

CoolSculpting Marketing Services Cypress Dermatology Q3 + Q4 2022 Total Marketing Expenses (07/1/2022 - 12/31/2022)

Total Google Ads: \$10,699.93
Total Meta Ads: \$ 6,001.80
Total Marketing Service Fee: \$12,050.00
Total CoolSculpting Marketing Cost: \$28,751.73

Google Ads | Cypress Dermatology - 842.003-2598 | All campaigns

Overview | Campaigns | Budget: \$58.23/day | Status: Eligible | Optimization score: 74.3%

Upgrade your existing keywords to broad match: Get more conversions at a similar or better ROI by expanding the reach of your Smart Bidding campaigns

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$58.23/day	Eligible	1,351	6.14%	\$10,699.93
Total: Campaigns in your current workspace					
Total: Account					
			1,351	6.14%	\$10,699.93

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

Google Ads | Cypress Dermatology - 842.003-2598 | search | coolsculpting

Overview | Status: Eligible | Type: Search | Budget: \$58.23/day | Optimization score: 74.3%

Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,351	6.14%	\$10,699.93
(Keyword:Cypress Dermatology) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more sculpcypress.com/coolsculpting/cypress Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick...	0. coolsculpting - general	Eligible	362	9.53%	\$4,040.72
Cypress Dermatology Fat Reduction in Cypress, TX Non-Surgical Fat Reduction +12 more sculpcypress.com/coolsculpting/cypress Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically...	x. Expanded Reach Test	Eligible	418	3.89%	\$2,628.06
Cypress Dermatology Fat Reduction in Cypress, TX Non-Surgical Fat Reduction +12 more sculpcypress.com/coolsculpting/cypress Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically...	2. lipo	Eligible	389	7.37%	\$2,426.91
(Keyword:Cypress Dermatology) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more sculpcypress.com/coolsculpting/cypress Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick...	1. coolsculpting - price	Eligible	64	14.88%	\$802.68
CoolSculpting® in Cypress, TX Freeze Away Body Fat Get 50% Off 8+ Treatments sculpcypress.com/coolsculpting/cypress Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed	31	10.47%	\$242.27

Google Ads | Cypress Dermatology - 842.003-2598 | search | coolsculpting

Overview | Status: Eligible | Type: Search | Budget: \$58.23/day | Optimization score: 74.3%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,351	6.14%	\$10,699.93
CoolSculpting® in Cypress, TX Freeze Away Body Fat Our Biggest Discount Ever sculpcypress.com/coolsculpting/cypress Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed	24	8.00%	\$205.51
CoolSculpting® in Cypress, TX Save 50% On 8+ Treatments Our Biggest Discount Ever sculpcypress.com/coolsculpting/cypress 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	Removed	25	15.34%	\$165.69
Fat Reduction in Cypress, TX Freezing Fat Really Works Freeze Away Body Fat sculpcypress.com/coolsculpting/cypress Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% On 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Removed	15	3.70%	\$59.06
CoolSculpting® in Cypress, TX Freeze Away Body Fat Get 50% Off 8+ Treatments sculpcypress.com/coolsculpting/cypress 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	Removed	4	13.79%	\$34.75
Cypress Dermatology Freeze Away Body Fat Get 50% Off 8+ Treatments sculpcypress.com/coolsculpting/cypress Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% On 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Removed	2	1.27%	\$23.03
Cypress Dermatology Freeze Away Body Fat Get 50% Off 8+ Treatments sculpcypress.com/coolsculpting/cypress CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Removed	2	2.27%	\$18.46
Cypress Dermatology CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more sculpcypress.com/coolsculpting/cypress Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+	x. non-service medspa	Eligible	2	1.72%	\$13.93

Google Ads | Cypress Dermatology - 842.003-2598 | search | coolsculpting

Overview | Status: Eligible | Type: Search | Budget: \$58.23/day | Optimization score: 74.3%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,351	6.14%	\$10,699.93
Fat Reduction in Cypress, TX Eliminate Fat & Feel Great Get 50% Off 8+ Treatments sculpcypress.com/coolsculpting/cypress CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	2. lipo	Removed	3	7.32%	\$10.39
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible	3	4.41%	\$10.26
Fat Reduction in Cypress, TX Eliminate Fat & Feel Great Freeze Away Body Fat sculpcypress.com/coolsculpting/cypress CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	2. lipo	Removed	2	6.90%	\$5.64
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cypress, Texas. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Removed	1	6.25%	\$4.79
Non-Surgical Fat Reduction Freezing Fat Really Works Freeze Away Body Fat sculpcypress.com/coolsculpting/cypress Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% On 8+ Treatments of CoolSculpting.	2. lipo	Removed	1	8.33%	\$4.62
[Dynamically generated headline] [Dynamically generated display URL] Leading CoolSculpting Provider in Cypress, TX. Schedule a Free Consultation. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible	2	13.33%	\$2.38
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cypress, Texas. Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Removed	1	10.00%	\$0.78

Google Ads Overview: Status: **Enabled**, Budget: \$58.23/day, Optimization score: 74.3%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
0		Removed	0	0.00%	\$0.00
0		Removed	0	0.00%	\$0.00
0		Removed	0	0.00%	\$0.00
0		Removed	0	0.00%	\$0.00
0		Eligible	0	0.00%	\$0.00
Total: Ads in your current workspace					
Total: Campaign					

Responsive search ad insights: Ad strength: Excellent

Your ads are all set! They'll have a higher chance of performing well.

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column.

Asset	Status	Asset type	Position pinning	Impr.	Asset source
CoolSculpting in (LOCATION)(City)	Approved	Headline	None	3,133	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	2,892	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	2,815	Advertiser
(Keyword:Cyprus Dermatology)	Approved	Headline	None	1,804	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	-	Description	None	995	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	956	Advertiser
Freeze Away Body Fat	Approved	Headline	None	846	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	355	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	246	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	238	Advertiser

Responsive search ad insights: Ad strength: Excellent

Your ads are all set! They'll have a higher chance of performing well.

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Our Biggest Discount Ever	Approved	Headline	None	210	Advertiser
Top Provider in Cypress, TX	Approved	Headline	None	177	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	158	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	103	Advertiser
Save 50% On 8+ Treatments	-	Headline	None	85	Advertiser
Leading CoolSculpting Provider in Cypress, TX. Schedule a Free Consultation	Approved	Description	None	55	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	Approved	Description	None	52	Advertiser
CoolSculpting® Fat Reduction	Approved	Headline	None	49	Advertiser
CoolSculpting Near Me	Approved	Headline	None	27	Advertiser
Book Now for Up to 50% Off	-	Headline	None	26	Advertiser
Freeze Your Fat Away Today	Approved	Headline	None	16	Advertiser
Schedule a Free Consultation	Approved	Headline	None	11	Advertiser

Responsive search ad insights: Ad strength: Excellent

Your ads are all set! They'll have a higher chance of performing well.

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Your Fat Away Today	Approved	Headline	None	16	Advertiser
Schedule a Free Consultation	Approved	Headline	None	11	Advertiser
Fat Reduction Treatment	Approved	Headline	None	9	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cypress, Texas	-	Description	None	7	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	6	Advertiser
50% off 8+ treatments	-	Headline	None	5	Advertiser
Save \$1,300 On 8+ Treatments	-	Headline	None	0	Advertiser
Book Now for Up to \$1300 Off	-	Headline	None	0	Advertiser

Assets overview: Table view: Associations

Upgraded: All, Sitelink, Callout, Structured snippet, Call, Lead form, Price, App, Promotion

Legacy: All, Image, Dynamic image, Location, Affiliate location

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search coolsculpting	Campaign	Eligible	Advertiser	2	126	1.59%	\$9.75	\$19.50
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible	Advertiser	482	8,581	5.62%	\$9.59	\$4,622.78
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Cypress, Texas.	Account	Account	Eligible	Advertiser	471	8,493	5.55%	\$9.61	\$4,524.68
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible	Advertiser	463	8,412	5.50%	\$9.59	\$4,441.70
About Us Learn More About Our Team, Location	Account	Account	Not eligible	Advertiser	0	0	-	-	\$0.00

Google Ads Overview: Status: Eligible, Type: Search, Budget: \$58.23/day, Optimization score: 74.3%

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Not eligible: Disapproved (Speculative and Experimental Medical Treatment)	Account	Account	Not eligible	Advertiser	0	0	-	-	\$0.00
Callout									
FDA Cleared	search coolsculpting	Campaign	Eligible	Advertiser	100	1,700	5.88%	\$9.05	\$905.09
Freeze Your Fat	search coolsculpting	Campaign	Eligible	Advertiser	73	1,601	4.56%	\$9.27	\$676.72
Liposuction Alternative	search coolsculpting	Campaign	Eligible	Advertiser	61	1,385	4.40%	\$10.77	\$657.15
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	Advertiser	71	1,378	5.15%	\$9.27	\$657.88
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	Advertiser	65	1,320	4.92%	\$11.32	\$736.10
50% Off 8+ Treatments	search coolsculpting	Campaign	Removed	Advertiser	10	173	5.78%	\$4.60	\$46.00
5-Star Rated Medspa	Account	Account	Eligible	Advertiser	3	14	21.43%	\$10.26	\$30.79
Contact Us + Free Consult	Account	Account	Eligible	Advertiser	2	11	18.18%	\$3.38	\$6.75
Promotion									
Fall Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible	Advertiser	401	6,038	6.64%	\$9.11	\$3,654.58
Summer Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Removed	Advertiser	368	5,692	6.47%	\$6.67	\$2,455.30
Winter Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible	Advertiser	86	1,307	6.58%	\$12.64	\$1,086.74
Winter Sale - \$1,300 off 8+ Treatments	search coolsculpting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00
Spring Sale - \$1,300 off 8+ Treatments	search coolsculpting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00

Google Ads Overview: Status: Eligible, Type: Search, Budget: \$58.23/day, Optimization score: 74.3%

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Promotion									
Fall Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible	Advertiser	401	6,038	6.64%	\$9.11	\$3,654.58
Summer Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Removed	Advertiser	368	5,692	6.47%	\$6.67	\$2,455.30
Winter Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible	Advertiser	86	1,307	6.58%	\$12.64	\$1,086.74
Winter Sale - \$1,300 off 8+ Treatments	search coolsculpting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00
Spring Sale - \$1,300 off 8+ Treatments	search coolsculpting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00
Call									
(281) 801-6130	Account	Account	Eligible	Advertiser	42	1,077	3.90%	\$11.64	\$488.96
Total: Sitelinks					482	8,586	5.61%	\$9.59	\$4,622.78
Total: Callouts					201	3,794	5.30%	\$9.13	\$1,836.10
Total: Structured snippets					2	126	1.59%	\$9.75	\$19.50
Total: Calls					42	1,077	3.90%	\$11.64	\$488.96
Total: Promotions					855	13,037	6.56%	\$8.42	\$7,196.62

Show rows: 500 | 1 - 19 of 19

Campaigns: Cypress Derm (10152814957263481)

Terms update coming in January: We're updating the Self-Serve Ad Terms on January 3, 2023

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	Coolsculpting- Conversions	Active	Highest volume	\$33.00 Daily	7-day click or ...	Multiple conversions	88,926	310,066	Multiple conversions	\$6,001.80	Ongoing
<input type="checkbox"/>	Post: "Get ready to shop the biggest sale of L...	Off	Highest volume	\$200.00 Lifetime	7-day click or ...	Link Click	-	-	Per Link Click	\$0.00	Nov 29, 2021
<input type="checkbox"/>	Post: "Botox Contest"	Off	Highest volume	\$10.00 Lifetime	7-day click or ...	Link Click	-	-	Per Link Click	\$0.00	Jan 22, 2021
<input type="checkbox"/>	Post: "Please come visit Cypress Dermatolog...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	Per Post Engagem...	\$0.00	May 2, 2019
<input type="checkbox"/>	Post: "Fall in love with you! Don't miss out on ...	Off	Using ad set bi...	Using ad set b...	28-day click o...	10-Second Video Vi...	-	-	Per 10-Second Vide...	\$0.00	Oct 5, 2018
<input type="checkbox"/>	Post: "Join us for Cypress Dermatology's Spri...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	Per Post Engagem...	\$0.00	Apr 27, 2018
<input type="checkbox"/>	Post: "Join us for Cypress Dermatology's Fall ...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	Per Post Engagem...	\$0.00	Oct 19, 2017
<input type="checkbox"/>	Post: "Schedule your expert FREE Coolsculpti...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	Per Post Engagem...	\$0.00	Sep 30, 2017
<input type="checkbox"/>	Post: "Schedule your FREE expert consultatio...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	Per Post Engagem...	\$0.00	Sep 30, 2017
<input type="checkbox"/>	Post: "Schedule your FREE consultation today...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	Per Post Engagem...	\$0.00	Sep 30, 2017
<input type="checkbox"/>	Post: "Join us Tuesday 8/29 for our Cool Eve...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	Per Post Engagem...	\$0.00	Aug 29, 2017
Results from 33 campaigns						Multiple attrib...	88,926 People	310,066 Total	-	\$6,001.80 Total Spent	

Ads: Cypress Derm (10152814957263481)

Terms update coming in January: We're updating the Self-Serve Ad Terms on January 3, 2023


Off / On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input checked="" type="checkbox"/>	CS - Video - Alysion	Dec 22, 2022, 11:11 days ago	7-day click or ...	146 Website Leads	79,919	233,325	\$31.51 Per Lead	Below average	Average	Average	\$4,599.78
<input checked="" type="checkbox"/>	CS - Image - Marking	Dec 22, 2022, 11:11 days ago	7-day click or ...	35 Website Leads	30,134	64,948	\$33.21 Per Lead	Bottom 35% of ...	-	-	\$1,162.23
<input checked="" type="checkbox"/>	CS - Image - With Offer	Dec 22, 2022, 11:11 days ago	7-day click or ...	3 Website Leads	4,192	7,278	\$53.31 Per Lead	-	-	-	\$159.94
<input checked="" type="checkbox"/>	CS - Image - On Phone	Dec 22, 2022, 11:11 days ago	7-day click or ...	1 Website Lead	2,689	4,515	\$79.85 Per Lead	-	-	-	\$79.85
Results from 4 ads				185 Website Leads	88,926 People	310,066 Total	\$32.44 Per Lead	-	-	-	\$6,001.80 Total Spent

View preview: Mobile Feed

Cypress Dermatology Sponsored

CoolSculpting is the #1 non-surgical fat reduction treatment. Learn more at <https://www.sculptypress.com/what-is-coolsculpting/>

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



sculptypress.com
50% Off 8+ Treatments
Learn more about CoolSc...

Michelle Goglia-Myers and 8 others

Like Comment Share

Full Size Preview

Ads Cypress Derm (10152814957263481)

Terms update coming in January We're updating the Self-Serve Ad Terms on January 3, 2022

Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

Off / On	Ad	Last significant edit
<input type="checkbox"/>	CS - Video - Alysson	Dec 22, 2022, 11 days ago
<input checked="" type="checkbox"/>	CS - Image - Marking	Dec 22, 2022, 11 days ago
<input type="checkbox"/>	CS - Image - With Offer	Dec 22, 2022, 11 days ago
<input type="checkbox"/>	CS - Image - On Phone	Dec 22, 2022, 11 days ago

Results from 4 ads


View preview

Mobile Feed

Cypress Dermatology Sponsored

CoolSculpting is the #1 non-surgical fat reduction treatment. Learn more at <https://www.sculptcypress.com/what-is-coolsculpting/>

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



sculptcypress.com
50% Off 8+ Treatments
Learn more about Coolsc...

Rosie Serrano an... 1 comment 4 shares

Updated just now Discard drafts Review and publish

Read the terms

Jul 1, 2022 - Dec 31, 2022

Ads 1 selected

View Setup Columns: Custom Breakdown Reports

Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$31.51 Per Lead	Below average Bottom 35% of...	Average	Average	\$4,599.78
\$33.21 Per Lead	—	—	—	\$1,162.23
\$53.31 Per Lead	—	—	—	\$159.94
\$79.85 Per Lead	—	—	—	\$79.85
\$32.44 Per Lead	—	—	—	\$6,001.80 Total Spent

Ads Cypress Derm (10152814957263481)

Terms update coming in January We're updating the Self-Serve Ad Terms on January 3, 2022

Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

Off / On	Ad	Last significant edit
<input type="checkbox"/>	CS - Video - Alysson	Dec 22, 2022, 11 days ago
<input checked="" type="checkbox"/>	CS - Image - Marking	Dec 22, 2022, 11 days ago
<input type="checkbox"/>	CS - Image - With Offer	Dec 22, 2022, 11 days ago
<input type="checkbox"/>	CS - Image - On Phone	Dec 22, 2022, 11 days ago

Results from 4 ads


View preview

Mobile Feed

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CoolSculpting is the #1 non-surgical fat reduction treatment. Learn more at <https://www.sculptcypress.com/what-is-coolsculpting/>

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



sculptcypress.com
50% Off 8+ Treatments
Learn more about Coolsc...

Becki Carlow Watkins and 3 others

Updated just now Discard drafts Review and publish

Read the terms

Jul 1, 2022 - Dec 31, 2022

Ads 1 selected

View Setup Columns: Custom Breakdown Reports

Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$31.51 Per Lead	Below average Bottom 35% of...	Average	Average	\$4,599.78
\$33.21 Per Lead	—	—	—	\$1,162.23
\$53.31 Per Lead	—	—	—	\$159.94
\$79.85 Per Lead	—	—	—	\$79.85
\$32.44 Per Lead	—	—	—	\$6,001.80 Total Spent

Ads Cypress Derm (10152814957263481)

Terms update coming in January We're updating the Self-Serve Ad Terms on January 3, 2022

Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

Off / On	Ad	Last significant edit
<input type="checkbox"/>	CS - Video - Alysson	Dec 22, 2022, 11 days ago
<input checked="" type="checkbox"/>	CS - Image - Marking	Dec 22, 2022, 11 days ago
<input type="checkbox"/>	CS - Image - With Offer	Dec 22, 2022, 11 days ago
<input type="checkbox"/>	CS - Image - On Phone	Dec 22, 2022, 11 days ago

Results from 4 ads


View preview

Mobile Feed

Cypress Dermatology Sponsored

CoolSculpting is the #1 non-surgical fat reduction treatment. Learn more at <https://www.sculptcypress.com/what-is-coolsculpting/>

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



sculptcypress.com
50% Off 8+ Treatments
Learn more about Coolsc...

Becki Carlow Watkins and 3 oth... 1 Share

Updated just now Discard drafts Review and publish

Read the terms

Jul 1, 2022 - Dec 31, 2022

Ads 1 selected

View Setup Columns: Custom Breakdown Reports

Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$31.51 Per Lead	Below average Bottom 35% of...	Average	Average	\$4,599.78
\$33.21 Per Lead	—	—	—	\$1,162.23
\$53.31 Per Lead	—	—	—	\$159.94
\$79.85 Per Lead	—	—	—	\$79.85
\$32.44 Per Lead	—	—	—	\$6,001.80 Total Spent

Google Search Console

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

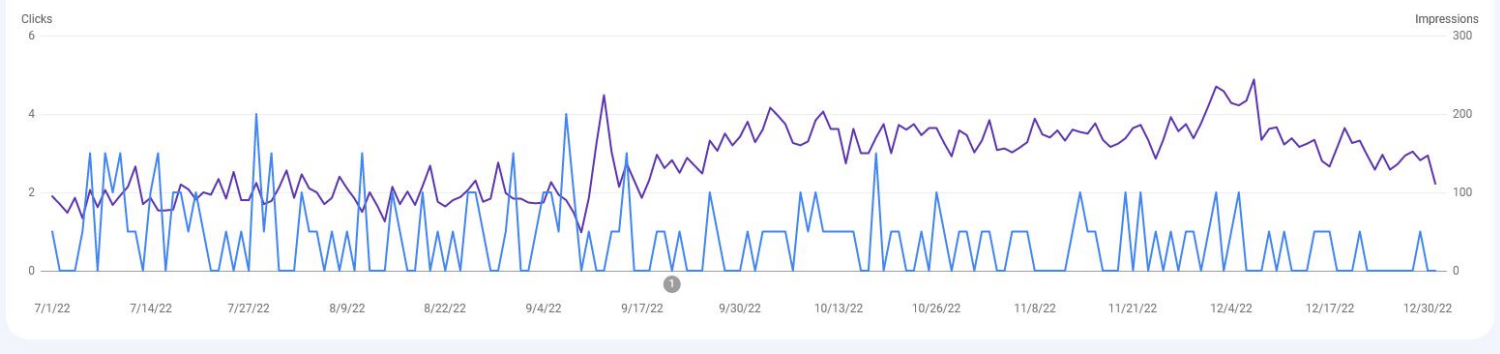
https://www.sculptc...

Overview Performance URL Inspection Indexing Pages Sitemaps Removals Experience Page Experience Core Web Vitals Mobile Usability Enhancements Breadcrumbs Sitelinks searchbox Security & Manual Actions Legacy tools and reports Links

Performance

Search type: Web Date: Last 6 months + New Last updated: 3 hours ago

Total clicks 144 Total impressions 25.5K Average CTR 0.6% Average position 49.8



QUERIES PAGES COUNTRIES DEVICES SEARCH APPEARANCE DATES

Top queries	Clicks	Impressions
coolsculpting cypress tx	12	238
coolsculpting near me	9	830
coolsculpting	9	297
cool sculpting	8	325
body sculpting near me	2	427
body sculpting	2	142
body contouring near me	2	34
coolsculpt	2	6
fat freezing near me	1	1,130
cool sculpting near me	1	252

Google Search Console

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

https://www.sculptc...

Overview Performance URL Inspection Indexing Pages Sitemaps Removals Experience Page Experience Core Web Vitals Mobile Usability Enhancements Breadcrumbs Sitelinks searchbox Security & Manual Actions Legacy tools and reports Links

Performance

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cool sculpting near me	1	252

Rows per page: 10 1-10 of 784

Medstar Media, INC.

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

INVOICE

BILL TO

DR. LAUREN CAMPBELL
Cypress Dermatology

INVOICE # 1812

DATE 07/01/2022

DUE DATE 07/01/2022

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• 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• Staff training + lead communication technology <p>You will paid for media costs directly. We cannot run CoolSculpting ads that compete with Skinney Medspa in Saks in downtown Houston.</p>	1	1,500.00	1,500.00

PAID

PAYMENT	1,500.00
BALANCE DUE	\$0.00

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020

South Jordan, UT 84095

+1 6466949450

support@medstarmedia.com

INVOICE

BILL TO

DR. LAUREN CAMPBELL

Cypress Dermatology

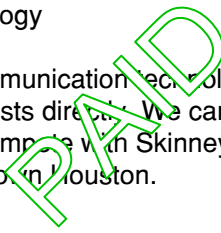
INVOICE # 1847

DATE 08/01/2022

DUE DATE 08/01/2022

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• 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• Staff training + lead communication technology <p>You will paid for media costs directly. We cannot run CoolSculpting ads that compete with Skinney Medspa in Saks in downtown Houston.</p>	1	1,500.00	1,500.00



PAYMENT	1,500.00
BALANCE DUE	\$0.00

Medstar Media, INC.

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+1 6466949450

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INVOICE

BILL TO

DR. LAUREN CAMPBELL

Cypress Dermatology

INVOICE # 1879

DATE 09/01/2022

DUE DATE 09/01/2022

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• 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• Staff training + lead communication technology <p>You will paid for media costs directly. We cannot run CoolSculpting ads that compete with Skinney Medspa in Saks in downtown Houston.</p>	1	1,500.00	1,500.00

PAID

PAYMENT	1,500.00
BALANCE DUE	\$0.00

Medstar Media, INC.

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South Jordan, UT 84095

+1 6466949450

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INVOICE

BILL TO

DR. LAUREN CAMPBELL

Cypress Dermatology

INVOICE # 1915

DATE 10/01/2022

DUE DATE 10/01/2022

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• 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• Staff training + lead communication technology You will paid for media costs directly. We cannot run CoolSculpting ads that compete with Skinney Medspa in Saks in downtown Houston.	1	1,500.00	1,500.00
Text Blast	Text blast. Fall 2022 sale, 20,022 contacts.	1	1,050.00	1,050.00
Website Development	Shopping Cart updates	20	200.00	4,000.00
Website Development	Comp per Whitney	-10	200.00	-2,000.00

PAYMENT 4,550.00
BALANCE DUE **\$0.00**

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INVOICE

BILL TO

DR. LAUREN CAMPBELL

Cypress Dermatology

INVOICE # 1949

DATE 11/01/2022

DUE DATE 11/01/2022

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• 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• Staff training + lead communication technology <p>You will paid for media costs directly. We cannot run CoolSculpting ads that compete with Skinney Medspa in Saks in downtown Houston.</p>	1	1,500.00	1,500.00

PAID

PAYMENT	1,500.00
BALANCE DUE	\$0.00

Medstar Media, INC.

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INVOICE

BILL TO

DR. LAUREN CAMPBELL

Cypress Dermatology

INVOICE # 1992

DATE 12/01/2022

DUE DATE 12/01/2022

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• 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• Staff training + lead communication technology <p>You will paid for media costs directly. We cannot run CoolSculpting ads that compete with Skinney Medspa in Saks in downtown Houston.</p>	1	1,500.00	1,500.00

PAID

PAYMENT	1,500.00
BALANCE DUE	\$0.00