

Julia Edelman MD Emsculpt Google Adwords & Facebook Ads Q4 2019 (10/1/2019 - 12/31/2019)

search alpha emsulpt: \$1,310.59
 search beta emsulpt: \$170.44
 Total Google Ad Spend: \$1,481.03
 Facebook Ads: \$275.11
 Total Media Spend: \$2,686.37

Google Ads | Chris Zelig | Edelman | 932-459-0548 | All campaigns

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

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

| Campaign | Budget | Status | Clicks | CTR | Cost |
|---|----------------------|----------|------------|--------------|--------------------|
| search alpha emsulpt | \$24.70/day | Eligible | 56 | 8.96% | \$1,310.59 |
| search beta emsulpt | \$28.85/day | Eligible | 7 | 5.34% | \$170.44 |
| search beta emsulpt broad | Emsculpt \$49.00/day | Removed | 0 | - | \$0.00 |
| search beta emsulpt exact | Emsculpt \$49.00/day | Removed | 0 | - | \$0.00 |
| search beta emsulpt generic | Emsculpt \$49.00/day | Paused | 0 | - | \$0.00 |
| search beta emsulpt generic exact | Emsculpt \$49.00/day | Paused | 0 | - | \$0.00 |
| search beta emsulpt BMM | Emsculpt \$49.00/day | Paused | 0 | - | \$0.00 |
| search beta emsulpt broad | \$15.00/day | Paused | 0 | - | \$0.00 |
| search beta emsulpt exact | Emsculpt \$49.00/day | Paused | 0 | - | \$0.00 |
| search beta emsulpt generic broad | \$15.00/day | Paused | 0 | - | \$0.00 |
| search beta emsulpt generic BMM | \$49.00/day | Paused | 0 | - | \$0.00 |
| Total: Filtered campaigns | | | 63 | 8.33% | \$1,481.03 |
| Total: Account | \$170.56/day | | 444 | 6.59% | \$10,616.59 |

Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more
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Google Ads | Chris Zelig | Edelman | 932-459-0548 | All campaigns | search | alpha | emsulpt

Overview | Enabled | Status: Eligible | Optimization score: 78.3% | Type: Search | Budget: \$24.70/day | More details

Recommendations | Ads | Custom | Oct 1 - Dec 31, 2019

Ad status: All | ADD FILTER

| Ad | Ad group | Status | Clicks | CTR | Cost |
|--|----------------------|----------|--------|--------|----------|
| Dr. Julia Edelman 20% Off Emsculpt® Special Middleboro's #1 Provider www.juliaedelmanmd.com Quick, Painless. No Recovery. In a Half Hour, Emsculpt® Does the Work of 20,000 Crunches! Get Rid of Fat. Build Muscle. Emsculpt® is the Natural Looking Way to Look Incredible. | 0. emsulpt - general | Approved | 13 | 13.83% | \$279.51 |
| Leading Emsculpt® Provider Let the Fat Melt Away Equals 20,000 Squats/Crunches www.juliaedelmanmd.com Emsculpt® is the Natural Looking and Long Lasting Way to a Six Pack or a Better Butt. All it Takes? Sit Back and Relax for 30 Minutes. Book A Free Consult for 20% Off Today! | 0. emsulpt - general | Approved | 7 | 6.67% | \$196.14 |
| (Keyword Best Price in Middleboro) Dr. Julia Edelman #1 Provider in Middleboro +5 more www.juliaedelmanmd.com Sit Back, Relax, and Let the Stubborn Fat Melt Away. Emsculpt® Treatments Take 30 Minutes. Dream of a Six... | 0. emsulpt - general | Approved | 8 | 7.21% | \$147.43 |
| #1 Provider in Middleboro New Client Specials FDA Cleared Safe + Effective www.juliaedelmanmd.com Frustrated by Stubborn Bulges? Melt Them Away and Build Muscle with Emsculpting. Get Started Today for 20% Off. A Trained Specialist is Waiting to Change Your Life. | 0. emsulpt - general | Approved | 5 | 5.75% | \$134.36 |
| Non-Invasive Body Contouring Schedule a Free Trial #1 Emsculpt in Middleboro, MA www.juliaedelmanmd.com Emsculpt is the Only Non-Invasive Body Contouring Treatment that Burns Fat & Builds Muscle. Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks | 0. emsulpt - general | Removed | 5 | 18.52% | \$123.73 |
| (Keyword Best Price in Middleboro) Dr. Julia Edelman #1 Provider in Middleboro +5 more www.juliaedelmanmd.com Sit Back, Relax, and Let the Stubborn Fat Melt Away. Emsculpt® Treatments Take 30 Minutes. Dream of a Six... | 1. emsulpt - price | Approved | 5 | 27.78% | \$119.93 |
| #1 Emsculpt in Middleboro, MA Non-Invasive Body Contouring Build Muscle & Burn Fat www.juliaedelmanmd.com | | | | | |

Google Ads | Chris Zelig | Edelman | 932-459-0548 | All campaigns | search | alpha | emsulpt

Overview | Enabled | Status: Eligible | Optimization score: 78.3% | Type: Search | Budget: \$24.70/day | More details

Recommendations | Ads | Custom | Oct 1 - Dec 31, 2019

Ad status: All | ADD FILTER

| Ad | Ad group | Status | Clicks | CTR | Cost |
|--|----------------------|--|--------|--------|---------|
| #1 Emsculpt in Middleboro, MA Non-Invasive Body Contouring Build Muscle & Burn Fat www.juliaedelmanmd.com Emsculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Burn Fat & Build Muscle to Achieve the Body of Your Dreams. Introductory Discount Pricing | 0. emsulpt - general | Removed | 3 | 15.00% | \$65.42 |
| Emsculpt Body Contouring Build Muscle & Burn Fat Save On Emsculpt +7 more www.juliaedelmanmd.com Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-surgical & No Pain. Body Contouring with... | 0. emsulpt - general | Removed | 3 | 12.00% | \$65.38 |
| #1 Provider in Middleboro 20% Off All Body Contouring New Client Special +6 more www.juliaedelmanmd.com Fast Treatments. No Downtime. Long Lasting, Natural Looking. Book a Free Consult Here. Emsculpt® is Body... | 2. body contouring | Approved (limited): Restricted medical content | 2 | 9.09% | \$50.49 |
| #1 Provider in Middleboro New Client Specials FDA Cleared Safe + Effective www.juliaedelmanmd.com Frustrated by Stubborn Bulges? Melt Them Away and Build Muscle with Emsculpting. Get Started Today for 20% Off. A Trained Specialist is Waiting to Change Your Life. | 1. emsulpt - price | Approved | 1 | 8.33% | \$42.60 |
| Leading Emsculpt® Provider Let the Fat Melt Away Equals 20,000 Squats/Crunches www.juliaedelmanmd.com Emsculpt® is the Natural Looking and Long Lasting Way to a Six Pack or a Better Butt. All it Takes? Sit Back and Relax for 30 Minutes. Book A Free Consult for 20% Off Today! | 1. emsulpt - price | Approved | 1 | 7.69% | \$37.34 |
| Emsculpt Body Contouring Build Muscle & Burn Fat Save On Emsculpt +7 more www.juliaedelmanmd.com Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-surgical & No Pain. Body Contouring with... | 1. emsulpt - price | Removed | 1 | 33.33% | \$30.00 |
| Emsculpt Body Contouring Build Muscle & Burn Fat Schedule a Free Trial www.juliaedelmanmd.com Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-surgical & No Pain. Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks | 0. emsulpt - general | Removed | 1 | 5.56% | \$9.76 |

Google Ads | Chris Zelig | Edelman | 932-459-0548 | All campaigns | search | alpha | emsulpt

Overview | Enabled | Status: Eligible | Optimization score: 78.3% | Type: Search | Budget: \$24.70/day | More details

Recommendations | Ads | Custom | Oct 1 - Dec 31, 2019

Ad status: All | ADD FILTER

| Ad | Ad group | Status | Clicks | CTR | Cost |
|--|--------------------|----------|--------|--------|--------|
| Dr. Julia Edelman 20% Off Emsculpt® Special Middleboro's #1 Provider www.juliaedelmanmd.com Quick, Painless. No Recovery. In a Half Hour, Emsculpt® Does the Work of 20,000 Crunches! Get Rid of Fat. Build Muscle. Emsculpt® is the Natural Looking Way to Look Incredible. | 1. emsulpt - price | Approved | 1 | 12.50% | \$8.50 |
| Non-Invasive Body Contouring Schedule a Free Trial #1 Emsculpt in Middleboro, MA www.juliaedelmanmd.com Emsculpt is the Only Non-Invasive Body Contouring Treatment that Burns Fat & Builds Muscle. Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks | 1. emsulpt - price | Removed | 0 | - | \$0.00 |
| #1 Emsculpt in Middleboro, MA Non-Invasive Body Contouring Build Muscle & Burn Fat www.juliaedelmanmd.com Emsculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Burn Fat & Build Muscle to Achieve the Body of Your Dreams. Introductory Discount Pricing | 1. emsulpt - price | Removed | 0 | 0.00% | \$0.00 |
| Emsculpt Body Contouring Build Muscle & Burn Fat Schedule a Free Trial www.juliaedelmanmd.com Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-surgical & No Pain. Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks | 1. emsulpt - price | Removed | 0 | 0.00% | \$0.00 |
| Emsculpt® Body Sculpting Dr. Julia Edelman New Client Special www.juliaedelmanmd.com Build 20,000 Crunches/Squats of Muscle. Melt Away Stubborn Fat. Transform Your Physique! Emsculpt® Body Contouring Right For You? Book Your Free Consultation for 20% Off Today. | 2. body contouring | Approved | 0 | 0.00% | \$0.00 |
| Melt Away Fat. Build Muscle Emsculpt® Does Both Transform Your Physique Today www.juliaedelmanmd.com The All-Around Best Non-Surgical Body Contouring is Emsculpt®. Nothing Else Compares. 19% Fat Reduction. 16% Muscle Gains. 20% Off First Treatment When You Book A Free Consult. | 2. body contouring | Approved | 0 | 0.00% | \$0.00 |
| #1 Emsculpt® in Middleboro Quick, Painless, Effective. Get Rid of Fat & Grow Muscle www.juliaedelmanmd.com | | | | | |

Google Ads | Chris Zelig | Edelman | 932-459-0548 | All campaigns | search | alpha | emsulpt

Overview: Enabled, Status: Eligible, Optimization score: 78.3%, Type: Search, Budget: \$24.70/day

Recommendations: Ad status: All, ADD FILTER

| Ad groups | Ad | Ad group | Status | Clicks | CTR | Cost |
|----------------------|--|--------------------|-------------------------------------|--------|-------|------------|
| Ads & extensions | www.juliaedelmanmd.com Emsculpt® is Body Contouring in 30 Minutes. No Downtime. Long-Lasting, Natural Looking. Join the Thousands of Emsculpt® Success Stories and Book a Free Consultation Today. | 2. body contouring | Approved | 0 | 0.00% | \$0.00 |
| Automated extensions | Melt Your Body Fat New Client Specials FDA Cleared Safe + Effective +7 more www.juliaedelmanmd.com Melt Away Body Fat + Build Muscle. Emsculpt® Is The Only Body Contouring That Does Both. Don't Just Trim Your... View assets details | 3. melt body fat | Approved (limited): Non-family safe | 0 | - | \$0.00 |
| Keywords | 20% Off Emsculpt® Transform Your Physique Quick and Painless www.juliaedelmanmd.com Watch Stubborn Fat Melt Away. Build Pronounced Muscles. No Surgery Needed. No Downtime! Treatments Take Just 30 Minutes. Find Out Today If Emsculpt® Is Right For You. | 3. melt body fat | Approved | 0 | - | \$0.00 |
| Settings | Dr. Julia Edelman Emsculpting Specials Melt Your Body Fat www.juliaedelmanmd.com Melt Body Fat. Build Muscle. Takes 30 Minutes. Painless. Proven Effective. Long Lasting. Natural Looking. Long Lasting. 20% Off for New Clients. Schedule Your Free Consultation! | 3. melt body fat | Approved | 0 | - | \$0.00 |
| Devices | Leading Emsculpt® Provider Watch Your Muscles Grow See Stubborn Fat Melt Away www.juliaedelmanmd.com Get it + Stomach or Butt of Your Dreams. Emsculpt® Is Like Doing 20,000 Crunches or Squats! Quick. Painless. Natural Looking. Long-Lasting. Book Your Free Consult Today! | 3. melt body fat | Approved | 0 | - | \$0.00 |
| Change history | Total: Ads | | | 56 | 8.96% | \$1,310.59 |
| | Total: Campaign | | | 56 | 8.96% | \$1,310.59 |

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Google Ads | Chris Zelig | Edelman | 932-459-0548 | All campaigns | search | alpha | emsulpt

Overview: Enabled, Status: Eligible, Optimization score: 78.3%, Type: Search, Budget: \$24.70/day

Recommendations: Extensions, Custom: Oct 1 - Dec 31, 2019

Extension type: All, ADD FILTER

| Extension | Added to | Level | Status | Clicks | CTR | Cost |
|--|--------------------------|----------|----------|--------|--------|----------|
| Sitelink extension | | | | | | |
| Before and After Photos See Emsculpting Before and After Photos | search alpha emsulpt | Campaign | Approved | 0 | - | \$0.00 |
| 5 Star Reviews Real Emsculpting Reviews & Patient Testimonials | search alpha emsulpt | Campaign | Approved | 0 | - | \$0.00 |
| State-of-the-Art Facility Latest Body Contouring Technology | search alpha emsulpt | Campaign | Approved | 0 | - | \$0.00 |
| Save on Emsculpt Save on Emsculpting Cost. Limited Time Special | search alpha emsulpt | Campaign | Approved | 0 | - | \$0.00 |
| Call extension | | | | | | |
| (774) 260-5670 (mobile) | Account | Account | Approved | 10 | 6.90% | \$307.73 |
| (774) 260-5670 | Account | Account | Approved | 1 | 2.08% | \$42.60 |
| Callout extension | | | | | | |
| Highlights: No Surgery | search alpha emsulpt | Campaign | Approved | 31 | 9.81% | \$836.13 |
| Contact Us + Free Consult | search alpha emsulpt | Campaign | Approved | 35 | 10.51% | \$828.11 |
| Burn Muscle + Build Fat | search alpha emsulpt | Campaign | Approved | 16 | 9.88% | \$373.29 |
| New Clients 25% Off | search alpha emsulpt | Campaign | Approved | 16 | 10.06% | \$366.91 |
| Strengthen/Sculpt Muscle | search alpha emsulpt | Campaign | Approved | 10 | 6.94% | \$241.08 |
| Structured snippet extension | | | | | | |

Google Ads | Chris Zelig | Edelman | 932-459-0548 | All campaigns | search | alpha | emsulpt

Overview: Enabled, Status: Eligible, Optimization score: 78.3%, Type: Search, Budget: \$24.70/day

Recommendations: Extension type: All, ADD FILTER

| Extension | Added to | Level | Status | Clicks | CTR | Cost |
|--|--------------------------|----------|----------|--------|--------|------------|
| Structured snippet extension | | | | | | |
| Service catalog: Emsculpting, Non-Surgical Butt Lift, Muscle Building, Non-Invasive Toning, Fat Reduction, Body Contouring | search alpha emsulpt | Campaign | Approved | 1 | 33.33% | \$41.54 |
| Promotion extension | | | | | | |
| 25% off for New Clients | search alpha emsulpt | Campaign | Approved | 28 | 8.00% | \$618.35 |
| Total: Sitelink extensions | | | | 1 | 16.67% | \$43.81 |
| Total: Callout extensions | | | | 47 | 9.79% | \$1,101.28 |
| Total: Structured snippet extensions | | | | 1 | 33.33% | \$41.54 |
| Total: Call extensions | | | | 11 | 5.70% | \$350.33 |
| Total: Promotion extensions | | | | 29 | 8.26% | \$660.95 |

Show rows: 500 | 1 - 13 of 13

Google Ads | Chris Zelig | Edelman | 932-459-0548 | All campaigns | search | beta | emsulpt

Overview: Enabled, Status: Eligible, Optimization score: 87.7%, Type: Search, Budget: \$28.85/day

Recommendations: Ads, Custom: Oct 1 - Dec 31, 2019

Ad status: All, ADD FILTER

| Ad | Ad group | Status | Clicks | CTR | Cost |
|---|----------------------|--|--------|---------|---------|
| Total: Ads | | | | | |
| Dr. Julia Edelman 20% Off Emsculpt® Special Middleboro's #1 Provider www.juliaedelmanmd.com Quick. Painless. No Recovery. In a Half Hour, Emsculpt® Does the Work of 20,000 Crunches! Get Rid of Fat. Build Muscle. Emsculpt® is the Natural Looking Way to Look Incredible. | 0. emsulpt - general | Approved | 1 | 11.11% | \$44.07 |
| (Keyword Best Price in Middleboro) Dr. Julia Edelman #1 Provider in Middleboro +5 more www.juliaedelmanmd.com Sit Back, Relax, and Let the Stubborn Fat Melt Away. Emsculpt® Treatments Take 30 Minutes. Dream of a Six... View assets details | 0. emsulpt - general | Approved | 1 | 16.67% | \$40.65 |
| Emsculpt Body Contouring Build Muscle & Burn Fat Save On Emsculpt +7 more www.juliaedelmanmd.com Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-surgical & No Pain. Body Contouring with... View assets details | 0. emsulpt - general | Removed | 2 | 8.00% | \$37.45 |
| Best Price in Middleboro Dr. Julia Edelman 20% Off Emsculpt® Special www.juliaedelmanmd.com Quick. Painless. No Recovery in a Half Hour, Emsculpt® Does the Work of 20,000 Crunches! Treatments Tailored To You. in a Luxury Environment. With Flexible Payment Options. | 1. emsulpt - price | Approved | 1 | 100.00% | \$34.80 |
| #1 Provider in Middleboro 20% Off All Body Contouring New Client Special +6 more www.juliaedelmanmd.com Fast Treatments. No Downtime. Long Lasting. Natural Looking. Book a Free Consult Here. Emsculpt® is Body... View assets details | 2. body contouring | Approved (limited): Restricted medical content | 1 | 11.11% | \$8.57 |
| Emsculpt Body Contouring Build Muscle & Burn Fat Schedule a Free Trial www.juliaedelmanmd.com Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-surgical & No Pain. Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks. | 0. emsulpt - general | Removed | 1 | 25.00% | \$4.90 |

Google Ads | Chris Zelig | Edelman | 932-459-0548 | All campaigns | search | beta | emsulpt

Overview: Enabled, Status: Eligible, Optimization score: 87.7%, Type: Search, Budget: \$28.85/day

Recommendations: Ad status: All, ADD FILTER

| Ad | Ad group | Status | Clicks | CTR | Cost |
|--|--------------------------------|------------------|--------|-------|----------|
| Total: Ads | | | | | |
| Dreams. Non-Surgical & No Downtime. Emsculpt Body... View assets details | | | 7 | 5.34% | \$170.44 |
| Emsculpt Body Contouring Build Muscle and Burn Fat Non-Invasive Body Shaping www.juliaedelmanmd.com Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-Surgical & No Downtime. Emsculpt Body Contouring Reduces Belly Fat and Tones Muscle for a Slim, Sculpted Abdomen. | emsculpting massachusetts cost | Ad group removed | 0 | - | \$0.00 |
| Best Emsculpt in Massachusetts Body Contouring in Middleboro Build Muscle and Burn Fat www.juliaedelmanmd.com Top Emsculpt Provider in Massachusetts - Melt Fat and Build Muscle in Middleboro. Emsculpt is the Only Non-Invasive Body Contouring Treatment that Burns Fat & Builds Muscle | emsculpting massachusetts cost | Ad group removed | 0 | - | \$0.00 |
| Emsculpt Body Contouring Build Muscle and Burn Fat #1 Top Emsculpt Provider +2 more www.juliaedelmanmd.com Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-Surgical & No Downtime. Emsculpt Body... View assets details | emsculpting massachusetts deal | Ad group removed | 0 | - | \$0.00 |
| Emsculpt Body Contouring Build Muscle and Burn Fat Non-Invasive Body Shaping www.juliaedelmanmd.com Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-Surgical & No Downtime. Emsculpt Body Contouring Reduces Belly Fat and Tones Muscle for a Slim, Sculpted Abdomen. | emsculpting massachusetts deal | Ad group removed | 0 | - | \$0.00 |
| Total: Ads | | | | | |
| Total: Campaign | | | | | |

Show rows: 500 | 1 - 500 of 722

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Google Ads | Chris Zelig | Edelman | 932-459-0548 | All campaigns | search | beta | emsulpt

Overview: Enabled, Status: Eligible, Optimization score: 87.7%, Type: Search, Budget: \$28.85/day

Extensions

Extension type: All | ADD FILTER

| Extension | Added to | Level | Status | Clicks | CTR | Cost |
|---|-------------------------|----------|----------|--------|--------|---------|
| Sitelink extension | | | | | | |
| Before and After Photos See EmSculpt Before and After Photos | search beta emsulpt | Campaign | Approved | 0 | - | \$0.00 |
| 5 Star Reviews Real EmSculpting Reviews & Patient Testimonials | search beta emsulpt | Campaign | Approved | 0 | - | \$0.00 |
| State-of-the-Art Facility Latest Body Contouring Technology | search beta emsulpt | Campaign | Approved | 0 | - | \$0.00 |
| Save on EmSculpt Save on EmSculpting Cost. Limited Time Special | search beta emsulpt | Campaign | Approved | 0 | - | \$0.00 |
| Call extension | | | | | | |
| (774) 260-5670 | Account | Account | Approved | 4 | 10.26% | \$50.92 |
| (774) 260-5670 (mobile) | Account | Account | Approved | 0 | 0.00% | \$0.00 |
| Callout extension | | | | | | |
| Burn Muscle + Build Fat | search beta emsulpt | Campaign | Approved | 2 | 8.33% | \$84.72 |
| Highlights: No Surgery | search beta emsulpt | Campaign | Approved | 4 | 4.12% | \$83.00 |
| Contact Us + Free Consult | search beta emsulpt | Campaign | Approved | 4 | 4.17% | \$77.15 |
| New Clients 25% Off | search beta emsulpt | Campaign | Approved | 1 | 4.17% | \$40.65 |
| Strengthen/Sculpt Muscle | search beta emsulpt | Campaign | Approved | 1 | 4.55% | \$34.80 |
| Structured snippet extension | | | | | | |

Google Ads | Chris Zelig | Edelman | 932-459-0548 | All campaigns | search | beta | emsulpt

Overview: Enabled, Status: Eligible, Optimization score: 87.7%, Type: Search, Budget: \$28.85/day

Extensions

Extension type: All | ADD FILTER

| Extension | Added to | Level | Status | Clicks | CTR | Cost |
|--|-------------------------|----------|----------|--------|-------|----------|
| Callout extension | | | | | | |
| Burn Muscle + Build Fat | search beta emsulpt | Campaign | Approved | 2 | 8.33% | \$84.72 |
| Highlights: No Surgery | search beta emsulpt | Campaign | Approved | 4 | 4.12% | \$83.00 |
| Contact Us + Free Consult | search beta emsulpt | Campaign | Approved | 4 | 4.17% | \$77.15 |
| New Clients 25% Off | search beta emsulpt | Campaign | Approved | 1 | 4.17% | \$40.65 |
| Strengthen/Sculpt Muscle | search beta emsulpt | Campaign | Approved | 1 | 4.55% | \$34.80 |
| Structured snippet extension | | | | | | |
| Service catalog: EmSculpting, Non-Surgical Butt Lift, Muscle Building, Non-Invasive Toning, Fat Reduction, Body Contouring | search beta emsulpt | Campaign | Approved | 0 | 0.00% | \$0.00 |
| Promotion extension | | | | | | |
| 25% off for New Clients | search beta emsulpt | Campaign | Approved | 4 | 9.09% | \$128.09 |
| Total: Callout extensions | | | | 6 | 5.08% | \$161.87 |
| Total: Structured snippet extensions | | | | 0 | 0.00% | \$0.00 |
| Total: Call extensions | | | | 4 | 8.00% | \$50.92 |
| Total: Promotion extensions | | | | 4 | 9.09% | \$128.09 |

Show rows: 500 | 1 - 13 of 13

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Facebook Ads Manager | 17669586 | Updated just now

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 \$0.42 on 2019-12-18 to the payment method on your ad account 17669586. We appreciate your accommodation for the inconvenience this refund may have caused.

Search | Filters | Add filters to narrow the data you are seeing. Oct 1, 2019 - Dec 31, 2019

Account Overview | Campaigns (3 selected) | Ad Sets for 3 Campaigns | Ads for 3 Campaigns

| Ad Name | Bid Strategy Ad Set | Budget Ad Set | Last Significant Edit | Results | Reach | Impressions | Cost per Result | Quality Ranking Ad Relevance Di... | Engagement Rate Ranking Ad Relevance Di... | Conversion Rate Ranking Ad Relevance Di... | Amount Spent |
|---------------------------------------|-------------------------|---------------|----------------------------------|-----------------|---------------|---------------|-----------------------|------------------------------------|--|--|------------------------|
| 2019-10 - EmSculpt | Lowest cost Link Clicks | Using camp... | Dec 9, 2019, 3:57... 29 days ago | 816 Link Clicks | 46,928 | 119,665 | \$151 Per Link Click | Below average Bottom 35% of ads | Below average Bottom 20% of ads | Below average Bottom 20% of ads | \$1,230.74 |
| EmSculpt - Female_1 | Lowest cost Conversions | Using camp... | Oct 12, 2019, 12:07 87 days ago | 1 Lead | 5,514 | 8,749 | \$295.86 Per Lead | - | - | - | \$295.86 |
| 2019-12 - EmSculpt - Img 2 | Lowest cost Conversions | Using camp... | Dec 27, 2019, 6:11 11 days ago | 8 Leads | 4,153 | 7,420 | \$29.21 Per Lead | Average | Average | Average | \$233.67 |
| 2019-12 - EmSculpt - Img 3 | Lowest cost Conversions | Using camp... | Dec 27, 2019, 6:11 11 days ago | 4 Leads | 2,165 | 3,736 | \$31.84 Per Lead | Below average Bottom 35% of ads | Average | Average | \$127.34 |
| High Vio 2019-12 - EmSculpt - Video 1 | Lowest cost Conversions | Using camp... | Dec 27, 2019, 6:11 11 days ago | 1 Lead | 1,348 | 1,776 | \$50.30 Per Lead | - | - | - | \$50.30 |
| 2019-10 - EmSculpt | Lowest cost Link Clicks | Using camp... | Oct 21, 2019, 4:57 78 days ago | 22 Link Clicks | 466 | 2,584 | \$2.13 Per Link Click | - | - | - | \$46.92 |
| 2019-12 - EmSculpt - Img 2 | Lowest cost Link Clicks | Using camp... | Dec 9, 2019, 3:57 29 days ago | 64 Link Clicks | 2,116 | 2,637 | \$0.54 Per Link Click | - | - | - | \$34.47 |
| 2019-10 - EmSculpt | Lowest cost Conversions | Using camp... | Dec 27, 2019, 6:11 11 days ago | 2 Leads | 802 | 1,351 | \$16.48 Per Lead | Average | Average | Average | \$32.95 |
| EmSculpt - Female_1 | Lowest cost Conversions | Using camp... | | - View Content | 202 | 388 | - Per View C... | - | - | - | \$23.55 |
| 2019-12 - EmSculpt - Video 1 | Lowest cost Link Clicks | Using camp... | Dec 9, 2019, 3:57 29 days ago | 29 Link Clicks | 1,569 | 1,865 | \$0.63 Per Link Click | - | - | - | \$18.21 |
| 2019-12 - EmSculpt - Img 3 | Lowest cost Conversions | Using camp... | Dec 9, 2019, 3:57 29 days ago | 9 Link Clicks | 285 | 433 | \$0.53 Per Link Click | - | - | - | \$4.73 |
| Results from 15 ads | | | | | 57,744 People | 150,917 Total | | | | | \$2,101.24 Total Spent |

Facebook Ads Manager | 17669586 | Updated just now

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 \$0.42 on 2019-12-18 to the payment method on your ad account 17669586. We appreciate your accommodation for the inconvenience this refund may have caused.

Search | Filters | Add filters to narrow the data you are seeing. Oct 1, 2019 - Dec 31, 2019

Account Overview | Campaigns (3 selected) | Ad Sets for 3 Campaigns | Ads for 3 Campaigns

| Ad Name | Bid Strategy Ad Set | Budget Ad Set | Last Significant Edit | Results | Reach | Impressions | Cost per Result | Quality Ranking Ad Relevance Di... | Engagement Rate Ranking Ad Relevance Di... | Conversion Rate Ranking Ad Relevance Di... | Amount Spent |
|------------------------------|-------------------------|---------------|---------------------------------|----------------|---------------|---------------|-----------------------|------------------------------------|--|--|------------------------|
| 2019-10 - EmSculpt | Conversions | Using camp... | 11 days ago | Lead | | | Per Lead | - | - | - | |
| 2019-12 - EmSculpt - Img 2 | Lowest cost Link Clicks | Using camp... | Oct 21, 2019, 4:57 78 days ago | 22 Link Clicks | 466 | 2,584 | \$2.13 Per Link Click | - | - | - | \$46.92 |
| 2019-12 - EmSculpt - Img 2 | Lowest cost Link Clicks | Using camp... | Dec 9, 2019, 3:57 29 days ago | 64 Link Clicks | 2,116 | 2,637 | \$0.54 Per Link Click | - | - | - | \$34.47 |
| 2019-10 - EmSculpt | Lowest cost Conversions | Using camp... | Dec 27, 2019, 6:11 11 days ago | 2 Leads | 802 | 1,351 | \$16.48 Per Lead | Average | Average | Average | \$32.95 |
| EmSculpt - Female_1 | Lowest cost Conversions | Using camp... | | - View Content | 202 | 388 | - Per View C... | - | - | - | \$23.55 |
| 2019-12 - EmSculpt - Video 1 | Lowest cost Link Clicks | Using camp... | Dec 9, 2019, 3:57 29 days ago | 29 Link Clicks | 1,569 | 1,865 | \$0.63 Per Link Click | - | - | - | \$18.21 |
| 2019-12 - EmSculpt - Img 3 | Lowest cost Link Clicks | Using camp... | Dec 9, 2019, 3:57 29 days ago | 9 Link Clicks | 285 | 433 | \$0.53 Per Link Click | - | - | - | \$4.73 |
| 2019-12 - EmSculpt - Img 4 | Lowest cost Link Clicks | Using camp... | Dec 9, 2019, 3:57 29 days ago | 4 Link Clicks | 161 | 313 | \$0.63 Per Link Click | - | - | - | \$2.50 |
| 2019-12 - EmSculpt - Img 4 | Lowest cost Conversions | Using camp... | Dec 27, 2019, 6:11 11 days ago | - Lead | | | Per Lead | - | - | - | |
| 2019-10 - EmSculpt | Lowest cost Conversions | Using camp... | | - Lead | | | Per Lead | - | - | - | |
| EmSculpt - Male_5 | Lowest cost Conversions | Using camp... | Jul 18, 2019, 6:31 173 days ago | Lead | | | Per Lead | - | - | - | |
| Results from 15 ads | | | | | 57,744 People | 150,917 Total | | | | | \$2,101.24 Total Spent |

Facebook Ads Manager | 17669586 | Search | EmSculpt - Traffic > EmSculpt - General Population > 2019-10 - EmSculpt

Ad Name: 2019-10 - EmSculpt

Identity: Facebook Page (Julia Edelman MD), Instagram Account (Julia Edelman MD)

Create Ad: Use Existing Post (EMSculpt, The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consult!)

Ad Preview: Mobile News Feed showing ad for Julia Edelman MD with 148 likes, 9 comments, and 24 shares.

Facebook Ads Manager interface showing the 'Emsculpt - Mixed' campaign. The left sidebar contains a list of ad creatives, including 'Emsculpt - General Population', 'Emsculpt - Video 1', 'Emsculpt - Img 4', 'Emsculpt - Img 2', 'Emsculpt - Img 3', 'Emsculpt - FB - Retargeting', 'Emsculpt - Conversions', 'Emsculpt - General Population', 'High Vio 2019-12 - Emsculpt - Video 1', 'Emsculpt - Img 4', 'Emsculpt - Img 2', 'Emsculpt - Img 3', 'Emsculpt - FB - Retargeting', 'Emsculpt - Mixed', 'Emsculpt - FB Retargeting - Women', and 'Emsculpt - Women'. The main panel shows the 'Emsculpt - Female_1' ad preview, featuring a mobile news feed with a video player and a 'LEARN MORE' button. The ad text reads: 'Emsculpt, The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consult!'. The ad is sponsored by Julia Edelman MD.

Facebook Ads Manager interface showing the 'Emsculpt - Conversions' campaign. The left sidebar contains a list of ad creatives, including 'Emsculpt - Traffic', 'Emsculpt - General Population', 'Emsculpt - Video 1', 'Emsculpt - Img 4', 'Emsculpt - Img 2', 'Emsculpt - Img 3', 'Emsculpt - FB - Retargeting', 'Emsculpt - Conversions', 'Emsculpt - General Population', 'High Vio 2019-12 - Emsculpt - Video 1', 'Emsculpt - Img 4', 'Emsculpt - Img 2', 'Emsculpt - Img 3', 'Emsculpt - FB - Retargeting', 'Emsculpt - Mixed', 'Emsculpt - FB Retargeting - Women', and 'Emsculpt - Women'. The main panel shows the 'Emsculpt - Female_1' ad preview, featuring a mobile news feed with a video player and a 'LEARN MORE' button. The ad text reads: 'Emsculpt, The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consult!'. The ad is sponsored by Julia Edelman MD.

Facebook Ads Manager interface showing the 'Emsculpt - Conversions' campaign. The left sidebar contains a list of ad creatives, including 'Emsculpt - Traffic', 'Emsculpt - General Population', 'Emsculpt - Video 1', 'Emsculpt - Img 4', 'Emsculpt - Img 2', 'Emsculpt - Img 3', 'Emsculpt - FB - Retargeting', 'Emsculpt - Conversions', 'Emsculpt - General Population', 'High Vio 2019-12 - Emsculpt - Video 1', 'Emsculpt - Img 4', 'Emsculpt - Img 2', 'Emsculpt - Img 3', 'Emsculpt - FB - Retargeting', 'Emsculpt - Mixed', 'Emsculpt - FB Retargeting - Women', and 'Emsculpt - Women'. The main panel shows the 'Emsculpt - Female_1' ad preview, featuring a mobile news feed with a video player and a 'LEARN MORE' button. The ad text reads: 'Emsculpt, The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consult!'. The ad is sponsored by Julia Edelman MD.

Facebook Ads Manager interface showing the 'Emsculpt - Conversions' campaign. The left sidebar contains a list of ad creatives, including 'Emsculpt - Traffic', 'Emsculpt - General Population', 'Emsculpt - Video 1', 'Emsculpt - Img 4', 'Emsculpt - Img 2', 'Emsculpt - Img 3', 'Emsculpt - FB - Retargeting', 'Emsculpt - Conversions', 'Emsculpt - General Population', 'High Vio 2019-12 - Emsculpt - Video 1', 'Emsculpt - Img 4', 'Emsculpt - Img 2', 'Emsculpt - Img 3', 'Emsculpt - FB - Retargeting', 'Emsculpt - Mixed', 'Emsculpt - FB Retargeting - Women', and 'Emsculpt - Women'. The main panel shows the 'Emsculpt - Female_1' ad preview, featuring a mobile news feed with a video player and a 'LEARN MORE' button. The ad text reads: 'Emsculpt, The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consult!'. The ad is sponsored by Julia Edelman MD.

Facebook Ads Manager interface showing the 'Emsculpt - Traffic' campaign. The left sidebar contains a list of ad creatives, including 'Emsculpt - General Population', 'Emsculpt - Video 1', 'Emsculpt - Img 4', 'Emsculpt - Img 2', 'Emsculpt - Img 3', 'Emsculpt - FB - Retargeting', 'Emsculpt - Conversions', 'Emsculpt - General Population', 'High Vio 2019-12 - Emsculpt - Video 1', 'Emsculpt - Img 4', 'Emsculpt - Img 2', 'Emsculpt - Img 3', 'Emsculpt - FB - Retargeting', 'Emsculpt - Mixed', 'Emsculpt - FB Retargeting - Women', and 'Emsculpt - Women'. The main panel shows the 'Emsculpt - Female_1' ad preview, featuring a mobile news feed with a video player and a 'LEARN MORE' button. The ad text reads: 'Emsculpt, The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consult!'. The ad is sponsored by Julia Edelman MD. A blue tooltip message reads: 'Now you can show a video in some placements and an image in others. Select a placement where you'd like to use a different type of media.'

Facebook Ads Manager interface showing the ad creation process for 'Emsculpt - Traffic'.

- Ad Name:** 2019-12 - Emsculpt - lmg 2
- Identity:** Facebook Page: Julia Edelman MD
- Format:** Single Image or Video
- Ad Preview:** Mobile News Feed showing a sponsored post for Emsculpt with a photo of a couple and the text 'BUILD MUSCLE NO SWEAT REQUIRED'.

Facebook Ads Manager interface showing the ad creation process for 'Emsculpt - Conversions'.

- Ad Name:** 2019-10 - Emsculpt
- Identity:** Facebook Page: Julia Edelman MD
- Format:** Use Existing Post
- Ad Preview:** Mobile News Feed showing a sponsored post for Emsculpt with a photo of the device and the text 'EMSCULPT BUILD MUSCLE BURN FAT'.

Facebook Ads Manager interface showing the ad creation process for 'Emsculpt - Mixed'.

- Ad Name:** Emsculpt - Female_1
- Identity:** Facebook Page: Julia Edelman MD
- Format:** Single Image or Video
- Ad Preview:** Mobile News Feed showing a sponsored post for Emsculpt with a photo of the device and the text 'EMSCULPT BUILD MUSCLE BURN FAT'.

Facebook Ads Manager interface showing the ad creation process for 'Emsculpt - Traffic'.

- Ad Name:** 2019-12 - Emsculpt - Video 1
- Identity:** Facebook Page: Julia Edelman MD
- Format:** Single Image or Video
- Ad Preview:** Mobile News Feed showing a sponsored post for Emsculpt with a video thumbnail and the text 'EMSCULPT BUILD MUSCLE & BURN FAT'.

Facebook Ads Manager interface showing the ad creation process for 'Emsculpt - Traffic'.

- Ad Name:** 2019-12 - Emsculpt - lmg 3
- Identity:** Facebook Page: Julia Edelman MD
- Format:** Single Image or Video
- Ad Preview:** Mobile News Feed showing a sponsored post for Emsculpt with a photo of a couple and the text 'BUILD MUSCLE TRIM + TONE'.

