

CoolSculpting Marketing Services CRMC Q4 Total Marketing Expenses (10/1/2020 - 12/31/2020)

Google Ads: \$10,383.04
Total Ad Spend: \$10,383.04
Total Service Fee: \$ 4,500
Total Spend: \$14,883.04

Google Ads | Chris Zelig > CRMC - crmcae... 892-014-1815 | All campaigns

Overview | Campaigns | Custom Oct 1 - Dec 31, 2020

Recommendations: Campaign status: All, Campaign name contains coolsculpting

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$78...	Eligible	1,138	5.67%	\$6,968.31
search beta coolsculpting exp reach	\$34...	Eligible	797	4.55%	\$3,414.73
Total: Filtered campaigns			1,935	5.15%	\$10,383.04
Total: Account			2,241	5.27%	\$13,944.31

Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. © Google, 2021.

Google Ads | Chris Zelig > CRMC - crmcae... 892-014-1815 | All campaigns > search | beta | coolsculp...

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$78.99/day | Optimization score: 91.4%

Recommendations: Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
1,138 5.67% \$6,968.31					
CoolSculpting® West Hollywood Dec Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	218	5.27%	\$1,713.79
CoolSculpting® West Hollywood Dec Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	100	10.83%	\$656.83
(Keyword:Cosmetic Rejuvenation Center) Safe & Effective Fat Reduction Target Belly Fat, Love Handles...	0. coolsculpting - general	Removed Policy (Restricted drug terms +1 more)	79	5.17%	\$545.22
CoolSculpting® Fat Reduction CoolSculpting West Hollywood Biggest CoolSculpting® Promo	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	92	5.52%	\$438.39
CoolSculpting® West Hollywood Dec Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever	alpha - cool sculpting	Removed Policy (Restricted medical content +1 more)	39	7.80%	\$320.33
(Keyword:Cosmetic Rejuvenation Center) Best Price in West Hollywood Target Belly Fat, Love Handles +4...	1. coolsculpting - price	Removed Policy (Restricted drug terms +1 more)	51	10.41%	\$273.38
Coolsculpting West Hollywood #1 Fat Reduction Treatment No Surgery & Minimal Downtime					

Google Ads | Chris Zelig > CRMC - crmcae... 892-014-1815 | All campaigns > search | beta | coolsculp...

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$78.99/day | Optimization score: 91.4%

Recommendations: Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
1,138 5.67% \$6,968.31					
Coolsculpting West Hollywood #1 Fat Reduction Treatment No Surgery & Minimal Downtime	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	26	11.06%	\$247.50
Huge CoolSculpting Promotion Fat Reduction Treatment Flexible Payment Options	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	21	5.01%	\$242.45
CoolSculpting® West Hollywood Jan Only \$1,000 Off 8+ Cycles Hurry Offer Ends In...	0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	25	3.58%	\$152.41
Non-Surgical Body Sculpting CoolSculpting® West Hollywood Offering \$1,000 Off 8+ Cycles	2. body sculpting	Removed Policy (Restricted medical content +1 more)	24	4.53%	\$143.51
CoolSculpting® West Hollywood Jan Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever	0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	21	2.88%	\$110.59
Cosmetic Rejuvenation Center Safe & Effective Fat Reduction Target Belly Fat, Love Handles +9 more	alpha - cool sculpting	Removed Policy (Restricted drug terms +1 more)	14	10.14%	\$95.53
CoolSculpting® Fat Reduction CoolSculpting West Hollywood Biqgest CoolSculpting® Promo +5 more					

Google Ads							Chris Zelig > CRMC - crmcae... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview							Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details
Recommendations							Ad status: All ADD FILTER					
Insights							Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads										1,138	5.67%	\$6,968.31
CoolSculpting® Fat Reduction CoolSculpting West Hollywood Biggest CoolSculpting® Promo +5 more crmc.mysculpt.net							1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more), Poor ad strength	22	8.24%	\$89.77	
Fat Reduction West Hollywood Our Biggest Discount Ever Safe + Effective Fat Reduction crmc.mysculpt.net							4. lipo	Removed Policy (Restricted medical content +1 more), Ad group paused	22	4.82%	\$84.50	
Huge CoolSculpting Promotion Fat Reduction Treatment Flexible Payment Options crmc.mysculpt.net							1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	10	17.54%	\$74.96	
CoolSculpting® Fat Reduction CoolSculpting West Hollywood Biggest CoolSculpting® Promo +6 more crmc.mysculpt.net							alpha - cool sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	15	6.85%	\$73.68	
Cosmetic Rejuvenation Center Safe & Effective Fat Reduction 25% Off All CoolSculpting +10 more crmc.mysculpt.net							x. Expanded Reach Test	Removed Ad group paused	24	7.72%	\$70.05	
Fat Reduction West Wollywood Our Biggest Discount Ever Safe + Effective Fat Reduction crmc.mysculpt.net							x. Expanded Reach Test	Removed Ad group paused	15	4.37%	\$64.26	
CoolSculpting® Fat Reduction Limited Time Offer Jan 2021 25% Off All CoolSculpting crmc.mysculpt.net							alpha - cool sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	12	12.63%	\$60.50	

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Overview							Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details
Recommendations							Ad status: All ADD FILTER					
Insights							Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads										1,138	5.67%	\$6,968.31
CoolSculpting® Fat Reduction Jan Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever crmc.mysculpt.net							0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	10	4.10%	\$54.90	
CoolSculpting® Fat Reduction Jan Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... crmc.mysculpt.net							0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	10	7.63%	\$54.06	
CoolSculpting® Fat Reduction Jan Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... crmc.mysculpt.net							0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	9	3.52%	\$51.15	
CoolSculpting® West Hollywood Jan Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... crmc.mysculpt.net							0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	7	5.19%	\$46.99	
Best CoolSculpting Deal Ever Jan Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... crmc.mysculpt.net							0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	8	3.39%	\$46.52	
CoolSculpting® Fat Reduction CoolSculpting West Hollywood Biggest CoolSculpting® Promo +5 more crmc.mysculpt.net							2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more), Poor ad strength	10	6.33%	\$45.55	
Huge CoolSculpting Promotion Freeze Away Stubborn Fat Cosmetic Rejuvenation Center												

Google Ads							Chris Zelig > CRMC - crmcae... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview							Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details
Recommendations							Ad status: All ADD FILTER					
Insights							Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads										1,138	5.67%	\$6,968.31
Huge CoolSculpting Promotion Freeze Away Stubborn Fat Cosmetic Rejuvenation Center crmc.mysculpt.net							0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	10	5.95%	\$45.37	
CoolSculpting® Fat Reduction Limited Time Offer Jan 2021 Hurry Offer Ends In... crmc.mysculpt.net							0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	7	13.46%	\$45.08	
(Keyword:Cosmetic Rejuvenation Center) Safe & Effective Fat Reduction Target Belly Fat, Love Handles... crmc.mysculpt.net							2. body sculpting	Removed Policy (Restricted drug terms +1 more), Poor ad strength	8	5.52%	\$42.01	
CoolSculpting® West Hollywood Jan Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... crmc.mysculpt.net							1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	10	7.35%	\$40.13	
Best CoolSculpting Deal Ever Limited Time Offer Jan 2021 25% Off All CoolSculpting crmc.mysculpt.net							0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	6	7.59%	\$38.40	
Non-Surgical Fat Reduction CoolSculpting® West Hollywood Offering \$1,000 Off Right Now crmc.mysculpt.net							x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more), Ad group paused	9	4.23%	\$37.84	
Huge CoolSculpting Promotion Fat Reduction Treatment Flexible Payment Options												

Google Ads							Chris Zelig > CRMC - crmcae... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview							Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details
Recommendations							Ad status: All ADD FILTER					
Insights							Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads										1,138	5.67%	\$6,968.31
Huge CoolSculpting Promotion Fat Reduction Treatment Flexible Payment Options crmc.mysculpt.net							alpha - cool sculpting	Removed Policy (Restricted medical content +1 more)	3	4.00%	\$35.90	
Best CoolSculpting Deal Ever Jan Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever crmc.mysculpt.net							0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	7	3.32%	\$35.47	
CoolSculpting® West Hollywood Jan Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever crmc.mysculpt.net							1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	7	6.14%	\$34.48	
CoolSculpting West Hollywood #1 Fat Reduction Treatment No Surgery & Minimal Downtime crmc.mysculpt.net							x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more), Ad group paused	6	5.26%	\$34.25	
Best CoolSculpting Deal Ever Jan Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... crmc.mysculpt.net							0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	7	4.32%	\$31.33	
CoolSculpting® West Hollywood Freeze Away Body Fat 25% Off All CoolSculpting crmc.mysculpt.net							0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	4	10.81%	\$29.29	
Best CoolSculpting Deal Ever Limited Time Offer Jan 2021 Our Biggest Discount Ever												

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Overview							Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details
Recommendations							Ad status: All ADD FILTER					
Insights							Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads										1,138	5.67%	\$6,968.31
Ads												
Extensions												
Landing pages												
Keywords												
Audiences												
Demographics												
Settings												
Suggested												
Change history												
Drafts & experiments												
More												

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Recommendations							Ad status: All ADD FILTER					
Insights							Ad	Ad group	Status	Clicks	CTR	Cost
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Ads												
Extensions												
Landing pages												
Keywords												
Audiences												
Demographics												
Settings												
Suggested												
Change history												
Drafts & experiments												
More												

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Overview							Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details
Recommendations							Ad status: All ADD FILTER					
Insights							Ad	Ad group	Status	Clicks	CTR	Cost
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Ads												
Extensions												
Landing pages												
Keywords												
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Demographics												
Settings												
Suggested												
Change history												
Drafts & experiments												
More												

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Overview							Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details
Recommendations							Ad status: All ADD FILTER					
Insights							Ad	Ad group	Status	Clicks	CTR	Cost
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Ads												
Extensions												
Landing pages												
Keywords												
Audiences												
Demographics												
Settings												
Suggested												
Change history												
Drafts & experiments												
More												

Google Ads							Chris Zelig > CRMC - crmc... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	Cost			
Ad groups	Total: Ads						1,138	5.67%	\$6,968.31			
Ads & extensions	A Free Consultation Now											
Ads												
Extensions												
Landing pages												
Keywords												
Audiences												
Demographics												
Settings												
Suggested												
Change history												
Drafts & experiments												
More												

Google Ads							Chris Zelig > CRMC - crmc... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	Cost			
Ad groups	Total: Ads						1,138	5.67%	\$6,968.31			
Ads & extensions	A Free Consultation Now											
Ads												
Extensions												
Landing pages												
Keywords												
Audiences												
Demographics												
Settings												
Suggested												
Change history												
Drafts & experiments												
More												

Google Ads							Chris Zelig > CRMC - crmc... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	Cost			
Ad groups	Total: Ads						1,138	5.67%	\$6,968.31			
Ads & extensions	A Free Consultation Now											
Ads												
Extensions												
Landing pages												
Keywords												
Audiences												
Demographics												
Settings												
Suggested												
Change history												
Drafts & experiments												
More												

Google Ads							Chris Zelig > CRMC - crmc... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	Cost			
Ad groups	Total: Ads						1,138	5.67%	\$6,968.31			
Ads & extensions	A Free Consultation Now											
Ads												
Extensions												
Landing pages												
Keywords												
Audiences												
Demographics												
Settings												
Suggested												
Change history												
Drafts & experiments												
More												

Google Ads							Chris Zelig > CRMC - crmcae... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	Cost			
Ad groups	Total: Ads						1,138	5.67%	\$6,968.31			
Ads & extensions	Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today											
Ads	CoolSculpting® West Hollywood Limited Time Offer Jan 2021 Our Biggest Discount Ever crmc.mysculpt.net						2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	1	6.67%	\$5.91	
Extensions	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today											
Landing pages	Best CoolSculpting Deal Ever Jan Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... crmc.mysculpt.net						2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	1	4.76%	\$5.81	
Keywords	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today											
Audiences	Best CoolSculpting Deal Ever Jan Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever crmc.mysculpt.net						2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	1	11.11%	\$5.12	
Demographics	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
Settings	Best CoolSculpting Deal Ever Jan Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... crmc.mysculpt.net						1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	1	4.17%	\$4.99	
Suggested	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
Change history	Best CoolSculpting Deal Ever Jan Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... crmc.mysculpt.net						1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	1	12.50%	\$4.71	
Drafts & experiments	[Dynamically generated headline] [Dynamically generated display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today						x. dynamic	Removed Policy (Restricted medical content +1 more)	1	9.09%	\$4.59	
More	Best CoolSculpting Deal Ever Limited Time Offer Jan											

Google Ads							Chris Zelig > CRMC - crmcae... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	Cost			
Ad groups	Total: Ads						1,138	5.67%	\$6,968.31			
Ads & extensions	For You? Book a Free CoolSculpting Consultation Today											
Ads	Best CoolSculpting Deal Ever Limited Time Offer Jan 2021 Our Biggest Discount Ever crmc.mysculpt.net						1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	1	14.29%	\$4.38	
Extensions	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today											
Landing pages	Best CoolSculpting Deal Ever Limited Time Offer Jan 2021 Our Biggest Discount Ever crmc.mysculpt.net						1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	2	8.33%	\$4.04	
Keywords	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
Audiences	Best CoolSculpting Deal Ever Limited Time Offer Jan 2021 Hurry Offer Ends In... crmc.mysculpt.net						0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	1	1.27%	\$3.99	
Demographics	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
Settings	[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now						x. dynamic	Removed Policy (Restricted medical content +1 more)	1	33.33%	\$3.77	
Suggested	CoolSculpting® West Hollywood Limited Time Offer Jan 2021 Hurry Offer Ends In... crmc.mysculpt.net						2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	1	20.00%	\$3.76	
Change history	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
Drafts & experiments	CoolSculpting West Hollywood #1 Fat Reduction Treatment No Surgery & Minimal Downtime crmc.mysculpt.net/coolsculpting						4. lipo	Removed Policy (Restricted medical content +1 more), Ad group paused	1	6.25%	\$3.65	
More	CoolSculpting® West Hollywood Limited Time Offer Jan											

Google Ads							Chris Zelig > CRMC - crmcae... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	Cost			
Ad groups	Total: Ads						1,138	5.67%	\$6,968.31			
Ads & extensions	CoolSculpting® West Hollywood Limited Time Offer Jan 2021 CoolSculpting Special 25% Off crmc.mysculpt.net						1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	1	9.09%	\$3.54	
Ads	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
Extensions	Best CoolSculpting Deal Ever Jan Only \$1,000 Off 8+ Cycles Hurry Offer Ends In... crmc.mysculpt.net						2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	1	9.09%	\$3.51	
Landing pages	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
Keywords	Best CoolSculpting Deal Ever Limited Time Offer Jan 2021 CoolSculpting Special 25% Off crmc.mysculpt.net						1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	1	3.33%	\$2.98	
Audiences	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
Demographics	CoolSculpting® West Hollywood Limited Time Offer Jan 2021 Hurry Offer Ends In... crmc.mysculpt.net						1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	1	6.67%	\$2.78	
Settings	CoolSculpting® West Hollywood Limited Time Offer Jan 2021 CoolSculpting Special 25% Off crmc.mysculpt.net						1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	1	5.88%	\$2.63	
Suggested	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today											
Change history	CoolSculpting® West Hollywood Limited Time Offer Jan 2021 Our Biggest Discount Ever crmc.mysculpt.net						0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	1	2.27%	\$2.03	
Drafts & experiments	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today											
More	Best CoolSculpting Deal Ever Limited Time Offer Jan											

Google Ads							Chris Zelig > CRMC - crmcae... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$78.99/day	Optimization score: 91.4%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	Cost			
Ad groups	Total: Ads						1,138	5.67%	\$6,968.31			
Ads & extensions	Lock In Your Discount Today											
Ads	Best CoolSculpting Deal Ever Limited Time Offer Jan 2021 Our Biggest Discount Ever crmc.mysculpt.net						2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	1	5.88%	\$1.60	
Extensions	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today											
Landing pages	25% Off All CoolSculpting® Affordable & Quick Treatments Cosmetic Rejuvenation Center crmc.mysculpt.net/coolsculpting/special						1. coolsculpting - price	Removed	0	—	\$0.00	
Keywords	Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now!											
Audiences	Best Price in West Hollywood Cosmetic Rejuvenation Center Flexible Payment Options crmc.mysculpt.net/coolsculpting/special						1. coolsculpting - price	Removed	0	—	\$0.00	
Demographics	Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Settings	(Keyword:Cosmetic Rejuvenation Center) Safe & Effective Fat Reduction 25% Off All CoolSculpting +10... crmc.mysculpt.net/coolsculpting/west-hollywood						5. sculpsure	Removed Poor ad strength, Ad group paused	0	—	\$0.00	
Suggested	#1 CoolSculpting Deal. Freeze Fat. Top Provider in West Hollywood, CA. Free Consultation. Expert, Safe Fat Loss... View assets details											
Change history	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Cosmetic Rejuvenation Center crmc.mysculpt.net/coolsculpting						5. sculpsure	Ad group paused	0	—	\$0.00	
Drafts & experiments	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in West Hollywood, CA. Schedule a Free Consultation											
More	CoolSculpting West Hollywood #1 Fat Reduction Treatment No Surgery & Minimal Downtime crmc.mysculpt.net/coolsculpting						5. sculpsure	Removed Ad group paused	0	—	\$0.00	
	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation											
	25% Off All CoolSculpting® Cosmetic Rejuvenation											

Google Ads | Chris Zelig > CRMC - crmcae... 892-014-1815 | All campaigns > search | beta | coolsculp... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled Status: Eligible Type: Search Budget: \$78.99/day Optimization score: 91.4%

Recommendations: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 1,138 5.67% \$6,968.31					
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
Best CoolSculpting Deal Ever Freeze Away Body Fat CoolSculpting Special 25% Off crmc.mysculpt.net	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
CoolSculpting® West Hollywood Freeze Away Body Fat Our Biggest Discount Ever crmc.mysculpt.net	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00
Total: Ads 1,138 5.67% \$6,968.31					
Total: Campaign 1,138 5.67% \$6,968.31					

Show rows: 500 1 - 201 of 201

Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more

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Overview: Enabled Status: Eligible Type: Search Budget: \$78.99/day Optimization score: 91.4%

Recommendations: All X

Insights: Extension type: All ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	837	6.90%	\$5,335.24
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	829	6.85%	\$5,285.24
Before and After Photos See CoolSculpting Before and After Photos	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	751	6.88%	\$4,626.26
Call extension							
(323) 650.9949	Call extension	Account	Account	Approved	83	3.78%	\$699.27
(323) 650.9949 (mobile)	Call extension	Account	Account	Approved	19	1.43%	\$120.22
Location extension							
crmclaser@gmail.com (View locations) All locations selected	Location extension	Account	Account	-	-	-	-
Callout extension							
New Clients 25% Off	Callout extension	search beta coolsculpting	Campaign	Approved	184	8.02%	\$1,166.07
FDA Cleared	Callout extension	search beta coolsculpting	Campaign	Approved	195	7.46%	\$1,150.46
Freeze Your Fat	Callout extension	search beta coolsculpting	Campaign	Approved	193	7.87%	\$1,096.42
Nonsurgical Fat Reduction	Callout extension	search beta coolsculpting	Campaign	Approved	178	8.54%	\$1,049.13
Highlights: No Surgery	Callout extension	search beta coolsculpting	Campaign	Approved (limited): Health in personalized advertising	180	8.33%	\$1,026.28

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Overview: Enabled Status: Eligible Type: Search Budget: \$78.99/day Optimization score: 91.4%

Recommendations: Extension type: All ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost	
Liposuction Alternative	Callout extension	search beta coolsculpting	Campaign	Approved (limited): Health in personalized advertising	169	7.76%	\$1,010.01	
Contact Us + Free Consult	Callout extension	search beta coolsculpting	Campaign	Approved	156	7.98%	\$927.21	
Structured snippet extension								
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	Structured snippet extension	search beta coolsculpting	Campaign	Approved	2	2.04%	\$7.93	
Promotion extension								
Fall Sale - 25% off CoolSculpting®	Promotion extension	search beta coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	329	8.68%	\$2,767.33	
Winter Sale - 25% off CoolSculpting®	Promotion extension	search beta coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	374	5.70%	\$1,784.04	
Black Friday - 25% off CoolSculpting®	Promotion extension	search beta coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	73	5.35%	\$353.70	
Total: Sitelink extensions						843	6.92%	\$5,369.11
Total: Callout extensions						480	7.69%	\$2,840.04
Total: Structured snippet extensions						2	2.04%	\$7.93
Total: Call extensions						102	2.89%	\$819.49
Total: Location extensions						169	3.85%	\$1,271.13
Total: Promotion extensions						776	6.63%	\$4,905.07

Show rows: 500 1 - 17 of 17

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Overview: Enabled Status: Eligible Type: Search Budget: \$34.27/day Optimization score: 91.4%

Recommendations: Custom Oct 1 - Dec 31, 2020

Insights: Ad status: All ADD FILTER

Associations view

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 797 4.55% \$3,414.73					
Fat Reduction West Hollywood Our Biggest Discount Ever Safe + Effective Fat Reduction crmc.mysculpt.net	liposuction	Removed Policy (Restricted medical content +1 more)	81	3.95%	\$438.92
Cosmetic Rejuvenation Center Safe & Effective Fat Reduction Target Belly Fat, Love Handles +9 more crmc.mysculpt.net/coolsculpting/west-hollywood	expanded reach	Removed Policy (Restricted drug terms +1 more)	120	5.10%	\$418.40
Fat Reduction West Hollywood Our Biggest Discount Ever Safe + Effective Fat Reduction crmc.mysculpt.net	expanded reach	Removed Policy (Restricted medical content +1 more)	80	4.48%	\$350.70
Target Belly Fat, Love Handles Cosmetic Rejuvenation Center #1 Provider in West Hollywood crmc.mysculpt.net/coolsculpting	expanded reach	Removed Policy (Restricted medical content +1 more)	75	5.97%	\$311.05
Cosmetic Rejuvenation Center Safe & Effective Fat Reduction Target Belly Fat, Love Handles +9 more crmc.mysculpt.net/coolsculpting/west-hollywood	liposuction	Removed Policy (Restricted drug terms +1 more). Poor ad strength	52	6.02%	\$307.85
Non-Surgical Fat Reduction CoolSculpting® West Hollywood Offering \$1,000 Off 8+ Cycles crmc.mysculpt.net	expanded reach	Removed Policy (Restricted medical content +1 more)	60	3.61%	\$303.38
CoolSculpting West Hollywood #1 Fat Reduction Treatment No Surgery & Minimal Downtime crmc.mysculpt.net/coolsculpting		Removed			

Google Ads									
Chris Zelig > CRMC - crmcae... 892-014-1815									
All campaigns > search beta coolsculp...									
Enabled Status: Eligible Type: Search Budget: \$34.27/day Optimization score: 91.4%									
Total: Ads 797 4.55% \$3,414.73									
Ad									
Ad	Coolsculpting West Hollywood #1 Fat Reduction Treatment No Surgery & Minimal Downtime	expanded reach	Removed Policy (Restricted medical content +1 more)	46	3.27%				\$281.67
Ad	Non-Surgical Lipo Alternative CoolSculpting® West Hollywood Offering \$1,000 Off 8+ Cycles	liposuction	Removed Policy (Restricted medical content +1 more)	29	6.78%				\$151.08
Ad	Coolsculpting West Hollywood #1 Fat Reduction Treatment No Surgery & Minimal Downtime	liposuction	Removed Policy (Restricted medical content +1 more)	17	5.48%				\$135.43
Ad	Cosmetic Rejuvenation Center Fat Reduction West Hollywood Non-Surgical Fat Reduction +6 more	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more), Poor ad strength	35	4.89%				\$106.42
Ad	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Offering \$1,000 Off 8+ Cycles	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	17	7.05%				\$49.64
Ad	Cosmetic Rejuvenation Center Fat Reduction West Hollywood Non-Surgical Fat Reduction +6 more	liposuction	Eligible (Limited) Policy (Restricted drug terms +1 more), Poor ad strength	13	3.39%				\$47.91
Ad	Fat Reduction West Hollywood Eliminate Fat & Feel Great Offering \$1,000 Off 8+ Cycles		Eligible (Limited)						

Google Ads									
Chris Zelig > CRMC - crmcae... 892-014-1815									
All campaigns > search beta coolsculp...									
Enabled Status: Eligible Type: Search Budget: \$34.27/day Optimization score: 91.4%									
Total: Ads 797 4.55% \$3,414.73									
Ad									
Ad	Fat Reduction West Hollywood Eliminate Fat & Feel Great Offering \$1,000 Off 8+ Cycles	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	12	5.91%				\$35.62
Ad	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	13	5.44%				\$32.07
Ad	Fat Reduction West Hollywood Eliminate Fat & Feel Great Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	8	5.52%				\$30.86
Ad	Fat Reduction West Hollywood Eliminate Fat & Feel Great Get Rid of Unwanted Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	11	5.98%				\$28.57
Ad	Cosmetic Rejuvenation Center Freeze Away Body Fat Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	6	13.95%				\$27.87
Ad	Fat Reduction West Hollywood Freeze Away Body Fat Offering \$1,000 Off 8+ Cycles	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	6	6.82%				\$22.37
Ad	Non-Surgical Fat Reduction Freeze Away Body Fat								

Google Ads									
Chris Zelig > CRMC - crmcae... 892-014-1815									
All campaigns > search beta coolsculp...									
Enabled Status: Eligible Type: Search Budget: \$34.27/day Optimization score: 91.4%									
Total: Ads 797 4.55% \$3,414.73									
Ad									
Ad	Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	5	4.07%				\$21.48
Ad	Fat Reduction West Hollywood Eliminate Fat & Feel Great Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	6	2.97%				\$21.26
Ad	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	7	5.19%				\$17.73
Ad	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Offering \$1,000 Off 8+ Cycles	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	7	14.29%				\$16.92
Ad	Fat Reduction West Hollywood Freeze Away Body Fat Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	5	5.68%				\$15.29
Ad	Fat Reduction West Hollywood Freeze Away Body Fat Get Rid of Unwanted Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	5	6.17%				\$15.08
Ad	Fat Reduction West Hollywood Eliminate Fat & Feel Great								

Google Ads									
Chris Zelig > CRMC - crmcae... 892-014-1815									
All campaigns > search beta coolsculp...									
Enabled Status: Eligible Type: Search Budget: \$34.27/day Optimization score: 91.4%									
Total: Ads 797 4.55% \$3,414.73									
Ad									
Ad	Fat Reduction West Hollywood Eliminate Fat & Feel Great Offering \$1,000 Off 8+ Cycles	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	2	6.25%				\$13.60
Ad	Non-Surgical Fat Reduction Freeze Away Body Fat Offering \$1,000 Off 8+ Cycles	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	6	4.92%				\$13.14
Ad	Fat Reduction West Hollywood Freezing Fat Really Works Get Rid of Unwanted Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	5	11.90%				\$12.20
Ad	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Get Rid of Unwanted Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	5	3.88%				\$11.82
Ad	Fat Reduction West Hollywood Eliminate Fat & Feel Great Get Rid of Unwanted Fat	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	4	4.04%				\$11.64
Ad	Target Belly Fat, Love Handles Cosmetic Rejuvenation Center #1 Provider in West Hollywood	liposuction	Removed Policy (Restricted medical content +1 more)	2	2.53%				\$11.25

Google Ads							Chris Zelig > CRMC - crmcae... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$34.27/day	Optimization score: 91.4%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	Cost			
Ad groups	Total: Ads						797	4.55%	\$3,414.73			
Ads & extensions	Fat Reduction West Hollywood Eliminate Fat & Feel Great Offering \$1,000 Off 8+ Cycles						4	5.56%	\$11.19			
Ads	Fat Reduction West Hollywood Freezing Fat Really Works Get Rid of Unwanted Fat						5	10.87%	\$10.48			
Extensions	Non-Surgical Fat Reduction Freezing Fat Really Works Get Rid of Unwanted Fat						2	4.08%	\$9.92			
Landing pages	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Offering \$1,000 Off 8+ Cycles						3	2.40%	\$9.56			
Keywords	Non-Surgical Fat Reduction Freezing Fat Really Works Offering \$1,000 Off 8+ Cycles						2	4.26%	\$9.22			
Audiences	Non-Surgical Fat Reduction Freeze Away Body Fat Offering \$1,000 Off 8+ Cycles						4	4.55%	\$8.07			
Demographics	Non-Surgical Fat Reduction Freezing Fat Really Works Freeze Away Body Fat											

Google Ads							Chris Zelig > CRMC - crmcae... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$34.27/day	Optimization score: 91.4%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	Cost			
Ad groups	Total: Ads						797	4.55%	\$3,414.73			
Ads & extensions	Non-Surgical Fat Reduction Freezing Fat Really Works Freeze Away Body Fat						3	5.88%	\$7.39			
Ads	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Get Rid of Unwanted Fat						2	6.45%	\$7.37			
Extensions	Fat Reduction West Hollywood Freeze Away Body Fat Get Rid of Unwanted Fat						3	3.41%	\$7.02			
Landing pages	Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat						3	3.53%	\$6.73			
Keywords	Fat Reduction West Hollywood Freezing Fat Really Works Offering \$1,000 Off 8+ Cycles						3	5.08%	\$6.46			
Audiences	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Offering \$1,000 Off 8+ Cycles						2	7.14%	\$6.40			
Demographics	Non-Surgical Fat Reduction Freezing Fat Really Works											

Google Ads							Chris Zelig > CRMC - crmcae... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$34.27/day	Optimization score: 91.4%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	Cost			
Ad groups	Total: Ads						797	4.55%	\$3,414.73			
Ads & extensions	Cycles of CoolSculpting.											
Ads	Non-Surgical Fat Reduction Freezing Fat Really Works Get Rid of Unwanted Fat						1	6.25%	\$5.46			
Extensions	Cosmetic Rejuvenation Center Freezing Fat Really Works Freeze Away Body Fat						1	5.88%	\$4.76			
Landing pages	Fat Reduction West Hollywood Eliminate Fat & Feel Great Offering \$1,000 Off 8+ Cycles						2	1.68%	\$4.05			
Keywords	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat						1	3.03%	\$4.00			
Audiences	Fat Reduction West Hollywood Freeze Away Body Fat Offering \$1,000 Off 8+ Cycles						1	10.00%	\$3.72			
Demographics	Fat Reduction West Hollywood Eliminate Fat & Feel Great Freeze Away Body Fat						1	2.94%	\$3.68			
Settings	Cosmetic Rejuvenation Center Freeze Away Body Fat											

Google Ads							Chris Zelig > CRMC - crmcae... 892-014-1815		All campaigns > search beta coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$34.27/day	Optimization score: 91.4%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	Cost			
Ad groups	Total: Ads						797	4.55%	\$3,414.73			
Ads & extensions	Cosmetic Rejuvenation Center Freeze Away Body Fat Offering \$1,000 Off 8+ Cycles						2	7.14%	\$3.45			
Ads	Fat Reduction West Hollywood Freeze Away Body Fat Freeze Away Body Fat						1	1.59%	\$3.37			
Extensions	Fat Reduction West Hollywood Freezing Fat Really Works Get Rid of Unwanted Fat						1	3.85%	\$3.16			
Landing pages	Fat Reduction West Hollywood Freezing Fat Really Works Freeze Away Body Fat						1	2.63%	\$3.00			
Keywords	Cosmetic Rejuvenation Center Freezing Fat Really Works Freeze Away Body Fat						2	10.53%	\$2.38			
Audiences	Cosmetic Rejuvenation Center Freezing Fat Really Works Freeze Away Body Fat						1	20.00%	\$2.34			
Demographics	Non-Surgical Fat Reduction Freezing Fat Really Works Freeze Away Body Fat											

Google Ads | Chris Zelig > CRMC - crmc... 892-014-1815 | All campaigns > search | beta | coolsculp... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$34.27/day, Optimization score: 91.4%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 797 4.55% \$3,414.73					
Non-Surgical Fat Reduction Freezing Fat Really Works Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	1	1.39%	\$2.33
Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	1	7.69%	\$2.02
Fat Reduction West Hollywood Freezing Fat Really Works Offering \$1,000 Off 8+ Cycles	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	1	3.85%	\$1.98
Non-Surgical Fat Reduction Freezing Fat Really Works Offering \$1,000 Off 8+ Cycles	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	1	1.56%	\$1.71
Cosmetic Rejuvenation Center Freezing Fat Really Works Offering \$1,000 Off 8+ Cycles	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	1	5.00%	\$1.57
Fat Reduction West Hollywood Freezing Fat Really Works Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	1	1.64%	\$0.72
Cosmetic Rejuvenation Center Freeze Away Body Fat					

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Overview: Enabled, Status: Eligible, Type: Search, Budget: \$34.27/day, Optimization score: 91.4%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 797 4.55% \$3,414.73					
removal. No surgery. Minimal downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Cycles of CoolSculpting.					
Cosmetic Rejuvenation Center Freeze Away Body Fat Get Rid of Unwanted Fat	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
Fat Reduction West Hollywood Freezing Fat Really Works Freeze Away Body Fat	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
Non-Surgical Fat Reduction Freezing Fat Really Works Freeze Away Body Fat	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
Total: Ads			797	4.55%	\$3,414.73
Total: Campaign			797	4.55%	\$3,414.73

Show rows: 500 1 - 95 of 95

Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more

Google Ads | Chris Zelig > CRMC - crmc... 892-014-1815 | All campaigns > search | beta | coolsculp... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$34.27/day, Optimization score: 91.4%

Extensions > All

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	Sitelink extension	search beta coolsculpting ...	Campaign	Approved (limited): Restricted medical content +1 more	639	5.68%	\$2,783.90
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink extension	search beta coolsculpting ...	Campaign	Approved (limited): Restricted medical content +1 more	627	5.64%	\$2,741.30
Before and After Photos See CoolSculpting Before and After Photos	Sitelink extension	search beta coolsculpting ...	Campaign	Approved (limited): Restricted medical content +1 more	581	5.57%	\$2,518.14
Call extension							
(323) 650.9949	Call extension	Account	Account	Approved	48	2.74%	\$259.42
(323) 650.9949 (mobile)	Call extension	Account	Account	Approved	19	1.46%	\$132.06
Location extension							
crmcclaser@gmail.com (View locations) All locations selected	Location extension	Account	Account	-	-	-	-
Callout extension							
FDA Cleared	Callout extension	search beta coolsculpting ...	Campaign	Approved	146	5.83%	\$662.99
Contact Us + Free Consult	Callout extension	search beta coolsculpting ...	Campaign	Approved	130	6.67%	\$602.80
New Clients 25% Off	Callout extension	search beta coolsculpting ...	Campaign	Approved	132	6.07%	\$589.78
Freeze Your Fat	Callout extension	search beta coolsculpting ...	Campaign	Approved	130	5.54%	\$580.12
Liposuction Alternative	Callout extension	search beta coolsculpting ...	Campaign	Approved (limited): Health in personalized advertising	125	6.14%	\$546.48

Google Ads | Chris Zelig > CRMC - crmc... 892-014-1815 | All campaigns > search | beta | coolsculp... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$34.27/day, Optimization score: 91.4%

Extensions > All

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Highlights: No Surgery	Callout extension	search beta coolsculpting ...	Campaign	Approved (limited): Health in personalized advertising	123	6.01%	\$524.78
Nonsurgical Fat Reduction	Callout extension	search beta coolsculpting ...	Campaign	Approved	116	5.92%	\$512.46
Structured snippet extension							
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	Structured snippet extension	search beta coolsculpting ...	Campaign	Approved	9	3.91%	\$28.92
Promotion extension							
Fall Sale - 25% off CoolSculpting®	Promotion extension	search beta coolsculpting ...	Campaign	Approved (limited): Restricted medical content +1 more	205	4.63%	\$1,180.07
Winter Sale - 25% off CoolSculpting®	Promotion extension	search beta coolsculpting ...	Campaign	Approved (limited): Restricted medical content +1 more	294	5.56%	\$885.79
Black Friday - 25% off CoolSculpting®	Promotion extension	search beta coolsculpting ...	Campaign	Approved (limited): Restricted medical content +1 more	100	6.02%	\$390.85
Total: Sitelink extensions					641	5.68%	\$2,811.31
Total: Callout extensions					313	5.55%	\$1,363.19
Total: Structured snippet extensions					9	3.91%	\$28.92
Total: Call extensions					67	2.20%	\$391.48
Total: Location extensions					137	2.60%	\$740.73
Total: Promotions					599	5.26%	\$2,456.71

Show rows: 500 1 - 17 of 17

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Google Ads | Chris Zelig > CRMC - crmc... 892-014-1815 | All campaigns | Require 2-Step Verification for all your account's users | Protect your account from unauthorized activity

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

ASSETS | COMBINATIONS

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

Asset status: All enabled | ADD FILTER | DOWNLOAD | EXPAND

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

Asset	Status	Asset type ↑	Position pinning	Impr.
Flexible Payment Options	Approved (limited)	Headline	None	36
CoolSculpting® Fat Reduction	Approved (limited)	Headline	None	283
CoolSculpting West Hollywood	Approved (limited)	Headline	None	1,351
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	23
Our Biggest Discount Ever	Approved (limited)	Headline	None	81
Biggest CoolSculpting® Promo	Approved (limited)	Headline	None	148
Limited Time Offer Jan 2021	Approved (limited)	Headline	None	0

Google Ads | Chris Zelig > CRMC - crmc... 892-014-1815 | All campaigns | Require 2-Step Verification for all your account's users | Protect your account from unauthorized activity

Overview | Home | Asset status: All enabled | ADD FILTER | DOWNLOAD | EXPAND

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

Asset	Status	Asset type ↑	Position pinning	Impr.
Biggest CoolSculpting® Promo	Approved (limited)	Headline	None	148
Limited Time Offer Jan 2021	Approved (limited)	Headline	None	0
Jan Only \$1,000 Off 8+ Cycles	Approved (limited)	Headline	None	0
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	4
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA.	Approved (limited)	Description	None	15
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	1,450
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	Approved (limited)	Description	None	339

Show rows: 500 | 1 - 12 of 12 | < | > | >>

Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)
 Some inventory may be provided through third party intermediaries.
 You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
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INVOICE

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

6466949450

BILL TO
Cosmetic Rejuvenation Medical Center
Zara Harutyunyan

Invoice Number: WV 2020_177

Invoice Date: October 1, 2020

Payment Due: October 1, 2020

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Digital Marketing Monthly Management Service <ul style="list-style-type: none"> • Monthly management of Google Adwords and active Facebook and Instagram campaigns. • Optimize campaigns for conversions monthly • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Consult Exit pop technology to increase leads. 	1	\$1,500.00	\$1,500.00

Total: \$1,500.00

Payment on October 1, 2020 using  ending in 3005: \$1,500.00

Amount Due (USD): \$0.00



INVOICE

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

6466949450

BILL TO
Cosmetic Rejuvenation Medical Center
Zara Harutyunyan

Invoice Number: WV 2020_196

Invoice Date: November 1, 2020

Payment Due: November 1, 2020

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Digital Marketing Monthly Management Service <ul style="list-style-type: none">• Monthly management of Google Adwords and active Facebook and Instagram campaigns.• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads.	1	\$1,500.00	\$1,500.00

Total: \$1,500.00

Payment on November 1, 2020 using  ending in 3005: \$1,500.00

Amount Due (USD): \$0.00

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

6466949450

BILL TO
Cosmetic Rejuvenation Medical Center
Zara Harutyunyan

Invoice Number: WV 2020_215

Invoice Date: December 1, 2020

Payment Due: December 1, 2020

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Digital Marketing Monthly Management Service <ul style="list-style-type: none">• Monthly management of Google Adwords and active Facebook and Instagram campaigns.• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads.	1	\$1,500.00	\$1,500.00

Total: \$1,500.00

Payment on December 1, 2020 using  ending in 3005: \$1,500.00

Amount Due (USD): \$0.00