

# CoolSculpting Marketing Services

## The Cocar A&R Q4 Total Marketing Expenses

### (10/1/2020 - 12/31/2020)

**Google Ads: \$ 4,999.33**  
**Facebook Ads: \$ 2,556.70**  
**Total Ad Spend: \$ 7,556.03**  
**Total Service Fee: \$ 4,500**  
**Total Spend: \$12,056.03**

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns

Overview Campaigns Custom Oct 1 - Dec 31, 2020

Recommendations Campaign status: All; Campaign name contains cool View all ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search   beta   coolsculpting	\$32...	Eligible	800	3.84%	\$4,999.33
search   beta   coolsculpting   exp reach	\$65...	Paused	0	0.00%	\$0.00
Total: Filtered campaigns					
Total: Account			800	3.84%	\$4,999.33

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Mountain Time. Learn more

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Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Overview Enabled Status: Eligible Type: Search Budget: \$32.80/day Optimization score: 88.9%

Recommendations Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
(Keyword:Colorado Center for Aesthetics)   CoolSculpting in Westminster   Fat Reduction Treatment... www.thecocar.com Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation. Top Fat Reduction... View assets details	0. coolsculpting - general	Removed	154	5.70%	\$1,448.85
Colorado Center for Aesthetics   CoolSculpting in Westminster   Fat Reduction Treatment +11 more www.thecocar.com Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation. Top Fat Reduction... View assets details	x. Expanded Reach	Removed Poor ad strength	140	2.84%	\$620.80
(Keyword:Colorado Center for Aesthetics)   CoolSculpting in Westminster   Fat Reduction Treatment... www.thecocar.com Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation. Top Fat Reduction... View assets details	1. coolsculpting - price	Removed	56	9.91%	\$458.02
CoolSculpting in Westminster   Fat Reduction Treatment   Flexible Payment Options www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation	x. Expanded Reach	Removed	52	1.75%	\$277.34
Target Belly Fat, Love Handles   Freeze Away Stubborn Fat   Top Provider in Westminster www.thecocar.com CoolSculpting Deal. Freeze Fat. Top Provider in Westminster, CO. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach	Removed	82	4.86%	\$267.23
Colorado Center for Aesthetics   Fat Reduction in Westminster   Non-Surgical Fat Reduction +6 more www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices... View assets details	x. Expanded Reach	Eligible (Limited) Poor ad strength	43	3.02%	\$211.58

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Overview Enabled Status: Eligible Type: Search Budget: \$32.80/day Optimization score: 88.9%

Recommendations Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
CoolSculpting® Fat Reduction   CoolSculpting in Westminster   Biggest CoolSculpting® Promo +5 more www.thecocar.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO. Expert, Safe Fat Loss With... View assets details	0. coolsculpting - general	Eligible	27	4.23%	\$171.34
(Keyword:Colorado Center for Aesthetics)   New Client Special   Freeze Away Stubborn Fat www.thecocar.com Best CoolSculpting Deal. Top Provider in Westminster, CO for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	0. coolsculpting - general	Removed	13	5.99%	\$126.25
Colorado Center for Aesthetics   Fat Reduction in Westminster   Non-Surgical Fat Reduction +6 more www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices... View assets details	3. lipo	Eligible (Limited) Poor ad strength	28	4.90%	\$119.40
(Keyword:Colorado Center for Aesthetics)   CoolSculpting in Westminster   Fat Reduction Treatment... www.thecocar.com Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation. Top Fat Reduction... View assets details	2. body sculpting	Removed Poor ad strength	7	2.86%	\$80.09
Body Sculpting   CoolSculpting in Westminster   Non-Surgical Fat Reduction www.thecocar.com Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great. Best CoolSculpting Deal. Freeze Fat. Top Provider in Westminster, CO. Free Consult.	2. body sculpting	Removed	11	4.28%	\$74.29
Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever www.thecocar.com Top CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Eligible	7	8.64%	\$66.26
Fat Reduction in Westminster   Eliminate Fat & Feel Great   Freeze Away Body Fat www.thecocar.com					





Google Ads							Chris Zelig > The Cocar A&R 827-043-2293		All campaigns > search   beta   coolsculpting		In this campaign: Remove conflicting negative keywords	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$32.80/day	Optimization score: 88.9%	More details						
Recommendations	+ Ad status: All ADD FILTER											
Ad groups	Ad											
Ads & extensions	Total: Ads 800											
Ads	Eliminate Fat And Feel Great.											
Extensions	Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   25% Off All CoolSculpting											
Landing pages	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
Keywords	0. coolsculpting - general Eligible											
Audiences	Fat Reduction in Westminster   Freeze Away Body Fat   Get Rid of Unwanted Fat											
Demographics	3. lipo Eligible											
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.											
Suggested	Fat Reduction in Westminster   Freeze Away Body Fat   Freeze Away Body Fat											
Change history	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.											
Drafts & experiments	x. Expanded Reach Eligible											
More	Non-Surgical Fat Reduction   Freezing Fat Really Works   Offering \$1,000 Off 8+ Cycles											
	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 Eligible											
	Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever											
	1. coolsculpting - price Eligible											
	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
	1. coolsculpting - price Eligible											
	Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Get Rid of Unwanted Fat											
	3. lipo Eligible											
	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Cycles of CoolSculpting.											
	2. Eligible											

Google Ads							Chris Zelig > The Cocar A&R 827-043-2293		All campaigns > search   beta   coolsculpting		In this campaign: Remove conflicting negative keywords	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$32.80/day	Optimization score: 88.9%	More details						
Recommendations	+ Ad status: All ADD FILTER											
Ad groups	Ad											
Ads & extensions	Total: Ads 800											
Ads	CoolSculpting Discount Ever. Save \$1,000 Off 8+ Cycles of CoolSculpting.											
Extensions	Non-Surgical Fat Reduction   Freezing Fat Really Works   Freeze Away Body Fat											
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	x. Expanded Reach Eligible											
Audiences	(Keyword:Colorado Center for Aesthetics)   New Client Special   25% Off All Fat Freezing											
Demographics	5. sculpsure Removed Ad group paused											
Settings	Best CoolSculpting Deal. Top Provider in Westminster, CO for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More											
Suggested	Fat Reduction in Westminster   Freezing Fat Really Works   Freeze Away Body Fat											
Change history	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Cycles of CoolSculpting.											
Drafts & experiments	x. Expanded Reach Eligible											
More	Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   Our Biggest Discount Ever											
	1. coolsculpting - price Eligible											
	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
	1. coolsculpting - price Eligible											
	Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Offering \$1,000 Off 8+ Cycles											
	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 Eligible											
	CoolSculpting® in Westminster   Limited Time Offer   Jan 2021   Hurry Offer Ends In...											
	2. body sculpting Eligible											
	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							Chris Zelig > The Cocar A&R 827-043-2293		All campaigns > search   beta   coolsculpting		In this campaign: Remove conflicting negative keywords	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$32.80/day	Optimization score: 88.9%	More details						
Recommendations	+ Ad status: All ADD FILTER											
Ad groups	Ad											
Ads & extensions	Total: Ads 800											
Ads	Lock In Your Discount Today											
Extensions	Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever											
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	1. coolsculpting - price Eligible											
Audiences	Colorado Center for Aesthetics   Freeze Away Body Fat   Freeze Away Body Fat											
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.											
Settings	x. Expanded Reach Eligible											
Suggested	Colorado Center for Aesthetics   Freezing Fat Really Works   Offering \$1,000 Off 8+ Cycles											
Change history	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.											
Drafts & experiments	3. lipo Eligible											
More	Fat Reduction in Westminster   Freeze Away Body Fat   Offering \$1,000 Off 8+ Cycles											
	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 Eligible											
	Double Chin Removal   Affordable & Quick Treatments   CoolSculpting in Westminster											
	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Top Fat Reduction Treatment. Define Your Jawline with CoolSculpting. Book A Free Consult											
	coolsculpting - chin Removed Ad group removed											
	(Keyword:Colorado Center for Aesthetics)   CoolSculpting in Westminster   Fat Reduction Treatment...											
	6. coolsculpting - fat freeze Removed Ad group removed											
	Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation. Top Fat Reduction... View assets details											
	2. Eligible											
	Best CoolSculpting Deal Ever   Limited Time Offer   Jan											

Google Ads							Chris Zelig > The Cocar A&R 827-043-2293		All campaigns > search   beta   coolsculpting		In this campaign: Remove conflicting negative keywords	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$32.80/day	Optimization score: 88.9%	More details						
Recommendations	+ Ad status: All ADD FILTER											
Ad groups	Ad											
Ads & extensions	Total: Ads 800											
Ads	View assets details											
Extensions	Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   Hurry Offer Ends In...											
Landing pages	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
Keywords	0. coolsculpting - general Eligible											
Audiences	Colorado Center for Aesthetics   Freeze Away Body Fat   Get Rid of Unwanted Fat											
Demographics	3. lipo Eligible											
Settings	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Cycles of CoolSculpting.											
Suggested	CoolSculpting® in Westminster   Limited Time Offer   Jan 2021   CoolSculpting Special 25% Off											
Change history	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
Drafts & experiments	1. coolsculpting - price Eligible											
More	CoolSculpting® in Westminster   Limited Time Offer   Jan 2021   Our Biggest Discount Ever											
	0. coolsculpting - general Eligible											
	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. Eligible											
	Colorado Center for Aesthetics   Freeze Away Body Fat   Freeze Away Body Fat											
	3. lipo Eligible											
	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Cycles of CoolSculpting.											
	1. Eligible											
	Fat Reduction in Westminster   Eliminate Fat & Feel Great   Freeze Away Body Fat											
	3. lipo Eligible											
	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Cycles of CoolSculpting.											
	1. Eligible											
	Colorado Center for Aesthetics   Freeze Away Body Fat											

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$32.80/day Optimization score: 88.9%

Remove conflicting negative keywords

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 800 3.84% \$4,999.33					
Cycles of CoolSculpting.					
Colorado Center for Aesthetics   Freeze Away Body Fat   Get Rid of Unwanted Fat www.thecocar.com 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	Eligible	1	0.69%	\$2.91
CoolSculpting® in Westminster   Limited Time Offer   Jan 2021   Our Biggest Discount Ever www.thecocar.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Eligible	1	6.25%	\$2.67
Fat Reduction in Westminster   Freeze Away Body Fat   Offering \$1,000 Off 8+ Cycles www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Cycles of CoolSculpting.	3. lipo	Eligible	1	20.00%	\$2.50
Fat Reduction in Westminster   Freezing Fat Really Works   Offering \$1,000 Off 8+ Cycles www.thecocar.com 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.	3. lipo	Eligible	1	3.03%	\$2.50
Fat Reduction in Westminster   Freeze Away Body Fat   Freeze Away Body Fat www.thecocar.com 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.	3. lipo	Eligible	1	4.76%	\$1.86
Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat www.thecocar.com 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	Eligible	1	1.41%	\$1.68

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$32.80/day Optimization score: 88.9%

Remove conflicting negative keywords

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 800 3.84% \$4,999.33					
www.thecocar.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Eligible	0	0.00%	\$0.00
Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   Hurry Offer Ends In... www.thecocar.com 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	Eligible	0	0.00%	\$0.00
CoolSculpting® in Westminster   Freeze Away Body Fat   25% Off All CoolSculpting www.thecocar.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Eligible	0	0.00%	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	x. dynamic	Eligible	0	-	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	x. dynamic	Eligible	0	-	\$0.00
Total: Ads 800 3.84% \$4,999.33					
Total: Campaign 800 3.84% \$4,999.33					

Show rows: 500 1 - 270 of 270

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Mountain 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 > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$32.80/day Optimization score: 88.9%

Remove conflicting negative keywords

Extensions > All

Custom Oct 1 - Dec 31, 2020

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
Book a Free Consultation Book a Consultation With The #1 Provider in Westminster	Sitelink extension	search   beta   coolsculpting	Campaign	Approved	2	2.20%	\$18.35
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials.	Sitelink extension	search   beta   coolsculpting	Campaign	Approved	2	2.11%	\$18.35
25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special.	Sitelink extension	search   beta   coolsculpting	Campaign	Approved	2	2.04%	\$18.35
Before and After Photos See CoolSculpting Before and After Photos.	Sitelink extension	search   beta   coolsculpting	Campaign	Approved	1	1.09%	\$11.51
State-of-the-Art Facility Advanced Fat Freezing Technology Latest Applicators & Dual Sculpting	Sitelink extension	search   beta   coolsculpting	Campaign	Approved	1	1.14%	\$6.84
Call extension							
(720) 326-6028	Call extension	Account	Account	Approved	29	2.19%	\$208.99
Callout extension							
Liposuction Alternative	Callout extension	search   beta   coolsculpting	Campaign	Approved (limited): Health in personalized advertising	115	6.09%	\$770.14
Freeze Your Fat	Callout extension	search   beta   coolsculpting	Campaign	Approved	117	5.65%	\$764.56
FDA Cleared	Callout extension	search   beta   coolsculpting	Campaign	Approved	105	4.71%	\$716.33
New Clients 25% Off	Callout extension	search   beta   coolsculpting	Campaign	Approved	103	5.23%	\$655.65
Highlights: No Surgery	Callout extension	search   beta   coolsculpting	Campaign	Approved (limited): Health in personalized advertising	95	5.00%	\$633.19

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$32.80/day Optimization score: 88.9%

Remove conflicting negative keywords

Extensions > All

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Highlights: No Surgery	Callout extension	search   beta   coolsculpting	Campaign	Approved (limited): Health in personalized advertising	95	5.00%	\$633.19
Nonsurgical Fat Reduction	Callout extension	search   beta   coolsculpting	Campaign	Approved	94	5.32%	\$552.59
Contact Us + Free Consult	Callout extension	search   beta   coolsculpting	Campaign	Approved	88	5.06%	\$520.50
Structured snippet extension							
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	Structured snippet extension	search   beta   coolsculpting	Campaign	Approved	6	2.65%	\$27.17
Promotion extension							
Fall Sale - 25% off CoolSculpting®	Promotion extension	search   beta   coolsculpting	Campaign	Approved	349	4.53%	\$2,509.14
Winter Sale - 25% off CoolSculpting®	Promotion extension	search   beta   coolsculpting	Campaign	Approved	157	4.04%	\$815.55
Black Friday - 25% off CoolSculpting®	Promotion extension	search   beta   coolsculpting	Campaign	Approved	88	4.43%	\$491.91
Total: Sitelink extensions					2	1.79%	\$18.35
Total: Callout extensions					325	5.09%	\$2,061.86
Total: Structured snippet extensions					6	2.65%	\$27.17
Total: Call extensions					29	2.19%	\$208.99
Total: Promotion extensions					594	4.37%	\$3,816.60

Show rows: 500 1 - 17 of 17

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Mountain 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 > The Cocar A&R 827-043-2293 | All campaigns

Protect your account from unauthorized activity

Responsive search ad Leave feedback | Custom | Oct 1 - Dec 31, 2020

ASSETS | COMBINATIONS

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

Asset status: All enabled | ADD FILTER

Asset	Status	Asset type	Position pinning	Impr.
Non-Surgical Fat Reduction	Approved	Headline	None	390
Colorado Center for Aesthetics	Approved	Headline	None	426
Safe + Effective Fat Reduction	Approved	Headline	None	93
Fat Reduction in Westminster	Approved	Headline	None	784
Get Rid of Unwanted Fat	Approved	Headline	None	190
Freezing Fat Really Works	Approved	Headline	None	89
Offering \$1,000 Off 8+ Cycles	Approved	Headline	None	695
Eliminate Fat & Feel Great	Approved	Headline	None	95
Freeze Away Body Fat	Approved	Headline	None	154
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	1,412
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	16
CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	Approved	Description	None	1,049
Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Cycles of CoolSculpting.	Approved	Description	None	9

Show rows: 500 | 1 - 13 of 13

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Mountain 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.

Campaigns | COCAR (520884708317875) | Updated just now | Discard Drafts | Review and Publish

Search and filter | Oct 1, 2020 - Dec 31, 2020

1 Selected | Ad Sets for 1 Campaign | Ads for 1 Campaign

+ Create | Duplicate | Edit | Rules | View Setup | Reports

Campaign Name	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
CoolSculpting - Conversions	\$15.00 Daily	73 Leads	33,895	92,172	\$35.02 Per Lead	\$2,556.70
Post: "The 12 Days of Christmas are here!! If ..."	\$14.00 Lifetime	47 Post Engagements	1,019	1,560	\$0.30 Per Post Engagement	\$14.00
Post: "After work beverages ... work hard play..."	\$10.00 Lifetime	Post Engagement	-	-	Per Post Engagement	\$0.00
[02/19/2020] Promoting Contact Us	\$5.00 Daily	Link Click	-	-	Per Link Click	\$0.00
Lead generation - Botox Feb Special	Using ad set bu...	On-Facebook Lead	-	-	Per On-Facebook Le...	\$0.00
CoolSculpting - Lead generation - 2	\$30.00 Daily	On-Facebook Lead	-	-	Per On-Facebook Le...	\$0.00
CoolSculpting Ad 1	\$20.00 Daily	On-Facebook Lead	-	-	Per On-Facebook Le...	\$0.00
Post: "We are one of only a few practices in C..."	\$10.00 Lifetime	Post Engagement	-	-	Per Post Engagement	\$0.00
Post: "We'd LOVE to help you keep your skin L..."	\$10.00 Lifetime	Post Engagement	-	-	Per Post Engagement	\$0.00
Post: "We can help you get that Six Pack! Co..."	\$10.00 Lifetime	Landing Page View	-	-	Per Landing Page Vi...	\$0.00
Post: "Are you ready for swim suit season ..."	\$10.00 Lifetime	Post Engagement	-	-	Per Post Engagement	\$0.00
Traffic Ad - The COCAR December	Using ad set bu...	Landing Page View	-	-	Per Landing Page Vi...	\$0.00
Lead generation - Dermaplane & O2 Facial	Using ad set bu...	On-Facebook Lead	-	-	Per On-Facebook Le...	\$0.00
Lead generation - CoolSculpting	Using ad set bu...	On-Facebook Lead	-	-	Per On-Facebook Le...	\$0.00
Results from 42 campaigns			34,663 People	93,732 Total	-	\$2,570.70 Total Spent

Ads | COCAR (520884708317875) | Updated just now | Discard Drafts | Review and Publish

Search and filter | Oct 1, 2020 - Dec 31, 2020

1 Selected | Ad Sets for 1 Campaign | Ads for 1 Campaign

+ Create | Duplicate | Edit | Rules | Preview | View Setup | Reports

Ad Name	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
2020-10 - Women - Video 1 - All Placements	52,333	\$32.60 Per Lead	-	-	-	\$1,173.48
Dynamic Ad 1	27,469	\$34.23 Per Lead	-	-	-	\$1,061.05
2020-10 - Women - Video 2 - All Placements	10,798	\$64.09 Per Lead	-	-	-	\$256.36
2020-07 - Women - Video 1	1,572	\$32.91 Per Lead	Below average Bottom 35% of ...	Below average Bottom 35% of ...	Average	\$65.81
Results from 4 ads		92,172 Total	\$35.02 Per Lead	-	-	\$2,556.70 Total Spent

2020-10 - Women - Video 1 - All Placements

Identity

Facebook Page: Colorado Center for Aesthetics & Rejuvenation

Instagram Account: thecocar\_

Ad Setup

Create Ad

Dynamic | Standard

Manually build your ad by choosing the format, media, text and optimizations you'd like people to see.

Format

Choose how you'd like to structure your ad.

Single Image or Video  
One image or video, or a slideshow with multiple images

Carousel  
2 or more scrollable images or videos

Collection  
Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience

Add an Instant Experience

Preview On

16 Placements

Facebook Feeds

Colorado Center for Aesthetics & Rejuvenation  
Sponsored · 99  
CoolSculpting freezes away stubborn fat. No surgery. Little to no downtime. Lasting results. ...See More

THECOCAR.COM  
COOLSCULPTING 25% OFF  
Learn more about CoolSculpting.

Neomi D... 29 Comments 15 Shares

Like Comment Share

Stories

Ad rendering and interaction may vary based on device, format and other factors.

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

Close | Discard Draft | Publish

Search

- Coolsculpting - Conversions
- Prospecting - Interests - Women ...
- 2020-10 - Women - Video 1 - A...
- 2020-10 - Women - Video 2 - A...
- 2020-07 - Women - Video 1
- Coolsculpting - Prospecting - Wo...
- Dynamic Ad 1**

Coolsculpting - Conversions > Prospecting - Interests - Women > **Dynamic Ad 1** Ad Set Off

Edit Review

Preview On

13 Placements View More Variations

Facebook Feeds

Colorado Center for Aesthetics & Rejuvenation Sponsored · 1h

Coolsculpting freezes away stubborn fat. No surgery. Little to no downtime. Lasting results. ...See More

THECOCCAR.COM COOLSCULPTING 25% OFF Learn more about Coolsculpting. LEARN MORE

Anita Vasilevska and 5 others 1 Share

Like Comment Share

Feeds

Stories

In-Stream

Ad rendering and interaction may vary based on device, format and other factors.

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

Close Discard Draft Publish

Search

- Coolsculpting - Conversions
- Prospecting - Interests - Women ...
- 2020-10 - Women - Video 1 - A...
- 2020-10 - Women - Video 2 - A...**
- 2020-07 - Women - Video 1
- Coolsculpting - Prospecting - Wo...
- Dynamic Ad 1

Coolsculpting - Conversions > Prospecting - Interests - Women > **2020-10 - Women - Video 2 - A...** Learning Limited

Edit Review

Preview On

16 Placements View More Variations

Facebook Feeds

Colorado Center for Aesthetics & Rejuvenation Sponsored · 1h

Coolsculpting freezes away stubborn fat. No surgery. Little to no downtime. Lasting results. ...See More

THECOCCAR.COM COOLSCULPTING 25% OFF Learn more about Coolsculpting. LEARN MORE

Brenda Dur... 7 Comments 7 Shares

Like Comment Share

Feeds

Stories

Ad rendering and interaction may vary based on device, format and other factors.

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

Close Discard Draft Publish

Search

- Coolsculpting - Conversions
- Prospecting - Interests - Women ...
- 2020-10 - Women - Video 1 - A...
- 2020-10 - Women - Video 2 - A...
- 2020-07 - Women - Video 1**
- Coolsculpting - Prospecting - Wo...
- Dynamic Ad 1

Coolsculpting - Conversions > Prospecting - Interests - Women > **2020-07 - Women - Video 1** Learning Limited

Edit Review

Preview On

16 Placements View More Variations

Facebook Feeds

Colorado Center for Aesthetics & Rejuvenation Sponsored · 1h

Coolsculpting freezes away stubborn fat. No surgery. Little to no downtime. Lasting results. ...See More

THECOCCAR.COM COOLSCULPTING 25% OFF Learn more about Coolsculpting. LEARN MORE

Angela Lambert 1 Comment 1 Share

Like Comment Share

Feeds

Stories

Ad rendering and interaction may vary based on device, format and other factors.

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**

Dr. Gajewsk  
Colorado Center for Aesthetics  
& Rejuvenation  
4750 W. 120th Ave #800  
Westminster, CO 80020

**INVOICE #** 1250

**DATE** 10/01/2020

**DUE DATE** 10/01/2020

**TERMS** Due on receipt

---

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

PAYED

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PAYMENT	1,500.00
BALANCE DUE	<b>\$0.00</b>

**Medstar Media, INC.**

10808 S. River Front Parkway Suite 3020

South Jordan, UT 84095

+1 6466949450

support@medstarmedia.com

# INVOICE

**BILL TO**

Dr. Gajewsk

Colorado Center for Aesthetics

& Rejuvenation

4750 W. 120th Ave #800

Westminster, CO 80020

**INVOICE #** 1266

**DATE** 11/01/2020

**DUE DATE** 11/01/2020

**TERMS** Due on receipt

---

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

**PAID**

---

PAYMENT	1,500.00
BALANCE DUE	<b>\$0.00</b>

**Medstar Media, INC.**

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

# INVOICE

**BILL TO**

Dr. Gajewsk  
Colorado Center for Aesthetics  
& Rejuvenation  
4750 W. 120th Ave #800  
Westminster, CO 80020

**INVOICE #** 1289

**DATE** 12/01/2020

**DUE DATE** 12/01/2020

**TERMS** Due on receipt

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

**PAID**

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PAYMENT	1,500.00
BALANCE DUE	<b>\$0.00</b>