

# CoolSculpting Marketing Services Concierge MedSpa Co-Op Q2 2023 Total Marketing Expenses (4/1/2023 - 6/30/2023)

**Total Google Ads: \$15,113.06**  
**Total Meta Ads: \$ 3,182.25**  
**Total Marketing Service Fees: \$12,900.00**  
**Total CoolSculpting Marketing Cost: \$31,195.31**

Google Ads Medstar Media > Concierge - CI MED Spa 827-327-1339

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaigns (11 from 1 account) Select a campaign

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

Overview Campaigns

Recommendations Add broad match keywords: Get more conversions at a similar or better ROI by adding broad match versions of your existing keywords

| Campaign                                                     | Budget       | Status                              | Clicks | CTR    | Cost       |
|--------------------------------------------------------------|--------------|-------------------------------------|--------|--------|------------|
| MS   search   coolsculpting   gold coast                     | \$139.04/day | Paused<br>All ads limited by policy | 1,249  | 9.85%  | \$9,005.70 |
| MS   search   coolsculpting   geneva                         | \$83.07/day  | Paused<br>All ads limited by policy | 332    | 13.67% | \$6,107.36 |
| search   beta   coolsculpting                                | \$145.00/day | Removed                             | 0      | -      | \$0.00     |
| CI   search   alpha   coolsculpting                          | \$78.51/day  | Paused<br>No ads                    | 0      | -      | \$0.00     |
| CON   search   beta   coolsculpting   barrington             | \$0.06/day   | Paused<br>All ads limited by policy | 0      | -      | \$0.00     |
| CON   search   beta   coolsculpting   naperville             | \$0.06/day   | Paused<br>All ads limited by policy | 0      | -      | \$0.00     |
| CON   search   beta   coolsculpting   long grove             | \$0.06/day   | Paused<br>All ads limited by policy | 0      | -      | \$0.00     |
| search   beta   coolsculpting   geneva   exp reach           | \$42.10/day  | Paused<br>All ads limited by policy | 0      | -      | \$0.00     |
| CON   search   beta   coolsculpting   naperville   exp reach | \$0.06/day   | Paused<br>All ads limited by policy | 0      | -      | \$0.00     |
| search   beta   coolsculpting   gold coast   exp reach       | \$187.55/day | Paused<br>All ads limited by policy | 0      | -      | \$0.00     |

Google Ads Medstar Media > Concierge - CI MED Spa 827-327-1339

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaigns (11 from 1 account) Select a campaign

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

Overview Campaigns

| Campaign                                                     | Budget       | Status                              | Clicks | CTR | Cost        |
|--------------------------------------------------------------|--------------|-------------------------------------|--------|-----|-------------|
| CI   search   alpha   coolsculpting                          | \$78.51/day  | Paused<br>No ads                    | 0      | -   | \$0.00      |
| CON   search   beta   coolsculpting   barrington             | \$0.06/day   | Paused<br>All ads limited by policy | 0      | -   | \$0.00      |
| CON   search   beta   coolsculpting   naperville             | \$0.06/day   | Paused<br>All ads limited by policy | 0      | -   | \$0.00      |
| CON   search   beta   coolsculpting   long grove             | \$0.06/day   | Paused<br>All ads limited by policy | 0      | -   | \$0.00      |
| search   beta   coolsculpting   geneva   exp reach           | \$42.10/day  | Paused<br>All ads limited by policy | 0      | -   | \$0.00      |
| CON   search   beta   coolsculpting   naperville   exp reach | \$0.06/day   | Paused<br>All ads limited by policy | 0      | -   | \$0.00      |
| search   beta   coolsculpting   gold coast   exp reach       | \$187.55/day | Paused<br>All ads limited by policy | 0      | -   | \$0.00      |
| CON   search   beta   coolsculpting   barrington   exp reach | \$0.06/day   | Paused<br>All ads limited by policy | 0      | -   | \$0.00      |
| Total: Campaigns in your current view                        |              |                                     |        |     | \$15,113.06 |
| Total: Account                                               |              |                                     |        |     | \$46,518.72 |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Central Time. Learn more  
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Google Ads Medstar Media > Concierge - CI MED Spa 827-327-1339

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting | gold coast Ad groups (864) Select an ad group

Paused Type: Search Budget: \$139.04/day More details Campaign 8 of 11

Overview Ads

| Ad                                                                                                                                                                                                                                                                                             | Ad group                   | Status                                                                     | Clicks | CTR    | Cost       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|----------------------------------------------------------------------------|--------|--------|------------|
| Total: Ads in your current view                                                                                                                                                                                                                                                                |                            |                                                                            |        |        |            |
| (Keyword:Concierge Aesthetics)   CoolSculpting   CoolSculpting® Elite +12 more conciergemedspa.com/elite/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details                          | 0. coolsculpting - general | Not eligible<br>Policy (Restricted drug terms +1 more),<br>Campaign paused | 506    | 10.78% | \$4,323.41 |
| (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... View assets details | 0. coolsculpting - general | Removed<br>Policy (Restricted drug terms +1 more),<br>Campaign paused      | 230    | 10.32% | \$1,675.05 |
| (Keyword:Concierge Aesthetics)   CoolSculpting   CoolSculpting® Elite +12 more conciergemedspa.com/elite/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details                          | 2. body sculpting          | Not eligible<br>Policy (Moderately Restricted +2 more),<br>Campaign paused | 127    | 7.48%  | \$794.73   |
| (Keyword:Concierge Aesthetics)   CoolSculpting   CoolSculpting® Elite +12 more conciergemedspa.com/elite/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details                          | 1. coolsculpting - price   | Not eligible<br>Policy (Restricted drug terms +1 more),<br>Campaign paused | 121    | 13.40% | \$717.54   |
| (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... View assets details | 1. coolsculpting - price   | Removed<br>Policy (Restricted medical content +1 more),<br>Campaign paused | 74     | 16.41% | \$454.73   |
| (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... View assets details                                                            | 2. body sculpting          | Removed<br>Policy (Restricted medical content +1 more),<br>Campaign paused | 64     | 7.56%  | \$331.56   |

Google Ads Medstar Media > Concierge - CI MED Spa 827-327-1339

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting | gold coast Ad groups (864) Select an ad group

Paused Type: Search Budget: \$139.04/day More details Campaign 8 of 11

Overview Ads

| Ad                                                                                                                                                                                                                                                                                             | Ad group                   | Status                                                                          | Clicks | CTR    | Cost     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|---------------------------------------------------------------------------------|--------|--------|----------|
| Total: Ads in your current view                                                                                                                                                                                                                                                                |                            |                                                                                 |        |        |          |
| (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... View assets details | 2. body sculpting          | Removed<br>Policy (Restricted medical content +1 more),<br>Campaign paused      | 64     | 7.56%  | \$331.56 |
| (Keyword:Concierge Aesthetics)   CoolSculpting   CoolSculpting® Elite +7 more conciergemedspa.com/elite/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details                           | 0. coolsculpting - general | Not eligible<br>Policy (Restricted drug terms +1 more),<br>Campaign paused      | 42     | 10.19% | \$231.85 |
| [Dynamically generated heading] [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                 | Not eligible<br>Policy (Restricted medical content +1 more),<br>Campaign paused | 18     | 7.79%  | \$129.79 |
| (Keyword:Concierge Aesthetics)   CoolSculpting   CoolSculpting® Elite +7 more conciergemedspa.com/elite/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details                           | 2. body sculpting          | Not eligible<br>Policy (Restricted drug terms +1 more),<br>Campaign paused      | 32     | 8.49%  | \$117.20 |
| 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... View assets details           | x. non-service medspa      | Removed<br>Policy (Restricted drug terms +1 more),<br>Campaign paused           | 17     | 3.95%  | \$94.17  |
| (Keyword:Concierge Aesthetics)   CoolSculpting   CoolSculpting® Elite +7 more conciergemedspa.com/elite/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details                           | 1. coolsculpting - price   | Not eligible<br>Policy (Restricted medical content +2 more),<br>Campaign paused | 9      | 36.00% | \$56.78  |

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All campaigns Unsaved view (3 filters) Campaign MS | search | coolscutpling | gold coast Ad groups (864) Select an ad group

Paused Type: Search Budget: \$139.04/day More details Campaign 8 of 11

| Overview                        | Ad                                                                                                                                                                                                                                                                                    | Ad group                                     | Status                                                                          | Clicks | CTR   | Cost    |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|---------------------------------------------------------------------------------|--------|-------|---------|
| Total: Ads in your current view |                                                                                                                                                                                                                                                                                       |                                              |                                                                                 |        |       |         |
| 1,249 9.85% \$9,005.70          |                                                                                                                                                                                                                                                                                       |                                              |                                                                                 |        |       |         |
| Ad groups                       |                                                                                                                                                                                                                                                                                       |                                              |                                                                                 |        |       |         |
| Ads & assets                    |                                                                                                                                                                                                                                                                                       |                                              |                                                                                 |        |       |         |
| Ads                             | Concierge Aesthetics   CoolSculpting® Elite +11 more<br>conciergemedspa.com/elite/chicago<br>Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...                                                         | x. non-service medspa                        | Not eligible<br>Policy (Restricted medical content +1 more),<br>Campaign paused | 5      | 1.85% | \$36.04 |
| Assets                          |                                                                                                                                                                                                                                                                                       |                                              |                                                                                 |        |       |         |
| Landing pages                   |                                                                                                                                                                                                                                                                                       |                                              |                                                                                 |        |       |         |
| Keywords                        |                                                                                                                                                                                                                                                                                       |                                              |                                                                                 |        |       |         |
| Audiences                       |                                                                                                                                                                                                                                                                                       |                                              |                                                                                 |        |       |         |
| Settings                        |                                                                                                                                                                                                                                                                                       |                                              |                                                                                 |        |       |         |
| Change history                  |                                                                                                                                                                                                                                                                                       |                                              |                                                                                 |        |       |         |
| Suggested                       |                                                                                                                                                                                                                                                                                       |                                              |                                                                                 |        |       |         |
| Dynamic ad targets              |                                                                                                                                                                                                                                                                                       |                                              |                                                                                 |        |       |         |
| Locations                       |                                                                                                                                                                                                                                                                                       |                                              |                                                                                 |        |       |         |
| Locations                       | Best CoolSculpting Price   Target Belly Fat, Love Handles   Fat Reduction in Chicago, IL<br>www.cimedspa.com<br>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<br>Policy (Restricted drug terms), Ad group removed, +1                 | 0      | -     | \$0.00  |
| Locations                       | Learn More About CoolSculpting   #1 Cool Sculpting Deal 25% Off   Best CoolSculpting Price +4 more<br>www.cimedspa.com<br>#1 CoolSculpting Deal 25% Off. Freeze Fat. Top Provider in Chicago. Free Consult. CoolSculpting Reduces Fat Without...<br>View assets details               | cool sculpting love handles before and after | Removed<br>Policy (Restricted drug terms), Ad group removed, +1                 | 0      | -     | \$0.00  |
| Locations                       | #1 Cool Sculpting Deal 25% Off   Freeze Away Stubborn Fat   No                                                                                                                                                                                                                        |                                              |                                                                                 |        |       |         |

Google Ads Medstar Media > Concierge - CI MED Spa 827-327-1339

All campaigns Unsaved view (3 filters) Campaign MS | search | coolscutpling | gold coast Ad groups (864) Select an ad group

Paused Type: Search Budget: \$139.04/day More details Campaign 8 of 11

| Overview                        | Ad                                                                                                                                                                                                                                                                                     | Ad group                      | Status                                                                       | Clicks | CTR   | Cost       |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|------------------------------------------------------------------------------|--------|-------|------------|
| Total: Ads in your current view |                                                                                                                                                                                                                                                                                        |                               |                                                                              |        |       |            |
| 1,249 9.85% \$9,005.70          |                                                                                                                                                                                                                                                                                        |                               |                                                                              |        |       |            |
| Ad groups                       |                                                                                                                                                                                                                                                                                        |                               |                                                                              |        |       |            |
| Ads & assets                    |                                                                                                                                                                                                                                                                                        |                               |                                                                              |        |       |            |
| Ads                             | Reduction in Chicago, IL<br>www.cimedspa.com<br>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.                                                                  | coolscutpling abdomen near me | Removed<br>Policy (Restricted drug terms), Ad group removed, +1              | 0      | -     | \$0.00     |
| Assets                          |                                                                                                                                                                                                                                                                                        |                               |                                                                              |        |       |            |
| Landing pages                   |                                                                                                                                                                                                                                                                                        |                               |                                                                              |        |       |            |
| Keywords                        |                                                                                                                                                                                                                                                                                        |                               |                                                                              |        |       |            |
| Audiences                       |                                                                                                                                                                                                                                                                                        |                               |                                                                              |        |       |            |
| Settings                        |                                                                                                                                                                                                                                                                                        |                               |                                                                              |        |       |            |
| Change history                  |                                                                                                                                                                                                                                                                                        |                               |                                                                              |        |       |            |
| Suggested                       |                                                                                                                                                                                                                                                                                        |                               |                                                                              |        |       |            |
| Dynamic ad targets              |                                                                                                                                                                                                                                                                                        |                               |                                                                              |        |       |            |
| Locations                       |                                                                                                                                                                                                                                                                                        |                               |                                                                              |        |       |            |
| Locations                       | Learn More About CoolSculpting   #1 Cool Sculpting Deal 25% Off   Best CoolSculpting Price +4 more<br>www.cimedspa.com<br>#1 CoolSculpting Deal 25% Off. Freeze Fat. Top Provider in Chicago. Free Consult. CoolSculpting Reduces Fat Without...<br>View assets details                | coolscutpling abdomen price   | Removed<br>Policy (Restricted drug terms), Ad group removed, +1              | 0      | -     | \$0.00     |
| Locations                       | #1 Cool Sculpting Deal 25% Off   Freeze Away Stubborn Fat   No Surgery, Pain or Downtime<br>www.cimedspa.com<br>#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 | coolscutpling abdomen price   | Removed<br>Policy (Restricted medical content +1 more), Ad group removed, +1 | 0      | -     | \$0.00     |
| Locations                       | Best CoolSculpting Price   Target Belly Fat, Love Handles   Fat Reduction in Chicago, IL<br>www.cimedspa.com<br>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.  | coolscutpling abdomen price   | Removed<br>Policy (Restricted drug terms), Ad group removed, +1              | 0      | -     | \$0.00     |
| Locations                       | Total: Ads in your current view                                                                                                                                                                                                                                                        |                               |                                                                              | 1,249  | 9.85% | \$9,005.70 |
| Locations                       | Total: Campaign                                                                                                                                                                                                                                                                        |                               |                                                                              | 1,249  | 9.85% | \$9,005.70 |

Show rows: 100 1 - 100 of 3,402

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All campaigns Unsaved view (3 filters) Campaign MS | search | coolscutpling | gold coast Ad groups (864) Select an ad group

Paused Type: Search Budget: \$139.04/day More details Campaign 8 of 11

Responsive search ad

Assets Combinations

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

| Asset                                                                                     | Status             | Asset type  | Position pinning | Performance | Impr. | Asset source |
|-------------------------------------------------------------------------------------------|--------------------|-------------|------------------|-------------|-------|--------------|
| CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More | Approved (limited) | Description | None             | Good        | 4,525 | Advertiser   |
| Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments   | Approved (limited) | Description | 2nd position     | Good        | 3,860 | Advertiser   |
| 50% Off 16+ Treatments                                                                    | Approved (limited) | Headline    | 2nd position     | Good        | 3,461 | Advertiser   |
| Coolsclupling in Chicago, IL                                                              | Approved (limited) | Headline    | 1st position     | Good        | 2,544 | Advertiser   |
| (Keyword: Concierge Aesthetics)                                                           | Approved (limited) | Headline    | 1st position     | Good        | 1,033 | Advertiser   |
| CoolSculpting® Chicago, IL                                                                | Approved (limited) | Headline    | 1st position     | Learning    | 586   | Advertiser   |
| Affordable & Quick Treatments                                                             | Approved (limited) | Headline    | 2nd position     | Learning    | 423   | Advertiser   |
| Coolsclupling                                                                             | Approved (limited) | Headline    | 1st position     | Learning    | 341   | Advertiser   |
| No Surgery & Minimal Downtime                                                             | Approved (limited) | Headline    | 2nd position     | Learning    | 303   | Advertiser   |
| Freeze Your Fat Away Today                                                                | Approved (limited) | Headline    | 2nd position     | Learning    | 203   | Advertiser   |
| CoolSculpting® Elite                                                                      | Approved (limited) | Headline    | 1st position     | Learning    | 191   | Advertiser   |
| Freeze Stubborn Fat 2x Faster                                                             | Approved (limited) | Headline    | 2nd position     | Learning    | 169   | Advertiser   |

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All campaigns Unsaved view (3 filters) Campaign MS | search | coolscutpling | gold coast Ad groups (864) Select an ad group

Paused Type: Search Budget: \$139.04/day More details Campaign 8 of 11

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

| Asset                                                                                     | Status             | Asset type  | Position pinning | Performance | Impr. | Asset source |
|-------------------------------------------------------------------------------------------|--------------------|-------------|------------------|-------------|-------|--------------|
| Coolsclupling                                                                             | Approved (limited) | Headline    | 1st position     | Learning    | 341   | Advertiser   |
| No Surgery & Minimal Downtime                                                             | Approved (limited) | Headline    | 2nd position     | Learning    | 303   | Advertiser   |
| Freeze Your Fat Away Today                                                                | Approved (limited) | Headline    | 2nd position     | Learning    | 203   | Advertiser   |
| CoolSculpting® Elite                                                                      | Approved (limited) | Headline    | 1st position     | Learning    | 191   | Advertiser   |
| Freeze Stubborn Fat 2x Faster                                                             | Approved (limited) | Headline    | 2nd position     | Learning    | 169   | Advertiser   |
| The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat. | Approved (limited) | Description | None             | Learning    | 89    | Advertiser   |
| Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.  | Approved (limited) | Description | None             | Learning    | 81    | Advertiser   |
| Next-Generation Fat Reduction                                                             | Approved (limited) | Headline    | 2nd position     | Learning    | 50    | Advertiser   |
| Flexible Payment Options                                                                  | Approved (limited) | Headline    | 2nd position     | Learning    | 45    | Advertiser   |
| Top Provider in Chicago, IL                                                               | Approved (limited) | Headline    | 2nd position     | Learning    | 26    | Advertiser   |
| Fat Reduction Treatment                                                                   | Approved (limited) | Headline    | 2nd position     | Learning    | 15    | Advertiser   |
| Concierge Aesthetics                                                                      | Approved (limited) | Headline    | None             | Pending     | 0     | Advertiser   |

Show rows: 100 1 - 19 of 19

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All campaigns Unsaved view (3 filters) Campaign MS | search | coolscutpling | gold coast Ad groups (864) Select an ad group

Paused Type: Search Budget: \$139.04/day More details Campaign 8 of 11

Assets

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

| Asset                                                                                                        | Added to                                 | Level    | Status                                                            | Clicks | CTR    | Cost       |
|--------------------------------------------------------------------------------------------------------------|------------------------------------------|----------|-------------------------------------------------------------------|--------|--------|------------|
| Service catalog: CoolSculpting, Fat Reduction, CoolMini, Double Chin Reduction, Cellulite Reduction, Non-... | MS   search   coolscutpling   gold coast | Campaign | Eligible                                                          | 5      | 9.09%  | \$37.14    |
| Current Specials<br>Don't Miss Our Specials & Exclusive Offers. Learn More Now.                              | Account                                  | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 955    | 12.70% | \$7,297.36 |
| CoolSculpting<br>CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More                     | MS   search   coolscutpling   gold coast | Campaign | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 920    | 12.64% | \$7,047.59 |
| Full Range of Services<br>Learn More About Our Complete Range of Top Services for Face and Body.             | Account                                  | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 822    | 11.99% | \$6,068.57 |
| 5 Star Reviews<br>See Why Concierge Medspa is #1 Read Real Client Reviews                                    | Account                                  | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 619    | 10.85% | \$4,544.68 |
| Book A Free Consultation<br>Quickly & Conveniently Booking Your Free Consultation Online Now.                | Account                                  | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 261    | 7.62%  | \$1,973.80 |
| Learn More About Our Team, Location and Available Beauty Treatments                                          | Account                                  | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 273    | 7.08%  | \$1,879.87 |
| Why Choose Concierge<br>Pearl About What Sets Us Apart from                                                  | Account                                  | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 220    | 6.96%  | \$1,424.02 |

Google Ads Medstar Media > Concierge - CI MED Spa 827-327-1339

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting | gold coast Ad groups (864) Select an ad group

Paused Type: Search Budget: \$139.04/day More details Campaign 8 of 11

| Overview                                                                         | 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) | 229    | 6.96%  | \$1,404.92 |      |
| Callout                                                                          |                                          |          |                                                                |        |        |            |      |
| Freeze Your Fat                                                                  | MS   search   coolsculpting   gold coast | Campaign | Eligible                                                       | 166    | 14.22% | \$1,462.62 |      |
| Liposuction Alternative                                                          | MS   search   coolsculpting   gold coast | Campaign | Eligible                                                       | 165    | 16.19% | \$1,435.19 |      |
| Highlights: No Surgery                                                           | MS   search   coolsculpting   gold coast | Campaign | Eligible                                                       | 154    | 15.19% | \$1,374.40 |      |
| FDA Cleared                                                                      | MS   search   coolsculpting   gold coast | Campaign | Eligible                                                       | 167    | 13.89% | \$1,356.72 |      |
| 50% Off 8+ Treatments                                                            | MS   search   coolsculpting   gold coast | Campaign | Eligible                                                       | 142    | 14.45% | \$1,285.59 |      |
| Nonsurgical Fat Reduction                                                        | MS   search   coolsculpting   gold coast | Campaign | Eligible                                                       | 140    | 13.81% | \$1,213.54 |      |
| 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     |      |
| Promotion                                                                        |                                          |          |                                                                |        |        |            |      |
| Spring Sale - Up to 50% off 16+ Treatments                                       | MS   search   coolsculpting   gold coast | Campaign | Eligible (Limited) Policy (Restricted medical content +1 more) | 491    | 12.57% | \$3,844.79 |      |

Google Ads Medstar Media > Concierge - CI MED Spa 827-327-1339

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting | gold coast Ad groups (864) Select an ad group

Paused Type: Search Budget: \$139.04/day More details Campaign 8 of 11

| Overview                                   | Asset                                    | Added to | Level                                               | Status | Clicks | CTR        | Cost |
|--------------------------------------------|------------------------------------------|----------|-----------------------------------------------------|--------|--------|------------|------|
| Fall Sale - Up to 50% off 16+ Treatments   | MS   search   coolsculpting   gold coast | Campaign | Removed Policy (Restricted medical content +1 more) | 0      | -      | \$0.00     |      |
| Spring Sale - \$1,000 off CoolSculpting®   | MS   search   coolsculpting   gold coast | Campaign | Removed Policy (Restricted medical content +1 more) | 0      | -      | \$0.00     |      |
| Summer Sale - Up to 50% off 16+ Treatments | MS   search   coolsculpting   gold coast | Campaign | Removed                                             | 0      | -      | \$0.00     |      |
| Up to 50% off 16+ Treatments               | MS   search   coolsculpting   gold coast | Campaign | Removed Policy (Restricted medical content +1 more) | 0      | -      | \$0.00     |      |
| Winter Sale - Up to 50% off 16+ Treatments | MS   search   coolsculpting   gold coast | Campaign | Removed Policy (Restricted medical content +1 more) | 0      | -      | \$0.00     |      |
| Business name                              |                                          |          |                                                     |        |        |            |      |
| Concierge Med Spa                          | MS   search   coolsculpting   gold coast | Campaign | Eligible                                            | 586    | 10.04% | \$4,227.12 |      |
| Call                                       |                                          |          |                                                     |        |        |            |      |
| (630) 283-8250                             | MS   search   coolsculpting   gold coast | Campaign | Eligible                                            | 40     | 4.87%  | \$331.19   |      |
| (630) 715-2853                             | MS   search   coolsculpting   gold coast | Campaign | Removed                                             | 0      | -      | \$0.00     |      |
| Business logo                              |                                          |          |                                                     |        |        |            |      |
| CONCIERGE                                  | MS   search   coolsculpting   gold coast | Campaign | Not eligible Disapproved (Business Logo Blurry)     | 0      | -      | \$0.00     |      |

Google Ads Medstar Media > Concierge - CI MED Spa 827-327-1339

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting | gold coast Ad groups (864) Select an ad group

Paused Type: Search Budget: \$139.04/day More details Campaign 8 of 11

| Overview                   | Asset                                    | Added to | Level                                           | Status | Clicks | CTR        | Cost |
|----------------------------|------------------------------------------|----------|-------------------------------------------------|--------|--------|------------|------|
| (630) 283-8250             | MS   search   coolsculpting   gold coast | Campaign | Eligible                                        | 40     | 4.87%  | \$331.19   |      |
| (630) 715-2853             | MS   search   coolsculpting   gold coast | Campaign | Removed                                         | 0      | -      | \$0.00     |      |
| Business logo              |                                          |          |                                                 |        |        |            |      |
| CONCIERGE                  | MS   search   coolsculpting   gold coast | Campaign | Not eligible Disapproved (Business Logo Blurry) | 0      | -      | \$0.00     |      |
| Total: Business name       |                                          |          |                                                 | 586    | 10.04% | \$4,227.12 |      |
| Total: Business logo       |                                          |          |                                                 | 0      | -      | \$0.00     |      |
| Total: Sitelinks           |                                          |          |                                                 | 970    | 12.73% | \$7,384.89 |      |
| Total: Callouts            |                                          |          |                                                 | 410    | 13.62% | \$3,359.63 |      |
| Total: Structured snippets |                                          |          |                                                 | 5      | 9.09%  | \$37.14    |      |
| Total: Calls               |                                          |          |                                                 | 40     | 4.87%  | \$331.19   |      |
| Total: Promotions          |                                          |          |                                                 | 491    | 12.57% | \$3,844.79 |      |

Show rows: 100 1 - 28 of 28

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Google Ads Medstar Media > Concierge - CI MED Spa 827-327-1339

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting | geneva Ad groups (13) Select an ad group

Paused Type: Search Budget: \$83.07/day More details Campaign 7 of 11

Overview Ad status: All Add filter Custom Apr 1 - Jun 30, 2023 Show last 30 days

| Overview                                                                                                                                                                                                                                                                 | Ad                         | Ad group                                                                  | Status | Clicks | CTR        | Cost       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|---------------------------------------------------------------------------|--------|--------|------------|------------|
| Total: Ads in your current view                                                                                                                                                                                                                                          |                            |                                                                           |        | 332    | 13.67%     | \$6,107.36 |
| {Keyword:Concierge Aesthetics}   CoolSculpting   CoolSculpting® Elite +12 more conciergemedspa.com/elite/geneva Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...                         | 0. coolsculpting - general | Not eligible Policy (Restricted drug terms +1 more), Campaign paused      | 126    | 18.81% | \$2,345.65 |            |
| {Keyword:Concierge Aesthetics}   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more conciergemedspa.com/coolsculpting/geneva Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... | 0. coolsculpting - general | Removed Policy (Restricted drug terms +1 more), Campaign paused           | 74     | 22.02% | \$1,427.74 |            |
| Concierge Aesthetics   CoolSculpting   CoolSculpting® Elite +11 more conciergemedspa.com/elite/geneva Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...                                   | x. non-service medspa      | Not eligible Policy (Restricted drug terms +1 more), Campaign paused      | 20     | 4.14%  | \$544.66   |            |
| {Keyword:Concierge Aesthetics}   CoolSculpting   CoolSculpting® Elite +7 more conciergemedspa.com/elite/geneva Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...                          | 0. coolsculpting - general | Not eligible Policy (Restricted medical content +1 more), Campaign paused | 17     | 24.64% | \$410.18   |            |
| {Keyword:Concierge Aesthetics}   CoolSculpting   CoolSculpting® Elite +12 more conciergemedspa.com/elite/geneva Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...                         | 1. coolsculpting - price   | Not eligible Policy (Restricted drug terms +1 more), Campaign paused      | 30     | 24.79% | \$391.88   |            |
| {Keyword:Concierge Aesthetics}   CoolSculpting   CoolSculpting® Elite +12 more conciergemedspa.com/elite/geneva Our Biorest CoolSculptino Discount Ever. Get Up to 50% Off 16+                                                                                           | 2. body sculpting          | Not eligible Policy (Restricted drug terms +1 more), Campaign paused      | 18     | 9.18%  | \$377.84   |            |

Google Ads Medstar Media > Concierge - CI MED Spa 827-327-1339

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting | geneva Ad groups (13) Select an ad group

Paused Type: Search Budget: \$83.07/day More details Campaign 7 of 11

Overview Ad status: All Add filter Custom Apr 1 - Jun 30, 2023 Show last 30 days

| Overview                                                                                                                                                                                                                                                                 | Ad                       | Ad group                                                                  | Status | Clicks | CTR      | Cost       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------|--------|--------|----------|------------|
| Total: Ads in your current view                                                                                                                                                                                                                                          |                          |                                                                           |        | 332    | 13.67%   | \$6,107.36 |
| {Keyword:Concierge Aesthetics}   CoolSculpting   CoolSculpting® Elite +12 more conciergemedspa.com/elite/geneva Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...                         | 2. body sculpting        | Not eligible Policy (Restricted drug terms +1 more), Campaign paused      | 18     | 9.18%  | \$377.84 |            |
| {Keyword:Concierge Aesthetics}   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more conciergemedspa.com/coolsculpting/geneva Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... | 1. coolsculpting - price | Removed Policy (Restricted drug terms +1 more), Campaign paused           | 22     | 32.84% | \$238.85 |            |
| {Keyword:Concierge Aesthetics}   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more conciergemedspa.com/coolsculpting/geneva Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... | 2. body sculpting        | Removed Policy (Restricted drug terms +1 more), Campaign paused           | 7      | 12.28% | \$112.28 |            |
| Concierge Aesthetics   CoolSculpting   CoolSculpting® Elite +6 more conciergemedspa.com/elite/geneva Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...                                    | x. non-service medspa    | Not eligible Policy (Restricted drug terms +1 more), Campaign paused      | 5      | 9.43%  | \$105.07 |            |
| Concierge Aesthetics   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more conciergemedspa.com/coolsculpting/geneva Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick...           | x. non-service medspa    | Removed Policy (Restricted drug terms +1 more), Campaign paused           | 7      | 2.08%  | \$66.66  |            |
| {Keyword:Concierge Aesthetics}   CoolSculpting   CoolSculpting® Elite +7 more conciergemedspa.com/elite/geneva Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...                          | 2. body sculpting        | Not eligible Policy (Restricted medical content +1 more), Campaign paused | 3      | 18.75% | \$45.63  |            |

Google Ads Medstar Media > Concierge - CI MED SPA 827-327-1339

All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting | geneva Ad groups (13) Select an ad group

Paused Type: Search Budget: \$83.07/day More details Campaign 7 of 11

| Overview                        | Ad                                                                                                                                                                                                                                                                                                  | Ad group                 | Status                                                                          | Clicks | CTR    | Cost    |
|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------------|--------|--------|---------|
| Total: Ads in your current view |                                                                                                                                                                                                                                                                                                     |                          |                                                                                 |        |        |         |
| 332 13.67% \$6,107.36           |                                                                                                                                                                                                                                                                                                     |                          |                                                                                 |        |        |         |
| Ad groups                       |                                                                                                                                                                                                                                                                                                     |                          |                                                                                 |        |        |         |
| Ads & assets                    |                                                                                                                                                                                                                                                                                                     |                          |                                                                                 |        |        |         |
| Ads                             | (Keyword: Concierge Aesthetics)   CoolSculpting   CoolSculpting® Elite +7 more<br>concieregmedspa.com/elite/geneva<br>Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...<br>View assets details                       | 1. coolsculpting - price | Not eligible<br>Policy (Restricted medical content +1 more),<br>Campaign paused | 2      | 50.00% | \$20.71 |
| Assets                          |                                                                                                                                                                                                                                                                                                     |                          |                                                                                 |        |        |         |
| Landing pages                   | [Dynamically generated headline]<br>[Dynamically generated display URL]<br>Best CoolSculpting Deal. Freeze Fat. Top Provider in Geneva, IL. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments                                                                 | x. dynamic               | Not eligible<br>Policy (Restricted medical content +1 more),<br>Campaign paused | 1      | 7.14%  | \$20.21 |
| Keywords                        |                                                                                                                                                                                                                                                                                                     |                          |                                                                                 |        |        |         |
| Audiences                       | #1 Provider in Geneva   Safe & Effective Fat Reduction   20% Off All CoolSculpting® +9 more<br>concieregmedspa.com/coolsculpting/geneva<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Geneva, IL. Free Consult. Expert, Safe Fat Loss With Quick Results. Minimal...<br>View assets details | coolsculpting - face     | Removed<br>Policy (Restricted medical content +1 more), Ad group removed, +1    | 0      | -      | \$0.00  |
| Settings                        |                                                                                                                                                                                                                                                                                                     |                          |                                                                                 |        |        |         |
| Change history                  |                                                                                                                                                                                                                                                                                                     |                          |                                                                                 |        |        |         |
| Suggested                       |                                                                                                                                                                                                                                                                                                     |                          |                                                                                 |        |        |         |
| Dynamic ad targets              |                                                                                                                                                                                                                                                                                                     |                          |                                                                                 |        |        |         |
| Locations                       | 20% Off All CoolSculpting®   Concierge Med Spa   #1 Provider in Geneva<br>concieregmedspa.com/coolsculpting<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Geneva, IL. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.                  | coolsculpting - face     | Removed<br>Policy (Restricted medical content +1 more), Ad group removed, +1    | 0      | -      | \$0.00  |
| Show more                       |                                                                                                                                                                                                                                                                                                     |                          |                                                                                 |        |        |         |
|                                 | #1 CoolSculpting Deal 20% Off   Freeze Away Stubborn Fat   Concierge Med Spa<br>concieregmedspa.com/coolsculpting<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Geneva, IL. Schedule a Free Consultation          | coolsculpting - face     | Removed<br>Policy (Restricted medical content +1 more), Ad group removed, +1    | 0      | -      | \$0.00  |

Google Ads Medstar Media > Concierge - CI MED SPA 827-327-1339

All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting | geneva Ad groups (13) Select an ad group

Paused Type: Search Budget: \$83.07/day More details Campaign 7 of 11

| Overview                        | Ad                                                                                                                                                                                                                                                                                                                               | Ad group                 | Status                                                                     | Clicks | CTR | Cost   |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------------------------------------------------------------------|--------|-----|--------|
| Total: Ads in your current view |                                                                                                                                                                                                                                                                                                                                  |                          |                                                                            |        |     |        |
| 332 13.67% \$6,107.36           |                                                                                                                                                                                                                                                                                                                                  |                          |                                                                            |        |     |        |
| Ad groups                       |                                                                                                                                                                                                                                                                                                                                  |                          |                                                                            |        |     |        |
| Ads & assets                    |                                                                                                                                                                                                                                                                                                                                  |                          |                                                                            |        |     |        |
| Ads                             | [Dynamically generated headline]<br>[Dynamically generated display URL]<br>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               | Removed<br>Policy (Restricted medical content +1 more),<br>Campaign paused | 0      | -   | \$0.00 |
| Assets                          |                                                                                                                                                                                                                                                                                                                                  |                          |                                                                            |        |     |        |
| Landing pages                   | [Dynamically generated headline]<br>[Dynamically generated display URL]<br>CoolSculpting Deal. Freeze Fat. Top Provider in Geneva, IL. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.                                                                           | x. dynamic               | Removed<br>Policy (Restricted medical content +1 more),<br>Campaign paused | 0      | -   | \$0.00 |
| Keywords                        |                                                                                                                                                                                                                                                                                                                                  |                          |                                                                            |        |     |        |
| Audiences                       | CoolSculpting® Fat Reduction   CoolSculpting in Geneva   Biggest CoolSculpting® Promo +5 more<br>www.concieregmedspa.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Geneva, IL. Expert, Safe Fat Loss With Quick Results. Minimal...<br>View assets details                                           | 1. coolsculpting - price | Removed<br>Policy (Restricted medical content +1 more),<br>Campaign paused | 0      | -   | \$0.00 |
| Settings                        |                                                                                                                                                                                                                                                                                                                                  |                          |                                                                            |        |     |        |
| Change history                  | Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   Hurry Offer Ends in 4-COUNTDOWN(2021/01/31 00:00:00;en-...<br>www.concieregmedspa.com<br>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Geneva, IL. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now | 1. coolsculpting - price | Removed<br>Policy (Restricted medical content +1 more),<br>Campaign paused | 0      | -   | \$0.00 |
| Suggested                       |                                                                                                                                                                                                                                                                                                                                  |                          |                                                                            |        |     |        |
| Dynamic ad targets              | Total: Ads in your current view                                                                                                                                                                                                                                                                                                  |                          |                                                                            |        |     |        |
| Locations                       | Total: Campaign                                                                                                                                                                                                                                                                                                                  |                          |                                                                            |        |     |        |

Show rows: 100 1 - 100 of 758

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All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting | geneva Ad groups (13) Select an ad group

Paused Type: Search Budget: \$83.07/day More details Campaign 7 of 11

Responsive search ad

Assets Combinations

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

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

| Asset                                                                                     | Status             | Asset type  | Position pinning | Impr. | Asset source |
|-------------------------------------------------------------------------------------------|--------------------|-------------|------------------|-------|--------------|
| CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More | Approved (limited) | Description | None             | 641   | Advertiser   |
| Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments   | Approved (limited) | Description | 2nd position     | 582   | Advertiser   |
| CoolSculpting in Geneva, IL                                                               | Approved (limited) | Headline    | 1st position     | 569   | Advertiser   |
| 50% Off 16+ Treatments                                                                    | Approved (limited) | Headline    | 2nd position     | 424   | Advertiser   |
| CoolSculpting® Geneva, IL                                                                 | Approved (limited) | Headline    | 1st position     | 79    | Advertiser   |
| Affordable & Quick Treatments                                                             | Approved (limited) | Headline    | 2nd position     | 54    | Advertiser   |
| Freeze Your Fat Away Today                                                                | Approved (limited) | Headline    | 2nd position     | 49    | Advertiser   |
| No Surgery & Minimal Downtime                                                             | Approved (limited) | Headline    | 2nd position     | 48    | Advertiser   |
| Freeze Stubborn Fat 2x Faster                                                             | Approved (limited) | Headline    | 2nd position     | 30    | Advertiser   |
| Flexible Payment Options                                                                  | Approved (limited) | Headline    | 2nd position     | 23    | Advertiser   |
| Fat Reduction Treatment                                                                   | Approved (limited) | Headline    | 2nd position     | 17    | Advertiser   |
| The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat. | Approved (limited) | Description | None             | 16    | Advertiser   |

Google Ads Medstar Media > Concierge - CI MED SPA 827-327-1339

All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting | geneva Ad groups (13) Select an ad group

Paused Type: Search Budget: \$83.07/day More details Campaign 7 of 11

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

| Asset                                                                                     | Status             | Asset type  | Position pinning | Impr. | Asset source |
|-------------------------------------------------------------------------------------------|--------------------|-------------|------------------|-------|--------------|
| No Surgery & Minimal Downtime                                                             | Approved (limited) | Headline    | 2nd position     | 48    | Advertiser   |
| Freeze Stubborn Fat 2x Faster                                                             | Approved (limited) | Headline    | 2nd position     | 30    | Advertiser   |
| Flexible Payment Options                                                                  | Approved (limited) | Headline    | 2nd position     | 23    | Advertiser   |
| Fat Reduction Treatment                                                                   | Approved (limited) | Headline    | 2nd position     | 17    | Advertiser   |
| The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat. | Approved (limited) | Description | None             | 16    | Advertiser   |
| Top Provider in Geneva, IL                                                                | Approved (limited) | Headline    | 2nd position     | 15    | Advertiser   |
| Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.  | Approved (limited) | Description | None             | 13    | Advertiser   |
| Next-Generation Fat Reduction                                                             | Approved (limited) | Headline    | 2nd position     | 10    | Advertiser   |
| (Keyword: Concierge Aesthetics)                                                           | Approved (limited) | Headline    | 1st position     | 9     | Advertiser   |
| CoolSculpting                                                                             | Approved (limited) | Headline    | 1st position     | 7     | Advertiser   |
| CoolSculpting® Elite                                                                      | Approved (limited) | Headline    | 1st position     | 6     | Advertiser   |
| Concierge Aesthetics                                                                      | Approved (limited) | Headline    | None             | 0     | Advertiser   |

Show rows: 100 1 - 19 of 19

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All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting | geneva Ad groups (13) Select an ad group

Paused Type: Search Budget: \$83.07/day More details Campaign 7 of 11

Assets

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

| Asset                                                                                                        | Added to                             | Level    | Status                                                            | Clicks | CTR    | Cost       |
|--------------------------------------------------------------------------------------------------------------|--------------------------------------|----------|-------------------------------------------------------------------|--------|--------|------------|
| Structured snippet                                                                                           |                                      |          |                                                                   |        |        |            |
| Service catalog: CoolSculpting, Fat Reduction, CoolMini, Double Chin Reduction, Cellulite Reduction, Non-... | MS   search   coolsculpting   geneva | Campaign | Eligible                                                          | 4      | 22.22% | \$120.73   |
| Sitelink                                                                                                     |                                      |          |                                                                   |        |        |            |
| Current Specials Don't Miss Our Specials & Exclusive Offers. Learn More Now.                                 | Account                              | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 308    | 14.75% | \$5,804.68 |
| CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More                        | MS   search   coolsculpting   geneva | Campaign | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 288    | 16.08% | \$5,463.50 |
| Full Range of Services Learn More About Our Complete Range of Top Services for Face and Body.                | Account                              | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 263    | 13.56% | \$4,977.61 |
| 5 Star Reviews See Why Concierge Medspa is #1 Read Real Client Reviews                                       | Account                              | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 207    | 15.67% | \$3,952.52 |
| About Us Learn More About Our Team, Location and Available Beauty Treatments                                 | Account                              | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 60     | 7.26%  | \$1,133.40 |
| Book A Free Consultation Quisly & Conveniently Booking Your Free Consultation Online Now.                    | Account                              | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 41     | 7.77%  | \$1,023.40 |
| Why Choose Concierge Reveal About What Sets Us Apart from                                                    | Account                              | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 48     | 7.43%  | \$894.26   |

Google Ads Medstar Media > Concierge - CI MED Spa 827-327-1339

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting | geneva Ad groups (13) Select an ad group Change view

Paused Type: Search Budget: \$83.07/day More details Campaign 7 of 11

| Overview           | Asset                                                                            | Added to                             | Level    | Status                                                         | Clicks | CTR    | Cost       |
|--------------------|----------------------------------------------------------------------------------|--------------------------------------|----------|----------------------------------------------------------------|--------|--------|------------|
| Recommendations    |                                                                                  |                                      |          |                                                                |        |        |            |
| Insights           |                                                                                  |                                      |          |                                                                |        |        |            |
| Ad groups          | Why Choose Concierge Read About What Sets Us Apart from Other Medspas in Chicago | Account                              | Account  | Eligible (Limited Policy (Restricted medical content +1 more)) | 48     | 7.43%  | \$894.26   |
| Ads & assets       | Callout                                                                          |                                      |          |                                                                |        |        |            |
| Ads                | FDA Cleared                                                                      | MS   search   coolsculpting   geneva | Campaign | Eligible                                                       | 97     | 14.65% | \$2,094.19 |
| Assets             | Freeze Your Fat                                                                  | MS   search   coolsculpting   geneva | Campaign | Eligible                                                       | 97     | 15.11% | \$1,987.37 |
| Landing pages      | Highlights: No Surgery                                                           | MS   search   coolsculpting   geneva | Campaign | Eligible                                                       | 91     | 16.43% | \$1,822.40 |
| Keywords           | Liposuction Alternative                                                          | MS   search   coolsculpting   geneva | Campaign | Eligible                                                       | 87     | 14.92% | \$1,644.31 |
| Audiences          | Nonsurgical Fat Reduction                                                        | MS   search   coolsculpting   geneva | Campaign | Eligible                                                       | 84     | 14.69% | \$1,542.45 |
| Settings           | Convenient Locations                                                             | Account                              | Account  | Eligible                                                       | 0      | -      | \$0.00     |
| Change history     | 5 Star Reviews                                                                   | Account                              | Account  | Eligible                                                       | 0      | -      | \$0.00     |
| Suggested          | Contact Us + Free Consult                                                        | Account                              | Account  | Eligible                                                       | 0      | -      | \$0.00     |
| Dynamic ad targets | 50% Off 8+ Treatments                                                            | MS   search   coolsculpting   geneva | Campaign | Removed                                                        | 0      | -      | \$0.00     |
| Locations          | State-of-the-Art Facility                                                        | Account                              | Account  | Eligible                                                       | 0      | -      | \$0.00     |
| +                  | Promotion                                                                        |                                      |          |                                                                |        |        |            |
| +                  | Spring Sale - Up to 50% off 16+ Treatments                                       | MS   search   coolsculpting   geneva | Campaign | Eligible (Limited Policy (Restricted medical content +1 more)) | 160    | 18.35% | \$2,917.67 |

Google Ads Medstar Media > Concierge - CI MED Spa 827-327-1339

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting | geneva Ad groups (13) Select an ad group Change view

Paused Type: Search Budget: \$83.07/day More details Campaign 7 of 11

| Overview           | Asset                                      | Added to                             | Level    | Status                                              | Clicks | CTR    | Cost       |
|--------------------|--------------------------------------------|--------------------------------------|----------|-----------------------------------------------------|--------|--------|------------|
| Recommendations    |                                            |                                      |          |                                                     |        |        |            |
| Insights           |                                            |                                      |          |                                                     |        |        |            |
| Ad groups          | Fall Sale - Up to 50% off 16+ Treatments   | MS   search   coolsculpting   geneva | Campaign | Removed Policy (Restricted medical content +1 more) | 0      | -      | \$0.00     |
| Ads & assets       | Spring Sale - \$1,000 off CoolSculpting®   |                                      |          |                                                     |        |        |            |
| Ads                | Spring Sale - \$1,000 off CoolSculpting®   | MS   search   coolsculpting   geneva | Campaign | Removed Policy (Restricted medical content +1 more) | 0      | -      | \$0.00     |
| Assets             | Summer Sale - Up to 50% off 16+ Treatments | MS   search   coolsculpting   geneva | Campaign | Removed                                             | 0      | -      | \$0.00     |
| Landing pages      | Winter Sale - Up to 50% off 16+ Treatments | MS   search   coolsculpting   geneva | Campaign | Removed Policy (Restricted medical content +1 more) | 0      | -      | \$0.00     |
| Keywords           | Business name                              |                                      |          |                                                     |        |        |            |
| Audiences          | Concierge Med Spa                          | MS   search   coolsculpting   geneva | Campaign | Eligible                                            | 153    | 13.61% | \$2,928.29 |
| Settings           | Call                                       |                                      |          |                                                     |        |        |            |
| Change history     | (630) 283-8557                             | MS   search   coolsculpting   geneva | Campaign | Eligible                                            | 17     | 7.52%  | \$444.48   |
| Suggested          | Business logo                              |                                      |          |                                                     |        |        |            |
| Dynamic ad targets | CONCIERGE                                  | MS   search   coolsculpting   geneva | Campaign | Not eligible Disapproved (Business Logo Blurry)     | 0      | -      | \$0.00     |
| Locations          | Total: Business name                       |                                      |          |                                                     |        |        |            |
| +                  | Total: Business logo                       |                                      |          |                                                     |        |        |            |
| +                  | Total: Callouts                            |                                      |          |                                                     |        |        |            |

Google Ads Medstar Media > Concierge - CI MED Spa 827-327-1339

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting | geneva Ad groups (13) Select an ad group Change view

Paused Type: Search Budget: \$83.07/day More details Campaign 7 of 11

| Overview           | Asset                      | Added to                             | Level    | Status                                          | Clicks | CTR   | Cost     |
|--------------------|----------------------------|--------------------------------------|----------|-------------------------------------------------|--------|-------|----------|
| Recommendations    |                            |                                      |          |                                                 |        |       |          |
| Insights           |                            |                                      |          |                                                 |        |       |          |
| Ad groups          | Call                       |                                      |          |                                                 |        |       |          |
| Ads & assets       | (630) 283-8557             | MS   search   coolsculpting   geneva | Campaign | Eligible                                        | 17     | 7.52% | \$444.48 |
| Ads                | Business logo              |                                      |          |                                                 |        |       |          |
| Assets             | CONCIERGE                  | MS   search   coolsculpting   geneva | Campaign | Not eligible Disapproved (Business Logo Blurry) | 0      | -     | \$0.00   |
| Landing pages      | Total: Business name       |                                      |          |                                                 |        |       |          |
| Keywords           | Total: Business logo       |                                      |          |                                                 |        |       |          |
| Audiences          | Total: Sitelinks           |                                      |          |                                                 |        |       |          |
| Settings           | Total: Callouts            |                                      |          |                                                 |        |       |          |
| Change history     | Total: Structured snippets |                                      |          |                                                 |        |       |          |
| Suggested          | Total: Calls               |                                      |          |                                                 |        |       |          |
| Dynamic ad targets | Total: Promotions          |                                      |          |                                                 |        |       |          |
| Locations          | Total: Callouts            |                                      |          |                                                 |        |       |          |
| +                  | Total: Structured snippets |                                      |          |                                                 |        |       |          |
| +                  | Total: Calls               |                                      |          |                                                 |        |       |          |
| +                  | Total: Promotions          |                                      |          |                                                 |        |       |          |

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You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.  
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Campaigns Concierge Med Spa 1 (117773549234...)

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Search Campaign name contains cool Search and filter Save Clear Apr 1, 2023 - Jun 30, 2023

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             | Off             | Highest volume | \$33.00 Daily     | 7-day click or ...  | 250 Website Leads      | 53,147 | 121,527     | \$12.73 Per Lead     | \$3,182.25   | On     |
| <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 |
|                          | Results from 2 campaigns                |                 |                |                   |                     | Multiple attrib...     | 53,147 | 121,527     | Per Messaging Con... | \$3,182.25   |        |

Ads Concierge Med Spa 1 (117773549234...)

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Search Campaign name contains cool Search and filter Save Clear Apr 1, 2023 - Jun 30, 2023

Campaigns Ad sets for 1 Campaign Ads for 1 Campaign

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

| Off / On                 | Ad                             | Most significant             | 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        | 27, 2022, 4, 2... 5 days ago | 7-day click or ...  | 148 Website Leads | 46,990 | 96,118            | \$12.99 Per Lead | —               | —                       | —                       | \$1,922.07   |
| <input type="checkbox"/> | CS - Video - Talking Journey   | 27, 2022, 4, 2... 5 days ago | 7-day click or ...  | 73 Website Leads  | 9,499  | 15,140            | \$12.70 Per Lead | —               | —                       | —                       | \$927.17     |
| <input type="checkbox"/> | CS - Video - Doctor Explaining | 27, 2022, 4, 2... 5 days ago | 7-day click or ...  | 29 Website Leads  | 5,524  | 10,269            | \$11.48 Per Lead | —               | —                       | —                       | \$333.01     |
| <input type="checkbox"/> | CS - Video - Allyson           | 27, 2022, 4, 2... 5 days ago | 7-day click or ...  | — Website Lead    | —      | —                 | —                | —               | —                       | —                       | —            |
|                          | Results from 4 ads             |                              |                     |                   |        | 250 Website Leads | 53,147           | 121,527         | \$12.73 Per Lead        | —                       | \$3,182.25   |

Ads Concierge Med Spa 1 (117773549234...)

Campaign name contains cool Search and filter

Campaigns 1 selected

| Off / On                            | Ad                             | st significant              |
|-------------------------------------|--------------------------------|-----------------------------|
| <input checked="" type="checkbox"/> | CS - Video - My Journey        | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Talking Journey   | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Doctor Explaining | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Allyson           | 27, 2022, 4.2<br>5 days ago |

Results from 4 ads

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

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Ads 1 selected

View Setup Columns: Custom Breakdown Reports

| Per result          | Quality ranking | Engagement rate ranking | Conversion rate ranking | Amount spent              |
|---------------------|-----------------|-------------------------|-------------------------|---------------------------|
| \$12.99<br>Per Lead | —               | —                       | —                       | \$1,922.07                |
| \$12.70<br>Per Lead | —               | —                       | —                       | \$927.17                  |
| \$11.48<br>Per Lead | —               | —                       | —                       | \$333.01                  |
| —<br>Per Lead       | —               | —                       | —                       | —                         |
| \$12.73<br>Per Lead | —               | —                       | —                       | \$3,182.25<br>Total Spent |

Ads Concierge Med Spa 1 (117773549234...)

Campaign name contains cool Search and filter

Campaigns 1 selected

| Off / On                            | Ad                             | st significant              |
|-------------------------------------|--------------------------------|-----------------------------|
| <input checked="" type="checkbox"/> | CS - Video - My Journey        | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Talking Journey   | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Doctor Explaining | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Allyson           | 27, 2022, 4.2<br>5 days ago |


Results from 4 ads

View preview Mobile Feed

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** Learn more  
Next-Generation Fat Redu...

88 15 comments 18 shares

Like Comment Share

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Ads 1 selected

View Setup Columns: Custom Breakdown Reports

| Per result          | Quality ranking | Engagement rate ranking | Conversion rate ranking | Amount spent              |
|---------------------|-----------------|-------------------------|-------------------------|---------------------------|
| \$12.99<br>Per Lead | —               | —                       | —                       | \$1,922.07                |
| \$12.70<br>Per Lead | —               | —                       | —                       | \$927.17                  |
| \$11.48<br>Per Lead | —               | —                       | —                       | \$333.01                  |
| —<br>Per Lead       | —               | —                       | —                       | —                         |
| \$12.73<br>Per Lead | —               | —                       | —                       | \$3,182.25<br>Total Spent |

Ads Concierge Med Spa 1 (117773549234...)

Campaign name contains cool Search and filter

Campaigns 1 selected

| Off / On                            | Ad                             | st significant              |
|-------------------------------------|--------------------------------|-----------------------------|
| <input checked="" type="checkbox"/> | CS - Video - My Journey        | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Talking Journey   | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Doctor Explaining | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Allyson           | 27, 2022, 4.2<br>5 days ago |

Results from 4 ads

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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!

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Ads 1 selected

View Setup Columns: Custom Breakdown Reports

| Per result          | Quality ranking | Engagement rate ranking | Conversion rate ranking | Amount spent              |
|---------------------|-----------------|-------------------------|-------------------------|---------------------------|
| \$12.99<br>Per Lead | —               | —                       | —                       | \$1,922.07                |
| \$12.70<br>Per Lead | —               | —                       | —                       | \$927.17                  |
| \$11.48<br>Per Lead | —               | —                       | —                       | \$333.01                  |
| —<br>Per Lead       | —               | —                       | —                       | —                         |
| \$12.73<br>Per Lead | —               | —                       | —                       | \$3,182.25<br>Total Spent |

Ads Concierge Med Spa 1 (117773549234...)

Campaign name contains cool Search and filter

Campaigns 1 selected

| Off / On                            | Ad                             | st significant              |
|-------------------------------------|--------------------------------|-----------------------------|
| <input checked="" type="checkbox"/> | CS - Video - My Journey        | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Talking Journey   | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Doctor Explaining | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Allyson           | 27, 2022, 4.2<br>5 days ago |


Results from 4 ads

View preview Mobile Feed

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.



And my flank fat.

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

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Like Comment Share

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Save Clear Apr 1, 2023 - Jun 30, 2023

Ads 1 selected

View Setup Columns: Custom Breakdown Reports

| Per result          | Quality ranking | Engagement rate ranking | Conversion rate ranking | Amount spent              |
|---------------------|-----------------|-------------------------|-------------------------|---------------------------|
| \$12.99<br>Per Lead | —               | —                       | —                       | \$1,922.07                |
| \$12.70<br>Per Lead | —               | —                       | —                       | \$927.17                  |
| \$11.48<br>Per Lead | —               | —                       | —                       | \$333.01                  |
| —<br>Per Lead       | —               | —                       | —                       | —                         |
| \$12.73<br>Per Lead | —               | —                       | —                       | \$3,182.25<br>Total Spent |

Ads Concierge Med Spa 1 (117773549234...)

Campaign name contains cool Search and filter

Campaigns 1 selected

| Off / On                            | Ad                             | st significant              |
|-------------------------------------|--------------------------------|-----------------------------|
| <input checked="" type="checkbox"/> | CS - Video - My Journey        | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Talking Journey   | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Doctor Explaining | 27, 2022, 4.2<br>5 days ago |
| <input checked="" type="checkbox"/> | CS - Video - Allyson           | 27, 2022, 4.2<br>5 days ago |

Results from 4 ads

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- ✔ Natural-looking, long-lasting results

Book your treatment and say goodbye to stubborn bulges!

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

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Save Clear Apr 1, 2023 - Jun 30, 2023

Ads 1 selected

View Setup Columns: Custom Breakdown Reports

| Per result          | Quality ranking | Engagement rate ranking | Conversion rate ranking | Amount spent              |
|---------------------|-----------------|-------------------------|-------------------------|---------------------------|
| \$12.99<br>Per Lead | —               | —                       | —                       | \$1,922.07                |
| \$12.70<br>Per Lead | —               | —                       | —                       | \$927.17                  |
| \$11.48<br>Per Lead | —               | —                       | —                       | \$333.01                  |
| —<br>Per Lead       | —               | —                       | —                       | —                         |
| \$12.73<br>Per Lead | —               | —                       | —                       | \$3,182.25<br>Total Spent |

Ads Concierge Med Spa 1 (117773549234...)

Campaign name contains cool X Search and filter

Campaigns 1 selected X

Off / On Ad Ad status Last significant R

- CS - Video - My Journey 27, 2022, 4:2... 5 days ago
- CS - Video - Talking Journey 27, 2022, 4:2... 5 days ago
- CS - Video - Doctor Explaining 27, 2022, 4:2... 5 days ago
- CS - Video - Allyson 27, 2022, 4:2... 5 days ago


Results from 4 ads

**View preview** X

Book your treatment and say goodbye to stubborn bulges!

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

15 3 comments

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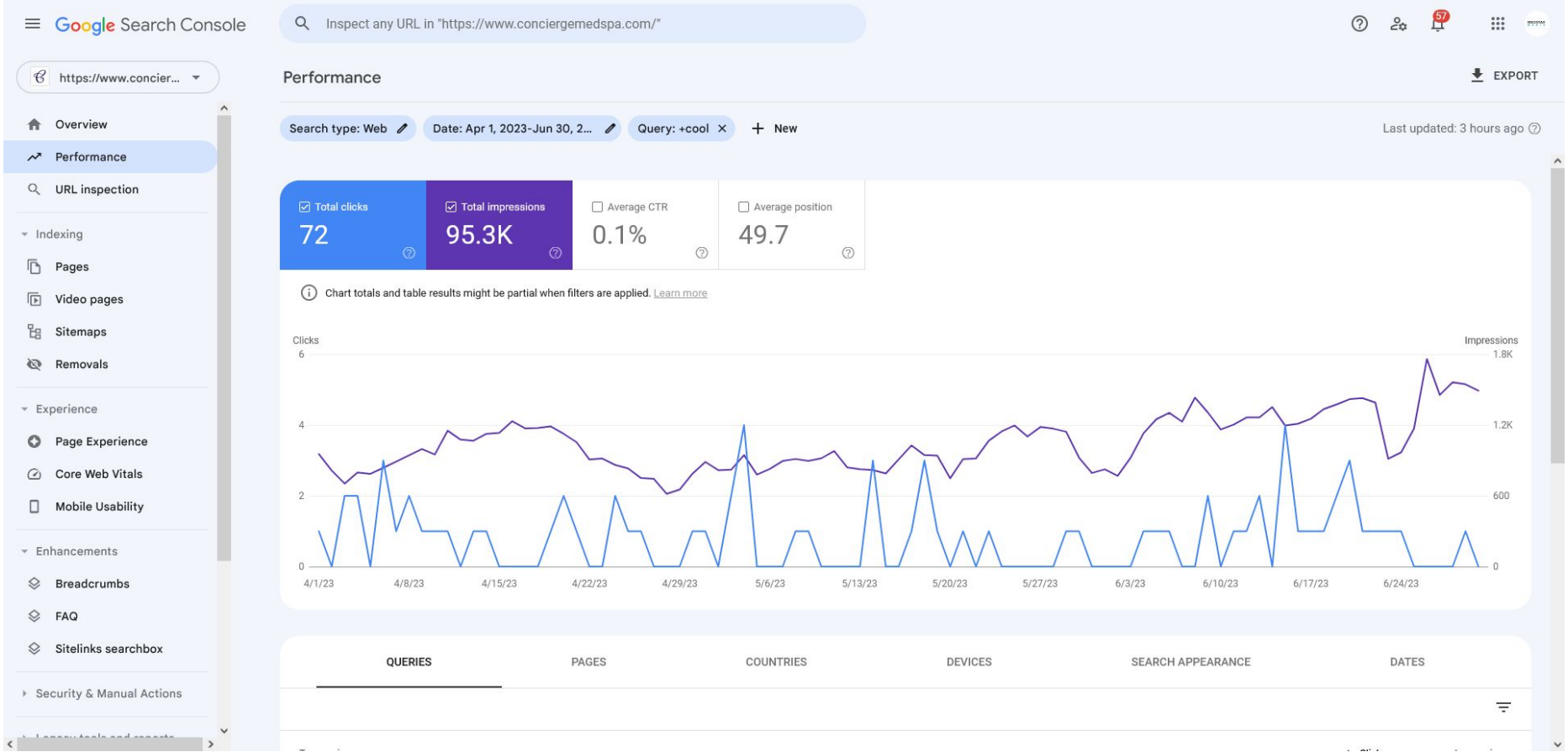
Updated just now Discard drafts Review and publish

Save Clear Apr 1, 2023 - Jun 30, 2023

Ads 1 selected X

View Setup Columns: Custom Breakdown Reports

| Ad result        | Quality ranking Ad relevance | Engagement rate ranking Ad relevance | Conversion rate ranking Ad relevance | Amount spent           |
|------------------|------------------------------|--------------------------------------|--------------------------------------|------------------------|
| \$12.99 Per Lead | —                            | —                                    | —                                    | \$1,922.07             |
| \$12.70 Per Lead | —                            | —                                    | —                                    | \$927.17               |
| \$11.48 Per Lead | —                            | —                                    | —                                    | \$333.01               |
| Per Lead         | —                            | —                                    | —                                    | —                      |
| \$12.73 Per Lead | —                            | —                                    | —                                    | \$3,182.25 Total Spent |



Google Search Console

Inspect any URL in "https://www.conclergemedspa.com/"

https://www.concier... X

Overview Performance URL inspection Indexing Pages Video pages Sitemaps Removals Experience Page Experience Core Web Vitals Mobile Usability Enhancements Breadcrumbs FAQ Sitelinks searchbox Security & Manual Actions

Performance

Search type: Web Date: Apr 1, 2023-Jun 30, 2023 Query: +cool X + New Last updated: 3 hours ago

QUERIES PAGES COUNTRIES DEVICES SEARCH APPEARANCE DATES

| Top queries                    | Clicks | Impressions |
|--------------------------------|--------|-------------|
| coolsculpting cost chicago     | 16     | 215         |
| coolsculpting chicago price    | 8      | 117         |
| coolsculpting before and after | 7      | 7,124       |
| cool sculpting chicago         | 7      | 595         |
| coolsculpting chicago          | 6      | 1,966       |
| cool sculpting cost chicago    | 5      | 64          |
| coolsculpting near me          | 3      | 1,927       |
| coolsculpting chicago cost     | 2      | 136         |
| coolsculpting                  | 1      | 6,283       |
| coolsculpting for men          | 1      | 3,613       |

Rows per page: 10 1-10 of 1000



## COOLSCULPTING FOR MEN: HOW FAT FREEZING IMPROVES MALE PHYSIQUES

CoolSculpting is the most popular non-invasive fat reduction method in the world. Fat freezing safely and effectively reduces stubborn fat cells by exposing them to a precise, controlled cooling. CoolSculpting literally freezes away fat. The innovative treatment is safe and virtually painless, using no needles or scalpels, and requires little to no downtime, making CoolSculpting the perfect alternative to liposuction.

Read on to [learn more about CoolSculpting](#) for men and why more male clients utilize this treatment to reduce fat.

### WHAT IS COOLSCULPTING?

CoolSculpting is a body contouring treatment that reduces fat cells without surgery or a lengthy recovery period. Using the advanced cooling technology known as Cryolipolysis, CoolSculpting exposes stubborn fat cells to a calibrated cooling. The extreme cooling temperature causes the fat cells membrane to crystallize, becoming brittle, and rupturing. Once this occurs, the fat cells die and process out of the body as a form of waste.

[Related Article: Learn more about fat freezing>>](#)

### HOW DOES COOLSCULPTING TECHNOLOGY WORK

CoolSculpting technology was first discovered by two Harvard scientists. These men noticed a rare phenomenon in the cheek fat of children who frequently sucked on popsicles. Due to the extremely cold temperature of the popsicle, these children had less cheek fat.

Using this information, the scientists discovered Cryolipolysis and harvested this technology in the CoolSculpting machine. During treatments, the applicators administer the calibrated cold temperatures and target specific areas on the male body. For example, the cold temperature penetrates deep below the skin, targeting stubborn fat cells.

CoolSculpting treatments for men make it possible to “freeze” a portion of fat cells in common problem zones like their chest, abdomen, thighs, and back. Once the fat cells freeze, their cell membrane ruptures, and the cell dies. Weeks after your treatment, the body initiates an immune response. Your body gathers the disabled cells and removes them from the body as a form of waste.

Men love CoolSculpting before it provides a way to reduce diet and exercise-resistant fat without ever having to take time off for surgery.

### COOLSCULPTING FOR MEN BEFORE AND AFTERS\*

CoolSculpting for men before and after pictures show real male clients who achieve phenomenal physical transformations after their treatments. Individual experiences may vary. However, each male achieves a noticeable fat reduction in problem areas like the chest after being treated by a reputable professional. CoolSculpting is a technique-sensitive treatment. The more experience the provider has, the better the fat reduction results.



### WHY THE SURGE OF COOLSCULPTING FOR MEN?

While both men and women utilize CoolSculpting treatments to target and reduce diet and exercise-resistant fat, typically, men and women differ in their reasonings. When women get fat frozen, many hope to increase their confidence by improving their body's appearance. CoolSculpting for men, on the other hand, is often scheduled because male clients believe a slimmer, sculpted body offers many competitive advantages in the workplace and helps them be more attractive when dating.

An article in Bloomberg magazine reports that this popular non-invasive cosmetic procedure is “becoming viewed by men as a method of self-enhancement. Like eating well, wearing nice clothes, or going to the gym.”

### HOW COOLSCULPTING IMPROVES MALE PHYSIQUES

CoolSculpting for men treatments improve male physiques by targeting some of the most common problem areas. These include Pseudo Gynecomastia or man boobs, love handles, stomach, thighs, and back.

#### WHAT IS PSEUDO GYNECOMASTIA?

Pseudogynecomastia is a male condition where the breast or chest area has excessive adipose (fat) tissue behind, around, or under the nipples. This is a genuine problem that many men struggle with daily. Luckily, CoolSculpting can help, but only if you have Pseudo Gynecomastia and not Gynecomastia.

#### GYNECOMASTIA VS PSEUDO GYNECOMASTIA

Understanding the difference between Gynecomastia and Pseudo Gynecomastia helps determine if CoolSculpting can help your problem. The main difference between these two conditions is the type of tissue in the breasts, causing them to be enlarged or look feminine. In Gynecomastia, the male chest has excess glandular tissue (possibly some excess fat tissue). The glandular tissue is firmer and more fibrous than regular, fatty tissue. It also does not respond to diet or exercise. Gynecomastia typically occurs when there is an imbalance in hormone levels. If you are unsure what is causing your boobs or man boobs, consult your physician and determine if CoolSculpting for men is an option for your chest.

#### HOW COOLSCULPTING FOR MEN TARGETS MOOBS OR MAN BOOBS

CoolSculpting's ability to improve pseudogynecomastia, the medical term for boobs, is supported in several clinical studies. One of the more recent studies in the *Journal of Dermatological Surgery*. The paper, titled “Cryolipolysis for Targeted Fat Reduction and Improved Appearance of the Enlarged Male Breast” found that **95% of men participating in the study saw visible reductions in fat and improvements in the overall appearance of “breasts” after only two CoolSculpting treatments.** This led researchers to conclude that **CoolSculpting provides “a safe, effective, and well-tolerated non-surgical treatment of pseudogynecomastia.”**

CoolSculpting on men's chests allows the technician to target the chest area, reducing a portion of fat cells in this specific area. Unfortunately, since the ability to “spot reduce” fat is a myth, it is hard for men to burn off fat in a particular area—including the chest. Now cool sculpting the chest allows men to target chest fat and sculpt a more firm, attractive male physique to show off.

#### COOLSCULPTING BURNS OFF STUBBORN BELLY BULGES

Another area on the body men struggle with is the stomach. Much like women, some men are genetically more apt to store stubborn fat in their stomach area. No matter how much dieting or exercising they do, they just can't seem to lose that lower belly pooch.

CoolSculpting for men on the stomach makes it possible to target those fat deposits in the lower stomach, reduce a portion of stubborn fat in that area, and contour a more lean, sculpted midsection. Male CoolSculpting means you can stop spending hours and hours in the gym trying to accomplish that sculpted six pack.

#### COOLSCULPTING MENS LOVE HANDLES

That's right, women are not the only ones who worry about their love handles. Love handles are actually a common problem area for men. Like the stomach area, the love handles tend to store stubborn fat easily while resisting diet and exercise efforts.

Now CoolSculpting on the love handles makes it easy to reduce fat cells and contour a more sculpted physique using dual contouring or two CoolSculpting machines at once.

#### COOLSCULPTING RESULTS FOR MEN\*

CoolSculpting results for men are long-lasting. Unlike traditional weight loss programs or medications that shrink fat cells, Cryolipolysis physically metabolizes fat cells and then excretes them from the body as waste. These cells cannot re-expand once they are removed. And since our bodies stop producing fat cells once we reach adulthood, they can never grow back. They are gone for good. It is important to note that excessive weight gain in surrounding areas could obscure your CoolSculpting results. To ensure you continue enjoying your new lean, sculpted physique, you should continue to diet and exercise.

#### MALE COOLSCULPTING SIDE EFFECTS\*

CoolSculpting treatments are safe and effective for men. This non-surgical fat reduction procedure is praised for its high safety profile and minimal CoolSculpting risks. One clinical study evaluating the safety of CoolSculpting concludes that, “**Cryolipolysis is a safe, well-tolerated, and effective treatment method for reduction of subcutaneous fat.**” Another study confirms these findings saying, “**Cryolipolysis is considered to be both safe and efficient with a high patient satisfaction rate.**”

CoolSculpting side effects are also unlikely. However, it is common for men to experience regular symptoms associated with a natural immune response after the cooling cycle is complete. These symptoms include tenderness, redness, numbing, or bruising around the treatment area. Typically, the symptoms go away on their own within days to weeks.

#### HOW MUCH DOES MALE COOLSCULPTING COST?

At Concierge Aesthetics & Plastic Surgery, everyone should be able to afford body contouring. This is why we offer CoolSculpting in Chicago at one of the most affordable rates in the area. The CoolSculpting treatment differs for everyone, so your price will vary. During your consultation with Concierge Aesthetics & Plastic Surgery, you can discuss your body contouring goals and receive a treatment plan cost that fits your budget.

[Related Article: CoolSculpting cost >>](#)

### EXPERIENCE COOLSCULPTING FOR MEN WITH THE BEST CHICAGO PROVIDER

If you are a man tired of struggling with resistant fat, contact Concierge Aesthetics and Plastic Surgery. We are a premier [CoolSculpting provider in Chicago](#) helping both men and women achieve optimal fat reduction with fat freezing. Call us at [\(630\) 430-2128](tel:(630)430-2128) to schedule your free consultation to learn more or reach out to us online.

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

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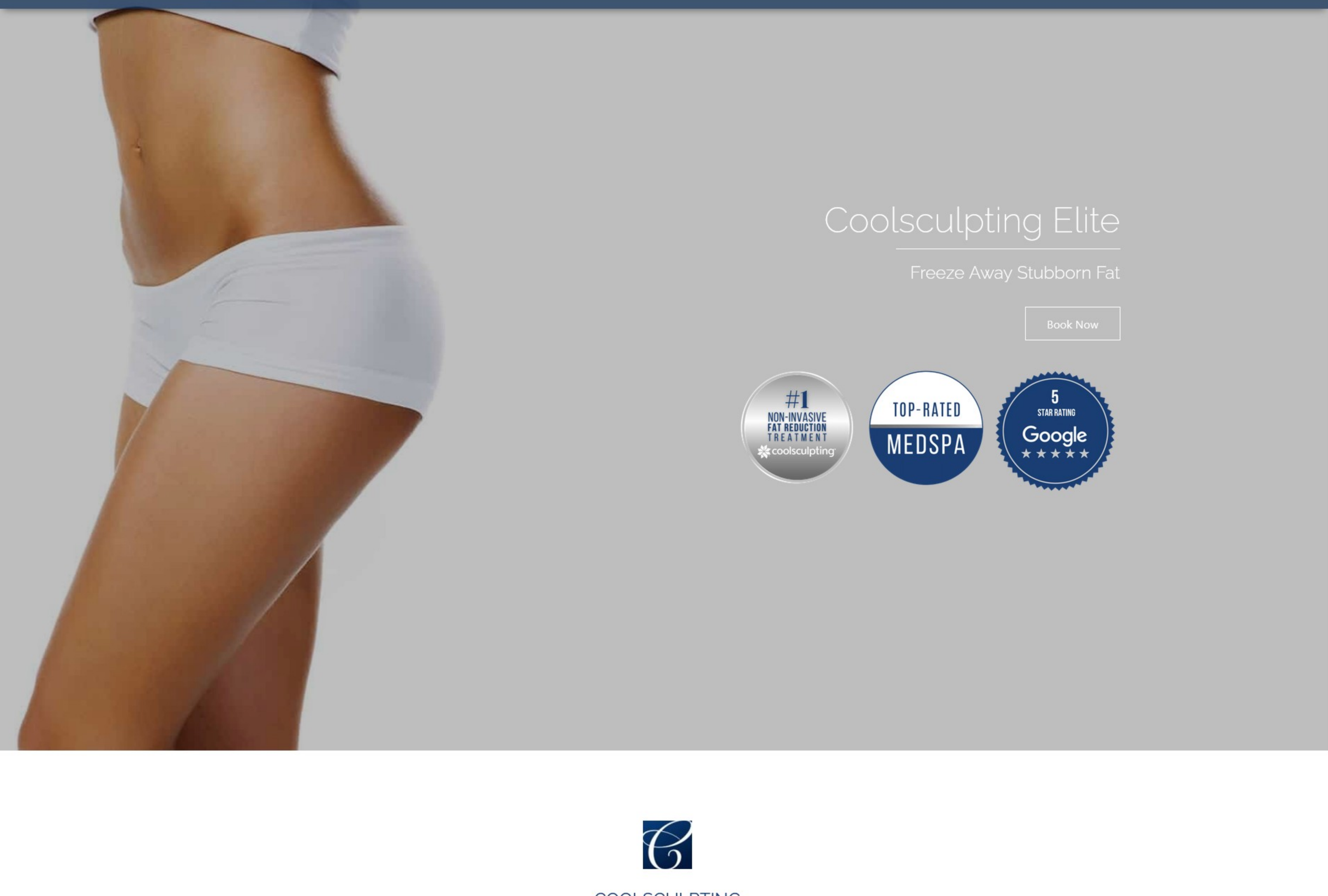
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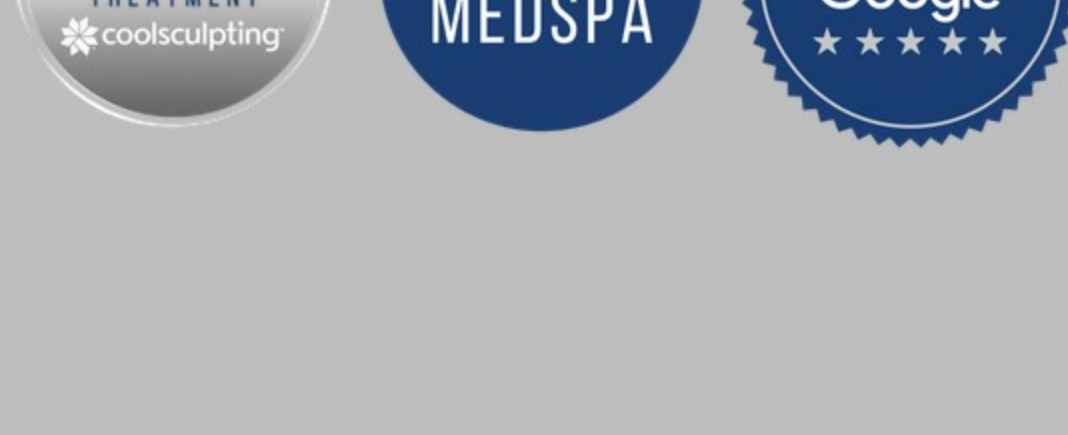
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## CoolSculpting Elite

Freeze Away Stubborn Fat

Book Now



### COOLSCULPTING ELITE

#### COOLSCULPTING ELITE IN CHICAGO: CONTOUR A SLEEK, ATTRACTIVE PHYSIQUE

CoolSculpting Elite is the world's most popular, non-invasive fat reduction treatment. It has revolutionized the body contouring industry by utilizing advanced cooling technology to reduce unwanted fat safely, painlessly, and effectively. This FDA-cleared treatment offers a surprisingly affordable solution for healthy adults who struggle with stubborn bulges that resist diet and exercise. Fat freezing is perfect for targeting love handles, belly fat, upper arm fat, bra bulge, thigh fat, double chins, and other visible bulges. And with treatments that take as little as 35 minutes and require no downtime, it's no wonder millions of men and women have chosen CoolSculpting Elite as a non-surgical alternative to liposuction.

If you want to learn more about CoolSculpting Elite and how this new body contouring treatment reduces twice the amount of fat cells in less time, contact Concierge Aesthetics & Plastic Surgery now! **We are proud to be the top-rated CoolSculpting Elite body contouring provider in Chicago, IL.** Call us now at [312-255-1495](tel:312-255-1495) or reach out to us online to schedule your consultation. Discover if this body contouring and fat reduction method suits your goals.

#### Get up to 50% OFF COOLSCULPTING ELITE\*

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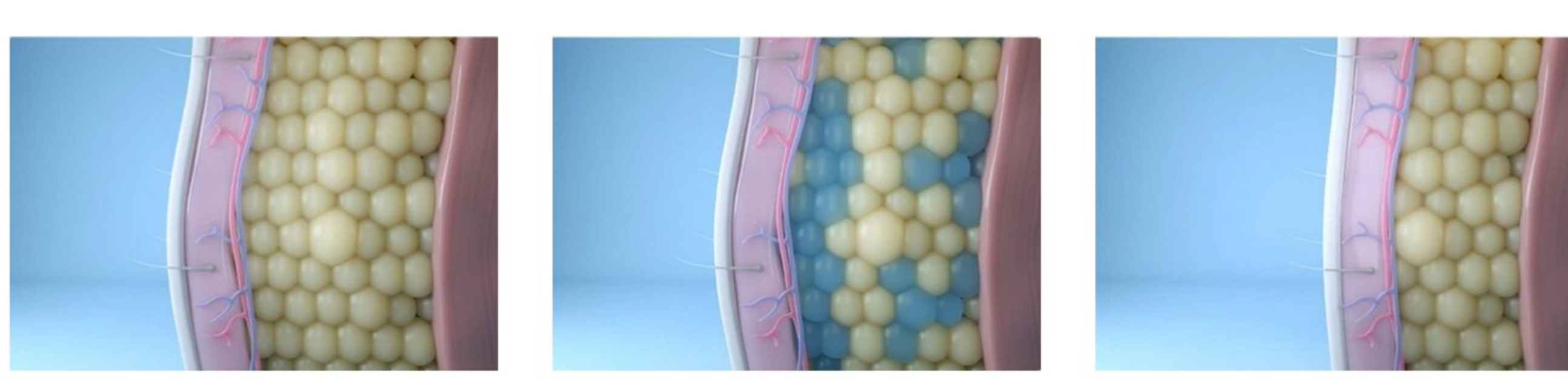
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By submitting this form you agree to be contacted via phone/text/email. Reply "stop" to opt-out. \*50% off with purchase of 40+ treatments.

### BENEFITS OF COOLSCULPTING ELITE

- #1 Non-invasive fat reduction treatment in the world
- Safe and effective
- Reduce stubborn fat deposits
- Non-surgical alternative for liposuction
- Long-lasting results
- Target bulges that resist diet & exercise
- FDA cleared and clinically proven
- Look better & feel more confident
- Easy, 35-minute treatments
- Millions of treatments performed worldwide

### HOW COOLSCULPTING ELITE WORKS



This revolutionary fat freezing treatment uses the science of cryolipolysis to reduce stubborn fat bulges. Broken down, cryolipolysis means the reduction of fat cells through exposure to controlled cooling, cryo meaning cold, lipo meaning fat, lysis meaning cell destruction. Cryolipolysis has been scientifically proven to effectively reduce stubborn bulges that are especially resistant to diet and exercise. In addition, this treatment is virtually painless, safe, and effective.

Treatments are virtually painless and take about 35 minutes to complete. As CoolSculpting is non-invasive and requires no anesthesia, many patients choose to multitask during their treatment time by reading, conversing, or even sleeping. Many can resume daily activity immediately. As with any cosmetic treatment, individual experiences will vary.

### AREAS COOLSCULPTING ELITE CAN TREAT

The CoolSculpting Elite machine is equipped with several applicators of various sizes and shapes. The versatility in applicators allows Concierge Aesthetics & Plastic Surgery to freeze stubborn fat, starting with a double chin, ending with fat above the knees, and all notorious bulges in between. Popular treatment areas for freezing fat include:

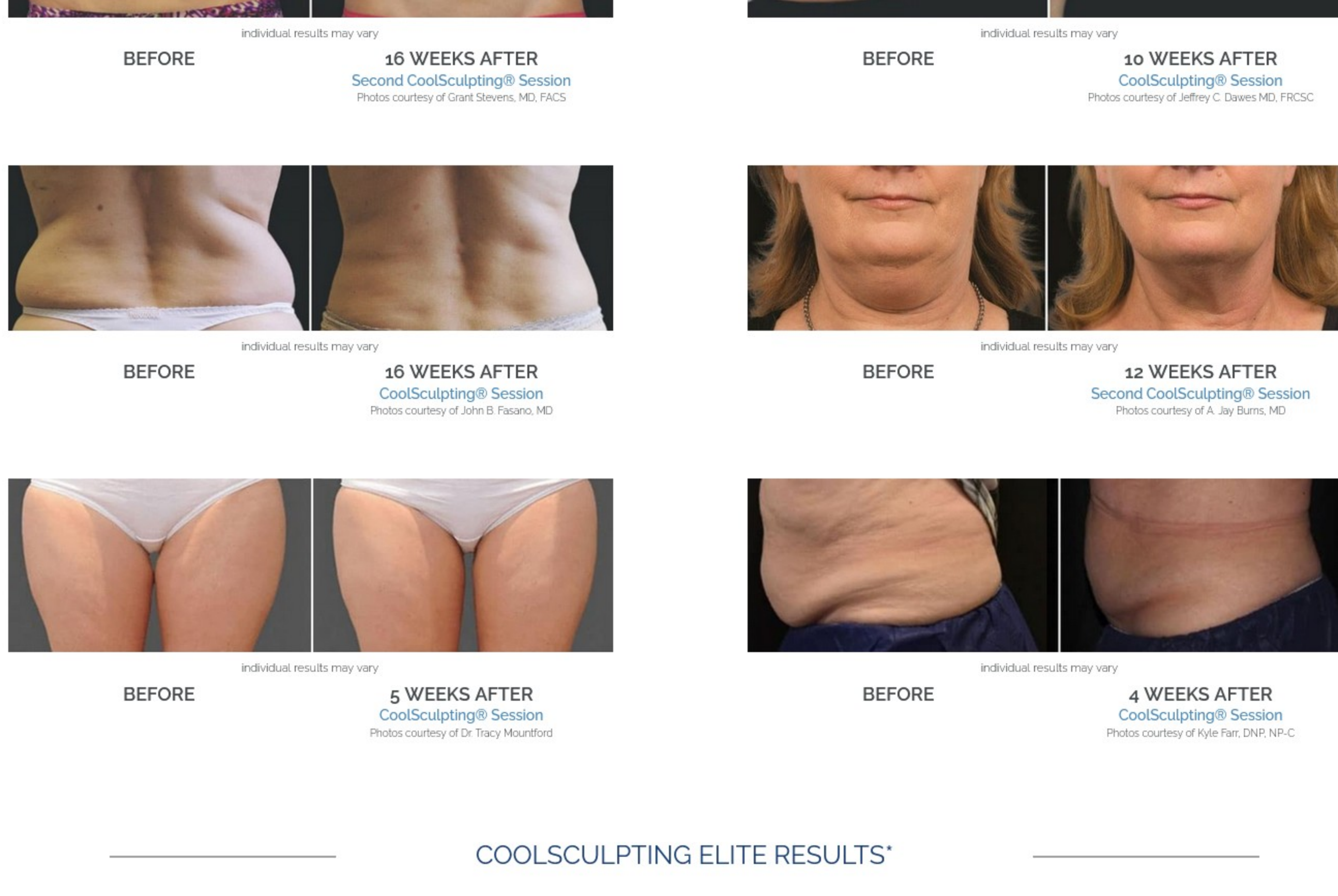
#### CoolSculpting Treatment Areas



- The abdomen (targeting belly fat)
- The flanks (targeting love handles)
- Legs (targeting inner and outer thigh fat)
- The back
- The upper arms
- The submental region (targeting double chins and neck fat)
- The chest (ideal for men wanting to reduce moobs or man boobs)
- The armpit (targeting "bra bulge")

### SEE THE COOLSCULPTING ELITE BEFORE AND AFTERS\*

CoolSculpting Elite before and after images attest to how well fat freezing works. As with any body contouring treatment, results may vary. However, the men and women depicted in these CoolSculpting Elite before and after pictures are actual patients and demonstrate the amazing transformation that can result when a skilled and experienced professional performs your treatment.



### COOLSCULPTING ELITE RESULTS\*

CoolSculpting Elite works differently than weight loss programs and liposuction. CoolSculpting Elite results last. Both weight loss programs and liposuction seek to shrink fat cells. Through cryolipolysis, fat cells crystallize and rupture. These cells are no longer functional, and the body processes them out via the lymphatic system. Once these fat cells are gone, they are gone for good and cannot grow back. However, excessive weight gain may obscure CoolSculpting Elite results. So it is recommended to follow a healthy lifestyle after treatments to maintain optimal results and a sculpted physique.

### COOLSCULPTING ELITE SAFETY

CoolSculpting Elite is both scientifically proven<sup>1</sup> and FDA cleared as safe and effective. Because fat freezing eliminates fat cells in a non-reversible manner, CoolSculpting side effects are rare. Nevertheless, the best way to ensure a safe treatment (as well as optimal results) is to choose a reputable CoolSculpting Chicago provider who is highly experienced in the fat freezing procedure.

While long-term CoolSculpting side effects and adverse events are rare, it is not uncommon for patients to experience symptoms associated with an immune response following their treatment. This may include redness, tenderness, bruising, or numbing. These symptoms are typically mild, isolated to the treatment area, and resolve themselves within a few days.<sup>2</sup>

### COOLSCULPTING ELITE REVIEWS

CoolSculpting Elite reviews are raving. Moreover, they are not just coming from patients. The medical community is impressed by how well fat freezing works, as demonstrated by the numerous clinical studies and papers published in academic literature. One of the most well-known studies evaluated more than 500 CoolSculpting patients and found that **"89% of respondents reported a positive perception of treatment duration and 96% reported minimal to tolerable discomfort."** The study concluded, **"Cryolipolysis is a safe, well-tolerated, and effective treatment method for reduction of subcutaneous fat."**<sup>2</sup>

Another CoolSculpting review published in scientific literature measured how much fat can actually be reduced from a single CoolSculpting treatment. The study found **"cryolipolysis was shown to reduce subcutaneous fat at the treatment site by up to 25% after one treatment."**<sup>2</sup>

### COOLSCULPTING VS LIPOSUCTION

Before introducing nonsurgical and non-invasive procedures, people had to undergo surgical procedures including incisions, anesthesia, a complicated recovery, and sometimes scars.

Now, people struggling with fat bulges can use CoolSculpting Elite as a no-surgery-required way to reduce fat cells. CoolSculpting Elite targets common trouble zones like the stomach, thighs, and back fat. Best of all, treatments are entirely nonsurgical and non-invasive. Patients can enjoy their CoolSculpting Elite treatment and continue their usual daily routine. There is minimal downtime and no surgical risks like liposuction.

However, some people are not eligible for CoolSculpting Elite. For example, if someone is significantly overweight, they may not be able to have cooling cycles. Instead, they would have to trust liposuction to reduce their fat bulges. It is important to know that CoolSculpting Elite is a body contouring treatment for healthy and active adults close to their ideal weight and body size but still struggling with fat cells in problem areas.

Concierge Aesthetics & Plastic Surgery offers both CoolSculpting Elite and liposuction. Schedule a consultation if you are struggling with excess fat cells and want to achieve a slimmer, leaner physique. We will evaluate your body during your visit and listen to your aesthetic goals. We can help you determine which fat reduction method is best for your body and goals.

### COOLSCULPTING COST IN CHICAGO

CoolSculpting Elite cost differs for each patient, depending on the unique parameters of the individual's customized treatment plan. Factors that affect CoolSculpting cost include the size of applicator, the number of cooling cycles needed to achieve the desired results, and the number of treatment areas. One of the best ways to save on fat freezing is to purchase a treatment package of multiple cooling cycles.

During your free consultation with Concierge Aesthetics, we will discuss CoolSculpting prices in detail. If fat freezing is right for you, we will help create a customized treatment plan that is tailored to your body, your goals, and your budget.

**As the premier CoolSculpting Chicago provider, Concierge Aesthetics & Plastic Surgery is offering new clients who schedule a complimentary consultation 25% off the cost of CoolSculpting.**

### COOLSCULPTING ELITE FAQs

- WHEN WILL I SEE MY COOLSCULPTING RESULTS?
 

After a CoolSculpting Elite treatment, the lymphatic continues to process out frozen fat cells over several weeks. Individual results will vary, but some patients are able to see visible results in as little as 4 weeks. For most patients, however, CoolSculpting Elite results take about 8 - 12 weeks to be fully manifest. Although some patients with CoolSculpting Elite results were immediate, many appreciate the pace of natural weight loss that occurs with CoolSculpting Elite. As always, individual experiences will be different.\*
- + AM I A GOOD CANDIDATE FOR COOLSCULPTING ELITE?

### EXPERIENCE THE BEST COOLSCULPTING ELITE TREATMENTS IN CHICAGO

If you have tried countless diets and exercise routines but still struggle with fat bulges that refuse to budge, CoolSculpting can help! Reduce fat cells, contour attractive curves, and achieve the fat reduction you have wanted so badly without countless hours in the gym or invasive surgery.

Contact Concierge Aesthetics & Plastic Surgery today! **We are proud to be the leading provider of non-surgical body contouring treatments, including CoolSculpting Elite in Chicago.** We proudly offer top-rated treatments in Chicago's Gold Coast, Naperville, Barrington, and Geneva. Call us at [312-255-1495](tel:312-255-1495) to schedule your appointment and experience the best body contouring in Illinois.



#### Get up to 50% OFF COOLSCULPTING ELITE\*

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### SOURCES

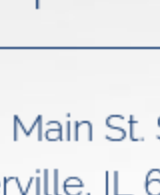
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### DISCLAIMER

\*Results may vary. We are reputable for complete customer satisfaction for completed treatments. Before and after images reflect real results from real patients, although individual results may vary. No treatment is promised to provide permanent results. A guarantee is neither provided nor implied. Statements estimating treatment duration and the number of treatments required are based on the typical experience of our patients, however individual experiences may vary.

<sup>1</sup>CoolSculpting Elite is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.

<sup>2</sup>Promotions: Up to 50% off CoolSculpting can only be applied to the purchase of 16+ treatments. Promos cannot be combined with other offers. Exclusions apply.



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### TOP 10 COOLSCULPTING AFTERCARE AND RECOVERY TIPS: MAKE THE MOST OF YOUR FAT-FREEZING

CoolSculpting is rapidly making a name for itself as one of the top non-surgical body contouring treatments available. Thousands of people rely on this effective cosmetic treatment each year to achieve a more desirable shape and get rid of stubborn fat.

To deliver its long-term results<sup>1</sup>, CoolSculpting (also known as cryolipolysis) freezes stubborn fat cells. Once frozen, the dead fat cells are slowly eliminated from the body. The end result is a sleeker, more sculpted appearance. If you're considering improving your figure with CoolSculpting treatments, you may be curious about the post-procedural recovery process.

Fortunately, CoolSculpting is a minimally aesthetic procedure with no downtime. But there are still things you can do to make your recovery go as smoothly as possible. After treatment, taking good care of your body may also help you experience the best outcome. Here are 10 CoolSculpting aftercare and recovery tips to follow after your procedure.

#### 1. MASSAGE THE TREATED AREA

After your CoolSculpting appointment, make it a priority to massage your treatment area regularly. This will help improve the treatment's effects. Massaging the area immediately after your appointment will help break down the frozen fat cells so your body can remove them more easily. It also stimulates lymph fluids, which can further aid your body in eliminating unwanted cells.

For best results, gently massage the area for up to 10 minutes after your initial treatment. Then, massage the site multiple times daily for up to a week after your appointment. Use massage oil or lotion to help you avoid excessive skin pulling during massages.

#### 2. TAKE PAIN MEDICATION AS NEEDED

Most people only experience mild soreness in treated areas after CoolSculpting. Therefore, you probably won't need pain medications as part of your CoolSculpting aftercare routine. But if you want to ease your discomfort, you may choose to take over-the-counter pain medication.

There is debate about whether anti-inflammatories like ibuprofen are helpful or harmful after CoolSculpting. On the one hand, they can help reduce any inflammation or discomfort you experience after the procedure. On the other hand, they may interfere with the body's natural healing response. This might make it harder for the body to eliminate the dying fat cells from your body.

To be safe, use primarily non-inflammatory pain medications like Tylenol. These should be more than sufficient to manage any post-procedural discomfort. If anti-inflammatories are more effective at reducing pain, try using them sparingly.

#### 3. EXERCISE REGULARLY

Exercising is an important part of CoolSculpting aftercare. It helps promote blood flow through the body. Healthy blood circulation can help your body eliminate dead fat cells more efficiently. However, you should only engage in light exercises right after your procedure. Some suggestions include yoga, Pilates, stretching, and walking. Avoid high-intensity exercises for at least a few days after your treatment.

#### 4. WEAR COMPRESSION GARMENTS

You may wear compression clothing and bandages during CoolSculpting recovery to reduce swelling and minimize discomfort. They can reduce your risk of blood clotting and help your body heal itself. They can also facilitate good lymphatic and blood circulation. If you wear compression garments, only use them for the first few days after your CoolSculpting appointment.

#### 5. EAT A HEALTHY DIET

Healthy food contains the nutrients your body needs to heal and remain healthy. Eating a healthy diet is not just recommended during CoolSculpting recovery. It's also recommended for general good health and weight control.

Consuming healthy foods can also help you maintain your optimal weight. This, in turn, will help you enjoy long-lasting results from your CoolSculpting treatments. Avoid fried foods, heavily processed meals, and sugary treats or drinks. Choose nutrient-dense fruits, vegetables, whole grains, healthy fats, and lean proteins.

#### 6. USE HOT OR COLD COMPRESSES

As with anti-inflammatories, opinions differ on whether a hot or cold compress is best for CoolSculpting aftercare. If you feel like the treatment area is inflamed and irritated, try applying a cold compress for up to 15 minutes at a time. If you feel sore, but the treatment area responds more favorably to heat, apply a hot compress instead. You may also find relief by alternating between cold and hot compresses throughout the day.

#### 7. STAY HYDRATED

Your body needs to stay hydrated to flush itself of the dead fat cells caused by your CoolSculpting treatment. To make sure you're getting adequate hydration, drink enough water throughout the day that you have to urinate frequently. Your urine should be clear or pale yellow in color. If it's not, increase your water intake.

#### 8. AVOID ALCOHOL

You shouldn't drink alcohol for at least a week before and after your procedure. Alcohol can increase your risk of bruising and make your CoolSculpting recovery time longer.

#### 9. WEAR LOOSE CLOTHING

Once you're done wearing compression clothing for a few days, switch to loose-fitting clothing. They will probably feel more comfortable and won't constrict your body while it continues to recover.

#### 10. BE PATIENT

One of the most important CoolSculpting aftercare tips is to be patient with your body after your CoolSculpting appointment. Though you shouldn't feel a lot of pain afterward, you may feel sore and uncomfortable for a few days.

You should also be patient while you wait to see the results of your body contouring procedure. It takes some time for your body to eliminate the frozen fat cells in the treated areas. Therefore, you won't see optimal results immediately after your procedure. Instead, it can take a few months to see optimal results. Clinical studies show that a single CoolSculpting treatment can reduce targeted subcutaneous fat by up to 25%<sup>2</sup>. Most people would probably agree those results are worth the wait.

### SCHEDULE YOUR COOLSCULPTING APPOINTMENT

Losing stubborn fat can be difficult to do with diet and exercise alone. If you need help getting rid of fat cells in specific areas, Concierge Aesthetics and Plastic Surgery can help. Call us now at [312-255-1495](tel:312-255-1495) to schedule your [CoolSculpting treatment in Chicago](#).

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#### SOURCE:

<sup>1</sup> <https://onlinelibrary.wiley.com/doi/full/10.1111/jocd.12238>

<sup>2</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4079633/>

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Luxury Med Spa**  
LAURA BENNETT ROCHE


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

**Invoice Number:** WV 2023\_101

**Invoice Date:** April 1, 2023

**Payment Due:** April 1, 2023

**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 April 1, 2023 using  ending in 2026:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |            | \$3,750.00    |
| <b>Amount Due (USD):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |          |            | <b>\$0.00</b> |

### Notes / Terms

#### Referral Program

Our best clients come from our best clients. Refer a similar business in aesthetics and if they partner with us, get \$500 off your next invoice and your referral \$300 off their first invoice.

**Medstar Media, Inc.**

10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States

6466949450

**BILL TO**  
**Concierge Medspa Cellular Intelligence**  
**Luxury Med Spa**  
LAURA BENNETT ROCHE

laura@cimedspa.com

**Invoice Number:** WV 2023\_127

**Invoice Date:** May 1, 2023

**Payment Due:** May 1, 2023

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

| Items                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Quantity | Price      | Amount     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------------|------------|
| <b>Digital Marketing Monthly Management Service</b><br><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 cimedspa.com + conciergemedspa.com | 1        | \$3,750.00 | \$3,750.00 |
| <b>Website Design + Development</b><br>updated button labels using custom code on GFs + popups 0:30:00<br>helped updating the popup graphics + connected the new plastic surgeon popups and form the the ghl 0:45:00<br>implemented post cleaning measures 0:45:00<br>fixed the margin and patient before/after pages reported by Melissa 1:30:00<br>Rate 3.5 hours X \$200 = \$700 - VIP Rate \$550                                                                                                                                                                                                           | 1        | \$550.00   | \$550.00   |

**Total:** \$4,300.00

Payment on May 1, 2023 using  ending in 2026: \$4,300.00

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



# COOLSCULPTING MARKETING

CoolSculpting Website Design + Marketing

**Medstar Media, Inc.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States

6466949450

## Notes / Terms

### Referral Program

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Pay by credit card using the link above. - Check: Please make checks payable to Medstar Media, Inc. and mail to 12E 22nd ST #PHF, New York, NY 10010



# COOLSCULPTING MARKETING

CoolSculpting Website Design + Marketing

**Medstar Media, Inc.**

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United States

6466949450

**BILL TO**  
**Concierge Medspa Cellular Intelligence**  
**Luxury Med Spa**  
LAURA BENNETT ROCHE

laura@cimedspa.com

**Invoice Number:** WV 2023\_155

**Invoice Date:** June 1, 2023

**Payment Due:** June 1, 2023

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

| Items                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Quantity | Price      | Amount     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------------|------------|
| <b>Digital Marketing Monthly Management Service</b><br>• Monthly management of Google Adwords, Facebook and Instagram campaigns to target aesthetic buyers online.<br>• Optimize campaigns for conversions monthly<br>• Monitor budget and adjust bids to gain better ROI<br>• Manage keyword selection and audience targeting<br>• Conversion Tools + Lead Nurture Technology<br>• SEO optimized CoolSculpting article with up to two hours of website updates<br>Includes management of both cimedspa.com + conciergemedspa.com | 1        | \$3,750.00 | \$3,750.00 |
| <b>Website Design + Development</b><br>Web Development 3:00:00 hours<br>- Debug and fix homepage section due to Elementor bug + speed optimize the website 4:30:00<br>- Fixed 404 issues in the Google Search Console 0:45:00 0.49% (comped with SEO service)<br>- Fixed the spam links on Google Search Console 1:15:00 0.82% (comped with SEO service)<br>Made changes requested by Melissa on 27th April 0:30:00<br>TOTAL: 8 Hours of web development Regular Price; \$1,600.00<br>VIP Pricing \$1,100.00                      | 1        | \$1,100.00 | \$1,100.00 |

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South Jordan, Utah 84095  
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6466949450

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|                                                                                                                                   |            |
|-----------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>Total:</b>                                                                                                                     | \$4,850.00 |
| Payment on June 1, 2023 using  ending in 2026: | \$4,850.00 |

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

#### Notes / Terms

##### Referral Program

Our best clients come from our best clients. Refer a similar business in aesthetics and if they partner with us, get \$500 off your next invoice and your referral \$300 off their first invoice.