.mysculpt.net	0. coolsculpting - general	Removed	1	7.14%	\$2.22		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed	1	12.50%	\$2.07		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Fat Reduction in Colleyville Freezing Fat Really Works Offering Up to 50% Off calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	2.08%	\$1.97		

Google Ads									
Chris Zelig > Calista Laser 970-709-7898									
All campaigns > search beta coolsculpti...									
Overview									
Enabled Status: Bid strategy learning Type: Search Budget: \$52.70/day Optimization score: 93.9% More details									
Recommendations									
+ Ad status: All ADD FILTER									
Insights									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
Ads Custom Jan 1 - Mar 31, 2021									
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Calista Skin & Laser Center Freeze Away Body Fat Get Rid of Unwanted Fat calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	4.76%	\$1.48		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Fat Reduction in Colleyville Eliminate Fat & Feel Great Freeze Away Body Fat calistalaser.mysculpt.net	x. Expanded Reach Test	Eligible	1	2.86%	\$0.66		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CoolSculpting® Fat Reduction CoolSculpting in Colleyville Biggest CoolSculpting® Promo +5 more calistalaser.mysculpt.net	0. coolsculpting - general	Removed Poor ad strength	0	-	\$0.00		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CoolSculpting® Fat Reduction Feb Only 50% off 8+ Cycles Our Biggest Discount Ever							

Google Ads									
Chris Zelig > Calista Laser 970-709-7898									
All campaigns > search beta coolsculpti...									
Overview									
Enabled Status: Bid strategy learning Type: Search Budget: \$52.70/day Optimization score: 93.9% More details									
Recommendations									
+ Ad status: All ADD FILTER									
Insights									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CoolSculpting® Fat Reduction Limited Time Offer Feb 2021 Hurry Offer Ends In... www.calistalaser.com	0. coolsculpting - general	Removed Disapproved (One website per ad group +2 more)	0	-	\$0.00		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CoolSculpting® Fat Reduction Limited Time Offer Feb 2021 Hurry Offer Ends In... www.calistalaser.com	0. coolsculpting - general	Removed Disapproved (One website per ad group +2 more)	0	-	\$0.00		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CoolSculpting® Fat Reduction Freeze Away Body Fat Our Biggest Discount Ever calistalaser.mysculpt.net	0. coolsculpting - general	Removed	0	-	\$0.00		
Total: Ads					354	3.90%	\$1,499.74		
Total: Campaign					354	3.90%	\$1,499.74		

Google Ads									
Chris Zelig > Calista Laser 970-709-7898									
All campaigns > search beta coolsculpti...									
Overview									
Enabled Status: Bid strategy learning Type: Search Budget: \$52.70/day Optimization score: 93.9% More details									
Recommendations									
+ Extension type: All ADD FILTER									
Insights									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
Extensions All X									
+ Extension type: All ADD FILTER									
Associations view									
SUMMARY TABLE									
SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
<input type="checkbox"/>		Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension									
<input type="checkbox"/>		CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink extension	Account	Account	Approved	0	0.00%	\$0.00
Call extension									
<input type="checkbox"/>		(817) 488-3838	Call extension	Account	Account	Approved	49	3.11%	\$248.34
Callout extension									
<input type="checkbox"/>		FDA Cleared	Callout extension	search beta cool...	Campaign	Approved	81	6.28%	\$415.91
<input type="checkbox"/>		Up to 50% Off	Callout extension	search beta cool...	Campaign	Approved	73	5.50%	\$345.91
<input type="checkbox"/>		Liposuction Alternative	Callout extension	search beta cool...	Campaign	Approved (limited): Health in personalized advertising	71	6.37%	\$333.52

Google Ads									
Chris Zelig > Calista Laser 970-709-7898									
All campaigns > search beta coolsculpti...									
Overview									
Enabled Status: Bid strategy learning Type: Search Budget: \$52.70/day Optimization score: 93.9% More details									
Recommendations									
+ Extension type: All ADD FILTER									
Insights									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
Extensions All X									
+ Extension type: All ADD FILTER									
Associations view									
SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
<input type="checkbox"/>		Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
<input type="checkbox"/>		Up to 50% Off	Callout extension	search beta cool...	Campaign	Approved	73	5.50%	\$345.91
<input type="checkbox"/>		Liposuction Alternative	Callout extension	search beta cool...	Campaign	Approved (limited): Health in personalized advertising	71	6.37%	\$333.52
<input type="checkbox"/>		Freeze Your Fat	Callout extension	search beta cool...	Campaign	Approved	62	4.89%	\$309.61
<input type="checkbox"/>		Nonsurgical Fat Reduction	Callout extension	search beta cool...	Campaign	Approved	64	5.84%	\$298.77
<input type="checkbox"/>		Highlights: No Surgery	Callout extension	search beta cool...	Campaign	Approved (limited): Health in personalized advertising	62	5.49%	\$294.54
<input type="checkbox"/>		Contact Us + Free Consult	Callout extension	search beta cool...	Campaign	Approved	57	5.49%	\$251.57
Structured snippet extension									
<input type="checkbox"/>		Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,...	Structured snippet extension	search beta cool...	Campaign	Approved	3	3.53%	\$6.27

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | beta | coolsculpti... | Optimization score: 93.9%

Overview: Enabled, Status: Bid strategy learning, Type: Search, Budget: \$52.70/day

Extensions > All

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Promotion extension							
<input type="checkbox"/>	Easter - \$1,000 off 8+ Treatments	search beta cool...	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/>	\$1,000 off 8+ Treatments	search beta cool...	Campaign	Approved	0	-	\$0.00
Total: Sitelink extensions					0	0.00%	\$0.00
Total: Callout extensions					146	5.35%	\$684.86
Total: Structured snippet extensions					3	3.53%	\$6.27
Total: Call extensions					49	3.11%	\$248.34
Total: Promotion extensions					246	4.44%	\$1,051.05

Responsive search ad

ASSETS

Responsive search ads usually need around 5,000 impressions over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Impr.
Safe + Effective Fat Reduction	Approved	Headline	None	548
Calista Laser	Approved	Headline	None	272
Freeze Away Body Fat	Approved	Headline	None	72
Fat Reduction in Colleyville	Approved	Headline	None	1,289
Freezing Fat Really Works	Approved	Headline	None	18
Get Rid of Unwanted Fat	Approved	Headline	None	837

Asset	Status	Asset type	Position pinning	Impr.
Fat Reduction in Colleyville	Approved	Headline	None	1,289
Freezing Fat Really Works	Approved	Headline	None	18
Get Rid of Unwanted Fat	Approved	Headline	None	837
Offering 50% Off 8+ Cycles	-	Headline	None	0
Non-Surgical Fat Reduction	Approved	Headline	None	598
Eliminate Fat & Feel Great	Approved	Headline	None	451
Offering Up to 50% Off	-	Headline	None	2,163

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

Responsive search ad

ASSETS

Responsive search ads usually need around 5,000 impressions over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Impr.
Get 50% Off 8+ Treatments	Approved	Headline	None	0
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	2,940
Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Cycles of CoolSculpting.	-	Description	None	0
CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	Approved	Description	None	2,253
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	0
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ Cycles of CoolSculpting.	-	Description	None	0

Asset	Status	Asset type	Position pinning	Impr.
Get 50% Off 8+ Treatments	Approved	Headline	None	0
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	2,940
Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Cycles of CoolSculpting.	-	Description	None	0
CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	Approved	Description	None	2,253
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	0
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ Cycles of CoolSculpting.	-	Description	None	0
Our Biggest CoolSculpting Discount Ever. Save 50% on 8+ Treatments	Approved	Description	None	0

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

Campaigns Calista (3992198689415) Updated just now Discard Drafts Review and Publish

Search and filter Jan 1, 2021 - Mar 31, 2021

Resource Center Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit More View Setup Columns: Custom Breakdown Reports

	Campaign Name	Attribution setting	Results	Reach	Impressions	Cost per Result	Amount Spent
<input checked="" type="checkbox"/>	Coolsculpting - Conversions	-day click or ...	Lead	6,162	9,768	Per Lead	\$321.74
<input type="checkbox"/>	Post: "Fibroblast treatments are great for dim..."	-day click or ...	Messaging Conversa...	436	608	Per Messaging Conv...	\$10.00
<input type="checkbox"/>	Post: "	8-day click o...	Link Click	-	-	Per Link Click	-
<input type="checkbox"/>	Post: "That post Botox glow"	8-day click o...	Post Engagement	-	-	Per Post Engagement	-
<input type="checkbox"/>	Post: "13 treatments with the #picowaylaser"	8-day click o...	Post Engagement	-	-	Per Post Engagement	-
<input type="checkbox"/>	Post: "IV therapy only \$99 each or buy 5 and ..."	8-day click o...	Post Engagement	-	-	Per Post Engagement	-
Results from 176 campaigns			Multiple Attrib...	6,546 People	10,376 Total	-	\$331.74 Total Spent

Ads Calista (3992198689415) Updated just now Discard Drafts Review and Publish

Make sure one of your ads doesn't get paused
Apple recently announced changes with iOS 14 that may negatively impact ad measurement and performance. Apple announced these changes will be released soon, but didn't provide a specific date. To help you avoid having your ads paused, we created a Resource Center to help your business respond to these changes. We suggest completing your tasks in the Resource Center now. [Visit Resource Center](#)

Search and filter Jan 1, 2021 - Mar 31, 2021

Resource Center Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit More Preview View Setup Columns: Performance Breakdown Reports

	Ad Name	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
<input type="checkbox"/>	2021-03 - CS - UGC - Sitting	7,043	Per Lead	-	-	-	\$223.97
<input type="checkbox"/>	2021-03 - CS - UGC - Standing	2,725	Per Lead	-	-	-	\$97.77
Results from 2 ads			9,768 Total	Per Lead	-	-	\$321.74 Total Spent

Search

Coolsculpting - Conversio... Interests - Women - 25-64... 2021-03 - CS - UGC - Sitting Learning Limited

Edit Review

Ad Name: 2021-03 - CS - UGC - Sitting [Create Template](#)

Preview On

16 Placements

Facebook Feeds

Feeds

Calista Skin & Laser Center Sponsored
CoolSculpting freezes away stubborn fat. No surgery. Little to no downtime. Lasting results. [...See More](#)

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

Close Discard Draft Publish

Search

Coolsculpting - Conversio... Interests - Women - 25-64... 2021-03 - CS - UGC - Stan... Learning Limited

Edit Review

Ad Name: 2021-03 - CS - UGC - Standing [Create Template](#)

Preview On

16 Placements

Facebook Feeds

Feeds

Calista Skin & Laser Center Sponsored
CoolSculpting freezes away stubborn fat. No surgery. Little to no downtime. Lasting results. [...See More](#)

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

Close Discard Draft Publish

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
+1 6466949450
support@medstarmedia.com

INVOICE

BILL TO

Dan Schildgen
Calista Skin & Laser Center
6100 Colleyville Blvd. Suite 165
Colleyville, TX 76034

INVOICE # 1350

DATE 02/08/2021

DUE DATE 02/08/2021

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Website Design + Development	<ul style="list-style-type: none">• Complete CoolSculpting treatment redesign and development on www.calistalaser.com/• Create SEO optimized CoolSculpting content (750-1000 words)• Install lead capture forms, integrate with autoresponder and set up client & customer notifications• Optimize website for optimal desktop, tablet, mobile and cross-browser compatibility• Design custom graphics	1	1,500.00	1,500.00
Digital Marketing Set Up (One-Time Fee)	<ul style="list-style-type: none">• Set Up Google Ads pay per click campaigns for CoolSculpting related searches• Set up Facebook and Instagram ad campaigns• Perform keyword research, create ad groups and ad copy• Set up Facebook/Instagram ad campaigns• Set up conversion tracking, sales funnels and goals: Google Analytics, Google Tag Manager, Google Search Console, Call Tracking, Facebook conversion tracking, etc.	1	1,500.00	1,500.00
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
DIGITAL MARKETING AGREEMENT	DIGITAL MARKETING AGREEMENT At all times the media, websites, and graphics we create custom for you, are your property. There is a three month minimum for Digital Marketing Management Services. Subsequent monthly recurring charges may be canceled at any time with	1	0.00	0.00

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
----------	-------------	-----	------	--------

30 days' notice. Your advertising costs, web hosting, and any other associated costs are your responsibility, and you determine the limit of your monthly advertising budget you wish us to manage. Medstar Media, Inc. is not obligated to provide any subsequent services if monthly recurring charges are not received. All marketing purchasing accounts will be in your name. If additional costs are necessary for any service needed for you, we will obtain your approval first.

This agreement shall be interpreted under the laws of the State of Utah, and exclusive jurisdiction shall be the courts in Salt Lake County, Utah. Medstar Media, Inc.'s limits of any liability to you shall not exceed the amounts paid by you to Medstar Media, Inc. Time is of the essence, and if any provision of this agreement is found unenforceable, the remain provisions shall bind the parties.

The return on your marketing investment will vary based upon your location, pricing, and business good will, which can also be affected by market forces beyond anyone's control. Earnings and web rankings of other clients may not be the same as yours in your market. We, therefore, cannot, and do not, promise any specific rate of return on your advertising spend.

You agree to pay for the services.. You further agree to the terms, conditions and descriptions listed above.

PAYMENT	4,500.00
BALANCE DUE	\$0.00

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
+1 6466949450
support@medstarmedia.com

INVOICE

BILL TO

Dan Schildgen
Calista Skin & Laser Center
6100 Colleyville Blvd. Suite 165
Colleyville, TX 76034

INVOICE # 1380

DATE 03/24/2021

DUE DATE 03/24/2021

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Website Design + Development	Coolsculpting Marketing • Complete website redesign	20	200.00	4,000.00
eCommerce Platform	• Develop eCommerce Shopping Cart • Design custom treatment graphics • Add treatments and products - up to 20 • Integrate with credit card processing system that client will set up • Build out Email template to drive sales *client is required to set up their own credit card processing in order to receive payments from sales	1	1,500.00	1,500.00

PAYMENT 5,500.00
BALANCE DUE **\$0.00**