

# Dr. Julia Edelman Emsculpt Facebook Ads Q2 2020 (4/1/2020 - 6/30/2020)

**Total Facebook Ads: \$514.43**

Campaigns 17669586 Updated 5 minutes ago Discard Drafts Review and Publish

Search Filters + Add filters to narrow the data you are seeing. Apr 1, 2020 - Jun 30, 2020

COVID-19 Resources Campaigns Ad Sets Ads

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

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks
Emsculpt - Conversions	Active	Lowest cost	\$33.00 Daily	26 Leads	11,716	23,146	\$19.79 Per Lead	\$514.43	Ongoing	227
Coolsculpting - Traffic	Off	Lowest cost	\$37.50 Daily	Link Click	—	—	Per Link Click	\$0.00	Ongoing	—
Emsculpt - Traffic	Off	Lowest cost	\$23.00 Daily	Link Click	—	—	Per Link Click	\$0.00	Ongoing	—
Emsculpt - Mixed	Off	Lowest cost	\$23.00 Daily	Multiple Co...	—	—	Multiple Co...	\$0.00	Ongoing	—
Coolsculpting	Off	Lowest cost	\$37.50 Daily	Lead	—	—	Per Lead	\$0.00	Ongoing	—
Creative Testing - Prospecting	Off	Using ad...	Using ad...	Lead	—	—	Per Lead	\$0.00	Ongoing	—
Results from 6 campaigns					11,716 People	23,146 Total	—	\$514.43 Total Spent		227 Total

Ads 17669586 Updated just now Discard Drafts Review and Publish

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COVID-19 Resources Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Performance Breakdown Reports

Ad Name	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
2019-12 - Emsculpt - lmg 2	ca...	Feb 20, 2020, 8:142 days ago	19 Leads	8,646	13,397	\$15.89 Per Lead	Average	Average	Above average	\$301.95
2019-10 - Emsculpt	ca...	Feb 20, 2020, 8:142 days ago	6 Leads	4,301	7,351	\$25.83 Per Lead	Average	Below average	Above average	\$154.95
2019-12 - Emsculpt - lmg 3	ca...	Feb 20, 2020, 8:142 days ago	1 Lead	1,646	2,398	\$57.53 Per Lead	Below average	Below average	Above average	\$57.53
High Vio 2019-12 - Emsculpt - Video 1	ca...	Feb 20, 2020, 8:142 days ago	—	—	—	Per Lead	—	—	—	—
2019-12 - Emsculpt - lmg 4	ca...	Feb 20, 2020, 8:142 days ago	—	—	—	Per Lead	—	—	—	—
2019-10 - Emsculpt	ca...	—	—	—	—	Per Lead	—	—	—	—
Results from 6 ads			26 Leads	11,716 People	23,146 Total	\$19.79 Per Lead				\$514.43 Total Spent

Ads 17669586

Search Filters

Emsculpt - Conversions Emsculpt - General Population High Vio 2019-12 - Emsculpt - Vide... 2019-12 - Emsculpt - lmg 3 2019-12 - Emsculpt - lmg 2 2019-12 - Emsculpt - lmg 4 2019-10 - Emsculpt FB - Emsculpt - Retargeting 2019-10 - Emsculpt

Ad Name

- 2019-12 - Emsculpt - lmg 2
- 2019-10 - Emsculpt
- 2019-12 - Emsculpt - lmg 3
- High Vio 2019-12 - Emsculpt - Video 1
- 2019-12 - Emsculpt - lmg 4
- 2019-10 - Emsculpt

Results from 6 ads

Emsculpt - Conversions > Emsculpt - General Population > 2019-12 - Emsculpt - lmg 2 Active

Ad Name: 2019-12 - Emsculpt - lmg 2

Identity: Facebook Page: Julia Edelman MD

Ad Setup: Create Ad

Format: Single Image or Video

Fullscreen Mobile Experience: Add an Instant Experience

Ad Creative: Preview On

13 Placements: Facebook Feeds, Feeds, Stories, Search

Ad rendering and interaction may vary based on device, format and other factors.

Discard Draft Publish

Ads 17669586

Search Filters

Emsculpt - Conversions Emsculpt - General Population High Vio 2019-12 - Emsculpt - Vide... 2019-12 - Emsculpt - lmg 3 2019-12 - Emsculpt - lmg 2 2019-12 - Emsculpt - lmg 4 2019-10 - Emsculpt FB - Emsculpt - Retargeting 2019-10 - Emsculpt

Ad Name

- 2019-12 - Emsculpt - lmg 2
- 2019-10 - Emsculpt
- 2019-12 - Emsculpt - lmg 3
- High Vio 2019-12 - Emsculpt - Video 1
- 2019-12 - Emsculpt - lmg 4
- 2019-10 - Emsculpt

Results from 6 ads

Emsculpt - Conversions > Emsculpt - General Population > 2019-10 - Emsculpt Active

Ad Name: 2019-10 - Emsculpt

Identity: Facebook Page: Julia Edelman MD

Ad Setup: Use Existing Post

Ad Creative: Select the media, text, and destination for your ad. You can also customize your media and text for each placement. Learn More

Facebook Post: Emsculpt, The Only Procedur... 10156115812257644 - Feb 12, 2019

Edit Placement: Select a placement to edit

Ad Creative: Preview On

13 Placements: Facebook Feeds, Feeds, Stories, Search

Ad rendering and interaction may vary based on device, format and other factors.

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Search Filters

+ Create Duplicate

Ad Name	Status	Thumbnail	Created
2019-12 - Emsculpt - Img 3	Active		2019-12
2019-12 - Emsculpt - Img 2	Active		2019-12
2019-12 - Emsculpt - Img 4	Active		2019-12
2019-10 - Emsculpt	Active		2019-10
High Vio	Active		2019-12
2019-12 - Emsculpt - Retargeting	Active		2019-12
2019-10 - Emsculpt	Active		2019-10

Results from

Emsculpt - Conversions > Emsculpt - General Population > 2019-12 - Emsculpt - Img 3

Active

Edit Review

Ad Name [Create Name Template](#)

2019-12 - Emsculpt - Img 3

Identity

Facebook Page  
Julia Edelman MD

Instagram Account  
Use selected Page

Ad Setup

Create Ad

Format

Choose how you'd like to structure your ad.

Single Image or Video  
One image or video, or a slideshow with multiple images

Carousel  
2 or more scrollable images or videos

Collection  
Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience

Add an Instant Experience

Ad Creative

Close By clicking the 'Publish' button, you agree to Facebook's Terms and Advertising Guidelines. Discard Draft Publish

Preview On

13 Placements

Facebook Feeds

Feeds

Stories

Search

Ad rendering and interaction may vary based on device, format and other factors.