

# CoolSculpting Marketing Services

## Eastland Face & Body Q2 2021

### Total Marketing Expenses

#### (04/1/2021 - 06/30/2021)

**Total Google Ads: \$ 4,918.19**  
**Total Facebook Ads: \$ 674.62**  
**Total Marketing Service Fees: \$ 4,350.00**  
**Total BTL Marketing Cost: \$ 9,942.81**

Google Ads | Chris Zelig > Eastland Face & Body 934-104-2754 | All campaigns

Overview | Campaigns | Custom Apr 1 - Jun 30, 2021

Campaign status: All ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search   beta   coolsculpting	\$85.62/day	Eligible	405	2.75%	\$4,918.19
<b>Total: Campaigns</b>			405	2.75%	\$4,918.19
<b>Total: Account</b>	\$85.62/day		405	2.75%	\$4,918.19

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) 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 > Eastland Face & Body 934-104-2754 | All campaigns > search | beta | coolsculpting

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$85.62/day | Optimization score: 75.2% | More details

Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			405	2.75%	\$4,918.19
Eastland Face & Body   Fat Reduction in Independence   Non-Surgical Fat Reduction +6 more eastlandbeautysculpt.net CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared. Clinical... View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted drug terms +1 more), Poor ad strength	121	2.58%	\$1,286.14
Fat Reduction in Independence   Freezing Fat Really Works   Get \$1,300 Off 8+ Treatments eastlandbeautysculpt.net CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	11	2.88%	\$155.62
Eastland Face & Body   Fat Reduction in Independence   Non-Surgical Fat Reduction +6 more eastlandbeautysculpt.net CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared. Clinical... View assets details	2. lipo	Eligible (Limited) Policy (Restricted medical content +1 more), Poor ad strength	7	3.17%	\$149.09
Fat Reduction in Independence   Eliminate Fat & Feel Great   Get Rid of Unwanted Fat eastlandbeautysculpt.net Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	13	3.68%	\$144.74
Fat Reduction in Independence   Freezing Fat Really Works   Freeze Away Body Fat eastlandbeautysculpt.net Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	17	3.20%	\$133.93
CoolSculpting® in Independence   Limited Time Offer   June 2021   Hurry Offer Ends In +COUNTDOWN(2021/06/30 00:00:00);en... eastlandbeautysculpt.net Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused Policy (Restricted medical content +1 more)	7	10.61%	\$129.39
CoolSculpting® Fat Reduction   CoolSculpting in Independence   Biggest CoolSculpting® Promo +6 more eastlandbeautysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Independence, MO. Expert, Safe Fat Loss With Quick Results... View assets details	0. coolsculpting - general	Removed Policy (Restricted drug terms +1 more), Poor ad strength	5	9.80%	\$116.00

Google Ads | Chris Zelig > Eastland Face & Body 934-104-2754 | All campaigns > search | beta | coolsculpting

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$85.62/day | Optimization score: 75.2% | More details

Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			405	2.75%	\$4,918.19
CoolSculpting® Fat Reduction   CoolSculpting in Independence   Biggest CoolSculpting® Promo +6 more eastlandbeautysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Independence, MO. Expert, Safe Fat Loss With Quick Results... View assets details	0. coolsculpting - general	Removed Policy (Restricted drug terms +1 more), Poor ad strength	5	9.80%	\$116.00
Fat Reduction in Independence   Freezing Fat Really Works   Freeze Away Body Fat eastlandbeautysculpt.net CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	6	1.63%	\$115.15
Fat Reduction in Independence   Eliminate Fat & Feel Great   Get \$1,300 Off 8+ Treatments eastlandbeautysculpt.net Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	14	3.72%	\$111.35
CoolSculpting® Fat Reduction   CoolSculpting in Independence   Biggest CoolSculpting® Promo +6 more eastlandbeautysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Independence, MO. Expert, Safe Fat Loss With Quick Results... View assets details	0. coolsculpting - general	Paused Policy (Restricted medical content +1 more)	6	8.22%	\$108.10
Best CoolSculpting Deal Ever   Limited Time Offer   May 2021   Up to \$1,300 Off eastlandbeautysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Independence, MO. Expert, Safe Fat Loss With Quick Results... View assets details	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	1	100.00%	\$96.72
Best CoolSculpting Deal Ever   Freeze Away Body Fat   Our Biggest Discount Ever eastlandbeautysculpt.net Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	2	66.67%	\$89.80
Fat Reduction in Independence   Eliminate Fat & Feel Great   Get \$1,300 Off 8+ Treatments eastlandbeautysculpt.net CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	10	2.33%	\$83.63

Google Ads | Chris Zelig > Eastland Face & Body 934-104-2754 | All campaigns > search | beta | coolsculpting

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$85.62/day | Optimization score: 75.2% | More details

Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			405	2.75%	\$4,918.19
CoolSculpting® in Independence   Limited Time Offer   June 2021   Up to \$1,300 Off eastlandbeautysculpt.net Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused Policy (Restricted medical content +1 more)	6	9.23%	\$79.77
CoolSculpting® Fat Reduction   Save \$1,300 Off 8+ Treatments   Hurry Offer Ends In +COUNTDOWN(2021/05/31 00:00:00);en... eastlandbeautysculpt.net Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	2	40.00%	\$74.78
Fat Reduction in Independence   Eliminate Fat & Feel Great   Freeze Away Body Fat eastlandbeautysculpt.net CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	8	1.96%	\$74.30
Fat Reduction in Independence   Freezing Fat Really Works   Get Rid of Unwanted Fat eastlandbeautysculpt.net Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	7	1.55%	\$73.28
CoolSculpting® in Independence   Limited Time Offer   June 2021   Our Biggest Discount Ever eastlandbeautysculpt.net Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused Policy (Restricted medical content +1 more)	6	10.53%	\$71.58
Fat Reduction in Independence   Freezing Fat Really Works   Freeze Away Body Fat eastlandbeautysculpt.net CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	2. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	4	14.81%	\$69.50
Fat Reduction in Independence   Freezing Fat Really Works   Get \$1,300 Off 8+ Treatments eastlandbeautysculpt.net Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	10	1.89%	\$67.51

Google Ads									
Chris Zelig > Eastland Face & Body 934-104-2754 search   beta   coolsculpting									
Overview									
<span>Enabled</span> Status: Eligible Type: Search Budget: \$85.62/day Optimization score: 75.2% More details									
Recommendations									
<span>Ad status: All</span> ADD FILTER									
Insights									
Ad groups									
Total: Ads 405									
Clicks 405									
CTR 2.75%									
Cost \$4,918.19									
Ads & extensions									
Ads									
<input type="checkbox"/> <input checked="" type="checkbox"/> Ad									
Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Get Rid of Unwanted Fat eastlandbeautysculpt.net Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.									
x. Expanded Reach Test									
Eligible (Limited) Policy (Restricted medical content +1 more)									
6									
3.61%									
\$67.30									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Locations									
Change history									
Drafts & experiments									
More									

Google Ads									
Chris Zelig > Eastland Face & Body 934-104-2754 search   beta   coolsculpting									
Overview									
<span>Enabled</span> Status: Eligible Type: Search Budget: \$85.62/day Optimization score: 75.2% More details									
Recommendations									
<span>Ad status: All</span> ADD FILTER									
Insights									
Ad groups									
Total: Ads 405									
Clicks 405									
CTR 2.75%									
Cost \$4,918.19									
Ads & extensions									
Ads									
<input type="checkbox"/> <input checked="" type="checkbox"/> Ad									
Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Get Rid of Unwanted Fat eastlandbeautysculpt.net Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.									
x. Expanded Reach Test									
Eligible (Limited) Policy (Restricted medical content +1 more)									
6									
3.61%									
\$67.30									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Locations									
Change history									
Drafts & experiments									
More									

Google Ads									
Chris Zelig > Eastland Face & Body 934-104-2754 search   beta   coolsculpting									
Overview									
<span>Enabled</span> Status: Eligible Type: Search Budget: \$85.62/day Optimization score: 75.2% More details									
Recommendations									
<span>Ad status: All</span> ADD FILTER									
Insights									
Ad groups									
Total: Ads 405									
Clicks 405									
CTR 2.75%									
Cost \$4,918.19									
Ads & extensions									
Ads									
<input type="checkbox"/> <input checked="" type="checkbox"/> Ad									
CoolSculpting® Fat Reduction   CoolSculpting in Independence   Biggest CoolSculpting® Promo +6 more eastlandbeautysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Independence, MO. Expert, Safe Fat Loss With Quick Results... View assets details									
1. coolsculpting - price									
Paused Policy (Restricted medical content +1 more), Poor ad strength									
3									
18.75%									
\$38.82									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Locations									
Change history									
Drafts & experiments									
More									

Google Ads									
Chris Zelig > Eastland Face & Body 934-104-2754 search   beta   coolsculpting									
Overview									
<span>Enabled</span> Status: Eligible Type: Search Budget: \$85.62/day Optimization score: 75.2% More details									
Recommendations									
<span>Ad status: All</span> ADD FILTER									
Insights									
Ad groups									
Total: Ads 405									
Clicks 405									
CTR 2.75%									
Cost \$4,918.19									
Ads & extensions									
Ads									
<input type="checkbox"/> <input checked="" type="checkbox"/> Ad									
Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat eastlandbeautysculpt.net Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.									
x. Expanded Reach Test									
Eligible (Limited) Policy (Restricted medical content +1 more)									
3									
1.76%									
\$31.94									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Locations									
Change history									
Drafts & experiments									
More									

Google Ads									
Chris Zelig > Eastland Face & Body 934-104-2754 search   beta   coolsculpting									
Overview									
<span>Enabled</span> Status: Eligible Type: Search Budget: \$85.62/day Optimization score: 75.2% More details									
Recommendations									
<span>Ad status: All</span> ADD FILTER									
Insights									
Ad groups									
Total: Ads 405									
Clicks 405									
CTR 2.75%									
Cost \$4,918.19									
Ads & extensions									
Ads									
<input type="checkbox"/> <input checked="" type="checkbox"/> Ad									
Fat Reduction in Independence   Freeze Away Body Fat   Freeze Away Body Fat eastlandbeautysculpt.net Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.									
x. Expanded Reach Test									
Eligible (Limited) Policy (Restricted medical content +1 more)									
5									
1.81%									
\$23.84									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Locations									
Change history									
Drafts & experiments									
More									



Google Ads | Chris Zelig | Eastland Face & Body | 934-104-2754 | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$85.62/day, Optimization score: 75.2%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 405					
Best CoolSculpting Deal Ever   Limited Time Offer   July 2021   Up to \$1,300 Off eastlandbeautysculpt.net	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00
CoolSculpting® in Independence   Limited Time Offer   July 2021   Hurry Offer Ends In 4-COUNTDOWN(2021/07/31 00:00:00;en-... eastlandbeautysculpt.net	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00
CoolSculpting® Fat Reduction   Limited Time Offer   July 2021   Hurry Offer Ends In 4-COUNTDOWN(2021/07/31 00:00:00;en-... eastlandbeautysculpt.net	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00
CoolSculpting® in Independence   Limited Time Offer   July 2021   Up to \$1,300 Off eastlandbeautysculpt.net	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00
Total: Ads 405					
Total: Campaign 405					

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Google Ads | Chris Zelig | Eastland Face & Body | 934-104-2754 | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$85.62/day, Optimization score: 75.2%

Responsive search ad

ASSETS

Responsive search ads usually need around 5,000 impressions over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Impr.
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	174
Eastland Face & Body	Approved (limited)	Headline	None	2,546
Eliminate Fat & Feel Great	Approved (limited)	Headline	None	1,365
Freezing Fat Really Works	Approved (limited)	Headline	None	766
Freeze Away Body Fat	Approved (limited)	Headline	None	294
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	1,365
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	572
Get \$1,300 Off 8+ Treatments	Approved (limited)	Headline	None	917
Fat Reduction in Independence	Approved (limited)	Headline	None	1,387
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	0
CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	Approved (limited)	Description	None	4,693
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	4,320
Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.	Approved (limited)	Description	None	0

Google Ads | Chris Zelig | Eastland Face & Body | 934-104-2754 | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$85.62/day, Optimization score: 75.2%

ASSETS

Asset	Status	Asset type	Position pinning	Impr.
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	174
Eastland Face & Body	Approved (limited)	Headline	None	2,546
Eliminate Fat & Feel Great	Approved (limited)	Headline	None	1,365
Freezing Fat Really Works	Approved (limited)	Headline	None	766
Freeze Away Body Fat	Approved (limited)	Headline	None	294
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	1,365
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Get \$1,300 Off 8+ Treatments	Approved (limited)	Headline	None	917
Fat Reduction in Independence	Approved (limited)	Headline	None	1,387
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	0
CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	Approved (limited)	Description	None	4,693
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	4,320
Our Biggest CoolSculpting Discount Ever. Save \$1,300 Off 8+ Treatments of CoolSculpting.	Approved (limited)	Description	None	0

Google Ads | Chris Zelig | Eastland Face & Body | 934-104-2754 | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$85.62/day, Optimization score: 75.2%

Extensions

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
CoolSculpting CoolSculpting. The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink extension	search   beta   coolsculpting	Campaign	Approved	0	0.00%	\$0.00
Callout extension							
(816) 908-8117	Call extension	Account	Account	Approved	71	2.61%	\$1,011.52
Callout extension							
FDA Cleared	Callout extension	search   beta   coolsculpting	Campaign	Approved	86	3.22%	\$1,153.94
Freeze Your Fat	Callout extension	search   beta   coolsculpting	Campaign	Approved	77	3.15%	\$929.20
Liposuction Alternative	Callout extension	search   beta   coolsculpting	Campaign	Approved	72	3.22%	\$880.17
Nonsurgical Fat Reduction	Callout extension	search   beta   coolsculpting	Campaign	Approved	67	3.23%	\$830.07
Up to \$1,300 Off	Callout extension	search   beta   coolsculpting	Campaign	Approved	59	2.46%	\$818.52
Highlights: No Surgery	Callout extension	search   beta   coolsculpting	Campaign	Approved	64	2.85%	\$779.42
Contact Us + Free Consult	Callout extension	search   beta   coolsculpting	Campaign	Approved	58	2.73%	\$717.17
Structured snippet extension							
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	Structured snippet extension	search   beta   coolsculpting	Campaign	Approved	4	1.79%	\$41.38
Promotion extension							
Summer Sale - \$1,300 Off 8+ Treatments	Promotion extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	322	3.03%	\$4,044.67

Google Ads | Chris Zelig | Eastland Face & Body | 934-104-2754 | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$85.62/day, Optimization score: 75.2%

Extensions

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Callout extension							
Freeze Your Fat	Callout extension	search   beta   coolsculpting	Campaign	Approved	77	3.15%	\$929.20
Callout extension							
Liposuction Alternative	Callout extension	search   beta   coolsculpting	Campaign	Approved	72	3.22%	\$880.17
Callout extension							
Nonsurgical Fat Reduction	Callout extension	search   beta   coolsculpting	Campaign	Approved	67	3.23%	\$830.07
Callout extension							
Up to \$1,300 Off	Callout extension	search   beta   coolsculpting	Campaign	Approved	59	2.46%	\$818.52
Callout extension							
Highlights: No Surgery	Callout extension	search   beta   coolsculpting	Campaign	Approved	64	2.85%	\$779.42
Callout extension							
Contact Us + Free Consult	Callout extension	search   beta   coolsculpting	Campaign	Approved	58	2.73%	\$717.17
Structured snippet extension							
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	Structured snippet extension	search   beta   coolsculpting	Campaign	Approved	4	1.79%	\$41.38
Promotion extension							
Summer Sale - \$1,300 Off 8+ Treatments	Promotion extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	322	3.03%	\$4,044.67
Total: Sitelink extensions					0	0.00%	\$0.00
Total: Callout extensions					173	3.23%	\$2,188.50
Total: Structured snippet extensions					4	1.79%	\$41.38
Total: Call extensions					71	2.61%	\$1,011.52
Total: Promotion extensions					322	3.03%	\$4,044.67

Campaign Name	Delivery	Bid Strategy	Budget	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
Coolsculpting -LP Views	Off	Lowest cost	\$33.33 Daily	7-day click	933 Landing Page Vie...	24,737	42,510	\$0.63 Per Landing Page ...	\$586.79	Ongoing
Coolsculpting - Conversions	Active	Lowest cost	\$33.33 Daily	7-day click or ...	3 Website Leads	1,865	2,346	\$29.28 Per Lead	\$87.83	Ongoing
Sugaring special	Off	Using ad set bid...	Using ad set bu...	28-day click o...	Link Click	—	—	—	\$0.00	Ongoing
Lips	Off	Using ad set bid...	Using ad set bu...	28-day click o...	Link Click	—	—	—	\$0.00	Ongoing
Coolsculpting	Off	Using ad set bid...	Using ad set bu...	28-day click o...	Link Click	—	—	—	\$0.00	Ongoing
Weight loss surgery	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	Link Click	—	—	—	\$0.00	Ongoing
Sugaring	Off	Using ad set bid...	Using ad set bu...	28-day click o...	Link Click	—	—	—	\$0.00	Ongoing
Hydrofacial	Off	Using ad set bid...	Using ad set bu...	28-day click o...	Link Click	—	—	—	\$0.00	Ongoing
UCM Instagram	Off	Using ad set bid...	Using ad set bu...	28-day click o...	Link Click	—	—	—	\$0.00	Ongoing
Eastland spring break laser hair UCM	Off	Using ad set bid...	Using ad set bu...	28-day click o...	Link Click	—	—	—	\$0.00	Ongoing
Eastland spring break laser hair	Off	Using ad set bid...	Using ad set bu...	28-day click o...	Link Click	—	—	—	\$0.00	Ongoing
Post: "We can't afford politicians who toe the..."	Off	Using ad set bid...	Using ad set bu...	28-day click o...	Post Engagement	—	—	—	\$0.00	Oct 28, 2018
Post: "Thank you Missouri Chamber of Com..."	Off	Using ad set bid...	Using ad set bu...	28-day click o...	Post Engagement	—	—	—	\$0.00	Oct 15, 2018
Post: "Yard signs are up around District 30. T..."	Off	Using ad set bid...	Using ad set bu...	28-day click o...	Post Engagement	—	—	—	\$0.00	Jul 30, 2018
<b>Results from 17 campaigns</b>				<b>Multiple Attrib...</b>	—	<b>25,969</b> Total	<b>44,856</b> Total	—	<b>\$674.62</b> Total Spent	

Ad Name	Last Significant Edit	Attribution Setting	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
2021-06-UGB-Sitting	Jun 11, 2021, 5:5...	7-day click	817 Landing Page Vie...	24,265	38,348	\$0.65 Per Landing Page ...	—	—	—	\$532.51
2021-06-UGB-Sitting	Jun 28, 2021, 10:...	7-day click or ...	2 Website Leads	1,246	1,462	\$28.38 Per Lead	—	—	—	\$56.75
2021-06-UGC-Standing	Jun 11, 2021, 5:5...	7-day click	80 Landing Page Vie...	2,585	4,162	\$0.68 Per Landing Page ...	—	—	—	\$54.28
2021-06-UGC-Standing	Jun 28, 2021, 10:...	7-day click or ...	1 Website Lead	757	884	\$31.08 Per Lead	—	—	—	\$31.08
<b>Results from 4 ads</b>				<b>Multiple Attrib...</b>	—	<b>25,969</b> Total	<b>44,856</b> Total	—	—	<b>\$674.62</b> Total Spent

Ads: Eastland Face and Body (1065293928...)

Search and filter

Resource Center

Campaigns

Ad Sets

Ad Name

- 2021-06-UGB-Sitting
- 2021-06-UGB-Sitting
- 2021-06-UGC-Standing
- 2021-06-UGC-Standing

Results from 4 ads

Coolsculpting -LP Views > Interests- Women 25-64- 10mi Radiu... > 2021-06-UGB-Sitting

Ad Name: 2021-06-UGB-Sitting

Identity: Facebook Page: Eastland Face & Body

Instagram Account: Use selected Page or Connect Account

Ad Setup: Create Ad

Format: Single Image or Video

Fullscreen Mobile Experience: Add an Instant Experience

16 Placements: Facebook Feeds, Feeds, Stories and Reels

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

Ads: Eastland Face and Body (1065293928...)

Search and filter

Resource Center

Campaigns

Ad Sets

Ad Name

- 2021-06-UGB-Sitting
- 2021-06-UGB-Sitting
- 2021-06-UGC-Standing
- 2021-06-UGC-Standing

Results from 4 ads

Coolsculpting - Conversions > Interests- Women 25-64- 10mi Radius- To... > 2021-06-UGB-Sitting

Ad Name: 2021-06-UGB-Sitting

Identity: Facebook Page: Eastland Face & Body

Instagram Account: Use selected Page or Connect Account

Ad Setup: Create Ad

Format: Single Image or Video

Fullscreen Mobile Experience: Add an Instant Experience

16 Placements: Facebook Feeds, Feeds, Stories and Reels

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

Ads: Eastland Face and Body (1065293928...)

Search and filter

Resource Center

Campaigns

Ad Sets

Ad Name

- 2021-06-UGB-Sitting
- 2021-06-UGB-Sitting
- 2021-06-UGC-Standing
- 2021-06-UGC-Standing

Results from 4 ads

Coolsculpting -LP Views > Interests- Women 25-64- 10mi Rad... > 2021-06-UGC-Standing

Ad Name: 2021-06-UGC-Standing

Identity: Facebook Page: Eastland Face & Body

Instagram Account: Use selected Page or Connect Account

Ad Setup: Create Ad

Format: Single Image or Video

Fullscreen Mobile Experience: Add an Instant Experience

16 Placements: Facebook Feeds, Feeds, Stories and Reels

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

Ads Eastland Face and Body (1065293928...)

Search and filter

+ Create Duplicate Edit A/B

Ad Name

- 2021-06-UGB-Sitting
- 2021-06-UGB-Sitting
- 2021-06-UGC-Standing
- 2021-06-UGC-Standing

Results from 4 ads

Search

- Coolsculpting -LP Views
- Interests- Women 25-64- 10mi Radiu...
- 2021-06- UGC- Standing
- 2021-06- UGB- Sitting
- Coolsculpting - Conversions
- Interests- Women 25-64- 10mi Radiu...
- 2021-06- UGB- Sitting
- 2021-06- UGC- Standing

Coolsculpting - Conversions > Interests- Women 25-64- 10mi Radiu... > 2021-06- UGC- Standing Active

Edit Review

Ad Name Create Name Template

2021-06- UGC- Standing

Identity

Facebook Page Eastland Face & Body

Instagram Account Use selected Page or Connect Account

Branded Content If this post features a third-party brand or product then you must tag your business partner's Page. See branded content policy

Ad Setup Create Ad

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

- Single Image or Video One image or video, or a slideshow with multiple images
- Carousel 2 or more scrollable images or videos
- Collection Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience Add an Instant Experience

Impacted Delivery You haven't selected a domain that prioritizes your event for iOS 14.5. Your ad may not deliver to people who have opted out of tracking on iOS 14.5 or later devices. Select Different Domain

Preview On

16 Placements

Facebook Feeds

Eastland Face & Body Sponsored

CoolSculpting freezes away stubborn fat. No surgery. Little to no downtime. Lasting results. See More

EASTLAND BEAUTY SCULPT NET \$1300 OFF 8+ Treatments LEARN MORE

Like Comment Share

Feeds

Stories and Reels

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

Close Discard Draft Publish

**Medstar Media, Inc.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States

6466949450

**BILL TO**  
**Eastland Face and Body**  
Michelle Richardson  
  
efbspamanager@gmail.com

**Invoice Number:** WV 2021\_080

**Invoice Date:** April 1, 2021

**Payment Due:** April 1, 2021

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

Items	Quantity	Price	Amount
<b>Digital Marketing Set Up Service</b> (One Time Fee) Set Up Google Adwords pay per click campaigns for CoolSculpting related searches <ul style="list-style-type: none"> <li>• Perform keyword research, create ad groups and ad copy</li> <li>• Set up Facebook/Instagram ad campaigns</li> <li>• Set up conversion tracking, sales funnels and goals: Google Analytics, Google Tag Manager, Google Search Console, Call Tracking, Facebook conversion tracking, etc.</li> </ul>	1	\$1,500.00	\$1,500.00
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"> <li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</li> <li>• Optimize campaigns for conversions monthly</li> <li>• Monitor budget and adjust bids to gain better ROI</li> <li>• Manage keyword selection and audience targeting</li> <li>• Consult Exit pop technology to increase leads.</li> <li>• Includes management of up to three campaigns</li> </ul>	1	\$1,500.00	\$1,500.00

**Total:** \$3,000.00

Payment on April 1, 2021 using  ending in 0840: \$3,000.00

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

**Notes / Terms**  
DIGITAL MARKETING AGREEMENT



# COOLSCULPTING MAREKTING INVOICE

**Medstar Media, Inc.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States

6466949450

## Notes / Terms

At all times the media, websites, and graphics we create custom for you, are your property. There is a three month minimum for Digital Marketing Management Services. Subsequent monthly recurring charges may be canceled at any time with 30 days' notice. Your advertising costs, web hosting, and any other associated costs are your responsibility, and you determine the limit of your monthly advertising budget you wish us to manage. Medstar Media, Inc. is not obligated to provide any subsequent services if monthly recurring charges are not received. All marketing purchasing accounts will be in your name. If additional costs are necessary for any service needed for you, we will obtain your approval first.

This agreement shall be interpreted under the laws of the State of Utah, and exclusive jurisdiction shall be the courts in Salt Lake County, Utah. You further agree that in any event, Medstar Media, Inc.'s limits of any liability to you shall not exceed the amounts paid by you to Medstar Media, Inc. Time is of the essence, and if any provision of this agreement is found unenforceable, the remain provisions shall bind the parties.

The return on your marketing investment will vary based upon your location, pricing, and business good will, which can also be affected by market forces beyond anyone's control. Earnings and web rankings of other clients may not be the same as yours in your market. We, therefore, cannot, and do not, promise any specific rate of return on your advertising spend.

You agree to the terms, conditions and descriptions listed above.



# INVOICE

**Medstar Media, Inc.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States

6466949450

**BILL TO**  
**Eastland Face and Body**  
Michelle Richardson  
  
efbspamanager@gmail.com

**Invoice Number:** WV 2021\_127

**Invoice Date:** June 1, 2021

**Payment Due:** June 1, 2021

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

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads.</li><li>• Includes management of up to three campaigns</li></ul>	1	\$1,500.00	\$1,500.00
<b>Digital Marketing Monthly Mgmt Service Proration</b> Ads began May 3rd - prepaid through June 3rd - 3 days credit.	3	(\$50.00)	(\$150.00)

**Total:** \$1,350.00

Payment on June 1, 2021 using  ending in 1090: \$1,350.00

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