

# Dr. Renée Moran Medical Aesthetics Coolsculpting Google Adwords & Facebook Ads Q4 2019 (10/1/2019 - 12/31/2019)

search beta coolsculpting: \$3,410.73  
search alpha coolsculpting: \$3,010.36

Total Google Ads: \$6,421.09  
Facebook Ads: \$1,979.58  
Total Media Cost: \$8,400.67

Google Ads | Chris Zelig > Dr. Moran 805-743-0327 | All campaigns

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

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

Campaign	Budget	Status	Clicks	CTR	Cost		
search   beta   coolsculpting	\$38.88/day	Eligible	174	3.30%	\$3,410.73		
search   alpha   coolsculpting	\$29.79/day	Limited by budget	121	3.07%	\$3,010.36		
Total: Filtered campaigns					295	3.20%	\$6,421.09
Total: Account					460	3.96%	\$7,230.72

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more  
Some inventory may be provided through third party intermediaries.  
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.  
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Google Ads | Chris Zelig > Dr. Moran 805-743-0327 | All campaigns > search | beta | coolsculpting

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$38.88/day | Optimization score: 75.2% | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost			
Total: Ads						174	3.30%	\$3,410.73
CoolSculpting in Newton Centre   Fat Reduction Treatment   No Surgery & Minimal Downtime www.drmoran.co/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	0. coolsculpting - general	Ad group paused Approved (limited): Restricted medical content	55	3.46%	\$1,074.38			
CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Dr. Moran Medical Aesthetics www.drmoran.co/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Newton Centre, MA. Schedule a Free Consultation	0. coolsculpting - general	Ad group paused Approved (limited): Restricted medical content	26	2.77%	\$740.32			
#1 Provider in Newton Centre   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more drmoran.co/coolsculpting/newton-centre #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Ad group paused Approved (limited): Speculative and Experimental Medical Treatment +2 more	20	2.12%	\$293.36			
25% Off All CoolSculpting®   Dr. Moran Medical Aesthetics   Top Provider in Newton Centre www.drmoran.co/coolsculpting Best CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Ad group paused Approved (limited): Restricted medical content	12	2.41%	\$246.04			
CoolSculpting in Newton Centre   Fat Reduction Treatment   Best Prices. FDA-Cleared. drmoran.co/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free CoolSculpting® Consultation Today	6. coolsculpting - fat freeze	Ad group paused Approved (limited): Restricted medical content	8	16.67%	\$211.87			
CoolSculpting in Newton Centre   Fat Reduction Treatment   No Surgery & Minimal Downtime www.drmoran.co/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	3. body sculpting	Approved (limited): Restricted medical content	12	5.94%	\$168.10			

Google Ads | Chris Zelig > Dr. Moran 805-743-0327 | All campaigns > search | beta | coolsculpting

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$38.88/day | Optimization score: 75.2% | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost			
Total: Ads						174	3.30%	\$3,410.73
CoolSculpting in Newton Centre   Fat Reduction Treatment   No Surgery & Minimal Downtime www.drmoran.co/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	2. cryolipolysis	Approved (limited): Restricted medical content	6	6.45%	\$122.56			
25% Off All CoolSculpting®   Best Price in Newton Centre   Dr. Moran Medical Aesthetics +6 more drmoran.co/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Ad group paused Approved (limited): Punctuation and symbols +3 more	8	7.62%	\$109.94			
CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Dr. Moran Medical Aesthetics www.drmoran.co/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Newton Centre, MA. Schedule a Free Consultation	2. cryolipolysis	Approved (limited): Restricted medical content	2	5.88%	\$76.24			
CoolSculpting in Newton Centre   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.drmoran.co/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	coolsculpting face	Approved (limited): Restricted medical content	1	3.13%	\$63.80			
(Keyword Best Price in Newton Centre)   Dr. Moran Medical Aesthetics   Flexible Payment Options drmoran.co/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Ad group paused	4	7.27%	\$57.67			
#1 Provider in Newton Centre   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more drmoran.co/coolsculpting/newton-centre #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	3. body sculpting	Approved (limited): Restricted medical content	5	3.73%	\$46.01			
25% Off All CoolSculpting®   Dr. Moran Medical Aesthetics   #1 Provider in Newton Centre www.drmoran.co/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	coolsculpting face	Approved (limited): Restricted medical content	1	14.29%	\$35.54			

Google Ads | Chris Zelig > Dr. Moran 805-743-0327 | All campaigns > search | beta | coolsculpting

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$38.88/day | Optimization score: 75.2% | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost			
Total: Ads						174	3.30%	\$3,410.73
25% Off All CoolSculpting®   Dr. Moran Medical Aesthetics   #1 Provider in Newton Centre www.drmoran.co/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	coolsculpting face	Approved (limited): Restricted medical content	1	14.29%	\$35.54			
#1 Provider in Newton Centre   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more drmoran.co/coolsculpting/newton-centre #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	2. cryolipolysis	Approved (limited): Restricted medical content	3	3.45%	\$35.44			
#1 Provider in Newton Centre   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more drmoran.co/fatfreezing/newton-centre #1 CoolSculpting Deal. Top Provider in Newton Centre, MA for Freezing Fat. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	6. coolsculpting - fat freeze	Ad group paused Approved (limited): Punctuation and symbols +1 more	4	3.96%	\$33.72			
CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Dr. Moran Medical Aesthetics www.drmoran.co/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Newton Centre, MA. Schedule a Free Consultation	3. body sculpting	Approved (limited): Restricted medical content	1	1.18%	\$31.57			
25% Off All CoolSculpting®   Affordable & Quick Treatments   Dr. Moran Medical Aesthetics drmoran.co/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now!	1. coolsculpting - price	Ad group paused	2	1.90%	\$31.26			
#1 Provider in Newton Centre   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more drmoran.co/coolsculpting/newton-centre #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult. Expert, Safe Fat Loss With Quick... View assets details	5. sculpsure	Approved (limited): Restricted medical content	2	12.50%	\$27.98			
25% Off CoolSculpting® Cost   New Client Special   Dr. Moran Medical Aesthetics		Ad group paused						

Google Ads | Chris Zelig | Dr. Moran | 805-743-0327 | search | beta | coolsculpting | Budget: \$38.88/day | Optimization score: 75.2%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$38.88/day, Optimization score: 75.2%

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 174, 3.30%, \$3,410.73						
Extensions	25% Off Coolsculpting® Cost   New Client Special   Dr. Moran Medical Aesthetics	1. coolsculpting - price	Ad group paused Disapproved: Speculative and Experimental Medical Treatment +1 more	1	3.70%	\$3.22
Automated extensions	25% Off All Fat Freezing   Dr. Moran Medical Aesthetics   Top Provider in Newton Centre	6. coolsculpting - fat freeze	Ad group paused Approved (limited): Restricted medical content	1	11.11%	\$1.71
Landing pages	(Keyword #1) Coolsculpting Deal 25% Off   Freeze Away Stubborn Fat   25% Off Coolsculpting Cost +6 more	coolsculpting	Ad group paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Keywords	#1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat. Coolsculpting Reduces Fat Without Surgery. Learn More about Freezing Fat.	coolsculpting	Ad group paused Approved (limited): Restricted drug terms	0	-	\$0.00
Audiences	25% Off Coolsculpting Cost   Fat Reduction in Newton Centre   Target Belly Fat, Love Handles	coolsculpting	Ad group paused Approved (limited): Restricted drug terms	0	-	\$0.00
Demographics	(Keyword #1) Coolsculpting Deal 25% Off   No Surgery, Pain, or Downtime   Freeze Away Stubborn Fat +7 more	SKAG   coolsculpting face   BROAD	Ad group removed Approved (limited): Restricted drug terms	0	-	\$0.00
Settings	#1 Coolsculpting Deal 25% Off   Freeze Away Stubborn Fat   No Surgery, Pain, or Downtime	SKAG   coolsculpting face   BROAD	Ad group removed Approved (limited): Restricted drug	0	-	\$0.00

Google Ads | Chris Zelig | Dr. Moran | 805-743-0327 | search | beta | coolsculpting | Budget: \$38.88/day | Optimization score: 75.2%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$38.88/day, Optimization score: 75.2%

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 174, 3.30%, \$3,410.73						
Extensions	to Stubborn Fat? Schedule Your Free Consultation Today.					
Automated extensions	#1 Provider in Newton Centre   Safe & Effective Fat Reduction   25% Off All Coolsculpting® +9 more	coolsculpting face	Approved (limited): Restricted medical content	0	0.00%	\$0.00
Landing pages	Coolsculpting Deal 25% Off   Freeze Away Stubborn Fat   Dr. Moran Medical Aesthetics	coolsculpting face	Approved (limited): Restricted medical content	0	0.00%	\$0.00
Keywords	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Newton Centre, MA. Schedule a Free Consultation	6. coolsculpting - fat freeze	Ad group paused Approved (limited): Restricted medical content	0	0.00%	\$0.00
Audiences	Dr. Moran Medical Aesthetics   Freeze Away Stubborn Fat   25% Off First Treatment					
Demographics	25% Off Coolsculpting® Cost   New Client Special   Dr. Moran Medical Aesthetics	1. coolsculpting - price	Ad group paused	0	-	\$0.00
Settings	Total: Ads 174			174	3.30%	\$3,410.73
Locations	Total: Campaign 174			174	3.30%	\$3,410.73

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Google Ads | Chris Zelig | Dr. Moran | 805-743-0327 | search | beta | coolsculpting | Budget: \$38.88/day | Optimization score: 75.2%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$38.88/day, Optimization score: 75.2%

Recommendations: Extension type: All, ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
5 Star Reviews	Sitelink extension	search   beta   coolsculpting	Campaign	Approved	0	0.00%	\$0.00
State-of-the-Art Facility	Sitelink extension	search   beta   coolsculpting	Campaign	Approved	0	0.00%	\$0.00
Before and After Photos	Sitelink extension	search   beta   coolsculpting	Campaign	Approved	0	0.00%	\$0.00
25% Off All Fat Areas	Sitelink extension	search   beta   coolsculpting	Campaign	Disapproved: Speculative and Experimental Medical Treatment +1 more	0	0.00%	\$0.00
Call extension							
(617) 631-3258	Call extension	search   beta   coolsculpting	Campaign	Approved	25	4.66%	\$692.61
(617) 631-3258	Call extension	search   beta   coolsculpting	Campaign	Approved	12	1.88%	\$265.24
Callout extension							
Liposuction Alternative	Callout extension	search   beta   coolsculpting	Campaign	Approved	46	3.38%	\$943.01
New Clients 25% OFF	Callout extension	search   beta   coolsculpting	Campaign	Approved	49	3.58%	\$937.24
Highlights: No Surgery	Callout extension	search   beta   coolsculpting	Campaign	Approved	43	3.11%	\$922.75
FDA Approved	Callout extension	search   beta   coolsculpting	Campaign	Approved	39	4.09%	\$866.45
Contact Us + Free Consult	Callout extension	search   beta   coolsculpting	Campaign	Approved	46	3.52%	\$752.88

Google Ads | Chris Zelig | Dr. Moran | 805-743-0327 | search | beta | coolsculpting | Budget: \$38.88/day | Optimization score: 75.2%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$38.88/day, Optimization score: 75.2%

Recommendations: Extension type: All, ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Highlights: No Surgery	Callout extension	search   beta   coolsculpting	Campaign	Approved	43	3.11%	\$922.75
FDA Approved	Callout extension	search   beta   coolsculpting	Campaign	Approved	39	4.09%	\$866.45
Contact Us + Free Consult	Callout extension	search   beta   coolsculpting	Campaign	Approved	46	3.52%	\$752.88
Freeze Your Fat	Callout extension	search   beta   coolsculpting	Campaign	Approved	20	8.37%	\$476.49
Non-surgical Fat Reduction	Callout extension	search   beta   coolsculpting	Campaign	Approved	21	9.38%	\$459.83
Structured snippet extension							
Service catalog: Coolsculpting, Fat Reduction, Coolmini, Double Chin Reduction, Cellulite Reduction, Non-Surgical Liposuction	Structured snippet extension	search   beta   coolsculpting	Campaign	Approved	0	0.00%	\$0.00
Promotion extension							
25% off for New Clients	Promotion extension	search   beta   coolsculpting	Campaign	Approved	31	5.78%	\$677.85
Total: Sitelink extensions					0	0.00%	\$0.00
Total: Callout extensions					99	3.94%	\$1,973.53
Total: Structured snippet extensions					0	0.00%	\$0.00
Total: Call extensions					37	3.15%	\$957.85
Total: Promotion extensions					31	5.78%	\$677.85

Google Ads | Chris Zelig | Dr. Moran | 805-743-0327 | search | alpha | coolsculpting | Budget: \$29.79/day | Optimization score: 45.2%

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$29.79/day, Optimization score: 45.2%

Recommendations: Ad status: All, ADD FILTER

Associations view

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 121, 3.07%, \$3,010.36						
Extensions	Coolsculpting in Newton Centre   Fat Reduction Treatment   No Surgery & Minimal Downtime	0. coolsculpting - general	Approved (limited): Restricted medical content	32	3.07%	\$737.55
Automated extensions	25% Off Coolsculpting® Cost   New Client Special   Dr. Moran Medical Aesthetics	1. coolsculpting - price	Approved (limited): Restricted medical content	15	8.52%	\$442.63
Landing pages	Coolsculpting Deal 25% Off   Freeze Away Stubborn Fat   Dr. Moran Medical Aesthetics	0. coolsculpting - general	Approved (limited): Restricted medical content	12	1.83%	\$327.47
Keywords	25% Off All Coolsculpting®   Dr. Moran Medical Aesthetics   Best Coolsculpting Price	0. coolsculpting - general	Approved (limited): Restricted medical content	12	2.37%	\$322.89
Audiences	25% Off All Coolsculpting®   Dr. Moran Medical Aesthetics   #1 Provider in Newton Centre	0. coolsculpting - general	Approved (limited): Restricted medical content	9	1.31%	\$240.24
Demographics	25% Off All Coolsculpting®   Best Price in Newton Centre   Dr. Moran Medical Aesthetics	1. coolsculpting - price	Poor ad strength Approved (limited): Restricted medical content	8	7.27%	\$207.47

Google Ads | Chris Zelig | Dr. Moran | 805-743-0327 | All campaigns | search | alpha | coolsculpting

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$29.79/day, Optimization score: 45.2%

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 121, 3.07%, \$3,010.36						
Extensions	#1 Provider in Newton Centre   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more	0. coolsculpting - general	Approved (limited): Speculative and Experimental Medical Treatment +2 more	9	3.18%	\$206.73
Automated extensions	(Keyword Best Price in Newton Centre)   Dr. Moran Medical Aesthetics   Flexible Payment Options	1. coolsculpting - price	Approved (limited): Restricted medical content	8	7.08%	\$200.80
Landing pages	25% Off All CoolSculpting   Affordable & Quick Treatments   Dr. Moran Medical Aesthetics	1. coolsculpting - price	Approved (limited): Restricted medical content	6	6.45%	\$110.09
Keywords	CoolSculpting in Newton Centre   Fat Reduction Treatment   No Surgery & Minimal Downtime	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content	3	6.12%	\$60.05
Audiences	CoolSculpting in Newton Centre   Fat Reduction Treatment   No Surgery & Minimal Downtime	3. body sculpting	Approved (limited): Restricted medical content	2	11.76%	\$54.19
Demographics	Best Price in Newton Centre   Dr. Moran Medical Aesthetics   Flexible Payment Options	1. coolsculpting - price	Approved (limited): Restricted medical content	1	2.63%	\$40.09
Settings	#1 Provider in Newton Centre   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more	3. body sculpting	Approved	2	12.50%	\$31.88

Google Ads | Chris Zelig | Dr. Moran | 805-743-0327 | All campaigns | search | alpha | coolsculpting

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$29.79/day, Optimization score: 45.2%

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 121, 3.07%, \$3,010.36						
Extensions	#1 Provider in Newton Centre   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more	3. body sculpting	Approved	2	12.50%	\$31.88
Automated extensions	#1 Provider in Newton Centre   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more	2. cryolipolysis	Approved	1	9.09%	\$21.91
Landing pages	CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Dr. Moran Medical Aesthetics	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content	1	2.17%	\$6.37
Keywords	#1 Provider in Newton Centre   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content	0	0.00%	\$0.00
Audiences	25% Off All CoolSculpting®   Dr. Moran Medical Aesthetics   Top Provider in Newton Centre	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content	0	0.00%	\$0.00
Demographics	25% Off All CoolSculpting®   Dr. Moran Medical Aesthetics   Top Provider in Newton Centre	2. cryolipolysis	Approved (limited): Restricted medical content	0	0.00%	\$0.00
Settings	CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Dr. Moran Medical Aesthetics		Approved (limited): Restricted medical content			

Google Ads | Chris Zelig | Dr. Moran | 805-743-0327 | All campaigns | search | alpha | coolsculpting

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$29.79/day, Optimization score: 45.2%

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 121, 3.07%, \$3,010.36						
Extensions	Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.					
Automated extensions	#1 Provider in Newton Centre   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more	5. sculpsure	Approved	0	0.00%	\$0.00
Landing pages	CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Dr. Moran Medical Aesthetics	5. sculpsure	Approved	0	-	\$0.00
Keywords	25% Off All CoolSculpting®   Dr. Moran Medical Aesthetics   #1 Provider in Newton Centre	5. sculpsure	Approved (limited): Restricted medical content	0	0.00%	\$0.00
Audiences	CoolSculpting in Newton Centre   Fat Reduction Treatment   No Surgery & Minimal Downtime	5. sculpsure	Approved (limited): Restricted medical content	0	0.00%	\$0.00
Demographics	Total: Ads 121, 3.07%, \$3,010.36					
Settings	Total: Campaign 121, 3.07%, \$3,010.36					

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Google Ads | Chris Zelig | Dr. Moran | 805-743-0327 | All campaigns | search | alpha | coolsculpting

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$29.79/day, Optimization score: 45.2%

Recommendations: Extension type: All, ADD FILTER

Associations view

Extensions	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
5 Star Reviews	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved	0	0.00%	\$0.00
State-of-the-Art Facility	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved	0	0.00%	\$0.00
Before and After Photos	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00
25% Off All Fat Areas	Sitelink extension	search   alpha   coolsculpti...	Campaign	Disapproved: Speculative and Experimental Medical Treatment +1 more	0	-	\$0.00
Call extension							
(617) 631-3258 (mobile)	Call extension	search   alpha   coolsculpti...	Campaign	Approved	8	2.05%	\$233.24
(617) 631-3258	Call extension	search   alpha   coolsculpti...	Campaign	Approved	6	1.66%	\$165.89
Callout extension							
New Clients 25% OFF	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	18	2.87%	\$502.46
Contact Us + Free Consult	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	19	3.04%	\$478.59
Highlights: No Surgery	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	16	2.45%	\$422.55
FDA Approved	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	16	2.14%	\$408.09
Liposuction Alternative	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	16	2.42%	\$400.81

Google Ads | Chris Zelig | Dr. Moran | 805-743-0327 | All campaigns | search | alpha | coolsculpting

Overview: Enabled, Status: Limited by budget, Type: Search, Budget: \$29.79/day, Optimization score: 45.2%

Recommendations: Extension type: All, ADD FILTER

Associations view

Extensions	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Highlights: No Surgery	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	16	2.45%	\$422.55
FDA Approved	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	16	2.14%	\$408.09
Liposuction Alternative	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	16	2.42%	\$400.81
Freeze Your Fat	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	13	2.18%	\$286.68
Nonsurgical Fat Reduction	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	12	2.27%	\$262.97
Structured snippet extension							
Service catalog: CoolSculpting, Fat Reduction, CoolMini, Double Chin Reduction, Cellulite Reduction, Non-Surgical Liposuction	Structured snippet extension	search   alpha   coolsculpti...	Campaign	Approved	0	0.00%	\$0.00
Promotion extension							
25% off for New Clients	Promotion extension	search   alpha   coolsculpti...	Campaign	Approved	37	2.31%	\$805.73
Total: Sitelink extensions 0, 0.00%, \$0.00							
Total: Callout extensions 44, 2.85%, \$1,127.43							
Total: Structured snippet extensions 0, 0.00%, \$0.00							
Total: Call extensions 14, 1.86%, \$399.13							
Total: Promotion extensions 37, 2.31%, \$805.73							

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

Facebook Ads Manager interface showing a list of ad sets for the account 'Renée Moran (19593101)'. The table displays performance metrics for various ad sets, including bid strategy, budget, results, reach, impressions, cost per result, quality ranking, engagement rate, conversion rate, and amount spent. A notification at the top indicates a refund of \$0.04 on 2019-12-18 due to Audience Network policy violations.

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-11 - CS - Women Image 1	Lowest cost Conversions	Using camp...	Dec 27, 2019, 5:3... 15 days ago	13 Leads	10,172	18,751	\$38.01 Per Lead	Below average Bottom 20% of ads	Below average Bottom 35% of ads	Average	\$494.08
2019-12 - CS - Women Holiday Image 3	Lowest cost Conversions	Using camp...	Dec 27, 2019, 5:3... 15 days ago	4 Leads	5,054	8,048	\$58.36 Per Lead	Below average Bottom 35% of ads	Below average Bottom 35% of ads	Below average Bottom 35% of ads	\$233.44
2019-11 - CS - Women Image 3	Lowest cost Conversions	Using camp...	Dec 27, 2019, 5:3... 15 days ago	—	4,213	6,879	— Per Lead	Below average Bottom 35% of ads	Below average Bottom 35% of ads	Average	\$192.10
2019-11 Coolsculpting   FB   Women Version 2 - Im...	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	120 Link Clicks	11,172	17,128	\$1.10 Per Link Click	—	—	—	\$132.50
2019-12 - CS - Women Holiday Image 1	Lowest cost Conversions	Using camp...	Dec 27, 2019, 5:3... 15 days ago	5 Leads	2,355	3,620	\$23.45 Per Lead	Below average Bottom 35% of ads	Below average Bottom 20% of ads	Average	\$117.23
2019-12 - CS - Women Image 4	Lowest cost Conversions	Using camp...	Dec 27, 2019, 5:3... 15 days ago	3 Leads	2,847	3,946	\$34.22 Per Lead	Below average Bottom 20% of ads	Below average Bottom 35% of ads	Average	\$102.66
2019-11 - CS - Women Image 2	Lowest cost Conversions	Using camp...	Dec 27, 2019, 5:3... 15 days ago	—	2,866	4,057	— Per Lead	—	—	—	\$84.55
2019-11 Coolsculpting   FB   Women Version 2 - Im...	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	66 Link Clicks	7,810	10,611	\$1.03 Per Link Click	Below average Bottom 20% of ads	Below average Bottom 35% of ads	Average	\$68.07
2019-11 Coolsculpting   FB   Women Version 1 - Im...	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	58 Link Clicks	6,172	9,141	\$1.14 Per Link Click	Below average Bottom 10% of ads	Below average Bottom 35% of ads	Below average Bottom 35% of ads	\$65.91
2019-11 Coolsculpting   FB   Women Version 1 - Im...	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	63 Link Clicks	6,728	9,818	\$1.04 Per Link Click	—	—	—	\$65.59
2019-12 - CS - Women Holiday Image 5	Lowest cost Conversions	Using camp...	Dec 27, 2019, 5:3... 15 days ago	—	1,628	2,224	— Per Lead	Below average Bottom 35% of ads	Below average Bottom 35% of ads	Average	\$56.79
<b>Results from 39 ads</b>											
					59,616 People	139,568 Total					\$1,979.58 Total Spent

Facebook Ads Manager interface showing a list of ad sets for the account 'Renée Moran (19593101)'. The table displays performance metrics for various ad sets, including bid strategy, budget, results, reach, impressions, cost per result, quality ranking, engagement rate, conversion rate, and amount spent. A notification at the top indicates a refund of \$0.04 on 2019-12-18 due to Audience Network policy violations.

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
2019-12 - CS - Women Holiday Image 5	Lowest cost Conversions	Using camp...	Dec 27, 2019, 5:3... 15 days ago	—	1,628	2,224	— Per Lead	Below average Bottom 35% of ads	Below average Bottom 35% of ads	Average	\$56.79
2019-11 Coolsculpting   FB   Women Version 1 - Im...	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	45 Link Clicks	6,480	9,912	\$1.19 Per Link Click	—	—	—	\$53.37
2019-11 Coolsculpting   FB   Women Version 1 - Im...	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	43 Link Clicks	5,790	7,793	\$1.19 Per Link Click	—	—	—	\$51.04
2019-11 Coolsculpting   FB   Women Version 2 - Im...	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	40 Link Clicks	5,276	7,553	\$1.03 Per Link Click	—	—	—	\$41.31
2019-12 - CS - Women Holiday Image 4	Lowest cost Conversions	Using camp...	Dec 27, 2019, 5:3... 15 days ago	—	1,239	1,868	— Per Lead	Below average Bottom 35% of ads	Below average Bottom 35% of ads	Average	\$41.04
2019-11 Coolsculpting   FB   Women Version 2 - Im...	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	34 Link Clicks	4,982	6,529	\$0.97 Per Link Click	—	—	—	\$32.81
2019-12 - CS - Women Holiday Image 2	Lowest cost Conversions	Using camp...	Dec 27, 2019, 5:3... 15 days ago	—	699	939	— Per Lead	Average	Below average Bottom 35% of ads	Average	\$24.12
Coolsculpting   FB   Women Version 2 - Image 4	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	37 Link Clicks	2,103	2,570	\$0.58 Per Link Click	—	—	—	\$21.50
Coolsculpting   FB   Women Version 1 - Image 3	Lowest cost Conversions	Using camp...	—	—	201	216	— Per Lead	—	—	—	\$12.00
Coolsculpting   FB   Women Version 1 - Image 4	Lowest cost Conversions	Using camp...	—	—	312	342	— Per Lead	—	—	—	\$11.31
Coolsculpting   FB   Women Version 1 - Image 4	Lowest cost Conversions	Using camp...	Dec 8, 2019, 3:41... 34 days ago	15 Link Clicks	1,177	1,412	\$0.75 Per Link Click	Below average Bottom 20% of ads	Average	Average	\$11.23
<b>Results from 39 ads</b>											
					59,616 People	139,568 Total					\$1,979.58 Total Spent

Facebook Ads Manager interface showing a list of ad sets for the account 'Renée Moran (19593101)'. The table displays performance metrics for various ad sets, including bid strategy, budget, results, reach, impressions, cost per result, quality ranking, engagement rate, conversion rate, and amount spent. A notification at the top indicates a refund of \$0.04 on 2019-12-18 due to Audience Network policy violations.

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
Coolsculpting   FB   Women Version 1 - Image 4	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	15 Link Clicks	1,177	1,412	\$0.75 Per Link Click	Below average Bottom 20% of ads	Average	Average	\$11.23
Coolsculpting   FB   Women Version 2 - Image 4	Lowest cost Conversions	Using camp...	—	—	207	226	— Per Lead	—	—	—	\$9.94
Coolsculpting   FB   Women Version 2 - Image 3	Lowest cost Conversions	Using camp...	—	—	290	305	— Per Lead	—	—	—	\$9.86
Coolsculpting   FB   Women Version 1 - Image 2	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	9 Link Clicks	1,138	1,219	\$0.81 Per Link Click	—	—	—	\$7.28
Coolsculpting   FB   Women Version 1 - Image 2	Lowest cost Conversions	Using camp...	—	—	134	140	— Per Lead	—	—	—	\$6.15
Coolsculpting   FB   Women Version 1 - Image 1	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	7 Link Clicks	896	1,033	\$0.84 Per Link Click	Below average Bottom 20% of ads	Average	Above average	\$5.91
Coolsculpting   FB   Women Version 2 - Image 2	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	13 Link Clicks	1,095	1,141	\$0.43 Per Link Click	—	—	—	\$5.59
Coolsculpting   FB   Women Version 2 - Image 2	Lowest cost Conversions	Using camp...	—	—	152	165	— Per Lead	—	—	—	\$5.43
Coolsculpting   FB   Women Version 1 - Image 1	Lowest cost Conversions	Using camp...	—	—	177	201	— Per Lead	—	—	—	\$4.81
Coolsculpting   FB   Women Version 1 - Image 3	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	1 Link Click	590	629	\$3.67 Per Link Click	Below average Bottom 35% of ads	Average	Above average	\$3.67
Coolsculpting   FB   Women Version 2 - Image 1	Lowest cost Conversions	Using camp...	—	—	104	124	— Per Lead	—	—	—	\$3.33
<b>Results from 39 ads</b>											
					59,616 People	139,568 Total					\$1,979.58 Total Spent

Facebook Ads Manager interface showing a list of ad sets for the account 'Renée Moran (19593101)'. The table displays performance metrics for various ad sets, including bid strategy, budget, results, reach, impressions, cost per result, quality ranking, engagement rate, conversion rate, and amount spent. A notification at the top indicates a refund of \$0.04 on 2019-12-18 due to Audience Network policy violations.

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent
Coolsculpting   FB   Women Version 1 - Image 3	Conversions	Using camp...	Dec 8, 2019, 3:41... 34 days ago	1 Lead	590	629	\$3.67 Per Link Click	Below average Bottom 35% of ads	Average	Above average	\$3.67
Coolsculpting   FB   Women Version 2 - Image 1	Lowest cost Conversions	Using camp...	—	—	104	124	— Per Lead	—	—	—	\$3.33
Coolsculpting   FB   Women Version 2 - Image 3	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	3 Link Clicks	572	622	\$1.10 Per Link Click	—	—	—	\$3.31
Coolsculpting   FB   Women Version 2 - Image 1	Lowest cost Link Clicks	Using camp...	Dec 8, 2019, 3:41... 34 days ago	1 Link Click	340	406	\$1.65 Per Link Click	—	—	—	\$1.65
2019-12 - CS - Women Video 1a	Lowest cost Conversions	Using camp...	Dec 27, 2019, 5:3... 15 days ago	—	—	—	— Per Lead	—	—	—	\$0.00
2019-12 - CS - Women Video 1	Lowest cost Conversions	Using camp...	Dec 27, 2019, 5:3... 15 days ago	—	—	—	— Per Lead	—	—	—	\$0.00
2019-10 Coolsculpting   IG   Women - Image 3	Lowest cost Conversions	Using camp...	—	—	—	—	— Per Lead	—	—	—	\$0.00
2019-10 Coolsculpting   IG   Women - Image 2	Lowest cost Conversions	Using camp...	—	—	—	—	— Per Lead	—	—	—	\$0.00
2019-10 Coolsculpting   IG   Women - Image 1	Lowest cost Conversions	Using camp...	—	—	—	—	— Per Lead	—	—	—	\$0.00
2019-10 Coolsculpting   IG   Women - Image 4	Lowest cost Conversions	Using camp...	—	—	—	—	— Per Lead	—	—	—	\$0.00
<b>Results from 39 ads</b>											
					59,616 People	139,568 Total					\$1,979.58 Total Spent

Facebook Ads Manager interface showing the 'Edit' view for the ad set '2019-11 - CS - Women Image 1'. The interface includes a sidebar with a list of ad sets, a main content area with 'Identity' and 'Create Ad' sections, and a right-hand panel showing the ad preview for 'Dr. Renée Moran Medical Aesthetics'.

**Identity**

Facebook Page  
Your Facebook Page or Instagram account represents your business in ads. You can also Create a Facebook Page

Select Page

Instagram Account  
The selected Page has no connected Instagram account. Your ad will use the Page name and profile picture. The Page admin can manage connections in Page settings.

No Instagram account

**Create Ad** Use Existing Post Use Mockup

**Format**  
Choose how you'd like to structure your ad.

- Single Image or Video (Selected)
  - 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**  
Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when their interacting with your ad. Learn More

Add an Instant Experience

**Ad Preview:** Dr. Renée Moran Medical Aesthetics. Sponsored. Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime. FREEE AWAY FAT CELLS 25% OFF. DRMORAN.CO Coolsculpting Special. CoolSculpting is a non-invasive... 18 Likes, 7 Comments, 2 Shares.

Facebook Ads Manager interface showing a campaign for 'Coolsculpting - Women' with ad name '2019-12 - CS - Women Holiday Image 3'. The ad preview features a woman in a Santa hat holding a gift, with text: 'HELLO HOLIDAYS GOODBYE FAT CELLS', '25% OFF coolsculpting', and 'Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface showing a campaign for 'Coolsculpting - Women' with ad name '2019-11 - CS - Women Image 3'. The ad preview features a woman in a white bodysuit, with text: 'DRMORAN CO 25% OFF COOLSCULPTING' and 'Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface showing a campaign for 'Coolsculpting FB - Traffic' with ad name '2019-11 Coolsculpting | FB | Women Version 2 - Image 2'. The ad preview features a woman in a blue bikini, with text: 'DRMORAN CO 25% OFF COOLSCULPTING' and 'Coolsculpting @ safely freezes away stubborn fat that resists diet and exercise'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface showing a campaign for 'Coolsculpting - Women' with ad name '2019-12 - CS - Women Holiday Image 1'. The ad preview features a woman in a white dress holding a gift, with text: 'HELLO HOLIDAYS GOODBYE FAT CELLS', '25% OFF coolsculpting', and 'Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface showing a campaign for 'Coolsculpting - Women' with ad name '2019-12 - CS - Women Image 4'. The ad preview features a woman in a white bodysuit, with text: 'DRMORAN CO 25% OFF COOLSCULPTING' and 'FREEZE AWAY FAT CELLS SALE : 25% OFF'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface showing the creation of an ad for 'Coolsculpting - Women'.

**Ad Name:** 2019-11 - CS - Women Image 2

**Identity:** Facebook Page: Dr. Renée Moran Medical Aesthetics

**Format:** Single Image or Video

**Mobile News Feed Preview:** Advertisement for Coolsculpting with a photo of two women in white underwear. Text: "Coolsculpting safely freezes away stubborn fat that resists diet and exercise."

**Buttons:** Discard Draft, Publish

Facebook Ads Manager interface showing the creation of an ad for 'Coolsculpting | FB | Women'.

**Ad Name:** 2019-11 Coolsculpting | FB | Women Version 2 - Image 4

**Identity:** Facebook Page: Dr. Renée Moran Medical Aesthetics

**Format:** Single Image or Video

**Mobile News Feed Preview:** Advertisement for Coolsculpting with a photo of a woman in white underwear. Text: "Coolsculpting safely freezes away stubborn fat that resists diet and exercise."

**Buttons:** Discard Draft, Publish

Facebook Ads Manager interface showing the creation of an ad for 'Coolsculpting | FB | Women'.

**Ad Name:** 2019-11 Coolsculpting | FB | Women Version 1 - Image 4

**Identity:** Facebook Page: Dr. Renée Moran Medical Aesthetics

**Format:** Single Image or Video

**Mobile News Feed Preview:** Advertisement for Coolsculpting with a photo of a woman sitting. Text: "Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime. FREEZE AWAY FAT CELLS SALE: 25% OFF"

**Buttons:** Discard Draft, Publish

Facebook Ads Manager interface showing the creation of an ad for 'Coolsculpting | FB | Women'.

**Ad Name:** 2019-11 Coolsculpting | FB | Women Version 1 - Image 2

**Identity:** Facebook Page: Dr. Renée Moran Medical Aesthetics

**Format:** Single Image or Video

**Mobile News Feed Preview:** Advertisement for Coolsculpting with a photo of a woman in a white jumpsuit. Text: "Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime"

**Buttons:** Discard Draft, Publish

Facebook Ads Manager interface showing the creation of an ad for 'Coolsculpting - Women'.

**Ad Name:** 2019-12 - CS - Women Holiday Image 5

**Identity:** Facebook Page: Dr. Renée Moran Medical Aesthetics

**Format:** Single Image or Video

**Mobile News Feed Preview:** Advertisement for Coolsculpting with a photo of a woman in a striped dress. Text: "HELLO HOLIDAYS GOODBYE FAT CELLS 25% OFF"

**Buttons:** Discard Draft, Publish

Facebook Ads Manager interface for user Renée Moran (19593101). The left sidebar shows a list of ad creatives under 'Coolsculpting - Women' and 'Coolsculpting FB - Traffic'. The main panel displays the '2019-11 Coolsculpting | FB | Women Version 1 - Image 1' ad. The ad preview shows a mobile news feed with a sponsored post from 'Dr. Renée Moran Medical Aesthetics' featuring three women in white bikinis. The ad text reads: 'Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime'. A 'LEARN MORE' button is visible. The interface includes options to 'Edit', 'Review', 'Close', and 'Publish'.

Facebook Ads Manager interface for user Renée Moran (19593101). The left sidebar shows a list of ad creatives. The main panel displays the '2019-11 Coolsculpting | FB | Women Version 1 - Image 3' ad. The ad preview shows a mobile news feed with a sponsored post from 'Dr. Renée Moran Medical Aesthetics' featuring a woman in a white bikini. The ad text reads: 'Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime'. A 'LEARN MORE' button is visible. The interface includes options to 'Edit', 'Review', 'Close', and 'Publish'.

Facebook Ads Manager interface for user Renée Moran (19593101). The left sidebar shows a list of ad creatives. The main panel displays the '2019-11 Coolsculpting | FB | Women Version 2 - Image 3' ad. The ad preview shows a mobile news feed with a sponsored post from 'Dr. Renée Moran Medical Aesthetics' featuring a woman in a white bikini. The ad text reads: 'Coolsculpting safely freezes away stubborn fat that resists diet and exercise. FREEZE AWAY FAT CELLS SALE - 25% OFF'. A 'LEARN MORE' button is visible. The interface includes options to 'Edit', 'Review', 'Close', and 'Publish'.

Facebook Ads Manager interface for user Renée Moran (19593101). The left sidebar shows a list of ad creatives. The main panel displays the '2019-12 - CS - Women Holiday Image 4' ad. The ad preview shows a mobile news feed with a sponsored post from 'Dr. Renée Moran Medical Aesthetics' featuring a woman in a red dress holding a gift. The ad text reads: 'Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime. HELLO HOLIDAYS GOODBYE FAT CELLS. 25% OFF'. A 'LEARN MORE' button is visible. The interface includes options to 'Edit', 'Review', 'Close', and 'Publish'.

Facebook Ads Manager interface for user Renée Moran (19593101). The left sidebar shows a list of ad creatives. The main panel displays the '2019-11 Coolsculpting | FB | Women Version 2 - Image 1' ad. The ad preview shows a mobile news feed with a sponsored post from 'Dr. Renée Moran Medical Aesthetics' featuring a woman in a black bikini. The ad text reads: 'Coolsculpting safely freezes away stubborn fat that resists diet and exercise. FREEZE AWAY FAT CELLS 25% OFF'. A 'LEARN MORE' button is visible. The interface includes options to 'Edit', 'Review', 'Close', and 'Publish'.

Facebook Ads Manager interface for user Renée Moran (19593101). The breadcrumb trail is: Coolsculpting Conversions > Coolsculpting - Women > 2019-12 - CS - Women Holiday Image 2. The left sidebar shows a list of ad creatives, with '2019-12 - CS - Women Holiday Image 2' selected. The main panel shows the 'Instagram Account' settings, indicating that the selected page has no connected Instagram account. The 'Create Ad' section offers options for 'Format' (Single Image or Video, Carousel, Collection) and 'Fullscreen Mobile Experience'. The 'Media' section shows a preview of the ad creative featuring a woman in a red dress holding a gift, with the text 'HELLO HOLIDAYS GOODBYE FAT CELLS' and '25% OFF coolsculpting'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface for user Renée Moran (19593101). The breadcrumb trail is: Coolsculpting FB - Traffic > Coolsculpting | FB | Women > Coolsculpting | FB | Women Version 2 - Image 4. The left sidebar shows a list of ad creatives, with 'Coolsculpting | FB | Women Version 2 - Image 4' selected. The main panel shows the 'Instagram Account' settings, indicating that the selected page has no connected Instagram account. The 'Create Ad' section offers options for 'Format' (Single Image or Video, Carousel, Collection) and 'Fullscreen Mobile Experience'. The 'Media' section shows a preview of the ad creative featuring a woman in a black bikini with bunny ears, with the text 'HELLO HALLOWEEN GOODBYE FAT CELLS' and '25% OFF coolsculpting'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface for user Renée Moran (19593101). The breadcrumb trail is: Coolsculpting FB - Traffic > Coolsculpting | FB | Women > Coolsculpting | FB | Women Version 1 - Image 3. The left sidebar shows a list of ad creatives, with 'Coolsculpting | FB | Women Version 1 - Image 3' selected. The main panel shows the 'Identity' settings, indicating that the selected page has no connected Instagram account. The 'Create Ad' section offers options for 'Format' (Single Image or Video, Carousel, Collection) and 'Fullscreen Mobile Experience'. The 'Media' section shows a preview of the ad creative featuring a woman in a black dress with a witch hat, with the text 'HELLO HALLOWEEN GOODBYE FAT CELLS' and '25% OFF coolsculpting'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface for user Renée Moran (19593101). The breadcrumb trail is: Coolsculpting FB - Traffic > Coolsculpting | FB | Women > Coolsculpting | FB | Women Version 1 - Image 4. The left sidebar shows a list of ad creatives, with 'Coolsculpting | FB | Women Version 1 - Image 4' selected. The main panel shows the 'Identity' settings, indicating that the selected page has no connected Instagram account. The 'Create Ad' section offers options for 'Format' (Single Image or Video, Carousel, Collection) and 'Fullscreen Mobile Experience'. The 'Media' section shows a preview of the ad creative featuring a woman in a black bikini with bunny ears, with the text 'HELLO HALLOWEEN GOODBYE FAT CELLS' and '25% OFF coolsculpting'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface for user Renée Moran (19593101). The breadcrumb trail is: Coolsculpting FB - Traffic > Coolsculpting | FB | Women > Coolsculpting | FB | Women Version 1 - Image 4. The left sidebar shows a list of ad creatives, with 'Coolsculpting | FB | Women Version 1 - Image 4' selected. The main panel shows the 'Ad Preview' section, indicating that the ad cannot be edited because the ad type is no longer supported or the original post used in the ad was removed. The 'Ad Preview' section shows a preview of the ad creative featuring a woman in a black bikini with bunny ears, with the text 'HELLO HALLOWEEN GOODBYE FAT CELLS' and '25% OFF coolsculpting'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface for user Renée Moran (19593101). The left sidebar shows a list of ad creatives under the campaign "Coolsculpting FB - Traffic". The main panel displays the "Coolsculpting | FB | Women Version 2 - Image 4" ad. The ad content includes a Facebook Page header, a "Select Page" dropdown, and an "Add Instagram Placement" button. The "Format" section is set to "Single Image or Video". The "Fullscreen Mobile Experience" section is expanded, showing a preview of the ad on a mobile device. The ad text reads: "HELLO HALLOWEEN GOODBYE FAT CELLS" and "25% OFF coolsculpting". The ad is sponsored by "Dr. Renée Moran Medical Aesthetics".

Facebook Ads Manager interface for user Renée Moran (19593101). The left sidebar shows a list of ad creatives under the campaign "Coolsculpting FB - Traffic". The main panel displays the "Coolsculpting | FB | Women Version 2 - Image 3" ad. The ad content includes a Facebook Page header, a "Select Page" dropdown, and an "Add Instagram Placement" button. The "Format" section is set to "Single Image or Video". The "Fullscreen Mobile Experience" section is expanded, showing a preview of the ad on a mobile device. The ad text reads: "HELLO HALLOWEEN GOODBYE FAT CELLS" and "25% OFF coolsculpting". The ad is sponsored by "Dr. Renée Moran Medical Aesthetics".

Facebook Ads Manager interface for user Renée Moran (19593101). The left sidebar shows a list of ad creatives under the campaign "Coolsculpting FB - Traffic". The main panel displays the "Coolsculpting | FB | Women Version 1 - Image 2" ad. The ad content includes a Facebook Page header, a "Select Page" dropdown, and an "Add Instagram Placement" button. The "Format" section is set to "Single Image or Video". The "Fullscreen Mobile Experience" section is expanded, showing a preview of the ad on a mobile device. The ad text reads: "TRICK OR TREAT YOURSELF" and "25% OFF coolsculpting". The ad is sponsored by "Dr. Renée Moran Medical Aesthetics".

Facebook Ads Manager interface for user Renée Moran (19593101). The left sidebar shows a list of ad creatives under the campaign "Coolsculpting FB - Traffic". The main panel displays the "Coolsculpting | FB | Women Version 1 - Image 2" ad. The ad content includes a Facebook Page header, a "Select Page" dropdown, and an "Add Instagram Placement" button. The "Format" section is set to "Single Image or Video". The "Fullscreen Mobile Experience" section is expanded, showing a preview of the ad on a mobile device. The ad text reads: "TRICK OR TREAT YOURSELF" and "25% OFF coolsculpting". The ad is sponsored by "Dr. Renée Moran Medical Aesthetics".

Facebook Ads Manager interface for user Renée Moran (19593101). The left sidebar shows a list of ad creatives under the campaign "Coolsculpting FB - Traffic". The main panel displays the "Coolsculpting | FB | Women Version 1 - Image 1" ad. The ad content includes a Facebook Page header, a "Select Page" dropdown, and an "Add Instagram Placement" button. The "Format" section is set to "Single Image or Video". The "Fullscreen Mobile Experience" section is expanded, showing a preview of the ad on a mobile device. The ad text reads: "HELLO HALLOWEEN GOODBYE FAT CELLS" and "25% OFF coolsculpting". The ad is sponsored by "Dr. Renée Moran Medical Aesthetics".

Facebook Ads Manager interface showing the creation of an ad for 'Coolsculpting FB - Traffic'. The ad is titled 'Coolsculpting | FB | Women Version 2 - Image 2'. The ad creative features a woman in a black dress and a witch hat, with the text 'TRICK OR TREAT YOURSELF' and '25% OFF coolsculpting'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface showing the creation of an ad for 'Coolsculpting Conversions'. The ad is titled 'Coolsculpting | FB | Women Version 2 - Image 2'. The ad creative features a woman in a black dress and a witch hat, with the text 'TRICK OR TREAT YOURSELF' and '25% OFF coolsculpting'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface showing the creation of an ad for 'Coolsculpting Conversions'. The ad is titled 'Coolsculpting | FB | Women Version 1 - Image 1'. The ad creative features a woman in a black dress and a witch hat, with the text 'HELLO HALLOWEEN GOODBYE FAT CELLS' and '25% OFF coolsculpting'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface showing the creation of an ad for 'Coolsculpting FB - Traffic'. The ad is titled 'Coolsculpting | FB | Women Version 1 - Image 3'. The ad creative features a woman in a black dress and a witch hat, with the text 'HELLO HALLOWEEN GOODBYE FAT CELLS' and '25% OFF coolsculpting'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface showing the creation of an ad for 'Coolsculpting Conversions'. The ad is titled 'Coolsculpting | FB | Women Version 2 - Image 1'. The ad creative features a woman in a black dress and a witch hat, with the text 'HELLO HALLOWEEN GOODBYE FAT CELLS' and '25% OFF coolsculpting'. The ad is sponsored by 'Dr. Renée Moran Medical Aesthetics'.

Facebook Ads Manager interface for user Renée Moran (19593101). The breadcrumb trail shows: Coolsculpting FB - Traffic > Coolsculpting | FB | Women > Coolsculpting | FB | Women Version 2 - Image 3.

**Left Panel (Ad Library):** Lists various ad versions. The selected ad is "Coolsculpting | FB | Women Version 2...".

**Center Panel (Ad Setup):**

- Select Page:** Coolsculpting FB - Traffic
- Advertise on Instagram:** Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. [Learn more.](#)
- Add Instagram Placement:** [Button]
- Create Ad:** Use Existing Post | Use Mockup
- Format:** Single Image or Video (Selected). Options: One image or video, or a slideshow with multiple images; Carousel; Collection.
- Fullscreen Mobile Experience:** Add an Instant Experience [Checkbox]
- Media:** fat cells-FB-1200x1200 (10).png
- Placements:** 8 placements are using this image.

**Right Panel (Mobile News Feed):** Shows a preview of the ad on a mobile device. The ad content includes:

- Profile: Dr. Renée Moran Medical Aesthetics (Sponsored)
- Text: Coolsculpting @ safely freezes away stubborn fat that resists diet and exercise.
- Image: A woman in a black dress and witch hat.
- Text: HELLO HALLOWEEN GOODBYE FAT CELLS
- Offer: 25% OFF coolsculpting
- Text: DRMORAN CO
- Text: 25% OFF COOLSULPTING
- Text: CoolSculpting is a non-invasive ...
- Buttons: Like, Comment, Share

At the bottom, there are buttons for "Close", "Discard Draft", and "Publish". A note states: "By clicking the 'Publish' button, you agree to Facebook's Terms and Advertising Guidelines."

Facebook Ads Manager interface for user Renée Moran (19593101). The breadcrumb trail shows: Coolsculpting FB - Traffic > Coolsculpting | FB | Women > Coolsculpting | FB | Women Version 2 - Image 1.

**Left Panel (Ad Library):** Lists various ad versions. The selected ad is "Coolsculpting | FB | Women Version 2...".

**Center Panel (Ad Setup):**

- Select Page:** Coolsculpting FB - Traffic
- Advertise on Instagram:** Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. [Learn more.](#)
- Add Instagram Placement:** [Button]
- Create Ad:** Use Existing Post | Use Mockup
- Format:** Single Image or Video (Selected). Options: One image or video, or a slideshow with multiple images; Carousel; Collection.
- Fullscreen Mobile Experience:** Add an Instant Experience [Checkbox]
- Media:** fat cells-FB-1200x1200 (9).png
- Placements:** 8 placements are using this image.

**Right Panel (Mobile News Feed):** Shows a preview of the ad on a mobile device. The ad content includes:

- Profile: Dr. Renée Moran Medical Aesthetics (Sponsored)
- Text: Coolsculpting @ safely freezes away stubborn fat that resists diet and exercise.
- Image: A woman in a black dress and witch hat holding balloons.
- Text: HELLO HALLOWEEN GOODBYE FAT CELLS
- Offer: 25% OFF coolsculpting
- Text: DRMORAN CO
- Text: 25% OFF COOLSULPTING
- Text: CoolSculpting is a non-invasive ...
- Buttons: Like, Comment, Share

At the bottom, there are buttons for "Close", "Discard Draft", and "Publish". A note states: "By clicking the 'Publish' button, you agree to Facebook's Terms and Advertising Guidelines."