

# CoolSculpting Marketing Services

## Dr. Sabeti - Forever Young Wis

### Q4 Total Marketing Expenses

#### (10/1/2020 - 12/31/2020)

**Google Ads: \$6,088.28**  
**Total Ad Spend: \$6,088.28**  
**Total Service Fee: \$3,491.76**  
**Total Spend: \$9,580.04**

Google Ads | Chris Zelig > Dr. Sabeti - For... 187-450-6617 | All campaigns

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#)

Overview | Recommendations | Campaigns | Auction insights | Ad groups | Ads & extensions | Landing pages | Keywords | Audiences | Demographics | Settings | Suggested | Change history | Drafts & experiments | More

**Campaigns** Custom Oct 1 - Dec 31, 2020

Campaign status: All Campaign: search | alpha | coolsculpting, search | beta | coolsculpting, + 1 ... [View all](#) [ADD FILTER](#)

| Campaign                                  | Budget   | Status | Clicks     | CTR          | Cost              |
|---|----------|--------|------------|--------------|-------------------|
| search   beta   coolsculpting             | \$13...  | Paused | 438        | 6.70%        | \$4,511.96        |
| search   beta   coolsculpting   exp reach | \$57...  | Paused | 190        | 3.04%        | \$1,576.32        |
| search   alpha   coolsculpting            | \$15...  | Paused | 0          | -            | \$0.00            |
| <b>Total: Filtered campaigns</b>          |          |        | <b>628</b> | <b>4.91%</b> | <b>\$6,088.28</b> |
| <b>Total: Account</b>                     | \$0.0... |        | <b>732</b> | <b>4.82%</b> | <b>\$6,499.87</b> |

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. Sabeti - For... 187-450-6617 | All campaigns > search | beta | coolsculp...

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Overview | Recommendations | Ad groups | Ads & extensions | Ads | Extensions | Landing pages | Keywords | Audiences | Demographics | Settings | Suggested | Change history | Drafts & experiments | More

**Paused** Type: Search Budget: \$134.62/day [More details](#)

Ad status: All [ADD FILTER](#)

| Ad  | Ad group                      | Status  | Clicks     | CTR          | Cost              |
|---|-------------------------------|---|------------|--------------|-------------------|
| <b>Total: Ads</b>   |                               |   | <b>438</b> | <b>6.70%</b> | <b>\$4,511.96</b> |
| (Keyword:Forever Young)   CoolSculpting in Shorewood   Huge CoolSculpting Promotion +9 more<br>foreveryoungwisconsin.com/coolsculpting/milwaukee<br>Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting Consultation Today. Expert, Safe Fat Loss With Quick...<br><a href="#">View assets details</a> | 0. coolsculpting - general    | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 179        | 7.85%        | \$2,206.64        |
| (Keyword:Forever Young)   CoolSculpting in Shorewood   Huge CoolSculpting Promotion +9 more<br>foreveryoungwisconsin.com/coolsculpting/milwaukee<br>Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting Consultation Today. How Much Does CoolSculpting Cost...<br><a href="#">View assets details</a> | 1. coolsculpting - price      | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 84         | 13.79%       | \$935.08          |
| (Keyword:Forever Young)   CoolSculpting in Shorewood   #1 CoolSculpting Deal 25% Off +11 more<br>foreveryoungwisconsin.com/coolsculpting/milwaukee<br>Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting Consultation Today. Expert, Safe Fat Loss...<br><a href="#">View assets details</a>          | 4. lipo                       | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 44         | 5.31%        | \$271.92          |
| Body Sculpting   CoolSculpting in Shorewood   Non-Surgical Fat Reduction<br>www.foreveryoungwisconsin.com<br>Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great. Best CoolSculpting Deal. Freeze Fat. Top Provider in Shorewood, WI. Free Consult.                              | 2. body sculpting             | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 13         | 12.75%       | \$142.06          |
| CoolSculpting in Shorewood   Fat Reduction Treatment   Flexible Payment Options<br>www.foreveryoungwisconsin.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Shorewood, WI. Schedule a Free Consultation                            | x. Expanded Reach Test        | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 22         | 3.65%        | \$135.45          |
| Forever Young   CoolSculpting in Shorewood   Huge CoolSculpting Promotion +10 more<br>foreveryoungwisconsin.com/coolsculpting/milwaukee<br>CoolSculpting Treatments Near Me in Shorewood, WI. Schedule a Free Consultation. Expert, Safe Fat Loss With...<br><a href="#">View assets details</a>                    | alpha - coolsculpting near me | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 4          | 8.16%        | \$121.36          |

Google Ads | Chris Zelig > Dr. Sabeti - For... 187-450-6617 | All campaigns > search | beta | coolsculp...

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Overview | Recommendations | Ad groups | Ads & extensions | Ads | Extensions | Landing pages | Keywords | Audiences | Demographics | Settings | Suggested | Change history | Drafts & experiments | More

**Paused** Type: Search Budget: \$134.62/day [More details](#)

Ad status: All [ADD FILTER](#)

| Ad  | Ad group                   | Status  | Clicks     | CTR          | Cost              |
|---|----------------------------|---|------------|--------------|-------------------|
| <b>Total: Ads</b>   |                            |   | <b>438</b> | <b>6.70%</b> | <b>\$4,511.96</b> |
| Forever Young   CoolSculpting in Shorewood   #1 CoolSculpting Deal 25% Off +11 more<br>foreveryoungwisconsin.com/coolsculpting/milwaukee<br>Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting Consultation Today. Expert, Safe Fat Loss...<br><a href="#">View assets details</a>                    | x. Expanded Reach Test     | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 25         | 2.70%        | \$112.66          |
| (Keyword:Forever Young)   CoolSculpting in Shorewood   Huge CoolSculpting Promotion +9 more<br>foreveryoungwisconsin.com/coolsculpting/milwaukee<br>Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting Consultation Today. Expert, Safe Fat Loss With Quick...<br><a href="#">View assets details</a> | 2. body sculpting          | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 12         | 8.96%        | \$99.84           |
| CoolSculpting Deal \$1,000 Off   Freeze Away Stubborn Fat   Top Provider in Shorewood<br>www.foreveryoungwisconsin.com<br>CoolSculpting Deal. Freeze Fat. Top Provider in Shorewood, WI. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.            | 1. coolsculpting - price   | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 10         | 13.70%       | \$90.91           |
| CoolSculpting in Shorewood   Fat Reduction Treatment   Flexible Payment Options<br>www.foreveryoungwisconsin.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Shorewood, WI. Schedule a Free Consultation.                           | 0. coolsculpting - general | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 7          | 5.43%        | \$56.14           |
| Best CoolSculpting Price   Forever Young   Flexible Payment Options<br>www.foreveryoungwisconsin.com<br>Best CoolSculpting Deal. Freeze Fat. Top Provider in Shorewood, WI. Free Consult. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.  | 1. coolsculpting - price   | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 5          | 13.51%       | \$45.52           |
| (Keyword:Forever Young)   New Client Special   Target Belly Fat, Love Handles<br>www.foreveryoungwisconsin.com<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. How Much Does CoolSculpting Cost? Less Than You Might Think. Book a Free Consultation Now.              | 1. coolsculpting - price   | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 3          | 20.00%       | \$45.33           |
| [Dynamically generated headline]  |                            | Campaign paused   |            |              |                   |

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#)

| Overview         | Paused                          | Type: Search                        | Budget: \$134.62/day   | More details                  |   |         |         |         |          |        |      |
|------------------|---------------------------------|-------------------------------------|--|-------------------------------|---|---------|---------|---------|----------|--------|------|
| Recommendations  | + Ad status: All ADD FILTER     |                                     |  |                               | SEARCH  | SEGMENT | COLUMNS | REPORTS | DOWNLOAD | EXPAND | MORE |
| Ad groups        | <input type="checkbox"/>        | Ad                                  | Ad group   | Status                        | Clicks  | CTR     | Cost    |         |          |        |      |
| Ads & extensions | Total: Ads 438 6.70% \$4,511.96 |                                     |  |                               |   |         |         |         |          |        |      |
| Ads              | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | [Dynamically generated headline]<br>[Dynamically generated display URL]<br>Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great. Best CoolSculpting Deal. Freeze Fat. Top Provider in Shorewood, WI. Free Consult.   | x. dynamic                    | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 2       | 5.56%   | \$41.56 |          |        |      |
| Extensions       | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | (Keyword:Forever Young)   New Client Special   Freeze Away Stubborn Fat<br>www.foreveryoungwisconsin.com<br>Best CoolSculpting Deal. Top Provider in Shorewood, WI for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More.                   | 0. coolsculpting - general    | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 3       | 5.45%   | \$36.26 |          |        |      |
| Landing pages    | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | Avoid Liposuction Surgery   Try CoolSculpting For 25% Off   Schedule a Free Consultation<br>www.foreveryoungwisconsin.com<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. Learn More Here.       | 4. lipo                       | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 3       | 3.23%   | \$35.47 |          |        |      |
| Keywords         | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | (Keyword:Forever Young)   Body Sculpting   Top Provider in Shorewood<br>www.foreveryoungwisconsin.com<br>CoolSculpting Freezes Fat Cells to Contour the Body. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Shorewood, WI. Schedule a Free Consultation.                                   | 2. body sculpting             | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 6       | 9.52%   | \$33.83 |          |        |      |
| Audiences        | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | CoolSculpting in Shorewood, WI   Find A Location Near You   Fat Reduction Treatment<br>www.foreveryoungwisconsin.com<br>Best CoolSculpting Deal Near Me. Top Provider in Shorewood for Fat Freezing. Free Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | alpha - coolsculpting near me | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 1       | 12.50%  | \$18.55 |          |        |      |
| Demographics     | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | Target Belly Fat, Love Handles   Affordable & Quick Treatments   Forever Young<br>www.foreveryoungwisconsin.com<br>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      | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 1       | 9.09%   | \$16.76 |          |        |      |

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| Overview         | Paused                          | Type: Search                        | Budget: \$134.62/day   | More details                  |   |         |         |         |          |        |      |
|------------------|---------------------------------|-------------------------------------|--|-------------------------------|---|---------|---------|---------|----------|--------|------|
| Recommendations  | + Ad status: All ADD FILTER     |                                     |  |                               | SEARCH  | SEGMENT | COLUMNS | REPORTS | DOWNLOAD | EXPAND | MORE |
| Ad groups        | <input type="checkbox"/>        | Ad                                  | Ad group   | Status                        | Clicks  | CTR     | Cost    |         |          |        |      |
| Ads & extensions | Total: Ads 438 6.70% \$4,511.96 |                                     |  |                               |   |         |         |         |          |        |      |
| Ads              | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | Forever Young   New Client Special   25% Off All Fat Freezing<br>www.foreveryoungwisconsin.com<br>Best CoolSculpting Deal. Top Provider in Shorewood, WI for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More                      | x. Expanded Reach Test        | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 3       | 1.69%   | \$14.72 |          |        |      |
| Extensions       | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | (Keyword:Forever Young)   New Client Special   25% Off All Fat Freezing<br>www.foreveryoungwisconsin.com<br>Best CoolSculpting Deal. Top Provider in Shorewood, WI for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More            | 5. sculpsure                  | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 2       | 16.67%  | \$13.26 |          |        |      |
| Landing pages    | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Top Provider in Shorewood<br>www.foreveryoungwisconsin.com<br>CoolSculpting Deal. Freeze Fat. Top Provider in Shorewood, WI. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | x. Expanded Reach Test        | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 2       | 1.42%   | \$9.07  |          |        |      |
| Keywords         | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | (Keyword:Forever Young)   Non-Surgical Lipo Alternative   Freeze Your Fat Away Today<br>www.foreveryoungwisconsin.com<br>Is CoolSculpting Right For You? Book Your Free Consultation for 25% Off Today. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.    | 4. lipo                       | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 2       | 2.82%   | \$8.23  |          |        |      |
| Audiences        | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | (Keyword:Forever Young)   CoolSculpting in Shorewood   #1 CoolSculpting Deal 25% Off +11 more<br>foreveryoungwisconsin.com/coolsculpting/milwaukee<br>Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting Consultation Today. Expert, Safe Fat Loss...<br>View assets details           | 3. cryolipolysis              | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 1       | 20.00%  | \$5.78  |          |        |      |
| Demographics     | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | (Keyword:Forever Young)   Freeze Away Stubborn Fat   25% Off First Treatment<br>www.foreveryoungwisconsin.com<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Shorewood, WI. Schedule a Free Consultation             | 6. coolsculpting - fat freeze | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 1       | 100.00% | \$5.61  |          |        |      |

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| Overview         | Paused                          | Type: Search                        | Budget: \$134.62/day   | More details               |   |         |         |         |          |        |      |
|------------------|---------------------------------|-------------------------------------|--|----------------------------|---|---------|---------|---------|----------|--------|------|
| Recommendations  | + Ad status: All ADD FILTER     |                                     |  |                            | SEARCH  | SEGMENT | COLUMNS | REPORTS | DOWNLOAD | EXPAND | MORE |
| Ad groups        | <input type="checkbox"/>        | Ad                                  | Ad group   | Status                     | Clicks  | CTR     | Cost    |         |          |        |      |
| Ads & extensions | Total: Ads 438 6.70% \$4,511.96 |                                     |  |                            |   |         |         |         |          |        |      |
| Ads              | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | CoolSculpting in Shorewood<br>www.foreveryoungwisconsin.com<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Top Fat Reduction Treatment. Define Your Jawline with CoolSculpting. Book A Free Consult  | coolsculpting - chin       | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 1       | 6.25%   | \$5.02  |          |        |      |
| Extensions       | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | (Keyword:Forever Young)   CoolSculpting for Double Chin   Top Provider in Shorewood<br>www.foreveryoungwisconsin.com<br>Freeze Fat Away with CoolSculpting. Reduce Your Double Chin. New Clients Save 25%. CoolSculpting Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat                 | coolsculpting - chin       | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 1       | 20.00%  | \$3.21  |          |        |      |
| Landing pages    | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | Freeze Fat with CoolSculpting   Non-Surgical Body Sculpting   Top Provider in Shorewood<br>www.foreveryoungwisconsin.com<br>Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.                   | 2. body sculpting          | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 1       | 9.09%   | \$1.72  |          |        |      |
| Keywords         | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | 25% Off All CoolSculpting®   Forever Young   #1 Provider in Milwaukee<br>foreveryoungwisconsin.com/coolsculpting<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Milwaukee, WI. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.                         | 0. coolsculpting - general | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 0       | -       | \$0.00  |          |        |      |
| Audiences        | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | CoolSculpting in Milwaukee   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime<br>foreveryoungwisconsin.com/coolsculpting<br>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 | 0. coolsculpting - general | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 0       | -       | \$0.00  |          |        |      |
| Demographics     | <input type="checkbox"/>        | <input checked="" type="checkbox"/> | #1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Forever Young<br>foreveryoungwisconsin.com/coolsculpting<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Milwaukee, WI. Schedule a Free Consultation                     | 0. coolsculpting - general | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 0       | -       | \$0.00  |          |        |      |

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| Overview         | Paused                               | Type: Search                        | Budget: \$134.62/day   | More details                  |   |         |         |         |          |        |      |
|------------------|--------------------------------------|-------------------------------------|--|-------------------------------|---|---------|---------|---------|----------|--------|------|
| Recommendations  | + Ad status: All ADD FILTER          |                                     |  |                               | SEARCH  | SEGMENT | COLUMNS | REPORTS | DOWNLOAD | EXPAND | MORE |
| Ad groups        | <input type="checkbox"/>             | Ad                                  | Ad group   | Status                        | Clicks  | CTR     | Cost    |         |          |        |      |
| Ads & extensions | Total: Ads 438 6.70% \$4,511.96      |                                     |  |                               |   |         |         |         |          |        |      |
| Ads              | <input type="checkbox"/>             | <input checked="" type="checkbox"/> | [Dynamically generated headline]<br>[Dynamically generated display URL]<br>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                              | x. dynamic                    | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 0       | 0.00%   | \$0.00  |          |        |      |
| Extensions       | <input type="checkbox"/>             | <input checked="" type="checkbox"/> | CoolSculpting Near Me   Forever Young   Top Provider in Shorewood, WI<br>www.foreveryoungwisconsin.com<br>CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. Learn More Here. Best CoolSculpting Deal Near Me. Top Provider in Shorewood for Fat Freezing. Free Consult. | alpha - coolsculpting near me | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 0       | 0.00%   | \$0.00  |          |        |      |
| Landing pages    | <input type="checkbox"/>             | <input checked="" type="checkbox"/> | Forever Young   CoolSculpting Near Me   Freeze Your Fat Away Today<br>www.foreveryoungwisconsin.com<br>CoolSculpting Treatments Near Me in Shorewood, WI. Schedule a Free Consultation. Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.          | alpha - coolsculpting near me | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 0       | 0.00%   | \$0.00  |          |        |      |
| Keywords         | <input type="checkbox"/>             | <input checked="" type="checkbox"/> | [Dynamically generated headline]<br>[Dynamically generated display URL]<br>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                              | x. dynamic                    | Campaign paused<br>Approved (limited):<br>Restricted medical content<br>+1 more | 0       | -       | \$0.00  |          |        |      |
| Audiences        | Total: Ads 438 6.70% \$4,511.96      |                                     |  |                               |   |         |         |         |          |        |      |
| Demographics     | Total: Campaign 438 6.70% \$4,511.96 |                                     |  |                               |   |         |         |         |          |        |      |

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| Overview             | Paused  | Type: Search  | Budget: \$134.62/day | More details                  |          |  |     |       |            |
|----------------------|---|---|----------------------|-------------------------------|----------|--|-----|-------|------------|
| Recommendations      | <a href="#">Extensions</a> > All <input type="text"/> |   |                      |                               |          |  |     |       |            |
| Ad groups            | Extension type: All ADD FILTER                        |   |                      |                               |          |  |     |       |            |
| Ads & extensions     | Associations view                                     |   |                      |                               |          |  |     |       |            |
| Ads                  | Extension   | Extension type  | Added to             | Level                         | Status   | Clicks   | CTR | Cost  |            |
| Extensions           | Sitelink extension                                    |   |                      |                               |          |  |     |       |            |
| Landing pages        | <input type="checkbox"/>                              | 5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials                                | Sitelink extension   | search   beta   coolsculpting | Campaign | Approved   | 2   | 6.45% | \$25.11    |
| Keywords             | <input type="checkbox"/>                              | Before and After Photos See CoolSculpting Before and After Photos                               | Sitelink extension   | search   beta   coolsculpting | Campaign | Approved   | 2   | 8.00% | \$25.11    |
| Audiences            | <input type="checkbox"/>                              | 25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special                         | Sitelink extension   | search   beta   coolsculpting | Campaign | Approved   | 2   | 7.14% | \$25.11    |
| Demographics         | <input type="checkbox"/>                              | Book a Free Consultation Book a Consultation With The #1 Provider in Norman                     | Sitelink extension   | search   beta   coolsculpting | Campaign | Approved (limited): Restricted medical content +1 more | 2   | 6.90% | \$25.11    |
| Settings             | <input type="checkbox"/>                              | State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting | Sitelink extension   | search   beta   coolsculpting | Campaign | Approved   | 1   | 4.35% | \$8.72     |
| Suggested            | Call extension  |   |                      |                               |          |  |     |       |            |
| Change history       | <input type="checkbox"/>                              | (414) 253-1648 (mobile)   | Call extension       | Account                       | Account  | Approved   | 174 | 7.03% | \$2,106.82 |
| Drafts & experiments | <input type="checkbox"/>                              | (414) 253-1648  | Call extension       | Account                       | Account  | Approved   | 49  | 4.68% | \$459.06   |
| More                 | Callout extension                                     |   |                      |                               |          |  |     |       |            |
|                      | <input type="checkbox"/>                              | Liposuction Alternative   | Callout extension    | search   beta   coolsculpting | Campaign | Approved (limited): Health in personalized advertising | 123 | 9.53% | \$1,453.25 |
|                      | <input type="checkbox"/>                              | FDA Cleared   | Callout extension    | search   beta   coolsculpting | Campaign | Approved   | 121 | 8.48% | \$1,256.55 |
|                      | <input type="checkbox"/>                              | New Clients 25% Off   | Callout extension    | search   beta   coolsculpting | Campaign | Approved   | 108 | 8.34% | \$1,226.09 |

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#)

| Overview             | Paused  | Type: Search  | Budget: \$134.62/day         | More details                  |          |  |     |       |            |
|----------------------|---|---|------------------------------|-------------------------------|----------|--|-----|-------|------------|
| Recommendations      | <a href="#">Extensions</a> > All <input type="text"/> |   |                              |                               |          |  |     |       |            |
| Ad groups            | Extension type: All ADD FILTER                        |   |                              |                               |          |  |     |       |            |
| Ads & extensions     | Associations view                                     |   |                              |                               |          |  |     |       |            |
| Ads                  | Extension   | Extension type  | Added to                     | Level                         | Status   | Clicks   | CTR | Cost  |            |
| Extensions           | <input type="checkbox"/>                              | Highlights: No Surgery  | Callout extension            | search   beta   coolsculpting | Campaign | Approved (limited): Health in personalized advertising | 114 | 9.14% | \$1,120.43 |
| Landing pages        | <input type="checkbox"/>                              | Contact Us + Free Consult   | Callout extension            | search   beta   coolsculpting | Campaign | Approved   | 102 | 8.55% | \$1,079.96 |
| Keywords             | <input type="checkbox"/>                              | Freeze Your Fat   | Callout extension            | search   beta   coolsculpting | Campaign | Approved   | 110 | 7.92% | \$1,073.56 |
| Audiences            | <input type="checkbox"/>                              | Nonsurgical Fat Reduction   | Callout extension            | search   beta   coolsculpting | Campaign | Approved   | 88  | 7.45% | \$924.64   |
| Demographics         | Structured snippet extension                          |   |                              |                               |          |  |     |       |            |
| Settings             | <input type="checkbox"/>                              | Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction | Structured snippet extension | search   beta   coolsculpting | Campaign | Approved   | 0   | 0.00% | \$0.00     |
| Suggested            | Promotion extension                                   |   |                              |                               |          |  |     |       |            |
| Change history       | <input type="checkbox"/>                              | Fall Sale - 25% off CoolSculpting®  | Promotion extension          | search   beta   coolsculpting | Campaign | Approved   | 367 | 7.86% | \$3,955.58 |
| Drafts & experiments | <input type="checkbox"/>                              | Black Friday - 25% off CoolSculpting®   | Promotion extension          | search   beta   coolsculpting | Campaign | Approved   | 0   | -     | \$0.00     |
| More                 | <input type="checkbox"/>                              | Winter Sale - 25% off CoolSculpting®  | Promotion extension          | search   beta   coolsculpting | Campaign | Approved   | 0   | -     | \$0.00     |
|                      | Total: Sitelink extensions                            |   |                              |                               |          |  | 2   | 5.26% | \$25.11    |
|                      | Total: Callout extensions                             |   |                              |                               |          |  | 313 | 8.35% | \$3,334.97 |
|                      | Total: Structured snippet extensions                  |   |                              |                               |          |  | 0   | 0.00% | \$0.00     |
|                      | Total: Call extensions                                |   |                              |                               |          |  | 223 | 6.33% | \$2,565.88 |
|                      | Total: Promotion extensions                           |   |                              |                               |          |  | 367 | 7.86% | \$3,955.58 |

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#)

| Overview        | Paused                                    | Type: Search  | Budget: \$57.69/day | More details |       |          |
|-----------------|---|---|---------------------|--------------|-------|----------|
| Recommendations | <a href="#">Ad status: All</a> ADD FILTER |   |                     |              |       |          |
| Ad groups       | Ad status: All ADD FILTER                 |   |                     |              |       |          |
| Ads             | Ad  | Ad group  | Status              | Clicks       | CTR   | Cost     |
| Extensions      | <input type="checkbox"/>                  | Forever Young   CoolSculpting in Shorewood   Huge CoolSculpting Promotion +9 more<br>foreveryoungwisconsin.com/coolsculpting/milwaukee<br>Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Expert, Safe Fat Loss With Quick...<br>View assets details                       | expanded reach      | 84           | 3.05% | \$635.74 |
| Landing pages   | <input type="checkbox"/>                  | Forever Young   CoolSculpting in Shorewood   Huge CoolSculpting Promotion +9 more<br>foreveryoungwisconsin.com/coolsculpting/milwaukee<br>Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Expert, Safe Fat Loss With Quick...<br>View assets details                       | liposuction         | 60           | 5.52% | \$588.64 |
| Keywords        | <input type="checkbox"/>                  | CoolSculpting in Shorewood   Fat Reduction Treatment   Flexible Payment Options<br>www.foreveryoungwisconsin.com<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Shorewood, WI. Schedule a Free Consultation.               | expanded reach      | 22           | 1.50% | \$178.76 |
| Audiences       | <input type="checkbox"/>                  | Forever Young   Non-Surgical Lipo Alternative   Freeze Your Fat Away Today<br>www.foreveryoungwisconsin.com<br>Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.                   | liposuction         | 10           | 3.98% | \$61.80  |
| Demographics    | <input type="checkbox"/>                  | Avoid Liposuction Surgery   Target Belly Fat, Love Handles   Schedule a Free Consultation<br>www.foreveryoungwisconsin.com<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. Learn More Here. | liposuction         | 6            | 4.48% | \$53.88  |
| Settings        | <input type="checkbox"/>                  | Forever Young   New Client Special   Freeze Away Stubborn Fat<br>www.foreveryoungwisconsin.com<br>Best CoolSculpting Deal. Top Provider in Shorewood, WI for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More.                        | expanded reach      | 7            | 1.67% | \$53.56  |

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#)

| Overview             | Paused                                    | Type: Search   | Budget: \$57.69/day | More details |       |         |
|----------------------|---|--|---------------------|--------------|-------|---------|
| Recommendations      | <a href="#">Ad status: All</a> ADD FILTER |  |                     |              |       |         |
| Ad groups            | Ad status: All ADD FILTER                 |  |                     |              |       |         |
| Ads                  | Ad  | Ad group   | Status              | Clicks       | CTR   | Cost    |
| Extensions           | <input type="checkbox"/>                  | Is The Top Non-Surgical Fat Reduction Treatment. Learn More Here.  | +1 more             |              |       |         |
| Landing pages        | <input type="checkbox"/>                  | Forever Young   New Client Special   Freeze Away Stubborn Fat<br>www.foreveryoungwisconsin.com<br>Best CoolSculpting Deal. Top Provider in Shorewood, WI for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More.                         | expanded reach      | 7            | 1.67% | \$53.56 |
| Keywords             | <input type="checkbox"/>                  | CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Top Provider in Shorewood<br>www.foreveryoungwisconsin.com<br>CoolSculpting Deal. Freeze Fat. Top Provider in Shorewood, WI. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.     | expanded reach      | 1            | 0.71% | \$3.94  |
| Audiences            | <input type="checkbox"/>                  | Non-Surgical Lipo Alternative   Freeze Fat Away   CoolSculpting in Shorewood<br>www.foreveryoungwisconsin.com<br>Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo. Leading CoolSculpting Provider in Shorewood, WI. Schedule a Free Consultation.                         | liposuction         | 0            | -     | \$0.00  |
| Demographics         | <input type="checkbox"/>                  | CoolSculpting Deal \$1,000 Off   Freeze Away Stubborn Fat   Top Provider in Shorewood<br>www.foreveryoungwisconsin.com<br>CoolSculpting Deal. Freeze Fat. Top Provider in Shorewood, WI. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | expanded reach      | 0            | -     | \$0.00  |
| Settings             | Total: Ads ①                              |  |                     |              |       |         |
| Suggested            | Total: Campaign ②                         |  |                     |              |       |         |
| Change history       | 190                                       |  |                     |              |       |         |
| Drafts & experiments | 3.04%                                     |  |                     |              |       |         |
| More                 | \$1,576.32                                |  |                     |              |       |         |

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#)

Overview: Paused | Type: Search | Budget: \$57.69/day | More details

Recommendations: All | Extension type: All | ADD FILTER | Associations view | SUMMARY | TABLE | Custom Oct 1 - Dec 31, 2020

| Extension                | Extension type  | Added to           | Level                              | Status   | Clicks   | CTR | Cost           |
|--------------------------|---|--------------------|------------------------------------|----------|--|-----|----------------|
| Sitelink extension       |   |                    |                                    |          |  |     |                |
| <input type="checkbox"/> | 5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials                                | Sitelink extension | search   beta   coolsculpting  ... | Campaign | Approved   | 3   | 7.32% \$19.95  |
| <input type="checkbox"/> | 25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special                         | Sitelink extension | search   beta   coolsculpting  ... | Campaign | Approved   | 3   | 8.11% \$19.95  |
| <input type="checkbox"/> | Book a Free Consultation Book a Consultation With The #1 Provider in Norman                     | Sitelink extension | search   beta   coolsculpting  ... | Campaign | Approved (limited): Restricted medical content +1 more | 3   | 8.33% \$19.95  |
| <input type="checkbox"/> | State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting | Sitelink extension | search   beta   coolsculpting  ... | Campaign | Approved   | 2   | 5.88% \$13.75  |
| <input type="checkbox"/> | Before and After Photos See CoolSculpting Before and After Photos                               | Sitelink extension | search   beta   coolsculpting  ... | Campaign | Approved   | 2   | 5.88% \$13.75  |
| Call extension           |   |                    |                                    |          |  |     |                |
| <input type="checkbox"/> | (414) 253-1648 (mobile)   | Call extension     | Account                            | Account  | Approved   | 70  | 2.68% \$719.93 |
| <input type="checkbox"/> | (414) 253-1648  | Call extension     | Account                            | Account  | Approved   | 31  | 2.63% \$206.59 |
| Callout extension        |   |                    |                                    |          |  |     |                |
| <input type="checkbox"/> | Highlights: No Surgery  | Callout extension  | search   beta   coolsculpting  ... | Campaign | Approved (limited): Health in personalized advertising | 52  | 4.63% \$457.14 |
| <input type="checkbox"/> | Liposuction Alternative   | Callout extension  | search   beta   coolsculpting  ... | Campaign | Approved (limited): Health in personalized advertising | 49  | 4.28% \$429.43 |

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#)

Overview: Paused | Type: Search | Budget: \$57.69/day | More details

Recommendations: All | Extension type: All | ADD FILTER | Associations view | SUMMARY | TABLE | Custom Oct 1 - Dec 31, 2020

| Extension                            | Extension type  | Added to                     | Level                              | Status   | Clicks   | CTR | Cost             |
|--------------------------------------|---|------------------------------|------------------------------------|----------|----------|-----|------------------|
| <input type="checkbox"/>             | New Clients 25% Off   | Callout extension            | search   beta   coolsculpting  ... | Campaign | Approved | 43  | 3.78% \$359.04   |
| <input type="checkbox"/>             | FDA Cleared   | Callout extension            | search   beta   coolsculpting  ... | Campaign | Approved | 41  | 3.29% \$356.11   |
| <input type="checkbox"/>             | Freeze Your Fat   | Callout extension            | search   beta   coolsculpting  ... | Campaign | Approved | 38  | 3.17% \$352.86   |
| <input type="checkbox"/>             | Nonsurgical Fat Reduction   | Callout extension            | search   beta   coolsculpting  ... | Campaign | Approved | 36  | 3.23% \$337.53   |
| <input type="checkbox"/>             | Contact Us + Free Consult   | Callout extension            | search   beta   coolsculpting  ... | Campaign | Approved | 31  | 2.96% \$266.67   |
| Structured snippet extension         |   |                              |                                    |          |          |     |                  |
| <input type="checkbox"/>             | Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction | Structured snippet extension | search   beta   coolsculpting  ... | Campaign | Approved | 4   | 3.33% \$36.59    |
| Promotion extension                  |   |                              |                                    |          |          |     |                  |
| <input type="checkbox"/>             | Fall Sale - 25% off CoolSculpting®  | Promotion extension          | search   beta   coolsculpting  ... | Campaign | Approved | 165 | 3.34% \$1,419.64 |
| <input type="checkbox"/>             | Black Friday - 25% off CoolSculpting®   | Promotion extension          | search   beta   coolsculpting  ... | Campaign | Approved | 0   | — \$0.00         |
| <input type="checkbox"/>             | Winter Sale - 25% off CoolSculpting®  | Promotion extension          | search   beta   coolsculpting  ... | Campaign | Approved | 0   | — \$0.00         |
| Total: Sitelink extensions           |   |                              |                                    |          |          | 3   | 6.52% \$19.95    |
| Total: Callout extensions            |   |                              |                                    |          |          | 116 | 3.64% \$1,021.29 |
| Total: Structured snippet extensions |   |                              |                                    |          |          | 4   | 3.33% \$36.59    |
| Total: Call extensions               |   |                              |                                    |          |          | 101 | 2.66% \$926.52   |
| Total: Promotion extensions          |   |                              |                                    |          |          | 165 | 3.34% \$1,419.64 |

Show rows: 500 | 1 - 18 of 18

Responsive search ad | Leave feedback | Custom Oct 1 - Dec 31, 2020

ASSETS | COMBINATIONS

Asset status: All enabled | ADD FILTER | DOWNLOAD | EXPAND

Ad may be limited by policy: [Restricted medical content](#), [Restricted drug terms](#)

| Asset   | Status             | Asset type  | Position pinning | Impr. |
|---|--------------------|-------------|------------------|-------|
| Target Belly Fat, Love Handles  | Approved (limited) | Headline    | None             | 6     |
| Affordable & Quick Treatments   | Approved (limited) | Headline    | None             | 164   |
| Freeze Away Stubborn Fat  | Approved (limited) | Headline    | None             | 112   |
| Fat Reduction Treatment   | Approved (limited) | Headline    | None             | 113   |
| (Keyword:Forever Young)   | Approved (limited) | Headline    | None             | 430   |
| Freezing Fat Really Works   | Approved (limited) | Headline    | None             | 134   |
| Best Price in Shorewood   | Approved (limited) | Headline    | None             | 207   |
| Top Provider in Shorewood   | Approved (limited) | Headline    | None             | 19    |
| CoolSculpting in Shorewood  | Approved (limited) | Headline    | None             | 1,697 |
| Free Consultation Available   | Approved (limited) | Headline    | None             | 5     |
| Book a Free Consultation  | Approved (limited) | Headline    | None             | 14    |
| Huge CoolSculpting Promotion  | Approved (limited) | Headline    | None             | 18    |
| Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | Approved (limited) | Description | None             | 2,179 |
| Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.    | Approved (limited) | Description | None             | 732   |
| Fat Reduction Treatment. Target Belly Fat & Love Handles. Book a Free Consultation.       | Approved (limited) | Description | None             | 0     |
| Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today.              | Approved (limited) | Description | None             | 0     |

Show rows: 500 | 1 - 16 of 16



Medstar Media, Inc.  
6466949450

10808 S. River Front Parkway Suite 3020  
South Jordan, Utah  
84095  
United States

**Billed To**  
Dr. Rita Sabeti  
Forever Young Anti-Aging and Weight Loss  
Clinic

**Date of Issue**  
10/01/2020  
  
**Due Date**  
10/01/2020

**Invoice Number**  
FB2020-161

**Amount Due (USD)**  
**\$0.00**

| Description   | Rate       | Qty | Line Total |
|---|------------|-----|------------|
| Digital Marketing Monthly Management Service<br>• Manage & optimize digital marketing campaigns on Google Adwords<br>• Optin technology to increase conversions.<br>• Call tracking & reporting<br>• Monitor budget and adjust bids to gain better ROI<br>• Manage keyword selection and audience targeting<br>• Call tracking and monitoring | \$1,500.00 | 1   | \$1,500.00 |

|  |          |   |          |
|--|----------|---|----------|
| Adroll Media Cost through 8-27 to 9-24 | \$234.26 | 1 | \$234.26 |
|--|----------|---|----------|

|                         |               |
|-------------------------|---------------|
| Subtotal                | 1,734.26      |
| Tax                     | 0.00          |
| Total                   | 1,734.26      |
| Amount Paid             | 1,734.26      |
| <b>Amount Due (USD)</b> | <b>\$0.00</b> |



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Clinic

**Date of Issue**  
11/01/2020

**Due Date**  
11/01/2020

**Invoice Number**  
FB2020-178

**Amount Due (USD)**  
**\$0.00**

| Description   | Rate       | Qty | Line Total |
|---|------------|-----|------------|
| Digital Marketing Monthly Management Service<br>• Manage & optimize digital marketing campaigns on Google Adwords<br>• Optin technology to increase conversions.<br>• Call tracking & reporting<br>• Monitor budget and adjust bids to gain better ROI<br>• Manage keyword selection and audience targeting<br>• Call tracking and monitoring | \$1,500.00 | 1   | \$1,500.00 |

|   |          |   |          |
|---|----------|---|----------|
| Adroll Media Cost through 9-25 to 10-26 | \$257.50 | 1 | \$257.50 |
|---|----------|---|----------|

|                         |               |
|-------------------------|---------------|
| Subtotal                | 1,757.50      |
| Tax                     | 0.00          |
| Total                   | 1,757.50      |
| Amount Paid             | 1,757.50      |
| <b>Amount Due (USD)</b> | <b>\$0.00</b> |