

CoolSculpting Marketing Services Julia Edelman, MD Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

Total Google Ads: \$ 7,955.07
Total Marketing Service Fees: \$ 8,650.00
Total CoolSculpting Marketing Cost: \$16,605.07

Google Ads Medstar Media > Dr. Edelman - Julia 932-459-0548 All campaigns > All campaigns (modified)

Workspace filter: Campaign status: All Ad group status: All Campaign name contains cool Add filter

Overview Campaigns

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting	\$197.01/day	All ads disapproved	728	8.69%	\$7,955.07
CoolSculpting Ad 1a	\$50.00/day	Paused All ads disapproved	0	-	\$0.00
CoolSculpting Campaign Everable	\$10.00/day	Paused All ads disapproved	0	-	\$0.00
search beta coolsculpting generic old	Avg. \$9.14/day in CoolSculpting \$64.00/day used by 7 campaigns	Paused All ads disapproved	0	-	\$0.00
search beta coolsculpting purchase	Avg. \$9.14/day in CoolSculpting \$64.00/day used by 7 campaigns	Paused All ads disapproved	0	-	\$0.00
search beta coolsculpting research	Avg. \$9.14/day in CoolSculpting \$64.00/day used by 7 campaigns	Paused All ads disapproved	0	-	\$0.00
search beta coolsculpting exact	Avg. \$9.14/day in CoolSculpting \$64.00/day used by 7 campaigns	Removed	0	-	\$0.00
search beta coolsculpting generic exact	Avg. \$9.14/day in CoolSculpting \$64.00/day used by 7 campaigns	Removed	0	-	\$0.00
search beta coolsculpting broad	Avg. \$9.14/day in CoolSculpting \$64.00/day used by 7 campaigns	Removed	0	-	\$0.00
search beta coolsculpting generic broad	Avg. \$9.14/day in CoolSculpting \$64.00/day used by 7 campaigns	Removed	0	-	\$0.00
search beta coolsculpting BMM	Avg. \$9.14/day in CoolSculpting \$64.00/day used by 7 campaigns	Paused All ads disapproved	0	-	\$0.00
search beta coolsculpting broad	\$20.00/day	Paused All ads disapproved	0	-	\$0.00
search beta coolsculpting exact	Avg. \$9.14/day in CoolSculpting \$64.00/day used by 7 campaigns	Paused All ads disapproved	0	-	\$0.00
	Avg. \$9.14/day	Paused			

Google Ads Medstar Media > Dr. Edelman - Julia 932-459-0548 All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled Status: All ads disapproved Type: Search Budget: \$197.01/day Optimization score: - More details Campaign 3 of 19

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace 728 8.69% \$7,955.07					
Dr. Julia Edelman Fat Reduction in Middleboro Non-Surgical Fat Reduction +12 more juliaedelmanmd.com/coolsculpting/middleboro Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	1. liposuction	Not eligible Disapproved (Malicious software)	334	11.56%	\$2,975.41
{Keyword: Dr. Julia Edelman} CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more juliaedelmanmd.com/coolsculpting/middleboro CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	0. coolsculpting - general	Not eligible Disapproved (Malicious software)	170	19.34%	\$2,817.48
Dr. Julia Edelman Fat Reduction in Middleboro Non-Surgical Fat Reduction +12 more juliaedelmanmd.com/coolsculpting/middleboro Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge... View assets details	x. expanded reach	Not eligible Disapproved (Malicious software +1 more)	165	4.23%	\$1,506.03
Dr. Julia Edelman CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more juliaedelmanmd.com/coolsculpting/middleboro CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	x. non-service medspa	Not eligible Disapproved (Malicious software)	30	5.37%	\$316.27
[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	Removed Disapproved (Malicious software)	17	19.32%	\$192.60
{Keyword: Dr. Julia Edelman} CoolSculpting in (LOCATION)(City) Freeze Away Body Fat +12 more juliaedelmanmd.com/coolsculpting/middleboro CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	1. coolsculpting - price	Removed Ad group removed	10	20.00%	\$134.35
[Dynamically generated headline] [Dynamically generated display URL]					

Google Ads Medstar Media > Dr. Edelman - Julia 932-459-0548 All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled Status: All ads disapproved Type: Search Budget: \$197.01/day Optimization score: - More details Campaign 3 of 19

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace 728 8.69% \$7,955.07					
[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	Removed Disapproved (Malicious software)	2	40.00%	\$12.93
25% Off CoolSculpting Freeze Off Your Stubborn Fat #1 CoolSculpting Massachusetts +1 more www.juliaedelmanmd.com Leading Cool Sculpting Provider in Middleboro, MA. Schedule a Free Consultation. Top CoolSculpting in Massachusetts - Freeze... View assets details	cool sculpt abdomen reviews	Not eligible Ad group removed	0	-	\$0.00
#1 CoolSculpting Middleboro MA Safe + Effective Fat Reduction Freeze Fat. Free Consultation www.juliaedelmanmd.com Leading Cool Sculpting Provider in Middleboro, MA. Schedule a Free Consultation. Top CoolSculpting in Massachusetts - Freeze Away Your Fat in Middleboro Without Surgery.	cool sculpt abdomen reviews	Not eligible Ad group removed	0	-	\$0.00
CoolSculpting Fat Reduction Fat Freezing in Middleboro, MA Best CoolSculpting Special www.juliaedelmanmd.com Cool Sculpting is the #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Reduce Bulges. Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%.	cool sculpt abdomen reviews	Not eligible Ad group removed	0	-	\$0.00
25% Off CoolSculpting Freeze Off Your Stubborn Fat #1 CoolSculpting Massachusetts +1 more www.juliaedelmanmd.com Leading Cool Sculpting Provider in Middleboro, MA. Schedule a Free Consultation. Top CoolSculpting in Massachusetts - Freeze... View assets details	cool sculpt abdomen special	Not eligible Ad group removed	0	-	\$0.00
#1 CoolSculpting Middleboro MA Safe + Effective Fat Reduction Freeze Fat. Free Consultation www.juliaedelmanmd.com Leading Cool Sculpting Provider in Middleboro, MA. Schedule a Free Consultation. Top CoolSculpting in Massachusetts - Freeze Away Your Fat in Middleboro Without Surgery.	cool sculpt abdomen special	Not eligible Ad group removed	0	-	\$0.00
CoolSculpting Fat Reduction Fat Freezing in Middleboro, MA Best CoolSculpting Special www.juliaedelmanmd.com Cool Sculpting is the #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Reduce Bulges. Save on CoolSculpting® - Freeze Away	cool sculpt abdomen special	Not eligible Ad group removed	0	-	\$0.00

Google Ads Medstar Media > Dr. Edelman - Julia 932-459-0548 All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled Status: All ads disapproved Type: Search Budget: \$197.01/day Optimization score: - More details Campaign 3 of 19

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace 728 8.69% \$7,955.07					
Free Consultation. Top CoolSculpting in Massachusetts - Freeze Away Your Fat in Middleboro Without Surgery.					
CoolSculpting Fat Reduction Fat Freezing in Middleboro, MA Best CoolSculpting Special www.juliaedelmanmd.com Cool Sculpting is the #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Reduce Bulges. Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%.	cool sculpt back special	Not eligible Ad group removed	0	-	\$0.00
25% Off CoolSculpting Freeze Off Your Stubborn Fat #1 CoolSculpting Massachusetts +1 more www.juliaedelmanmd.com Leading Cool Sculpting Provider in Middleboro, MA. Schedule a Free Consultation. Top CoolSculpting in Massachusetts - Freeze... View assets details	cool sculpt before and after	Not eligible Ad group removed	0	-	\$0.00
#1 CoolSculpting Middleboro MA Safe + Effective Fat Reduction Freeze Fat. Free Consultation www.juliaedelmanmd.com Leading Cool Sculpting Provider in Middleboro, MA. Schedule a Free Consultation. Top CoolSculpting in Massachusetts - Freeze Away Your Fat in Middleboro Without Surgery.	cool sculpt before and after	Not eligible Ad group removed	0	-	\$0.00
CoolSculpting Fat Reduction Fat Freezing in Middleboro, MA Best CoolSculpting Special www.juliaedelmanmd.com Cool Sculpting is the #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Reduce Bulges. Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%.	cool sculpt before and after	Not eligible Ad group removed	0	-	\$0.00
Total: Ads in your current workspace 728 8.69% \$7,955.07					
Total: Campaign 728 8.69% \$7,955.07					

Show rows: 100 1 - 100 of 3,428

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Some inventory may be provided through third party intermediaries.
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Enabled Status: All ads disapproved Type: Search Budget: \$197.01/day Optimization score: — More details Campaign 3 of 19

Responsive search ad

Assets Combinations

Try including more keywords in your headlines

Ad strength Average

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Search term categories your ad appears for: liposuction, dr motykie, arm lipo, + 145 more

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. [Learn more](#)

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Safe + Effective Fat Reduction	Disapproved	Headline	None	5	Advertiser
No Surgery & Minimal Downtime	Disapproved	Headline	None	59	Advertiser
New Client Special	Disapproved	Headline	None	529	Advertiser
Dr. Julia Edelman	Disapproved	Headline	None	2,232	Advertiser
Target Belly Fat, Love Handles	Disapproved	Headline	None	4	Advertiser

Enabled Status: All ads disapproved Type: Search Budget: \$197.01/day Optimization score: — More details Campaign 3 of 19

Responsive search ad

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Schedule a Free Consultation	Disapproved	Headline	None	25	Advertiser
Freezing Fat Really Works	Disapproved	Headline	None	1	Advertiser
Non-Surgical Fat Reduction	Disapproved	Headline	None	278	Advertiser
Fat Reduction in Middleboro	Disapproved	Headline	None	875	Advertiser
Get Rid of Unwanted Fat	Disapproved	Headline	None	16	Advertiser
Freeze Away Body Fat	Disapproved	Headline	None	142	Advertiser
Located in Middleboro, MA	Disapproved	Headline	None	1,978	Advertiser
Freeze Your Way to Leaner Body	Disapproved	Headline	None	9	Advertiser
NE Center for Body Sculpting	—	Headline	None	0	Advertiser
Non-Surgical Lipo Alternative	Disapproved	Headline	None	2	Advertiser
Get \$1,000 Off 6+ Treatments	—	Headline	None	0	Advertiser
Get \$1,000 Off 8+ Treatments	—	Headline	None	0	Advertiser
Get 50% Off 8+ Treatments	—	Headline	None	0	Advertiser
50% off 8+ treatments	—	Headline	None	0	Advertiser
50% Off 8+ Treatments	—	Headline	None	38	Advertiser
Up to 50% Off 8+ Treatments	Disapproved	Headline	None	0	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Disapproved	Description	None	2,780	Advertiser

Enabled Status: All ads disapproved Type: Search Budget: \$197.01/day Optimization score: — More details Campaign 3 of 19

Responsive search ad

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Get \$1,000 Off 6+ Treatments	—	Headline	None	0	Advertiser
Get \$1,000 Off 8+ Treatments	—	Headline	None	0	Advertiser
Get 50% Off 8+ Treatments	—	Headline	None	0	Advertiser
50% off 8+ treatments	—	Headline	None	0	Advertiser
50% Off 8+ Treatments	—	Headline	None	38	Advertiser
Up to 50% Off 8+ Treatments	Disapproved	Headline	None	0	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Disapproved	Description	None	2,780	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Disapproved	Description	None	57	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	—	Description	None	0	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Disapproved	Description	None	52	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	—	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	—	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Disapproved	Description	2nd position	2,451	Advertiser

Show rows: 100 1 - 28 of 28

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Enabled Status: All ads disapproved Type: Search Budget: \$197.01/day Optimization score: — More details Campaign 3 of 19

Assets

Associations

Upgraded

All Sitelink Callout Structured snippet Call Price App Promotion

Legacy All Image Dynamic image Location Affiliate location

Asset	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS search coolsculpting	Campaign	Eligible	8	4.65%	\$52.55
Highlights: A Consultation Scheduling Option Available, Financing Options Available	Account	Account	Removed	0	—	\$0.00
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting	Campaign	Not eligible Disapproved (Malicious software)	396	9.01%	\$5,217.91
5 Star Reviews Read Real Client Reviews & Patient Testimonials.	Account	Account	Not eligible Disapproved (Malicious software)	345	8.25%	\$4,629.57
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Not eligible Disapproved (Malicious software)	270	8.38%	\$3,551.75
Why Choose Us? Read About What Sets Us Apart from	Account	Account	Not eligible Disapproved (Malicious software +2)	269	8.32%	\$3,252.56

Enabled Status: All ads disapproved Type: Search Budget: \$197.01/day Optimization score: — More details Campaign 3 of 19

Asset	Added to	Level	Status	Clicks	CTR	Cost
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Middleboro (MA)	Account	Account	Not eligible Disapproved (Malicious software +2 more)	269	8.32%	\$3,252.56
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Not eligible Disapproved (Malicious software)	207	7.38%	\$2,883.05
ThermiVa	MS search coolsculpting 0. coolsculpting - general	Ad group	Removed Disapproved (Malicious software)	31	20.81%	\$611.80
Cellulite Treatment	MS search coolsculpting 0. coolsculpting - general	Ad group	Removed Disapproved (Malicious software)	25	20.33%	\$462.91
Finance Information	MS search coolsculpting 0. coolsculpting - general	Ad group	Removed Disapproved (Malicious software)	27	23.08%	\$444.73
Emsella	MS search coolsculpting 0. coolsculpting - general	Ad group	Removed Disapproved (Malicious software)	22	24.18%	\$410.37
Cellulite Treatment	MS search coolsculpting 1. liposuction	Ad group	Removed Disapproved (Malicious software)	34	10.18%	\$387.32
Finance Information	MS search coolsculpting 1. liposuction	Ad group	Removed Disapproved (Malicious software)	27	9.71%	\$310.84
ThermiVa	MS search coolsculpting 1. liposuction	Ad group	Removed Disapproved (Malicious software)	23	10.95%	\$292.65
Cellulite Treatment	MS search coolsculpting x. expanded reach	Ad group	Removed Disapproved (Malicious software)	11	2.66%	\$161.45
ThermiVa	MS search coolsculpting x. expanded reach	Ad group	Removed Disapproved (Malicious software)	11	3.20%	\$153.86
Finance Information	MS search coolsculpting x. expanded reach	Ad group	Removed Disapproved (Malicious software)	7	2.87%	\$127.16
Events	MS search coolsculpting 0. coolsculpting - general	Ad group	Removed Disapproved (Malicious software)	7	16.67%	\$110.41

Enabled Status: All ads disapproved Type: Search Budget: \$197.01/day Optimization score: - More details Campaign 3 of 19

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Insights	Emsella	MS search coolsculpting > 1. liposuction	Ad group	Removed Disapproved (Malicious software)	9	8.57%	\$86.65
Ad groups	Events	MS search coolsculpting > 1. liposuction	Ad group	Removed Disapproved (Malicious software)	11	9.09%	\$86.50
Ads & assets	Emsella	MS search coolsculpting > x. expanded reach	Ad group	Removed Disapproved (Malicious software)	6	2.00%	\$61.27
Assets	Media Clips	MS search coolsculpting > 0. coolsculpting - general	Ad group	Removed Disapproved (Malicious software)	2	66.67%	\$50.24
Landing pages	Finance Information	MS search coolsculpting > 1. coolsculpting - price	Ad group	Removed Disapproved (Malicious software)	3	50.00%	\$41.18
Keywords	ThermiVa	MS search coolsculpting > 1. coolsculpting - price	Ad group	Removed Disapproved (Malicious software)	2	33.33%	\$30.64
Audiences	Cellulite Treatment	MS search coolsculpting > 1. coolsculpting - price	Ad group	Removed Disapproved (Malicious software)	2	40.00%	\$29.15
Settings	Events	MS search coolsculpting > x. non-service medspa	Ad group	Removed Disapproved (Malicious software)	2	2.94%	\$17.33
Change history	Events	MS search coolsculpting > 1. coolsculpting - price	Ad group	Removed Disapproved (Malicious software)	1	50.00%	\$12.03
Suggested	Resource Center	MS search coolsculpting > x. non-service medspa	Ad group	Removed Disapproved (Malicious software)	1	5.00%	\$10.62
Ad schedule	Finance Information	MS search coolsculpting > x. non-service medspa	Ad group	Removed Disapproved (Malicious software)	1	3.45%	\$10.62
Show more	Emsella	MS search coolsculpting > 1. coolsculpting - price	Ad group	Removed Disapproved (Malicious software)	1	100.00%	\$10.54
	Events	MS search coolsculpting > x. expanded reach	Ad group	Removed Disapproved (Malicious software)	1	0.89%	\$10.49
	Resource Center	MS search coolsculpting >	Ad group	Removed	1	3.57%	\$8.02

Enabled Status: All ads disapproved Type: Search Budget: \$197.01/day Optimization score: - More details Campaign 3 of 19

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Insights	Resource Center	MS search coolsculpting > x. expanded reach	Ad group	Removed Disapproved (Malicious software)	1	3.57%	\$8.02
Ad groups	Media Clips	MS search coolsculpting > 1. liposuction	Ad group	Removed Disapproved (Malicious software)	1	5.56%	\$6.91
Ads & assets	Cellulite Treatment	MS search coolsculpting > x. non-service medspa	Ad group	Removed Disapproved (Malicious software)	1	1.16%	\$6.71
Assets	ThermiVa	MS search coolsculpting > x. non-service medspa	Ad group	Removed Disapproved (Malicious software)	1	2.50%	\$6.71
Landing pages	Resource Center	MS search coolsculpting > 0. coolsculpting - general	Ad group	Removed Disapproved (Malicious software)	0	0.00%	\$0.00
Keywords	Press Kit	MS search coolsculpting > 0. coolsculpting - general	Ad group	Removed Disapproved (Malicious software)	0	-	\$0.00
Audiences	Media Clips Browse Through Our Media Clips To Get Valuable Insights.	MS search coolsculpting > 0. coolsculpting - general	Ad group	Removed Disapproved (Malicious software)	0	-	\$0.00
Settings	Resource Center	MS search coolsculpting > 1. coolsculpting - price	Ad group	Removed Disapproved (Malicious software)	0	-	\$0.00
Change history	Press Kit	MS search coolsculpting > 1. coolsculpting - price	Ad group	Removed Disapproved (Malicious software)	0	0.00%	\$0.00
Suggested	Media Clips	MS search coolsculpting > 1. coolsculpting - price	Ad group	Removed Disapproved (Malicious software)	0	-	\$0.00
Ad schedule	Resource Center	MS search coolsculpting > 1. liposuction	Ad group	Removed Disapproved (Malicious software)	0	0.00%	\$0.00
Show more	Press Kit	MS search coolsculpting > 1. liposuction	Ad group	Removed Disapproved (Malicious software)	0	0.00%	\$0.00
	Media Clips Browse Through Our Media Clips To Get Valuable Insights.	MS search coolsculpting > 1. liposuction	Ad group	Removed Disapproved (Malicious software)	0	-	\$0.00

Enabled Status: All ads disapproved Type: Search Budget: \$197.01/day Optimization score: - More details Campaign 3 of 19

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Insights	Callout						
Ad groups	FDA Cleared	MS search coolsculpting	Campaign	Eligible	75	8.57%	\$1,066.21
Ads & assets	Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	61	7.51%	\$869.55
Assets	Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	59	8.30%	\$848.46
Landing pages	Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	54	7.52%	\$755.64
Keywords	Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	47	6.66%	\$637.27
Audiences	50% Off 8+ Treatments	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Settings	Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
Change history	5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
Suggested	Promotion						
Ad schedule	Winter Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Disapproved (Malicious software)	375	10.71%	\$4,639.62
Show more	Winter Sale - \$1,000 off 8+ Treatments	MS search coolsculpting	Campaign	Removed Disapproved (Malicious software)	0	-	\$0.00
	Fall Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Disapproved (Malicious software)	0	-	\$0.00
	Summer Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Disapproved (Malicious software)	0	-	\$0.00
	Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Not eligible Disapproved (Malicious software)	0	-	\$0.00
	Call						

Enabled Status: All ads disapproved Type: Search Budget: \$197.01/day Optimization score: - More details Campaign 3 of 19

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Ad groups	Winter Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Disapproved (Malicious software)	375	10.71%	\$4,639.62
Ads & assets	Winter Sale - \$1,000 off 8+ Treatments	MS search coolsculpting	Campaign	Removed Disapproved (Malicious software)	0	-	\$0.00
Assets	Fall Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Disapproved (Malicious software)	0	-	\$0.00
Landing pages	Summer Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Disapproved (Malicious software)	0	-	\$0.00
Keywords	Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Not eligible Disapproved (Malicious software)	0	-	\$0.00
Audiences	Call						
Settings	(508) 947-2852	Account	Account	Eligible	31	7.01%	\$537.17
Change history	Total: Sitelinks				405	8.63%	\$5,362.25
Suggested	Total: Callouts				139	8.69%	\$1,901.34
Ad schedule	Total: Structured snippets				8	4.65%	\$52.55
Show more	Total: Calls				31	7.01%	\$537.17
	Total: Promotions				375	10.71%	\$4,639.62

Show rows: 100 1 - 65 of 65

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By Dr. Julia Edelman Posted January 11, 2023 In CoolSculpting



Schedule a Complimentary Consultation

Please call (508) 947-2852 or fill out the form below.

Name

Email

Phone

How can we help you?

SUBMIT

By submitting this form you agree to be contacted via phone/text/email.

CoolSculpting Aftercare: What to Do After Freezing Your Fat

CoolSculpting Elite is a popular non-invasive cosmetic treatment. It uses controlled cooling to freeze and banish stubborn fat. If you're considering it or have undergone the procedure, you must follow CoolSculpting aftercare to ensure the best outcome.

Learn what you should do after freezing your fat to reduce swelling, care for the treated area, and maximize the contouring results.

What CoolSculpting Aftercare Measures Should I Take?

One of the best things about CoolSculpting is that, unlike surgical alternatives, there's minimal downtime. But that doesn't mean you won't experience mild swelling, redness, and/or bruising after the treatment. **Bruising is not commonly seen but can occur.**

Here are seven ways to minimize these after-effects, enhance your [CoolSculpting results](#), and feel your best:

1. Follow Aftercare Instructions from Your Provider

After your CoolSculpting session, your provider will give aftercare instructions for you to take home. Some tips may include applying ice packs to reduce swelling, massaging the treatment area to break up the frozen fat cells and aid in their removal from the body, and wearing loose, comfortable clothing.

It's crucial to follow these suggestions to ensure top-notch results and to minimize complication risks. Reach out to your specialist for guidance if you have any questions or concerns.

2. Avoid Heavy Lifting

Take a break from strenuous activity for at least 3-4 days after CoolSculpting. This helps reduce swelling and pain in the treatment area. Intense workouts can cause an increase in blood flow to the treated area, which may lead to discomfort.

Engaging in heavy lifting too soon after the procedure may increase soreness and tenderness. Allow your body time to heal, so you can enjoy your workouts without compromising optimal fat-freezing results.

3. Don't Smoke or Drink Alcohol

Smoking constricts blood vessels and decreases blood flow to the treated area [1]. This can impair healing and increase complication risk. Besides smoking, alcohol also slows down the recovery process. It dehydrates the body, which can increase swelling and discomfort in the treatment area. Your provider will give specific instructions on how long to abstain from alcohol and smoking after CoolSculpting.

4. Maintain a Healthy Lifestyle

CoolSculpting eliminates existing fat cells, but it can't prevent new ones from forming if you don't maintain a healthy lifestyle. Practice portion control, nourish your body with nutritious meals, and stay active every day. Following these lifestyle tips, you'll enjoy long-lasting CoolSculpting results without needing as many follow-up sessions.

5. Stay Hydrated

After CoolSculpting, your body needs to process the dead fat cells for you to see slimming effects. Drinking plenty of water supports your body's natural processes for waste removal. Dehydration causes the body to retain fluids, which can lead to swelling.

6. Attend Follow-Up Sessions

Depending on your lifestyle and personal results, you may need follow-up sessions to get the best CoolSculpting outcome. Your provider will let you know how many sessions you need and [recommend when you may consider returning for more](#).

7. Have Realistic Expectations

Having realistic expectations is key if you want a positive experience with CoolSculpting. It's not a quick fix, nor will it bring drastic results like liposuction. As your body eliminates the frozen fat cells over time, you'll notice a slimmer and more toned body. But if you're far from your weight goal, it's better to focus on shedding pounds before fat-freezing. CoolSculpting is a fantastic aid for overcoming the final hurdle to your aesthetic goals. It doesn't replace a healthy lifestyle.

CoolSculpting Elite in [Southeastern MA](#)

CoolSculpting is an effective, non-surgical way to banish unwanted fat and tone up the body. If you've been thinking about trying it, visit the New England Center of Body Sculpting. We're the leading provider of CoolSculpting Elite fat-freezing treatments in Middleboro, MA. Residents in Southeastern Massachusetts, Southcoast, MA, South Shore, MA, Eastern Massachusetts [Cape Cod](#), and [Providence and Northern Rhode Island](#) trust us with their cosmetic treatments. Get started by calling [508-947-2852](tel:508-947-2852) to schedule a free consultation.

SCHEDULE A FREE COOLSCULPTING CONSULTATION

Please call 508 947-2852 or fill out the form below.

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SOURCE:

[Smoking and Aesthetic Procedures Don't Mix Well](#), Sonosthetics, Steven F. Weiner, MD

Coolsculpting Aftercare



Dr. Julia Edelman

Dr. Julia Edelman is a Board-Certified Gynecologist and Certified Menopause Clinician who specializes in caring for women ages 18 to 80+ as well as the founding medical director of The New England Center for Body Sculpting, offering noninvasive treatments to men and women. Dr. Edelman is an accomplished public speaker, educator, and author of two books on women's health. She is one of the few remaining solo practitioners in Massachusetts. Dr. Edelman and her staff pride themselves on delivering personalized care.



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By Dr. Julia Edelman Posted January 1, 2023 In CoolSculpting



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Laser Lipo vs. CoolSculpting Elite: Which Is Best for You?

Are you struggling with stubborn fat that won't budge no matter how much you diet and exercise? If so, you may be considering a body contouring procedure to help you achieve your desired shape. Two popular options are laser lipo and [CoolSculpting Elite](#). But how do you determine which to get?

Let's compare laser lipo vs. CoolSculpting Elite to help you decide which is best for your needs and goals.

What Is Laser Lipo?

Laser lipo, also known as laser lipolysis or laser liposuction, is a minimally-invasive body contouring procedure. It uses laser energy to melt and remove excess fat from the body. People usually get laser lipo on the abdomen, thighs, buttocks, and upper arms.

How It Works

During the procedure, a specialist inserts a laser fiber through a small incision in the skin and directs it at the targeted cells. The laser energy breaks down the fat cells and releases their contents. The specialist then uses a small tube called a cannula to remove the waste. People with small, localized areas of excess fat turn to laser lipo to reach their body goals.

Pros and Cons

Like any cosmetic procedure, laser lipo comes with its unique set of pros and cons. People enjoy this treatment because it's minimally invasive, precise, and doesn't require a lengthy recovery. But compared to CoolSculpting, laser lipo is more expensive. It's also not ideal for removing large amounts of fat like liposuction. As with any surgical procedure, laser lipo carries a risk of side effects like infection, bleeding, and swelling.

Typical Results

If you're looking for drastic results right away, laser lipo may not be the best choice. It takes a few weeks to see the initial results. The complete outcome may take several months to develop. The amount of time it takes to see results depends on several factors:

- Amount of fat removed
- Personal healing process
- Lifestyle habits

Some people notice a difference in the treated area quicker than others. Results vary per person.*

How Does CoolSculpting Elite Differ from Laser Lipo?

CoolSculpting Elite is a non-invasive body contouring procedure that uses controlled cooling to freeze and get rid of fat cells. Similar to laser lipo, people get CoolSculpting on their abdomen, thighs, buttocks, and upper arms. But because it requires no incisions as laser lipo does, the downtime is minimal. If you want to avoid local anesthesia and pain, CoolSculpting may be the better choice.

Understanding CoolSculpting Elite

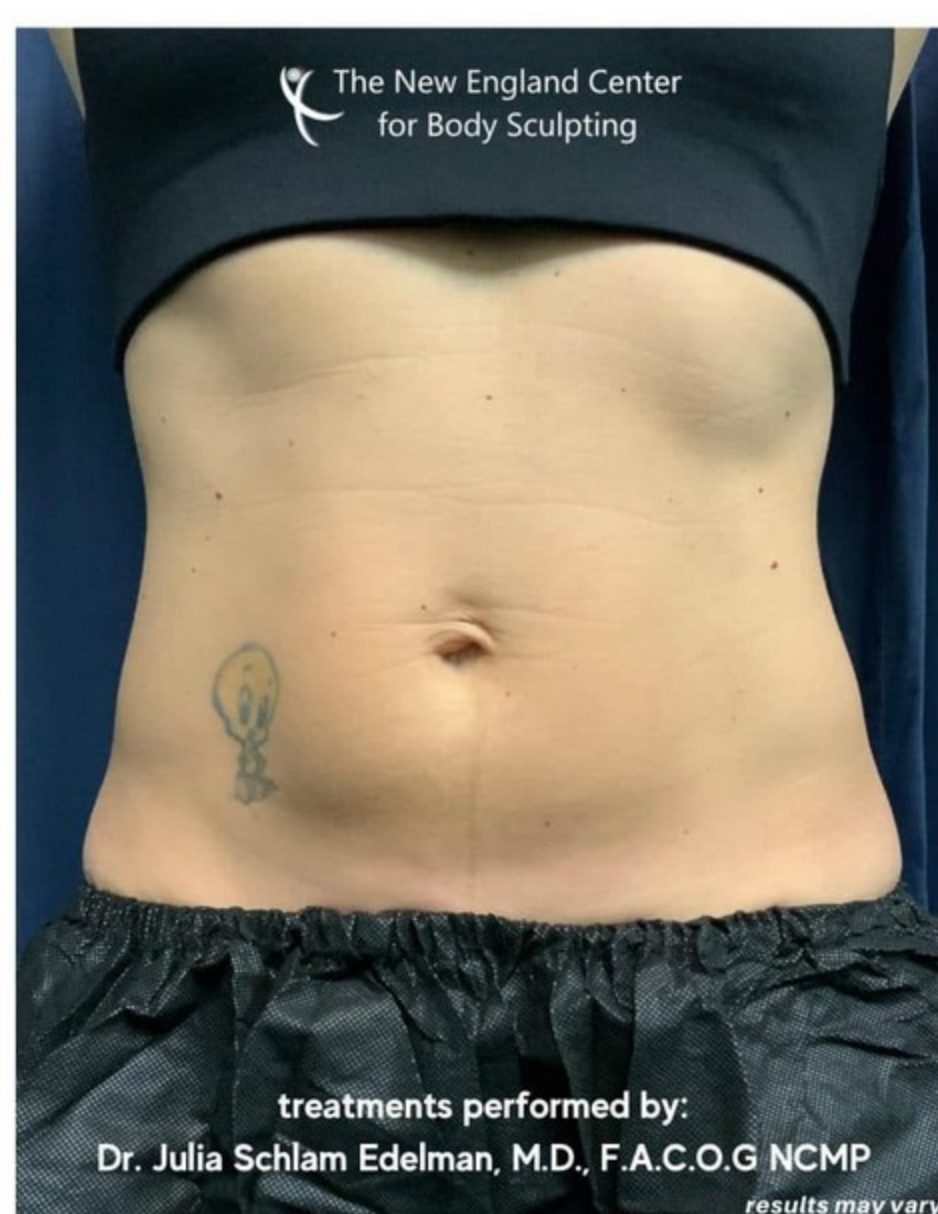
During your CoolSculpting Elite session, a specialist applies a cooling device to the targeted area. This device employs a process called Cryolipolysis to freeze stubborn fat cells without damaging the surrounding skin and tissues [1]. Your body eliminates the dead fat cells over several weeks or months. As your system carries out the waste removal process, you'll notice a slimmer, more toned physique.

Why People Choose CoolSculpting

The greatest benefit of CoolSculpting Elite is it doesn't require incisions or local anesthesia. If you have low pain tolerance, you'll enjoy CoolSculpting more than laser lipo. Sessions take about half an hour, making it easy for patients to schedule regular CoolSculpting appointments during their lunch breaks. Similar to laser lipo, CoolSculpting results are gradual. You won't see drastic results after one session—though if you're lucky, you might see a slight improvement. You must maintain a healthy lifestyle to reap the benefits of CoolSculpting long-term.

CoolSculpting Elite Before and After*

Are you curious about what to expect from CoolSculpting Elite? Take a look at our patients' [before and after photos](#) to see the most impressive results possible. Each person looks leaner and more toned. With less fat covering the muscles, you can flaunt a slimmer figure without spending hours at the gym. Like any aesthetic treatment, each person experiences unique results.*



Sculpt Your Dream Body in Middleboro, MA

If you're keen on sculpting your dream body without going under the knife, visit the New England Center of Body Sculpting. We are the top provider of CoolSculpting Elite treatments in Middleboro, MA. Men and women in Southeastern Massachusetts, Southcoast, MA, South Shore, MA, and Eastern Massachusetts come to Dr. Julia Edelman for their fat-freezing procedures. Call 508-947-2852 to book a free initial consultation.

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SOURCE:

[Cryolipolysis for Fat Reduction and Body Contouring: Safety and Efficacy of Current Treatment Paradigms](#), Plastic and Reconstructive Surgery, Michael J. Ingargiolo, M.D., Saba Motakef, M.D., Michael T. Chung, M.D., Henry C. Vasconez, M.D., and Gordon H. Sasaki, M.D.

Laser Lipo Vs Coolsculpting



Dr. Julia Edelman

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By Dr. Julia Edelman Posted May 21, 2019 In CoolSculpting, Emsculpt



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EMSCULPT vs COOLSCULPTING – Which Treatment is Best for You?

Emsculpt vs CoolSculpting compares the two leading, non-invasive body contouring treatments to demonstrate the advantages of each procedure. Read on to learn more about these advanced technologies to discover whether CoolSculpting or Emsculpt is the best choice for getting you the slim, sculpted appearance you are looking for.

What is CoolSculpting?

CoolSculpting is the only FDA-cleared fat reduction treatment that uses controlled cooling to freeze away stubborn bulges that resist diet and exercise. It is currently the most popular non-surgical fat reduction treatment with millions of procedures performed worldwide. Scientific studies have shown that CoolSculpting can reduce fat by 25% after a single treatment¹ and that results are long-lasting.² CoolSculpting works via a process known as cryolipolysis. During the fat freezing treatment, isolated deposits of fat are exposed to precisely calculated temperatures that freeze subcutaneous fat cells without harming the overlying skin or surrounding tissue. Once fat cells are frozen, they are damaged permanently and trigger the natural process of cell destruction and removal known as apoptosis. Over the course of several weeks, the immune system gathers the destroyed fat cells and excretes them from the body in the form of waste. Once fat cells are removed from the body, they cannot grow back, leading to long-term results.

FREEZE AWAY YOUR FAT

SAVE 25% on COOLSCULPTING from the NEW ENGLAND CENTER FOR BODY SCULPTING

[LEARN MORE ABOUT COOLSCULPTING](#)

CoolSculpting Before and After Pictures*

Impressive fat reduction results are seen in the [CoolSculpting before and after images](#). While results will vary per person*, each CoolSculpting before and after shows real results from actual patients portraying impressive fat reduction in their treatment areas.

How Does CoolSculpting Work?

CoolSculpting cooling sessions target fat cells below the skin's surface using a scientifically proven process known as Cryolipolysis. As a result, treatments eliminate fat cells without injuring the skin or surrounding tissues. CoolSculpting exposes subcutaneous fat to a calibrated cooling, freezing a portion of the fat cells below the applicator. When these fat cells are exposed to the cold, it triggers apoptosis or cell death. Once removed from the body, the fats can never return.

Am I the Right CoolSculpting Candidate?

CoolSculpting is not for everyone. The right candidate is a healthy adult struggling with bulges and stubborn fat deposits that resist diet and exercise. The best way to determine if CoolSculpting is right for you is to schedule a free Cool Sculpt consultation with the New England Center for Body Sculpting. Technicians evaluate your body to determine if fat freezing suits your body and concerns.

Are CoolSculpting Results Permanent?

CoolSculpting results are long-lasting. Unlike regular weight loss programs that shrink fat cells, Cryolipolysis physically metabolizes fat cells and excretes them from the body as a form of waste. The cells can never grow back. They can never re-expand. Those fat cells are gone for good. Excessive weight gain will obscure your CoolSculpting results, so it is crucial to maintain a healthy weight after your treatment cycle is complete.

What is Emsculpt?

Emsculpt is unlike any other body contouring procedure, including CoolSculpting, in that Emsculpt targets two areas that significantly influence the shape and appearance of the abdomen and buttocks area: fat and muscle. Not only does Emsculpt melt away fat cells, but HIFEM energy also stimulates the underlying muscles to contract. These contractions are not the ordinary kind you can achieve naturally in a strength training workout at the gym. Referred to as Supramaximal contractions, the energy from the Emsculpt machine stimulates the muscles to a degree that cannot be duplicated manually. One session equals the equivalent of 20,000 thousand crunches (when treatment is performed on the abdomen) or 20,000 squats (if treatment is performed in the area of the buttocks.) Just like manual strength training, these contractions cause the muscle to grow and strengthen.

[Emsculpt Near Me: Finding the Best Emsculpt Provider in Middleboro, MA >>](#)

Emsculpt Before and After*

Emsculpt before and after images show the ultimate in body contouring technology by toning and sculpting the muscles of the stomach, buttocks, and legs. As with any cosmetic treatment, results may vary, however, the individuals show real Emsculpt results.

Emsculpt Reviews In Scientific Literature

Emsculpt represents the newest advancements in non-invasive body contouring technology but that does not mean it lacks scientific evidence. Emsculpt supports its safety and efficacy through several clinical trials and studies. The findings include:^{1 2}

- On average, muscle mass increased by 16% within 1 month after treatment
- The increase in muscle mass improved to 18% within 6 months after treatment
- On average, fat was reduced by 19% within 1 month after treatment
- The reduction in fat improved to 23% within 6 months after treatment
- 500% increase in fat metabolism (apoptotic index increased from 19% to 92% after treatment)
- 80% of patients demonstrated visible lifting effect of buttocks
- On average, waist circumference decreased by 4.4 cm (nearly 2 inches.)
- No adverse side effects were seen in any of the studies

The Emsculpt Treatment Experience

Emsculpt treatments take less than 30 minutes to perform. Most treatment plans include 4 cycles, spaced 2-3 days apart. The treatment plan distinguishes Emsculpt from many other treatments that require their plans to be spaced months apart. With Emsculpt, you can complete a total treatment plan within 2 weeks, and see results in as little as two weeks after. Although most patients require 4 weeks to see their results, individual experiences may vary.*

Emsculpt vs CoolSculpting | Which is Better?

When pitting Emsculpt vs CoolSculpting, it is important to remember that each treatment excels in different areas. While Emsculpt can disrupt adipocytes (fat cells) leading to a reduction in circumference, the golden standard for non-invasive fat reduction remains CoolSculpting. Furthermore, CoolSculpting can target bulges from a double chin down to fat pockets above the knees. Emsculpt treatment areas are limited to the abdomen and buttocks. But what Emsculpt lacks in versatility, it gains in revolutionary technology. CoolSculpting lacks the ability that Emsculpt possesses to reshape the physique by strengthening, toning, and building muscles.

Emsculpt and CoolSculpting | Combining Treatments for Optimal Results

Because Emsculpt and CoolSculpting each excel in their own important area of body contouring, many patients, who are looking for a complete transformation of their appearance, combine Emsculpt with CoolSculpting. Together, the two treatments can reduce belly fat and replace it with sculpted, chiseled abs.

Emsculpt and CoolSculpting in Middleboro, MA

The best way to determine if Emsculpt and/or CoolSculpting is right for you is to schedule a complimentary consultation with Dr. Julia Edelman of The New England Center for Body Sculpting, the premier provider of Emsculpt and CoolSculpting in Eastern MA. Conveniently located in Middleboro, the New England Center for Body Sculpting can help you customize a treatment plan incorporating the most advanced treatments in non-invasive body contouring to help you achieve a slim, sculpted, appearance you can feel confident about. Contact The New England Center for Body Sculpting online or by calling 508 947-2852 today to schedule your free consultation.

Frequently Asked CoolSculpting Questions

+ Does CoolSculpting have drawbacks? v

CoolSculpting is an excellent treatment for reducing unwanted fat. Though it has gained popularity for many benefits, like no downtime or surgery, it has drawbacks. One of the main ones is that it may not produce excellent results for people with more significant amounts of fat. It's not a weight loss solution. CoolSculpting is best for patients who are already close to their goal weight.

+ Does Emsculpt or CoolSculpting take longer? >

+ Should I use Emsculpt or CoolSculpting to improve my stomach? >

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Emsculpt Vs. CoolSculpting



Dr. Julia Edelman

Dr. Julia Edelman is a Board-Certified Gynecologist and Certified Menopause Clinician who specializes in caring for women ages 18 to 80+ as well as the founding medical director of The New England Center for Body Sculpting, offering noninvasive treatments to men and women. Dr. Edelman is an accomplished public speaker, educator, and author of two books on women's health. She is one of the few remaining solo practitioners in Massachusetts. Dr. Edelman and her staff pride themselves on delivering personalized care.



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DrJ@juliaedelmanmd.com

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Amount Due (USD): \$0.00

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Invoice Date: February 1, 2023

Payment Due: February 1, 2023

Amount Due (USD): \$0.00

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Amount Due (USD):	\$0.00
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Dr. Julia Edelman

DrJ@juliaedelmanmd.com

Invoice Number: WV 2023_064

Invoice Date: March 1, 2023

Payment Due: March 1, 2023

Amount Due (USD): \$0.00

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