

# CoolSculpting Marketing Services Concierge MedSpa December 2022 Total Marketing Expenses (12/1/2022 - 12/31/2022)

**Total Google Ads: \$ 6,915.34**  
**Total Facebook Ads: \$ 1,542.79**  
**Total Marketing Service Fees: \$ 3,750.00**  
**Total CoolSculpting Marketing Cost: \$12,208.13**

Google Ads | Chris Zelig > Concierge - CI MED Spa 827-327-1339 | All campaigns

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

Recommendations | Campaign status: All | Campaign name contains cool X | Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
search   coolsculpting   gold coast	\$162.57/day	All ads limited by policy	509	9.37%	\$4,901.82
search   coolsculpting   geneva	\$67.02/day	All ads limited by policy	107	14.88%	\$2,013.52
search   beta   coolsculpting	\$145.00/day	Removed	0	-	\$0.00
CI   search   alpha   coolsculpting	\$78.51/day	Paused No ads	0	-	\$0.00
CON   search   beta   coolsculpting   barrington	\$0.06/day	Paused All ads limited by policy	0	-	\$0.00
CON   search   beta   coolsculpting   naperville	\$0.06/day	Paused All ads limited by policy	0	-	\$0.00
CON   search   beta   coolsculpting   long grove	\$0.06/day	Paused All ads limited by policy	0	-	\$0.00
search   beta   coolsculpting   geneva   exp reach	\$42.10/day	Paused All ads limited by policy	0	-	\$0.00
CON   search   beta   coolsculpting   naperville   exp reach	\$0.06/day	Paused All ads limited by policy	0	-	\$0.00
search   beta   coolsculpting   gold coast   exp reach	\$187.55/day	Paused All ads limited by policy	0	-	\$0.00
CON   search   beta   coolsculpting   barrington   exp reach	\$0.06/day	Paused All ads limited by policy	0	-	\$0.00
<b>Total: Filtered campaigns</b>			<b>616</b>	<b>10.02%</b>	<b>\$6,915.34</b>
<b>Total: Account</b>	<b>\$745.12/day</b>		<b>5,345</b>	<b>8.40%</b>	<b>\$22,523.01</b>

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Central Time. Learn more

Google Ads | Chris Zelig > Concierge - CI MED Spa 827-327-1339 | All campaigns > search | coolsculpting | gold coast

Overview | Enabled | Status: All ads limited by policy | Type: Search | Budget: \$162.57/day | Optimization score: 76% | More details

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

Ad status: All | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			509	9.37%	\$4,901.82
(Keyword:Concierge Aesthetics)   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +12 more conciergemedspa.com/coolsculpting/chicago CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	265	11.63%	\$2,686.17
(Keyword:Concierge Aesthetics)   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +12 more conciergemedspa.com/coolsculpting/chicago CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	92	7.65%	\$671.57
(Keyword:Concierge Aesthetics)   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +12 more conciergemedspa.com/coolsculpting/chicago CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	62	17.42%	\$607.15
[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 50% Off 16+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	25	9.73%	\$338.13
Concierge Aesthetics   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +12 more conciergemedspa.com/coolsculpting/chicago CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	x. non-service medspa	Eligible (Limited) Policy (Restricted drug terms +1 more)	33	3.98%	\$319.04
Concierge Aesthetics   Fat Reduction in Chicago, IL   Non-Surgical Fat Reduction +12 more conciergemedspa.com/coolsculpting/chicago Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven...	x. Expanded Reach Test	Not eligible Policy (Restricted medical content +1 more), Ad group paused	22	6.06%	\$173.27
[Dynamically generated headline] [Dynamically generated display URL]					

Google Ads | Chris Zelig > Concierge - CI MED Spa 827-327-1339 | All campaigns > search | coolsculpting | gold coast

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

Ad status: All | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			509	9.37%	\$4,901.82
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	5	11.63%	\$72.46
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	x. dynamic	Removed Policy (Restricted medical content +1 more)	2	15.38%	\$14.93
[Dynamically generated headline] [Dynamically generated display URL] 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	x. dynamic	Removed Policy (Restricted medical content +1 more)	1	4.00%	\$9.69
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	2	3.39%	\$9.41
Best CoolSculpting Price   Target Belly Fat, Love Handles   Fat Reduction in Chicago, IL www.cimedspa.com Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%. #1 FDA-Cleared, Non-surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat.	cool sculpting love handles	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Learn More About CoolSculpting   #1 Cool Sculpting Deal 25% Off   Best CoolSculpting Price +4 more www.cimedspa.com #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Chicago. Free Consult. CoolSculpting Reduces Fat Without...	cool sculpting love handles before and after	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
#1 Cool Sculpting Deal 25% Off   Freeze Away Stubborn Fat   No Surgery, Pain or Downtime www.cimedspa.com #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Chicago. Free Consult. CoolSculpting Reduces Fat Without Surgery or Downtime. Learn More About Freezing Fat	cool sculpting love handles before and after	Removed Policy (Restricted medical content +1 more), Ad group removed	0	-	\$0.00

Google Ads | Chris Zelig > Concierge - CI MED Spa 827-327-1339 | All campaigns > search | coolsculpting | gold coast

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

Ad status: All | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			509	9.37%	\$4,901.82
Chicago. Free Consult. CoolSculpting Reduces Fat Without Surgery or Downtime. Learn More About Freezing Fat					
Best CoolSculpting Price   Target Belly Fat, Love Handles   Fat Reduction in Chicago, IL www.cimedspa.com Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%. #1 FDA-Cleared, Non-surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat.	cryolipolysis chicago groupon	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Learn More About CoolSculpting   #1 Cool Sculpting Deal 25% Off   Best CoolSculpting Price +4 more www.cimedspa.com #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Chicago. Free Consult. CoolSculpting Reduces Fat Without...	cryolipolysis chicago price	Removed Under review, Ad group removed	0	-	\$0.00
#1 Cool Sculpting Deal 25% Off   Freeze Away Stubborn Fat   No Surgery, Pain or Downtime www.cimedspa.com #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Chicago. Free Consult. CoolSculpting Reduces Fat Without Surgery or Downtime. Learn More About Freezing Fat	cryolipolysis chicago price	Removed Policy (Restricted medical content +1 more), Ad group removed	0	-	\$0.00
Best CoolSculpting Price   Target Belly Fat, Love Handles   Fat Reduction in Chicago, IL www.cimedspa.com Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%. #1 FDA-Cleared, Non-surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat.	cryolipolysis chicago price	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Total: Ads in your current workspace					
			509	9.37%	\$4,901.82
Total: Campaign					
			509	9.37%	\$4,901.82

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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 > Concierge - CI MED Spa 827-327-1339 | All campaigns > search | coolsculpting | gold coast

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$162.57/day, Optimization score: 76%

Responsive search ad

Ad strength: Excellent

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

Asset	Status	Asset type	Position pinning	Performance	Impr.
Affordable & Quick Treatments	Approved (limited)	Headline	None	Learning	54
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	3
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Good	231
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Learning	151
Freeze Your Fat Away Today	Approved (limited)	Headline	None	Learning	12
Fat Reduction Treatment	Approved (limited)	Headline	None	Learning	13
CoolSculpting Near Me	Approved (limited)	Headline	None	Learning	17
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	Learning	382
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	552

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Responsive search ad

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Asset	Status	Asset type	Position pinning	Performance	Impr.
(Keyword: Concierge Aesthetics)	Approved (limited)	Headline	None	Good	814
CoolSculpting in (LOCATION)(City)	Approved (limited)	Headline	None	Good	1,999
Top Provider in Chicago, IL	Approved (limited)	Headline	None	Learning	14
50% Off 16+ Treatments	Approved (limited)	Headline	None	Learning	441
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Good	1,866
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	Good	1,994
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	None	Learning	53
CoolSculpting® Elite	Approved (limited)	Headline	None	Learning	31
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	Learning	23
Next-Generation Fat Reduction	Approved (limited)	Headline	None	Learning	5
Safe + Effective Fat Reduction	-	Headline	None	-	0

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Responsive search ad

Ad strength: Excellent

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Asset	Status	Asset type	Position pinning	Performance	Impr.
Safe + Effective Fat Reduction	-	Headline	None	-	0
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	-	Description	None	-	223
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	-	Description	None	-	4
Save \$1,000 On 8+ Treatments	-	Headline	None	-	4
Book Now for Up to \$1000 Off	-	Headline	None	-	11
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL	-	Description	None	-	6
(Keyword: Concierge MedSpa)	-	Headline	None	-	0

Show rows: 500 | 1 - 26 of 26

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Assets

Table view: Associations

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

Asset	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: CoolSculpting, Fat Reduction, Coolmini, Double Chin Reduction, Cellulite Reduction, Non-...	search   coolsculpting   gold coast	Campaign	Eligible	1	5.00%	\$14.48
Current Specials Dont Miss Our Specials & Exclusive Offers. Learn More Now.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	415	11.61%	\$4,197.52
CoolSculpting CoolSculpting® The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting   gold coast	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	400	11.84%	\$4,064.58
Full Range of Services Learn More About Our Complete Range of Top Services for Face and Body.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	369	11.24%	\$3,719.26
5 Star Reviews See Why Concierge Medspa is #1 Read Real Client Reviews	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	228	10.02%	\$2,152.01
Why Choose Concierge Read About What Sets Us Apart from Other Medspas in Chicago	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	93	8.11%	\$815.77
About Us Learn More About Our Team   Location	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	87	6.90%	\$733.93

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Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
About Us Learn More About Our Team, Location and Available Beauty Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	87	6.90%	\$733.93
Book A Free Consultation Quickly & Conveniently Booking Your Free Consultation Online Now.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	73	6.85%	\$727.47
Freeze Your Fat	search   coolsculpting   gold coast	Campaign	Eligible	64	10.83%	\$764.84
Nonsurgical Fat Reduction	search   coolsculpting   gold coast	Campaign	Eligible	52	10.53%	\$648.52
Highlights: No Surgery	search   coolsculpting   gold coast	Campaign	Eligible	58	11.55%	\$626.28
50% Off 8+ Treatments	search   coolsculpting   gold coast	Campaign	Eligible	49	9.32%	\$601.44
FDA Cleared	search   coolsculpting   gold coast	Campaign	Eligible	55	9.12%	\$594.16
Liposuction Alternative	search   coolsculpting   gold coast	Campaign	Eligible	60	11.90%	\$571.25
Convenient Locations	Account	Account	Eligible	0	-	\$0.00
5 Star Reviews	Account	Account	Eligible	0	-	\$0.00
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
State-of-the-Art Facility	Account	Account	Eligible	0	-	\$0.00
Winter Sale - Up to 50% off 16+ Treatments	search   coolsculpting   gold coast	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	267	13.55%	\$2,555.48

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Insights	<table border="1"> <thead> <tr> <th>Asset</th> <th>Added to</th> <th>Level</th> <th>Status</th> <th>Clicks</th> <th>CTR</th> <th>Cost</th> </tr> </thead> <tbody> <tr> <td>Ad groups</td> <td colspan="6"></td> </tr> <tr> <td>Ads &amp; assets</td> <td colspan="6"></td> </tr> <tr> <td>Ads</td> <td colspan="6"></td> </tr> <tr> <td>Assets</td> <td colspan="6"></td> </tr> <tr> <td>Landing pages</td> <td colspan="6"></td> </tr> <tr> <td>Keywords</td> <td colspan="6"></td> </tr> <tr> <td>Audiences</td> <td colspan="6"></td> </tr> <tr> <td>Settings</td> <td colspan="6"></td> </tr> <tr> <td>Change history</td> <td colspan="6"></td> </tr> <tr> <td>Suggested</td> <td colspan="6"></td> </tr> <tr> <td>Experiments</td> <td colspan="6"></td> </tr> <tr> <td>Devices</td> <td colspan="6"></td> </tr> <tr> <td>Summary</td> <td>Total: Business name</td> <td></td> <td></td> <td>0</td> <td>-</td> <td>\$0.00</td> </tr> <tr> <td></td> <td>Total: Business logo</td> <td></td> <td></td> <td>0</td> <td>-</td> <td>\$0.00</td> </tr> <tr> <td></td> <td>Total: Sitelinks</td> <td></td> <td></td> <td>418</td> <td>11.55%</td> <td>\$4,214.27</td> </tr> <tr> <td></td> <td>Total: Callouts</td> <td></td> <td></td> <td>173</td> <td>10.98%</td> <td>\$1,784.06</td> </tr> <tr> <td></td> <td>Total: Structured snippets</td> <td></td> <td></td> <td>1</td> <td>5.00%</td> <td>\$14.48</td> </tr> <tr> <td></td> <td>Total: Calls</td> <td></td> <td></td> <td>29</td> <td>5.43%</td> <td>\$299.69</td> </tr> <tr> <td></td> <td>Total: Promotions</td> <td></td> <td></td> <td>267</td> <td>13.55%</td> <td>\$2,555.48</td> </tr> </tbody> </table>						Asset	Added to	Level	Status	Clicks	CTR	Cost	Ad groups							Ads & assets							Ads							Assets							Landing pages							Keywords							Audiences							Settings							Change history							Suggested							Experiments							Devices							Summary	Total: Business name			0	-	\$0.00		Total: Business logo			0	-	\$0.00		Total: Sitelinks			418	11.55%	\$4,214.27		Total: Callouts			173	10.98%	\$1,784.06		Total: Structured snippets			1	5.00%	\$14.48		Total: Calls			29	5.43%	\$299.69		Total: Promotions			267	13.55%	\$2,555.48
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	Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	328																																																																																																																																									
	CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	269																																																																																																																																									
	Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	None	2																																																																																																																																									
	CoolSculpting® Elite	Approved (limited)	Headline	None	4																																																																																																																																									
	Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	8																																																																																																																																									
	Next-Generation Fat Reduction	Approved (limited)	Headline	None	3																																																																																																																																									
	Safe + Effective Fat Reduction	-	Headline	None	0																																																																																																																																									

Google Ads | Chris Zelig > Concierge - CI MED Spa 827-327-1339 | All campaigns > search | coolsculpting | geneva

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$67.02/day, Optimization score: 76.5%

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.
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	-	Description	None	64
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Geneva, IL	-	Description	None	0
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	-	Description	None	1
Save \$1,000 Off 8+ Treatments	-	Headline	None	0
Save \$1,000 On 8+ Treatments	-	Headline	None	0
Book Now for Up to \$1000 Off	-	Headline	None	0
(Keyword:Concierge MedSpa)	-	Headline	None	0
Book Now for Up to 50% Off	-	Headline	None	0
Save 50% On 8+ Treatments	-	Headline	None	0
Save 50% Off 16+ Treatments	-	Headline	None	0
Our Biggest CoolSculpting Discount Ever. Save 50% Off 16+ Treatments of CoolSculpting.	-	Description	2nd position	0

Google Ads | Chris Zelig > Concierge - CI MED Spa 827-327-1339 | All campaigns > search | coolsculpting | geneva

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$67.02/day, Optimization score: 76.5%

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- Add more headlines
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Ad may be limited by policy: Restricted drug terms, Restricted medical content

Asset	Status	Asset type	Position pinning	Impr.
(Keyword:Concierge MedSpa)	-	Headline	None	0
Book Now for Up to 50% Off	-	Headline	None	0
Save 50% On 8+ Treatments	-	Headline	None	0
Save 50% Off 16+ Treatments	-	Headline	None	0
Our Biggest CoolSculpting Discount Ever. Save 50% Off 16+ Treatments of CoolSculpting.	-	Description	2nd position	0
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 16+ CoolSculpting Treatments	-	Description	2nd position	0
50% off 16+ treatments	-	Headline	None	0

Show rows: 500 | 1 - 33 of 33

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Central Time. Learn more

Google Ads | Chris Zelig > Concierge - CI MED Spa 827-327-1339 | All campaigns > search | coolsculpting | geneva

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$67.02/day, Optimization score: 76.5%

Assets

Table view: Associations

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

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
Service catalog: CoolSculpting, Fat Reduction, Coolimini, Double Chin Reduction, Cellulite Reduction, Non...	search   coolsculpting   geneva	Campaign	Eligible	1	50.00%	\$19.72
Sitelink						
Current Specials Dont Miss Our Specials & Exclusive Offers. Learn More Now.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	99	15.81%	\$1,940.26
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting   geneva	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	97	17.11%	\$1,823.15
Full Range of Services Learn More About Our Complete Range of Top Services for Face and Body.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	90	15.44%	\$1,735.99
5 Star Reviews See Why Concierge Medspa is #1 Read Real Client Reviews	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	44	15.83%	\$839.31
About Us Learn More About Our Team, Location and Available Beauty Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	16	8.60%	\$409.91
Why Choose Concierge Read About What Sets Us Apart from	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	9	5.63%	\$207.74

Google Ads | Chris Zelig > Concierge - CI MED Spa 827-327-1339 | All campaigns > search | coolsculpting | geneva

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$67.02/day, Optimization score: 76.5%

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Why Choose Concierge Read About What Sets Us Apart from Other Medspas in Chicago	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	9	5.63%	\$207.24
Book A Free Consultation Quickly & Conveniently Booking Your Free Consultation Online Now.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	5	5.15%	\$126.78
Callout						
Highlights: No Surgery	search   coolsculpting   geneva	Campaign	Eligible	29	17.26%	\$639.41
Liposuction Alternative	search   coolsculpting   geneva	Campaign	Eligible	26	17.45%	\$604.30
Nonsurgical Fat Reduction	search   coolsculpting   geneva	Campaign	Eligible	31	17.92%	\$533.67
Freeze Your Fat	search   coolsculpting   geneva	Campaign	Eligible	31	16.32%	\$512.63
FDA Cleared	search   coolsculpting   geneva	Campaign	Eligible	32	16.84%	\$459.23
Convenient Locations	Account	Account	Eligible	0	-	\$0.00
5 Star Reviews	Account	Account	Eligible	0	-	\$0.00
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
50% Off 8+ Treatments	search   coolsculpting   geneva	Campaign	Removed	0	-	\$0.00
State-of-the-Art Facility	Account	Account	Eligible	0	-	\$0.00
Promotion						
Winter Sale - Up to 50% off 16+ Treatments	search   coolsculpting   geneva	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	68	21.52%	\$1,129.44

Google Ads | Chris Zelig > Concierge - CI MED Spa 827-327-1339 | All campaigns > search | coolsculpting | geneva

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$67.02/day, Optimization score: 76.5%

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Fail Sale - Up to 50% off 16+ Treatments	search   coolsculpting   geneva	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Spring Sale - \$1,000 off CoolSculpting®	search   coolsculpting   geneva	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Summer Sale - Up to 50% off 16+ Treatments	search   coolsculpting   geneva	Campaign	Removed	0	-	\$0.00
Call						
(630) 937-9837	search   coolsculpting   geneva	Campaign	Eligible	13	15.29%	\$580.67
Total: Business name				0	-	\$0.00
Total: Business logo				0	-	\$0.00
Total: Sitelinks				100	15.60%	\$1,965.21
Total: Callouts				58	17.11%	\$1,115.65
Total: Structured snippets				1	50.00%	\$19.72
Total: Calls				13	15.29%	\$580.67
Total: Promotions				68	21.52%	\$1,129.44

Show rows: 500 | 1 - 23 of 23

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**Campaigns** Concierge Med Spa 1 (117773549234...)

Updated just now | Discard drafts | Review and publish

Terms update is now available | Updates to the Self-Serve Ad Terms are effective January 3, 2023 | Read the terms

Campaign name contains cool | Search and filter | Save Clear | Last month: Dec 1, 2022 - Dec 31, 2022

**Campaigns** | Ad sets | Ads

+ Create | Edit | A/B Test | Rules | View Setup | Columns: Custom | Breakdown | Reports

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	Coolsculpting - Conversions	Active	Highest volume	\$50.00 Daily	7-day click or ...	69 Website Leads	7,732	16,850	\$22.36 Per Lead	\$1,542.79	Ongoing
<input type="checkbox"/>	Post: Giveaway Time It's #CoolSculpt...	Ad set error(s)	Highest volume	\$100.00 Lifetime	7-day click	Messaging Convers...	-	-	Per Messaging Con...	\$0.00	Sep 18, 2020
<b>Results from 2 campaigns</b>					<b>Multiple attrib...</b>	- Multiple conversions	<b>7,732</b> People	<b>16,850</b> Total	- Multiple conversions	<b>\$1,542.79</b> Total Spent	

**Ads** Concierge Med Spa 1 (117773549234...)

Updated just now | Discard drafts | Review and publish

Terms update is now available | Updates to the Self-Serve Ad Terms are effective January 3, 2023 | Read the terms

Campaign name contains cool | Search and filter | Save Clear | Last month: Dec 1, 2022 - Dec 31, 2022

**Campaigns** | Ad sets for 1 Campaign | Ads for 1 Campaign

+ Create | Edit | A/B Test | Preview | Rules | View Setup | Columns: Custom | Breakdown | Reports

Off / On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>	CS - Video - My Journey	Dec 27, 2022, 4:2... 9 days ago	7-day click or ...	40 Website Leads	3,843	7,322	\$22.64 Per Lead	-	-	-	\$905.60
<input type="checkbox"/>	CS - Video - Talking Journey	Dec 27, 2022, 4:2... 9 days ago	7-day click or ...	23 Website Leads	3,110	5,279	\$18.89 Per Lead	-	-	-	\$434.56
<input type="checkbox"/>	CS - Video - Doctor Explaining	Dec 27, 2022, 4:2... 9 days ago	7-day click or ...	6 Website Leads	2,204	4,013	\$31.92 Per Lead	-	-	-	\$191.49
<input type="checkbox"/>	CS - Video - Allyson	Dec 27, 2022, 4:2... 9 days ago	7-day click or ...	- Website Lead	140	236	- Per Lead	-	-	-	\$11.14
<b>Results from 4 ads</b>			<b>7-day click or ...</b>	<b>69</b> Website Leads	<b>7,732</b> People	<b>16,850</b> Total	<b>\$22.36</b> Per Lead				<b>\$1,542.79</b> Total Spent

**View preview**

Mobile Feed

**Concierge Med Spa** Sponsored

Freeze away fat with CoolSculpting Elite from the #1 provider in Chicago, Concierge Aesthetics & Plastic Surgery.

CoolSculpting utilizes advanced cooling technology to eliminate fat cells, safely, painlessly, & effectively.

A SOLUTION that targets stubborn bulges that resist diet & exercise.

Frozen fat cells are removed from the body for good.

Freeze away belly fat, love handles, upper arm fat, bra bulge, thigh fat, double chins, and other bulges.

Benefits of CoolSculpting:

- ✓ Non-surgical alternative to liposuction
- ✓ Treatments take as little as 35 minutes
- ✓ Requires minimal to no downtime
- ✓ Targets stubborn bulges
- ✓ Helps define musculature
- ✓ Natural-looking, long-lasting results

Book your treatment and say goodbye to stubborn bulges!


Now for a limited time, get 50% Off 16+ Treatments

**View preview**

Book your treatment and say goodbye to stubborn bulges!

Now for a limited time, get 50% Off 16+ Treatments

\*CoolSculpting® is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.



It targets stubborn bulges that are resistant to diet & exercise.

conciergemedspa.com  
50% Off 16+ Treatments  
Next-Generation Fat Redu... [Learn more](#)

Patricia Behmetuik and 2 others

Like Comment Share

Full Size Preview

**View preview**

Mobile Feed

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Ads Concierge Med Spa 1 (117773549234...)

Terms update is now available Updates to the Self-Serve Ad Terms are effective January 1, 2023

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On	Ad	Last significant edit
<input type="checkbox"/>	CS - Video - My Journey	Dec 27, 2022, 4:30 7 days ago
<input checked="" type="checkbox"/>	CS - Video - Talking Journey	Dec 27, 2022, 4:30 7 days ago
<input type="checkbox"/>	CS - Video - Doctor Explaining	Dec 27, 2022, 4:30 7 days ago
<input type="checkbox"/>	CS - Video - Allyson	Dec 27, 2022, 4:30 7 days ago


Results from 4 ads

**View preview**

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And my flank fat.

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**50% Off 16+ Treatments** Learn more  
 Next-Generation Fat Redu...

Patricia Behmetuik

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Full Size Preview

Close

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$22.64 Per Lead	Ad relevance ...	Ad relevance ...	Ad relevance ...	\$905.60
\$18.89 Per Lead	Ad relevance ...	Ad relevance ...	Ad relevance ...	\$434.56
\$31.92 Per Lead	Ad relevance ...	Ad relevance ...	Ad relevance ...	\$191.49
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\$22.36 Per Lead	Ad relevance ...	Ad relevance ...	Ad relevance ...	\$1,542.79 Total Spent

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Results from 4 ads

**View preview**

Mobile Feed

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CoolSculpting utilizes advanced cooling technology to eliminate fat cells, safely, painlessly, & effectively.

A SOLUTION that targets stubborn bulges that resist diet & exercise.

Frozen fat cells are removed from the body for good.

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Benefits of CoolSculpting:

- ✔ Non-surgical alternative to liposuction
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- ✔ Targets stubborn bulges
- ✔ Helps define musculature
- ✔ Natural-looking, long-lasting results

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Close

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
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<input type="checkbox"/>	CS - Video - Doctor Explaining	Dec 27, 2022, 4:30 7 days ago
<input type="checkbox"/>	CS - Video - Allyson	Dec 27, 2022, 4:30 7 days ago

Results from 4 ads

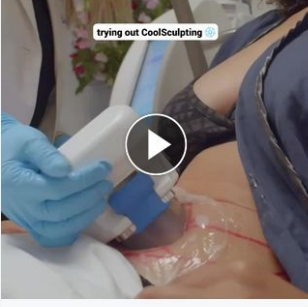
**View preview**

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trying out CoolSculpting

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Like Comment Share

Full Size Preview

Close

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
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Results from 4 ads

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Results from 4 ads


**View preview**

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**50% Off 16+ Treatments** Learn more  
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Close

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\$22.36 Per Lead	Ad relevance ...	Ad relevance ...	Ad relevance ...	\$1,542.79 Total Spent

https://www.concier... ▾

### Performance

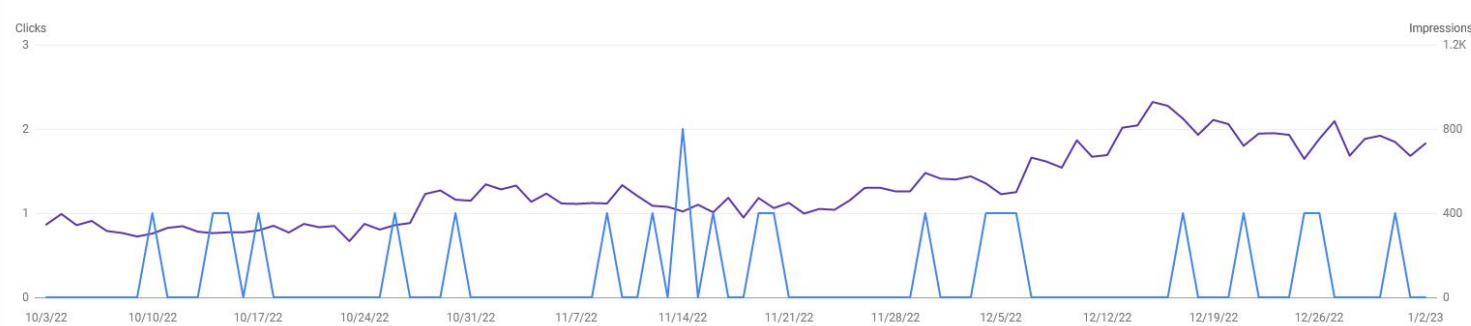
EXPORT

Search type: Web | Date: Last 3 months | Query: +cool X | + New

Last updated: 25 hours ago

<input checked="" type="checkbox"/> Total clicks <b>22</b>	<input checked="" type="checkbox"/> Total impressions <b>47.7K</b>	<input type="checkbox"/> Average CTR <b>0%</b>	<input type="checkbox"/> Average position <b>48.4</b>
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Chart totals and table results might be partial when filters are applied. [Learn more](#)



QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES



## COOLSCULPTING VS. BRACHIOPLASTY: UNDERSTAND EACH ARM LIFT PROCEDURE

In life, we are constantly striving to look our best. And there are many reasons to love an arm lift! First, it can help you get rid of fat and skin in your upper arms so that you can confidently show off those sleeveless tops and dresses. But did you know there are two different types of arm lifts? If you're curious about which procedure is right for you, read on as we break down each option: CoolSculpting vs. Brachioplasty.

### WHAT IS COOLSCULPTING?

CoolSculpting is an FDA-cleared non-surgical procedure that freezes and destroys fat cells. It works by targeting specific areas of the body where you want to reduce stubborn fat. Since the procedure is non-invasive, there is minimal downtime after the treatment. It's also quick—each session takes about 30 minutes or less depending on the treatment areas.

With CoolSculpting, you can expect to lose anywhere from 20-25% fat in one treatment session. However, it takes several weeks for your body to get rid of the dead fat cells. So, don't expect an instant change in appearance right after your session. It usually takes about three months of consistent CoolSculpting sessions for people to see significant results.

This painless procedure is ideal for those who want to improve the look of their arms without going under the knife. However, while CoolSculpting boasts plentiful benefits, the treatment isn't suitable for everyone. After evaluating your body, a specialist will let you know whether you're a good fit for CoolSculpting during your initial consultation.

### HOW DOES BRACHIOPLASTY DIFFER FROM COOLSCULPTING?

Unlike CoolSculpting, which is non-invasive, brachioplasty is a surgical upper arm lift procedure. This cosmetic surgery reduces excess skin and fat from the upper arm. It also eliminates loose skin while tightening the arm's shape. Since the procedure requires incisions, you may end up with some scars. But if you have a lot of excess skin, then Brachioplasty may be more effective than CoolSculpting.

Brachioplasty is more expensive than CoolSculpting for several reasons. First, there are the anesthesia fees. Surgery requires a higher level of expertise, so there's a cost built into that. Finally, the cost may be higher if you need post-operative care.

### WHAT HAPPENS DURING AN ARM LIFT?

The arm lift procedure varies depending on if you choose CoolSculpting or Brachioplasty.

#### COOLSCULPTING: HOW IT WORKS

CoolSculpting is a relatively straightforward procedure. It's a "lunchtime" treatment, which means you can schedule sessions during a lunch break on any workday. A specialist will put a gel pad and applicator on your treatment site during the treatment. The applicator delivers controlled cooling to the stubborn fat. The provider moves the device over your skin during the cooling session while the applicator works magic.

A great perk of CoolSculpting is it is a targeted treatment. This means surrounding tissues around the treatment site remain unharmed. For the arms, one CoolSculpting session is usually enough to see results. However, depending on your unique case, you may need more. Your provider will let you know during your consultation how many to expect.

#### UNDERSTANDING BRACHIOPLASTY

Brachioplasty patients can expect general anesthesia, so they are asleep and pain-free during the surgery. Once the anesthesia kicks in, the surgeon creates incisions in the armpit to remove excess fat and reposition the remaining tissue. Tightening the muscles and skin gives a more toned appearance than simply removing excess fat and skin. At the end of the procedure, the surgeon uses stitches to close the incisions. You'll leave with the treatment area covered with a bandage.

After Brachioplasty, you may need to take time off work to let your body heal from the invasive surgery. It's normal to experience soreness, bruising, and swelling after the procedure. These effects should pass on their own after several days. But plan to keep it easy for a week or two after this arm lift procedure.

### SHOULD I GET COOLSCULPTING OR A BRACHIOPLASTY?

It depends. Before deciding on a treatment, it's crucial to consider your cosmetic goals. Do you want an arm lift but don't want to commit to a cosmetic surgery? CoolSculpting is a good choice. You can get right back to work and resume daily activities after your session. On the other hand, do you have too much excess skin that CoolSculpting alone can't fix? Look into Brachioplasty.

It's worth noting that Brachioplasty candidates may also benefit from CoolSculpting to shrink excess fat in their arms before undergoing surgery. Find out what your body needs by consulting a reputable arm lift provider like Concierge Aesthetics and Plastic Surgery.

Leaning toward Brachioplasty? Keep these considerations in mind:

- Ideal candidates are healthy women and men between the ages of 18 and 65 who aren't planning to have children within the next year or so.
- Having realistic expectations is key. Ask your provider for before and after photos, so you can get an idea of what you can expect before committing to the surgery.
- The procedure usually takes one hour per side and requires local anesthesia, so you can rest comfortably during the procedure.
- You can return home after the procedure, but unlike CoolSculpting, there is a recovery time. Follow your surgeon's aftercare instructions to ensure optimal results and minimal discomfort.

### GET AN ARM LIFT IN CHICAGO, IL

Selecting an experienced provider is crucial, regardless of which arm lift procedure you choose. Both CoolSculpting and Brachioplasty are technique-sensitive procedures. So, you'll want a board-certified plastic surgeon who provides both treatments and has extensive experience performing them.

There are many options available when it comes to surgery. But your choice should always have the best results in mind for you and your body. Concierge Aesthetics and Plastic Surgery offers both CoolSculpting and Brachioplasty arm lifts in Chicago, IL.

Not sure which is better for you? We'd love to help steer your decision-making process. Call [312-255-1495](tel:312-255-1495) to schedule a free consultation today! Let's discuss your aesthetic goals, budget, and expectations. From there, we can determine which procedure best suits your needs and create an appropriate treatment plan.

#### SCHEDULE A FREE CONSULTATION

Name

Email Address

Phone Number

Select Preferred Location

Please let us know if you have any questions and the best time to contact you.

Submit

By submitting this form you agree to be contacted via phone/text/email.

#### SOURCES

- <sup>1</sup> [Cryolipolysis For Noninvasive Body Contouring](#)  
<sup>2</sup> [Safety, Tolerance, And Patient Satisfaction With Noninvasive Cryolipolysis](#)

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# COOLSCULPTING MARKETING

CoolSculpting Website Design + Marketing

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Luxury Med Spa**  
LAURA BENNETT ROCHE


[laura@cimedspa.com](mailto:laura@cimedspa.com)

**Invoice Number:** WV 2022\_339

**Invoice Date:** December 1, 2022

**Payment Due:** December 1, 2022

**Amount Due (USD): \$0.00**

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"> <li>• Monthly management of Google Adwords, Facebook and Instagram campaigns to target aesthetic buyers online.</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>• Conversion Tools + Lead Nurture Technology</li> <li>• SEO optimized CoolSculpting article with up to two hours of website updates</li> </ul> Includes management of both <a href="http://cimedspa.com">cimedspa.com</a> + <a href="http://conciergemedspa.com">conciergemedspa.com</a>	1	\$3,750.00	\$3,750.00
<b>Total:</b>			\$3,750.00
Payment on December 1, 2022 using  ending in 2026:			\$3,750.00
<b>Amount Due (USD):</b>			<b>\$0.00</b>

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