

CT Skin Institute Coolsculpting Google Adwords & Facebook Ads Q4 2019 (10/1/2019 - 12/31/2019)

search beta coolsculpting: \$3,505.68
 search alpha coolsculpting: \$2,704.88

Total Google Ads: \$6,210.56
 Facebook Ads: \$1,880.35
 Total Media Cost: \$8,090.91

Google Ads | Chris Zelig > CT SKIN DOC 683-915-2075 | All campaigns

Overview | Campaigns | Custom | Oct 1 - Dec 31, 2019

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

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$56.99/day	Eligible (Learning)	114	5.61%	\$3,505.68
search alpha coolsculpting	\$52.54/day	Eligible (Learning)	73	5.97%	\$2,704.88
coolsculpting	\$50.00/day	Paused	0	-	\$0.00
search beta coolsculpting purchase	Coolsculpting \$75.00/day	Paused	0	-	\$0.00
search beta coolsculpting research	Coolsculpting \$75.00/day	Paused	0	-	\$0.00
search beta coolsculpting generic	\$60.00/day	Paused	0	-	\$0.00
search beta coolsculpting OLD	\$64.00/day	Paused	0	-	\$0.00
search beta coolspa	\$25.17/day	Removed	0	-	\$0.00
search beta cooltone	\$30.00/day	Paused	0	-	\$0.00
Total: Filtered campaigns			187	5.75%	\$6,210.56
Total: Account	\$149.20/day		950	5.80%	\$9,009.42

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 headers' hover text for accredited metrics.
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Google Ads | Chris Zelig > CT SKIN DOC 683-915-2075 | All campaigns > search | beta | coolsculpting

Overview | Enabled | Status: Eligible (Learning) | Type: Search | Budget: \$56.99/day | Optimization score: 75.8% | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: Ads 114 CTR 5.61% Cost \$3,505.68					
25% Off All CoolSculpting® Connecticut Skin Institute #1 Provider in Connecticut. www.ctskindoc.com/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	28	4.08%	\$1,032.44
CoolSculpting in Connecticut #1 Fat Reduction Treatment No Surgery & Minimal Downtime. www.ctskindoc.com/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	28	7.57%	\$913.19
#1 Provider in Connecticut Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	0. coolsculpting - general	Approved (limited): Speculative and Experimental Medical Treatment +2 more	13	3.77%	\$399.27
#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Connecticut Skin Institute. www.ctskindoc.com/coolsculpting	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	8	5.84%	\$255.71
(Keyword Best Price in Connecticut) Connecticut Skin Institute Flexible Payment Options. ctskindoc.com/coolsculpting/special	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	13	16.25%	\$212.61
CoolSculpting in Connecticut #1 Fat Reduction Treatment No Surgery & Minimal Downtime. www.ctskindoc.com/coolsculpting	3. body sculpting	Approved (limited): Restricted medical content +1 more	3	3.45%	\$175.36

Google Ads | Chris Zelig > CT SKIN DOC 683-915-2075 | All campaigns > search | beta | coolsculpting

Overview | Enabled | Status: Eligible (Learning) | Type: Search | Budget: \$56.99/day | Optimization score: 75.8% | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: Ads 114 CTR 5.61% Cost \$3,505.68					
25% Off All CoolSculpting® Best Price in Connecticut Connecticut Skin Institute +6 more	1. coolsculpting - price	Poor ad strength. Approved (limited): Speculative and Experimental Medical Treatment +2 more	6	20.00%	\$163.30
25% Off All CoolSculpting® Affordable & Quick Treatments Connecticut Skin Institute. ctskindoc.com/coolsculpting/special	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	5	13.16%	\$161.60
#1 Provider in Connecticut Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	3. body sculpting	Approved (limited): Speculative and Experimental Medical Treatment +2 more	4	8.00%	\$75.87
#1 Provider in Connecticut Quick & Painless Fat Freezing Fat Freezing for 25% Off +9 more	6. coolsculpting - fat freeze	Approved (limited): Speculative and Experimental Medical Treatment +2 more	3	9.09%	\$56.95
#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Connecticut Skin Institute. www.ctskindoc.com/coolsculpting	3. body sculpting	Approved (limited): Restricted medical content +1 more	1	5.26%	\$22.24
Best Price in Connecticut Connecticut Skin Institute Flexible Payment Options. ctskindoc.com/coolsculpting/special	1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	1	14.29%	\$19.20
#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Connecticut Skin Institute. www.ctskindoc.com/coolsculpting	coolsculpting face	Approved (limited): Restricted medical content +1 more	1	100.00%	\$17.94

Google Ads | Chris Zelig > CT SKIN DOC 683-915-2075 | All campaigns > search | beta | coolsculpting

Overview | Enabled | Status: Eligible (Learning) | Type: Search | Budget: \$56.99/day | Optimization score: 75.8% | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: Ads 114 CTR 5.61% Cost \$3,505.68					
#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Connecticut Skin Institute. www.ctskindoc.com/coolsculpting	coolsculpting face	Approved (limited): Restricted medical content +1 more	1	100.00%	\$17.94
25% Off CoolSculpting® Special Freeze Off Your Stubborn Fat CoolSculpting® in Connecticut. www.ctskindoc.com	coolsculpting	Ad group paused. Approved (limited): Restricted medical content +1 more	0	-	\$0.00
#1 CoolSculpting® Price in CT Freeze Fat. Free Consultation. CoolSculpting Special 25% Off. www.ctskindoc.com	coolsculpting	Ad group paused. Approved (limited): Restricted medical content +1 more	0	-	\$0.00
#1 CoolSculpting® Provider Eliminate Fat & Feel Great Up to 25% Off All Packages. www.ctskindoc.com	coolsculpting	Ad group paused. Approved (limited): Restricted drug terms	0	-	\$0.00
(Keyword: #1 Rated CoolSculpting® Clinic) Freeze Your Fat Off! 25% Off. #1 Rated CoolSculpting® Special +4 more	coolsculpting	Ad group paused. Approved (limited): Restricted medical content +2 more	0	-	\$0.00
#1 Rated CoolSculpting® Clinic No Surgery or Pain Freeze Your Fat 25% Off. www.ctskindoc.com	coolsculpting	Ad group paused. Disapproved: Speculative and Experimental Medical Treatment +1 more	0	-	\$0.00
#1 Provider in Connecticut Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	4. lipo	Ad group paused. Approved (limited): Restricted drug terms	0	-	\$0.00

Google Ads									
Overview									
Enabled Status: Eligible (Learning) Type: Search Budget: \$56.99/day Optimization score: 75.8% More details									
Recommendations									
Ad status: All ADD FILTER									
Ad groups									
<input type="checkbox"/> Ad									
Ads & extensions									
Total Ads 114 CTR 5.61% Cost \$3,505.68									
Ads									
<input type="checkbox"/> 7. coolspa									
<input type="checkbox"/> 7. coolspa									
<input type="checkbox"/> 5. sculpsure									
<input type="checkbox"/> 6. coolsculpting - fat freeze									
Total Ads 114 CTR 5.61% Cost \$3,505.68									
Total Campaign 114 CTR 5.61% Cost \$3,505.68									

Google Ads									
Overview									
Enabled Status: Eligible (Learning) Type: Search Budget: \$56.99/day Optimization score: 75.8% More details									
Recommendations									
Extensions Custom Oct 1 - Dec 31, 2019									
Ad groups									
Extension type: Callout extension, Sitelink extension ADD FILTER									
Ads & extensions									
<input type="checkbox"/> Extension									
Ads									
Sitelink extension									
<input type="checkbox"/> Before and After Photos									
<input type="checkbox"/> 5 Star Reviews									
<input type="checkbox"/> State-of-the-Art Facility									
<input type="checkbox"/> Contact Us									
<input type="checkbox"/> 25% Off All Fat Areas									
Callout extension									
<input type="checkbox"/> Liposuction Alternative									
<input type="checkbox"/> Nonsurgical Fat Reduction									
<input type="checkbox"/> Contact Us + Free Consult									
<input type="checkbox"/> Highlights: No Surgery									
<input type="checkbox"/> New Clients 25% Off									
<input type="checkbox"/> FDA Approved									
<input type="checkbox"/> Freeze Your Fat									

Google Ads									
Overview									
Enabled Status: Eligible (Learning) Type: Search Budget: \$56.99/day Optimization score: 75.8% More details									
Recommendations									
Extension type: Callout extension, Sitelink extension ADD FILTER									
Ads & extensions									
<input type="checkbox"/> Extension									
Ads									
Callout extension									
<input type="checkbox"/> Liposuction Alternative									
<input type="checkbox"/> Nonsurgical Fat Reduction									
<input type="checkbox"/> Contact Us + Free Consult									
<input type="checkbox"/> Highlights: No Surgery									
<input type="checkbox"/> New Clients 25% Off									
<input type="checkbox"/> FDA Approved									
<input type="checkbox"/> Freeze Your Fat									
Total: Sitelink extensions 75 CTR 6.17% Cost \$2,545.68									
Total: Callout extensions 61 CTR 6.87% Cost \$2,214.48									
Total: Structured snippet extensions 1 CTR 16.67% Cost \$15.46									
Total: Call extensions 23 CTR 5.69% Cost \$776.33									
Total: Location extensions 24 CTR 4.45% Cost \$624.24									
Total: Promotion extensions 15 CTR 10.49% Cost \$651.59									

Google Ads									
Overview									
Enabled Status: Eligible (Learning) Type: Search Budget: \$52.54/day Optimization score: 94.1% More details									
Recommendations									
Ads Custom Oct 1 - Dec 31, 2019									
Ad groups									
Ad status: All ADD FILTER									
Ads & extensions									
<input type="checkbox"/> Ad									
Ads									
Total Ads 73 CTR 5.97% Cost \$2,704.88									
<input type="checkbox"/> 0. coolsculpting - general									
<input type="checkbox"/> 0. coolsculpting - general									
<input type="checkbox"/> 0. coolsculpting - general									
<input type="checkbox"/> 1. coolsculpting - price									
<input type="checkbox"/> 0. coolsculpting - general									
<input type="checkbox"/> 1. coolsculpting - price									
<input type="checkbox"/> 0. coolsculpting - general									
<input type="checkbox"/> 1. coolsculpting - price									

Google Ads									
Overview									
Enabled Status: Eligible (Learning) Type: Search Budget: \$52.54/day Optimization score: 94.1% More details									
Recommendations									
Ad status: All ADD FILTER									
Ad groups									
<input type="checkbox"/> Ad									
Ads & extensions									
Total Ads 73 CTR 5.97% Cost \$2,704.88									
<input type="checkbox"/> 1. coolsculpting - price									
<input type="checkbox"/> 1. coolsculpting - price									
<input type="checkbox"/> 1. coolsculpting - price									
<input type="checkbox"/> 1. coolsculpting - price									
<input type="checkbox"/> 3. body sculpting									
<input type="checkbox"/> 6. coolsculpting - fat freeze									
<input type="checkbox"/> 6. coolsculpting - fat freeze									

Google Ads Overview for CT SKIN DOC 683-915-2075. Campaign: search | alpha | coolsculpting. Budget: \$52.54/day. Optimization score: 94.1%.

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 73						
Total: Campaign 73						

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

Google Ads Extensions for CT SKIN DOC 683-915-2075. Campaign: search | alpha | coolsculpting. Budget: \$52.54/day. Optimization score: 94.1%.

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
Contact Us	Sitelink extension	search alpha coolsculpti...	Campaign	Approved (limited): Restricted medical content +1 more	39	7.89%	\$1,841.20
Before and After Photos	Sitelink extension	search alpha coolsculpti...	Campaign	Approved (limited): Restricted medical content +1 more	29	10.90%	\$1,476.56
State-of-the-Art Facility	Sitelink extension	search alpha coolsculpti...	Campaign	Approved (limited): Restricted medical content +1 more	22	10.05%	\$789.59
5 Star Reviews	Sitelink extension	search alpha coolsculpti...	Campaign	Approved (limited): Restricted medical content +1 more	18	9.09%	\$713.10
25% Off All Fat Areas	Sitelink extension	search alpha coolsculpti...	Campaign	Approved (limited): Restricted medical content +1 more	15	7.21%	\$684.58
Callout extension							
Liposuction Alternative	Callout extension	search alpha coolsculpti...	Campaign	Approved	23	9.39%	\$1,145.21
Nonsurgical Fat Reduction	Callout extension	search alpha coolsculpti...	Campaign	Approved	22	9.32%	\$1,128.99
Highlights: No Surgery	Callout extension	search alpha coolsculpti...	Campaign	Approved	21	8.68%	\$866.81
Freeze Your Fat	Callout extension	search alpha coolsculpti...	Campaign	Approved	15	7.39%	\$759.72
FDA Approved	Callout extension	search alpha coolsculpti...	Campaign	Approved	16	7.41%	\$665.99
New Clients 25% Off	Callout extension	search alpha coolsculpti...	Campaign	Approved	12	5.58%	\$658.78
Contact Us + Free Consult	Callout extension	search alpha coolsculpti...	Campaign	Approved	11	4.82%	\$500.60

Google Ads Extensions for CT SKIN DOC 683-915-2075. Campaign: search | alpha | coolsculpting. Budget: \$52.54/day. Optimization score: 94.1%.

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Callout extension							
Liposuction Alternative	Callout extension	search alpha coolsculpti...	Campaign	Approved	23	9.39%	\$1,145.21
Nonsurgical Fat Reduction	Callout extension	search alpha coolsculpti...	Campaign	Approved	22	9.32%	\$1,128.99
Highlights: No Surgery	Callout extension	search alpha coolsculpti...	Campaign	Approved	21	8.68%	\$866.81
Freeze Your Fat	Callout extension	search alpha coolsculpti...	Campaign	Approved	15	7.39%	\$759.72
FDA Approved	Callout extension	search alpha coolsculpti...	Campaign	Approved	16	7.41%	\$665.99
New Clients 25% Off	Callout extension	search alpha coolsculpti...	Campaign	Approved	12	5.58%	\$658.78
Contact Us + Free Consult	Callout extension	search alpha coolsculpti...	Campaign	Approved	11	4.82%	\$500.60
Total: Sitelink extensions					47	8.13%	\$2,163.17
Total: Callout extensions					43	7.36%	\$1,933.75
Total: Structured snippet extensions					0	0.00%	\$0.00
Total: Call extensions					12	5.56%	\$748.93
Total: Location extensions					26	5.32%	\$712.78
Total: Promotion extensions					20	6.06%	\$785.83

Facebook Ads Manager for CT Skin Institute (10635770). Campaigns: 4 selected. Ad Sets for 4 Campaigns. Ads for 4 Campaigns.

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-11 Coolsculpting FB Women - Image 3	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:1... 58 days ago	72 Link Clicks	3,974	14,506	\$2.80 Per Link Click	Below average	Below average	Below average	\$201.81
2019-12 CS - High Vio	Lowest cost Conversions	Using camp...	Dec 23, 2019, 4:1... 18 days ago	Lead	2,648	3,780	Per Lead	—	—	—	\$124.22
2019-12 CS - Women - Holiday Image 6	Lowest cost Conversions	Using camp...	Dec 23, 2019, 4:1... 18 days ago	1 Lead	3,361	5,559	\$120.01 Per Lead	Below average	Below average	Below average	\$120.01
2019-11 Coolsculpting FB Women - Image 2	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:1... 58 days ago	24 Link Clicks	2,593	8,335	\$3.73 Per Link Click	—	—	—	\$89.63
2019-12 CS - Women - Holiday Image 2	Lowest cost Conversions	Using camp...	Dec 23, 2019, 4:1... 18 days ago	Lead	2,848	4,601	Per Lead	Below average	Below average	Below average	\$87.01
2019-11 Coolsculpting FB Women - Image 1	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:1... 58 days ago	27 Link Clicks	2,398	7,627	\$2.96 Per Link Click	—	—	—	\$80.04
2019-12 - CS - Women - Video 1	Lowest cost Conversions	Using camp...	Dec 2, 2019, 10:5... 39 days ago	Lead	1,518	2,287	Per Lead	Below average	Below average	Below average	\$76.33
2019-12 CS - Women - Holiday Image 3	Lowest cost Conversions	Using camp...	Dec 23, 2019, 4:1... 18 days ago	Lead	2,357	3,889	Per Lead	Below average	Below average	Below average	\$76.19
2019-12 - CS - Women - Image 3	Lowest cost Conversions	Using camp...	Dec 2, 2019, 10:5... 39 days ago	Lead	1,448	2,259	Per Lead	—	—	—	\$68.04
2019-12 CS - Women - Holiday Image 4	Lowest cost Conversions	Using camp...	Dec 23, 2019, 4:1... 18 days ago	Lead	1,851	2,991	Per Lead	Below average	Below average	Below average	\$62.15
2019-11 Coolsculpting FB Women - Image 1	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:...	27 Link Clicks	654	3,849	\$2.24 Per Link Click	—	—	—	\$60.51
Total					22,148 People	102,054 Total	—	—	—	—	\$1,880.35 Total Spent

Facebook Ads Manager for CT Skin Institute (10635770). Campaigns: 4 selected. Ad Sets for 4 Campaigns. Ads for 4 Campaigns.

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-11 Coolsculpting FB Women - Image 1	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:...	27 Link Clicks	654	3,849	\$2.24 Per Link Click	—	—	—	\$60.51
2019-12 - CS - Women - Image 2	Lowest cost Conversions	Using camp...	Dec 2, 2019, 10:5... 39 days ago	Lead	1,405	2,079	Per Lead	—	—	—	\$55.39
2019-12 - CS - Women - Image 2	Lowest cost Conversions	Using camp...	Dec 23, 2019, 4:1... 18 days ago	Lead	1,404	1,858	Per Lead	—	—	—	\$52.91
2019-11 Coolsculpting FB Women - Image 4	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:1... 58 days ago	13 Link Clicks	1,852	4,783	\$3.83 Per Link Click	—	—	—	\$49.77
2019-12 - CS - Women - Image 3	Lowest cost Conversions	Using camp...	Dec 23, 2019, 4:1... 18 days ago	Lead	1,514	2,088	Per Lead	Below average	Below average	Below average	\$49.73
2019-12 CS - Women - Holiday Image 5	Lowest cost Conversions	Using camp...	Dec 23, 2019, 4:1... 18 days ago	Lead	1,775	3,290	Per Lead	Average	Below average	Below average	\$48.82
2019-12 CS - Women - Image 1	Lowest cost Conversions	Using camp...	Dec 23, 2019, 4:1... 18 days ago	Lead	1,404	1,969	Per Lead	Below average	Below average	Below average	\$48.67
2019-12 CS - Women - Image 4	Lowest cost Conversions	Using camp...	Dec 23, 2019, 4:1... 18 days ago	Lead	972	1,442	Per Lead	—	—	—	\$48.21
2019-11 Coolsculpting IG Women - Image 3	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:1... 58 days ago	5 Link Clicks	1,014	1,722	\$9.17 Per Link Click	—	—	—	\$45.85
2019-11 Coolsculpting IG Women - Image 1	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:1... 58 days ago	13 Link Clicks	1,079	1,627	\$3.44 Per Link Click	—	—	—	\$44.76
Event: CoolTone by Coolsculpting Event	Lowest cost	\$200.00	—	18	2,288	3,061	\$2.33	—	—	—	\$42.00
Total					22,148 People	102,054 Total	—	—	—	—	\$1,880.35 Total Spent

Facebook Ads Manager interface for CT Skin Institute (10635770). The top navigation bar includes the account name, search bar, and user profile. A notification banner states: "We recently detected activity on Audience Network that violated our Audience Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.45 on 2019-12-18 to the payment method on your ad account 10635770. We appreciate your accommodation for the inconvenience this refund may have caused."

The main content area shows a table of ad performance metrics. The table has columns for Ad Name, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Quality Ranking, Engagement Rate, Conversion Rate, and Amount Spent. The table lists 61 ads with a total spend of \$1,880.35.

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-11 Coolsculpting FB Women - Image 3	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	18 Link Clicks	564	2,125	\$2.30 Per Link Click	—	—	—	\$41.41
2019-12 CS - Women - Holiday Image 1	Lowest cost Conversions	Using camp...	Dec 23, 2019, 4:18 days ago	—	1,665	2,528	— Per Lead	Below average Bottom 35% of ads	Below average Bottom 20% of ads	Below average Bottom 10% of ads	\$39.51
2019-12 - CS - Women - Image 6	Lowest cost Conversions	Using camp...	Dec 2, 2019, 10:39 days ago	—	1,035	1,345	— Per Lead	—	—	—	\$32.22
2019-11 Coolsculpting IG Women - Image 2	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:58 days ago	5 Link Clicks	834	1,331	\$6.23 Per Link Click	—	—	—	\$31.16
2019-11 Coolsculpting IG Women - Image 4	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:58 days ago	8 Link Clicks	743	1,107	\$3.28 Per Link Click	—	—	—	\$26.23
2019-11 Coolsculpting FB Women - Image 2	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	15 Link Clicks	480	1,882	\$1.74 Per Link Click	—	—	—	\$26.13
2019-12 CS - Women - Image 6	Lowest cost Conversions	Using camp...	Dec 23, 2019, 4:18 days ago	—	1,007	1,245	— Per Lead	—	—	—	\$21.07
2019-11 Coolsculpting FB Women - Image 4	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	13 Link Clicks	381	1,339	\$1.36 Per Link Click	—	—	—	\$17.62
2019-12 - CS - Women - Image 1	Lowest cost Conversions	Using camp...	Dec 2, 2019, 10:39 days ago	—	454	622	— Per Lead	—	—	—	\$15.08
2019-10 Coolsculpting FB Women - Image 1	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:58 days ago	6 Link Clicks	843	1,208	\$2.30 Per Link Click	—	—	—	\$13.80
2019-12 - CS - Women - Image 4	Lowest cost Conversions	Using camp...	Dec 2, 2019, 10:39 days ago	—	602	624	— Per Lead	—	—	—	\$13.66
Results from 61 ads					22,148 People	102,054 Total					\$1,880.35 Total Spent

Facebook Ads Manager interface for CT Skin Institute (10635770). The top navigation bar includes the account name, search bar, and user profile. A notification banner states: "We recently detected activity on Audience Network that violated our Audience Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.45 on 2019-12-18 to the payment method on your ad account 10635770. We appreciate your accommodation for the inconvenience this refund may have caused."

The main content area shows a table of ad performance metrics. The table has columns for Ad Name, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Quality Ranking, Engagement Rate, Conversion Rate, and Amount Spent. The table lists 61 ads with a total spend of \$1,880.35.

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-12 - CS - Women - Image 4	Lowest cost Conversions	Using camp...	Dec 2, 2019, 10:39 days ago	—	502	624	— Per Lead	—	—	—	\$13.58
2019-11 Coolsculpting IG Women - Image 3	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	2 Link Clicks	233	396	\$6.53 Per Link Click	—	—	—	\$13.06
2019-11 Coolsculpting IG Women - Image 1	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	2 Link Clicks	209	298	\$6.13 Per Link Click	—	—	—	\$12.28
2019-11 Coolsculpting IG Women - Image 2	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	4 Link Clicks	215	339	\$2.79 Per Link Click	—	—	—	\$11.15
2019-11 Coolsculpting IG Women - Image 4	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	—	165	251	— Per Link Click	—	—	—	\$9.42
2019-10 Coolsculpting FB Women - Image 4	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:58 days ago	1 Link Click	447	696	\$8.29 Per Link Click	—	—	—	\$8.29
2019-10 Coolsculpting FB Women - Image 4	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:58 days ago	2 Link Clicks	267	276	\$2.94 Per Link Click	—	—	—	\$5.87
2019-10 Coolsculpting FB Women - Image 1	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:58 days ago	1 Link Click	239	249	\$4.91 Per Link Click	—	—	—	\$4.91
2019-10 Coolsculpting FB Women - Image 2	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:58 days ago	1 Link Click	241	411	\$2.65 Per Link Click	—	—	—	\$2.65
2019-10 Coolsculpting IG Women - Image 3	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:58 days ago	—	86	89	— Per Link Click	—	—	—	\$1.55
2019-10 Coolsculpting IG Women - Image 2	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:58 days ago	—	81	81	— Per Link Click	—	—	—	\$1.55
Results from 61 ads					22,148 People	102,054 Total					\$1,880.35 Total Spent

Facebook Ads Manager interface for CT Skin Institute (10635770). The top navigation bar includes the account name, search bar, and user profile. A notification banner states: "We recently detected activity on Audience Network that violated our Audience Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.45 on 2019-12-18 to the payment method on your ad account 10635770. We appreciate your accommodation for the inconvenience this refund may have caused."

The main content area shows a table of ad performance metrics. The table has columns for Ad Name, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Quality Ranking, Engagement Rate, Conversion Rate, and Amount Spent. The table lists 61 ads with a total spend of \$1,880.35.

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-10 Coolsculpting IG Women - Image 2	Lowest cost Link Clicks	Using camp...	Nov 13, 2019, 2:58 days ago	—	91	91	— Per Link Click	—	—	—	\$1.35
2019-10 Coolsculpting FB Women - Image 1	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	—	—	—	— Per Link Click	—	—	—	\$0.00
2019-10 Coolsculpting FB Women - Image 4	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	—	—	—	— Per Link Click	—	—	—	\$0.00
2019-10 Coolsculpting IG Women - Image 2	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	—	—	—	— Per Link Click	—	—	—	\$0.00
2019-10 Coolsculpting IG Women - Image 3	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	—	—	—	— Per Link Click	—	—	—	\$0.00
2019-10 Coolsculpting FB Women - Image 2	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	—	—	—	— Per Link Click	—	—	—	\$0.00
2019-10 Coolsculpting IG Women - Image 3	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	—	—	—	— Per Link Click	—	—	—	\$0.00
2019-10 Coolsculpting FB Women - Image 2	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	—	—	—	— Per Link Click	—	—	—	\$0.00
2019-10 Coolsculpting FB Women - Image 4	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	—	—	—	— Per Link Click	—	—	—	\$0.00
2019-10 Coolsculpting FB Women - Image 1	Lowest cost Link Clicks	Using camp...	Dec 11, 2019, 11:30 days ago	—	—	—	— Per Link Click	—	—	—	\$0.00
2019-11 Coolsculpting IG Women - Image 1	Lowest cost Conversions	Using camp...	Nov 21, 2019, 12:50 days ago	—	—	—	— Per Lead	—	—	—	—
2019-11 Coolsculpting IG Women - Image 4	Lowest cost Conversions	Using camp...	Nov 21, 2019, 12:50 days ago	—	—	—	— Per Lead	—	—	—	—
Results from 61 ads					22,148 People	102,054 Total					\$1,880.35 Total Spent

Facebook Ads Manager interface for CT Skin Institute (10635770). The top navigation bar includes the account name, search bar, and user profile. A notification banner states: "We recently detected activity on Audience Network that violated our Audience Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.45 on 2019-12-18 to the payment method on your ad account 10635770. We appreciate your accommodation for the inconvenience this refund may have caused."

The main content area shows the ad creation process for the ad "2019-11 Coolsculpting | FB | Women - Image 3". The ad is currently "Campaign Off". The interface includes a sidebar with a list of ad sets, a central ad preview area, and a right-hand panel with various settings and options.

Ad Name: 2019-11 Coolsculpting | FB | Women - Image 3

Identity: Facebook Page (Connecticut Skin Institute), Advertise on Instagram, Add Instagram Placement.

Format: Single Image or Video (Selected). Options include Carousel and Collection.

Full Screen Mobile Experience: Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

Preview: Shows a scaled preview of the ad on a mobile device. The ad features an image of three women and text: "CTSKINDOC.COM 25% OFF COOLSCULPTING".

Right Panel: Includes "Expand Previews", "Feeds", "Stories", and "In-Stream" sections, each showing different placements of the ad.

Buttons: "Close", "Publish", "Discard Draft".

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

Facebook Ads Manager interface for CT Skin Institute (10635770). The top navigation bar includes the account name, search bar, and user profile. A notification banner states: "We recently detected activity on Audience Network that violated our Audience Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.45 on 2019-12-18 to the payment method on your ad account 10635770. We appreciate your accommodation for the inconvenience this refund may have caused."

The main content area shows the ad creation process for the ad "2019-12 CS - High Vio". The ad is currently "Deleted". The interface includes a sidebar with a list of ad sets, a central ad preview area, and a right-hand panel with various settings and options.

Ad Name: 2019-12 CS - High Vio

Identity: Facebook Page (Connecticut Skin Institute), Instagram Account (ctskindoc).

Format: Single Image or Video (Selected). Options include Carousel and Collection.

Full Screen Mobile Experience: Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

Preview: Shows a scaled preview of the ad on a mobile device. The ad features an image of a woman and text: "WHEN STUBBORN FAT JUST WON'T BUDGE".

Right Panel: Includes "Expand Previews", "Feeds", "Stories", and "In-Stream" sections, each showing different placements of the ad.

Buttons: "Close", "Publish", "Discard Draft".

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

Facebook Ads Manager interface for 'CT Skin Institute (10635770)'. The left sidebar shows a list of ad sets under 'Coolsculpting - FB - Traffic' and 'Coolsculpting - Conversions'. The main panel displays the configuration for '2019-12 CS - Women - Holiday Image 6'. The 'Identity' section shows the Facebook Page 'Connecticut Skin Institute' and the Instagram Account 'ctskindoc'. The 'Format' section is set to 'Single Image or Video'. The 'Ad Preview' shows a mobile news feed with an image of a woman in a Santa hat and the text 'HELLO HOLIDAYS GOODBYE FAT CELLS' and '25% OFF COOLSCULPTING'. The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface for 'CT Skin Institute (10635770)'. The left sidebar shows a list of ad sets under 'Coolsculpting - FB - Traffic' and 'Coolsculpting - Conversions'. The main panel displays the configuration for '2019-11 Coolsculpting | FB | Women - Image 2'. The 'Identity' section shows the Facebook Page 'Connecticut Skin Institute' and the Instagram Account 'ctskindoc'. The 'Format' section is set to 'Single Image or Video'. The 'Ad Preview' shows a mobile news feed with an image of a woman in a white dress and the text 'HELLO HOLIDAYS GOODBYE FAT CELLS' and '25% OFF COOLSCULPTING'. The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface for 'CT Skin Institute (10635770)'. The left sidebar shows a list of ad sets under 'Coolsculpting - FB - Traffic' and 'Coolsculpting - Conversions'. The main panel displays the configuration for '2019-12 CS - Women - Holiday Image 3'. The 'Identity' section shows the Facebook Page 'Connecticut Skin Institute' and the Instagram Account 'ctskindoc'. The 'Format' section is set to 'Single Image or Video'. The 'Ad Preview' shows a mobile news feed with an image of a woman in a white dress holding a gift and the text 'HELLO HOLIDAYS GOODBYE FAT CELLS' and '25% OFF COOLSCULPTING'. The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface for 'CT Skin Institute (10635770)'. The left sidebar shows a list of ad sets under 'Coolsculpting - FB - Traffic' and 'Coolsculpting - Conversions'. The main panel displays the configuration for '2019-11 Coolsculpting | FB | Women - Image 1'. The 'Identity' section shows the Facebook Page 'Connecticut Skin Institute' and the Instagram Account 'ctskindoc'. The 'Format' section is set to 'Single Image or Video'. The 'Ad Preview' shows a mobile news feed with an image of a woman in a blue bikini and the text 'FREEZE AWAY FAT CELLS' and '25% OFF COOLSCULPTING'. The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface for 'CT Skin Institute (10635770)'. The left sidebar shows a list of ad sets under 'Coolsculpting - FB - Traffic' and 'Coolsculpting - Conversions'. The main panel displays the configuration for '2019-12 - CS - Women - Video 1'. The 'Identity' section shows the Facebook Page 'Connecticut Skin Institute' and the Instagram Account 'ctskindoc'. The 'Format' section is set to 'Single Image or Video'. The 'Ad Preview' shows a mobile news feed with a video player and the text 'WHEN STUBBORN FAT JUST WON'T BUDGE' and '25% OFF COOLSCULPTING'. The 'Publish' button is visible at the bottom right.

Ads Manager interface for 'Coolsculpting - Conversions' campaign. The selected ad is '2019-12 - CS - Women - Image 3' with 24 previews. The ad preview shows a woman in a white bikini with the text 'FREEZE AWAY FAT CELLS 25% OFF'. The identity section shows the Facebook Page 'Connecticut Skin Institute' and Instagram Account 'ctskindoc'. The format is 'Single Image or Video'.

Ads Manager interface for 'Coolsculpting - Conversions' campaign. The selected ad is '2019-12 CS - Women - Holiday Image 4' with 22 previews. The ad preview shows a woman in a white dress with the text 'HELLO HOLIDAYS GOODBYE FAT CELLS 25% OFF'. The identity section shows the Facebook Page 'Connecticut Skin Institute' and Instagram Account 'ctskindoc'. The format is 'Single Image or Video'.

Ads Manager interface for 'Coolsculpting - FB - Traffic' campaign. The selected ad is '2019-11 Coolsculpting | FB | Women - Image 1' with 17 previews. The ad preview shows a woman in a blue bikini with the text 'FREEZE AWAY FAT CELLS 25% OFF'. The identity section shows the Facebook Page 'Connecticut Skin Institute' and includes an 'Add Instagram Placement' option. The format is 'Single Image or Video'.

Ads Manager interface for 'Coolsculpting - Conversions' campaign. The selected ad is '2019-12 - CS - Women - Image 2' with 24 previews. The ad preview shows a woman in a white bikini with the text 'FREEZE AWAY FAT CELLS 25% OFF'. The identity section shows the Facebook Page 'Connecticut Skin Institute' and Instagram Account 'ctskindoc'. The format is 'Single Image or Video'.

Ads Manager interface for 'Coolsculpting - Conversions' campaign. The selected ad is '2019-12 - CS - Women - Image 2' with 22 previews. The ad preview shows a woman in a white bikini with the text 'FREEZE AWAY FAT CELLS 25% OFF'. The identity section shows the Facebook Page 'Connecticut Skin Institute' and Instagram Account 'ctskindoc'. The format is 'Single Image or Video'.

Facebook Ads Manager interface for "Coolsculpting - FB - Traffic". The breadcrumb trail shows: Coolsculpting - FB - Traffic > Coolsculpting - FB Prospecting - Women > 2019-11 Coolsculpting | FB | Women - Image 4. The "Ad Name" field contains "2019-11 Coolsculpting | FB | Women - Image 4". The "Identity" section shows the Facebook Page "Connecticut Skin Institute". The "Format" section has "Single Image or Video" selected. The "Full Screen Mobile Experience" section is visible. The "Ad Preview" shows a mobile view of the ad with 17 previews. The ad image features a woman in a black bikini with the text "FREEZE AWAY FAT CELLS 25% OFF".

Facebook Ads Manager interface for "Coolsculpting - Conversions". The breadcrumb trail shows: Coolsculpting - Conversions > Coolsculpting - Women > 2019-12 - CS - Women - Image 3. The "Ad Name" field contains "2019-12 - CS - Women - Image 3". The "Identity" section shows the Facebook Page "Connecticut Skin Institute" and the Instagram Account "ctskindoc". The "Format" section has "Single Image or Video" selected. The "Full Screen Mobile Experience" section has "Add an Instant Experience" checked. The "Ad Preview" shows a mobile view of the ad with 22 previews. The ad image features a woman in a white bikini with the text "FREEZE AWAY FAT CELLS 25% OFF".

Facebook Ads Manager interface for "Coolsculpting - Conversions". The breadcrumb trail shows: Coolsculpting - Conversions > Coolsculpting - Women > 2019-12 CS - Women - Holiday Image 5. The "Ad Name" field contains "2019-12 CS - Women - Holiday Image 5". The "Identity" section shows the Facebook Page "Connecticut Skin Institute" and the Instagram Account "ctskindoc". The "Format" section has "Single Image or Video" selected. The "Full Screen Mobile Experience" section has "Add an Instant Experience" checked. The "Ad Preview" shows a mobile view of the ad with 22 previews. The ad image features a woman in a red dress holding a gift box with the text "HELLO HOLIDAYS GOODBYE FAT CELLS 25% OFF".

Facebook Ads Manager interface for "Coolsculpting - Conversions". The breadcrumb trail shows: Coolsculpting - Conversions > Coolsculpting - Women > 2019-12 CS - Women - Image 1. The "Ad Name" field contains "2019-12 CS - Women - Image 1". The "Identity" section shows the Facebook Page "Connecticut Skin Institute" and the Instagram Account "ctskindoc". The "Format" section has "Single Image or Video" selected. The "Full Screen Mobile Experience" section has "Add an Instant Experience" checked. The "Ad Preview" shows a mobile view of the ad with 22 previews. The ad image features a woman in a white bikini with the text "FREEZE AWAY FAT CELLS 25% OFF".

Facebook Ads Manager interface for "Coolsculpting - Conversions". The breadcrumb trail shows: Coolsculpting - Conversions > Coolsculpting - Women > 2019-12 CS - Women - Image 4. The "Ad Name" field contains "2019-12 CS - Women - Image 4". The "Identity" section shows the Facebook Page "Connecticut Skin Institute" and the Instagram Account "ctskindoc". The "Format" section has "Single Image or Video" selected. The "Full Screen Mobile Experience" section has "Add an Instant Experience" checked. The "Ad Preview" shows a mobile view of the ad with 22 previews. The ad image features two women in white bikinis with the text "FREEZE AWAY FAT CELLS 25% OFF".

Facebook Ads Manager interface showing a campaign for "Coolsculpting - IG - Traffic". The left sidebar contains a list of ad creatives under "Coolsculpting - Conversions" and "Coolsculpting - Women". The main panel displays the "Ad Preview" for a "Feed" placement on Instagram. The ad features a woman in a white bikini and the text "coolsculpting FREEZE AWAY FAT CELLS 25% OFF". The interface includes options for "Identity", "Format" (Single Image or Video, Carousel, Collection), and "Fullscreen Mobile Experience".

Facebook Ads Manager interface showing a campaign for "Coolsculpting - IG - Traffic". The left sidebar contains a list of ad creatives. The main panel displays the "Ad Preview" for a "Feed" placement on Instagram. The ad features a woman in a white bikini and the text "coolsculpting FREEZE AWAY FAT CELLS 25% OFF". The interface includes options for "Identity", "Format" (Single Image or Video, Carousel, Collection), and "Fullscreen Mobile Experience".

Facebook Ads Manager interface showing a campaign for "Event: CoolTone by CoolSculpting Event". The left sidebar contains a list of ad creatives. The main panel displays the "Ad Preview" for a "News Feed" placement on Facebook - Mobile. The ad features an image of a CoolTone device and the text "CoolTone by CoolSculpting Event". The interface includes options for "Identity", "Media", and "Primary Text".

Facebook Ads Manager interface showing a campaign for "Coolsculpting - FB - Traffic". The left sidebar contains a list of ad creatives. The main panel displays the "Ad Preview" for a "News Feed" placement on Facebook - Mobile. The ad features an image of three women in bikinis and the text "coolsculpting HELLO HOLIDAYS GOODBYE FAT CELLS 25% OFF". The interface includes options for "Identity", "Format" (Single Image or Video, Carousel, Collection), and "Fullscreen Mobile Experience".

Facebook Ads Manager interface showing a campaign for "Coolsculpting - Conversions". The left sidebar contains a list of ad creatives. The main panel displays the "Ad Preview" for a "News Feed" placement on Facebook - Mobile. The ad features an image of a woman in a striped dress and the text "coolsculpting HELLO HOLIDAYS GOODBYE FAT CELLS 25% OFF". The interface includes options for "Identity", "Format" (Single Image or Video, Carousel, Collection), and "Fullscreen Mobile Experience".

Facebook Ads Manager interface for 'CT Skin Institute (10635770)'. The breadcrumb trail is 'Coolsculpting - Conversions > Coolsculpting - Women - Audience 2 > 2019-12 - CS - Women - Image 6'. The ad name is '2019-12 - CS - Women - Image 6' with 24 previews. The identity is 'Connecticut Skin Institute'. The format is 'Single Image or Video'. The ad preview shows a woman in a bikini with the text 'COOLSCULPTING.COM 25% OFF COOLSCULPTING'. The ad is set to 'Ad Set Off'.

Facebook Ads Manager interface for 'CT Skin Institute (10635770)'. The breadcrumb trail is 'Coolsculpting - IG - Traffic > Coolsculpting - IG Prospecting - Women > 2019-11 Coolsculpting | IG | Women - image 2'. The ad name is '2019-11 Coolsculpting | IG | Women - image 2' with 4 previews. The identity is 'Connecticut Skin Institute'. The format is 'Single Image or Video'. The ad preview shows a woman in a bikini with the text 'coolsculpting FREEZE AWAY FAT CELLS 25% OFF'. The ad is set to 'Campaign Off'.

Facebook Ads Manager interface for 'CT Skin Institute (10635770)'. The breadcrumb trail is 'Coolsculpting - IG - Traffic > Coolsculpting - IG Prospecting - Women > 2019-11 Coolsculpting | IG | Women - image 4'. The ad name is '2019-11 Coolsculpting | IG | Women - image 4' with 4 previews. The identity is 'Connecticut Skin Institute'. The format is 'Single Image or Video'. The ad preview shows a woman in a bikini with the text 'coolsculpting FREEZE AWAY FAT CELLS 25% OFF'. The ad is set to 'Campaign Off'.

Facebook Ads Manager interface for 'CT Skin Institute (10635770)'. The breadcrumb trail is 'Coolsculpting - FB - Traffic > Coolsculpting - FB Retargeting - Women > 2019-11 Coolsculpting | FB | Women - Image 2'. The ad name is '2019-11 Coolsculpting | FB | Women - Image 2' with 17 previews. The identity is 'Connecticut Skin Institute'. The format is 'Single Image or Video'. The ad preview shows a woman in a white dress with the text 'COOLSCULPTING.COM 25% OFF COOLSCULPTING'. The ad is set to 'Campaign Off'.

Facebook Ads Manager interface for 'CT Skin Institute (10635770)'. The breadcrumb trail is 'Coolsculpting - Conversions > Coolsculpting - Women > 2019-12 CS - Women - Image 6'. The ad name is '2019-12 CS - Women - Image 6' with 22 previews. The identity is 'Connecticut Skin Institute'. The format is 'Single Image or Video'. The ad preview shows a woman in a bikini with the text 'COOLSCULPTING.COM 25% OFF COOLSCULPTING'. The ad is set to 'Campaign Off'.

Facebook Ads Manager interface showing the creation of an ad for "Coolsculpting - FB - Traffic". The ad is titled "2019-11 Coolsculpting | FB | Women - Image 4". The identity is set to "Connecticut Skin Institute". The format is "Single Image or Video". The ad preview shows a mobile news feed with a post from "Connecticut Skin Institute" featuring a woman and the text "Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime. FREEZE AWAY FAT CELLS 25% OFF".

Facebook Ads Manager interface showing the creation of an ad for "Coolsculpting - Conversions". The ad is titled "2019-12 - CS - Women - image 1". The identity is set to "Connecticut Skin Institute". The format is "Single Image or Video". The ad preview shows a mobile news feed with a post from "Connecticut Skin Institute" featuring a woman and the text "Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime. FREEZE AWAY FAT CELLS 25% OFF".

Facebook Ads Manager interface showing the creation of an ad for "Coolsculpting - FB - Traffic". The ad is titled "2019-10 Coolsculpting | FB | Women - Image 1". The identity is set to "Connecticut Skin Institute". The format is "Single Image or Video". The ad preview shows a mobile news feed with a post from "Connecticut Skin Institute" featuring a woman in a Halloween costume and the text "HELLO HALLOWEEN GOODBYE FAT CELLS 25% OFF".

Facebook Ads Manager interface showing the creation of an ad for "Coolsculpting - Conversions". The ad is titled "2019-12 - CS - Women - Image 4". The identity is set to "Connecticut Skin Institute". The format is "Single Image or Video". The ad preview shows a mobile news feed with a post from "Connecticut Skin Institute" featuring two women and the text "Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime. FREEZE AWAY FAT CELLS 25% OFF".

Facebook Ads Manager interface showing the creation of an ad for "Coolsculpting - IG - Traffic". The ad is titled "2019-11 Coolsculpting | IG | Women - Image 3". The identity is set to "Connecticut Skin Institute". The format is "Single Image or Video". The ad preview shows an Instagram feed with a post from "Connecticut Skin Institute" featuring a woman and the text "Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime. FREEZE AWAY FAT CELLS 25% OFF".

Ads Manager interface for 'Coolsculpting - IG - Traffic' campaign. The left sidebar shows a list of ad creatives, with '2019-11 Coolsculpting | IG | Women - image 1' selected. The main panel displays the ad configuration for '2019-11 Coolsculpting | IG | Women - image 1'. The ad preview shows a mobile feed view with a woman in a white bikini and the text 'FREEZE AWAY FAT CELLS 25% OFF'. The identity section shows the Facebook Page 'Connecticut Skin Institute' and the Instagram Account 'ctskindoc'. The format is set to 'Single Image or Video'.

Ads Manager interface for 'Coolsculpting - IG - Traffic' campaign. The left sidebar shows a list of ad creatives, with '2019-11 Coolsculpting | IG | Women - image 2' selected. The main panel displays the ad configuration for '2019-11 Coolsculpting | IG | Women - image 2'. The ad preview shows a mobile feed view with a woman in a blue bikini and the text 'FREEZE AWAY FAT CELLS 25% OFF'. The identity section shows the Facebook Page 'Connecticut Skin Institute' and the Instagram Account 'ctskindoc'. The format is set to 'Single Image or Video'.

Ads Manager interface for 'Coolsculpting - IG - Traffic' campaign. The left sidebar shows a list of ad creatives, with '2019-11 Coolsculpting | IG | Women - image 4' selected. The main panel displays the ad configuration for '2019-11 Coolsculpting | IG | Women - image 4'. The ad preview shows a mobile feed view with a woman in a black bikini and the text 'FREEZE AWAY FAT CELLS 25% OFF'. The identity section shows the Facebook Page 'Connecticut Skin Institute' and the Instagram Account 'ctskindoc'. The format is set to 'Single Image or Video'.

Ads Manager interface for 'Coolsculpting - FB - Traffic' campaign. The left sidebar shows a list of ad creatives, with '2019-10 Coolsculpting | FB | Women - image 4' selected. The main panel displays the ad configuration for '2019-10 Coolsculpting | FB | Women - image 4'. The ad preview shows a mobile news feed view with a woman in a black bikini and the text 'HELLO HALLOWEEN GOODBYE FAT CELLS 25% OFF'. The identity section shows the Facebook Page 'Connecticut Skin Institute' and the Instagram Account 'ctskindoc'. The format is set to 'Single Image or Video'.

Ads Manager interface for 'Coolsculpting - IG - Traffic' campaign. The left sidebar shows a list of ad creatives, with '2019-10 Coolsculpting | FB | Women - image 4' selected. The main panel displays the ad configuration for '2019-10 Coolsculpting | FB | Women - image 4'. The ad preview shows a mobile feed view with a woman in a black bikini and the text 'HELLO HALLOWEEN GOODBYE FAT CELLS 25% OFF'. The identity section shows the Facebook Page 'Connecticut Skin Institute' and the Instagram Account 'ctskindoc'. The format is set to 'Single Image or Video'.

Facebook Ads Manager interface for "CT Skin Institute (10635770)". The left sidebar shows a list of ad sets under "Coolsculpting - IG - Traffic". The main panel displays the configuration for "2019-10 Coolsculpting | FB | Women - Image 1".

Ad Name: 2019-10 Coolsculpting | FB | Women - Image 1

Identity: Facebook Page: Connecticut Skin Institute; Instagram Account: ctskindoc

Format: Single Image or Video

Preview: Shows a mobile Instagram feed with a Halloween-themed ad for "HELLO HALLOWEEN GOODBYE FAT CELLS" featuring a 25% OFF discount.

Facebook Ads Manager interface for "CT Skin Institute (10635770)". The left sidebar shows a list of ad sets under "Coolsculpting - FB - Traffic". The main panel displays the configuration for "2019-10 Coolsculpting | FB | Women - Image 2".

Ad Name: 2019-10 Coolsculpting | FB | Women - Image 2

Identity: Facebook Page: Connecticut Skin Institute; Add Instagram Placement: Yes

Format: Single Image or Video

Preview: Shows a mobile Facebook News Feed with a Halloween-themed ad for "TRICK OR TREAT YOURSELF" featuring a 25% OFF discount.

Facebook Ads Manager interface for "CT Skin Institute (10635770)". The left sidebar shows a list of ad sets under "Coolsculpting - IG - Traffic". The main panel displays the configuration for "2019-10 Coolsculpting | IG | Women - Image 3".

Ad Name: 2019-10 Coolsculpting | IG | Women - Image 3

Identity: Facebook Page: Connecticut Skin Institute; Instagram Account: ctskindoc

Format: Single Image or Video

Preview: Shows a mobile Instagram feed with a Halloween-themed ad for "HELLO HALLOWEEN GOODBYE FAT CELLS" featuring a 25% OFF discount.

Facebook Ads Manager interface for "CT Skin Institute (10635770)". The left sidebar shows a list of ad sets under "Coolsculpting - IG - Traffic". The main panel displays the configuration for "2019-10 Coolsculpting | IG | Women - Image 2".

Ad Name: 2019-10 Coolsculpting | IG | Women - Image 2

Identity: Facebook Page: Connecticut Skin Institute; Instagram Account: ctskindoc

Format: Single Image or Video

Preview: Shows a mobile Instagram feed with a Halloween-themed ad for "TRICK OR TREAT YOURSELF" featuring a 25% OFF discount.