

Elite Aesthetics CoolSculpting Google Adwords & Facebook Ads Q1 2020 (1/1/2020 - 3/31/2020)

Total Google Ads: \$ 16.64
Total Facebook Ads: \$1,223.79
Total Media Spend: \$1,240.43

Google Ads | Chris Zelig > Elite Aesthetics 792-853-9864 | 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](#) [HIDE](#)

Overview | Campaigns | Custom Jan 1 - Mar 31, 2020

Recommendations | Campaign status: All | ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$50.00/day	Paused	2	8.70%	\$16.64
search beta coolsculpting broad	\$5.00/day	Paused	0	-	\$0.00
search beta coolsculpting generic	\$19.00/day	Paused	0	-	\$0.00
search beta coolsculpting generic broad	\$5.00/day	Paused	0	-	\$0.00
search alpha coolsculpting	\$50.00/day	Paused	0	-	\$0.00
Total: Campaigns			2	8.70%	\$16.64
Total: Account	\$0.00/day		2	8.70%	\$16.64

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 > Elite Aesthetics 792-853-9864 | search | beta | coolsculpting

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

Overview | Paused | Type: Search | Budget: \$50.00/day | More details

Recommendations | Ads | Custom Jan 1 - Mar 31, 2020

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			2	8.70%	\$16.64
CoolSculpting in Boston #1 Fat Reduction Treatment No Surgery & Minimal Downtime www.eliteaestheticsmd.com/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	0. coolsculpting - general	Campaign paused Approved (limited): Restricted medical content +1 more	2	28.57%	\$16.64
Best CoolSculpting Price Freeze Away Stubborn Fat No Surgery, Pain, or Downtime www.eliteaestheticsmd.com #1 CoolSculpting Deal. Freeze Fat. Top Provider in Needham, MA. Free Consult. 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment.	best cool sculpting before and after needham bra bulge	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
(Keyword: Fat Reduction in Needham, MA) Safe & Effective Fat Reduction 25% Off CoolSculpting Cost +6 more www.eliteaestheticsmd.com #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat. Save on CoolSculpting® - View assets details	best cool sculpting before and after needham abdomen	Campaign paused	0	-	\$0.00
Fat Reduction in Needham, MA Safe & Effective Fat Reduction 25% Off CoolSculpting Cost www.eliteaestheticsmd.com #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat. Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%.	best cool sculpting before and after needham abdomen	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Best CoolSculpting Price Freeze Away Stubborn Fat No Surgery, Pain, or Downtime www.eliteaestheticsmd.com #1 CoolSculpting Deal. Freeze Fat. Top Provider in Needham, MA. Free Consult. 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment.	best cool sculpting before and after needham abdomen	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
(Keyword: Fat Reduction in Needham, MA) Safe & Effective Fat Reduction 25% Off CoolSculpting Cost +6 more www.eliteaestheticsmd.com #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat. Save on CoolSculpting® - View assets details	best cool sculpting cost needham back	Campaign paused	0	-	\$0.00

Google Ads | Chris Zelig > Elite Aesthetics 792-853-9864 | search | beta | coolsculpting

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

Overview | Paused | Type: Search | Budget: \$50.00/day | More details

Recommendations | Ads | Custom Jan 1 - Mar 31, 2020

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			2	8.70%	\$16.64
Non-surgical fat reduction treatment.					
Fat Reduction in Needham, MA Safe & Effective Fat Reduction 25% Off CoolSculpting Cost www.eliteaestheticsmd.com #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat. Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%.	coolsculpting near me results love handles	Campaign paused Approved (limited): Restricted drug terms	0	-	\$0.00
(Keyword: Fat Reduction in Needham, MA) Safe & Effective Fat Reduction 25% Off CoolSculpting Cost +6 more www.eliteaestheticsmd.com #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat. Save on CoolSculpting® - View assets details	coolsculpting near me special face	Campaign paused	0	-	\$0.00
Fat Reduction in Needham, MA Safe & Effective Fat Reduction 25% Off CoolSculpting Cost www.eliteaestheticsmd.com #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat. Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%.	coolsculpting near me special face	Campaign paused Approved (limited): Restricted drug terms	0	-	\$0.00
Best CoolSculpting Price Freeze Away Stubborn Fat No Surgery, Pain, or Downtime www.eliteaestheticsmd.com #1 CoolSculpting Deal. Freeze Fat. Top Provider in Needham, MA. Free Consult. 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment.	coolsculpting near me special face	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Total: Ads			2	8.70%	\$16.64
Total: Campaign			2	8.70%	\$16.64

Show rows: 500 | 1 - 500 of 27,266 | [<](#) [>](#)

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Google Ads | Chris Zelig > Elite Aesthetics 792-853-9864 | search | beta | coolsculpting

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

Overview | Paused | Type: Search | Budget: \$50.00/day | More details

Recommendations | Extensions | Custom Jan 1 - Mar 31, 2020

Extension type: All | ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
Before and After Photos See CoolSculpting Before and After Photos	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
Call extension							
781-559-3433	Call extension	Account	Account	Approved	1	10.00%	\$12.87
Location extension							
Automatically linked account (View locatio... All locations selected)	Location extension	Account	Account	-	-	-	-
Callout extension							
Highlights: No Surgery	Callout extension	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00
Contact Us + Free Consult	Callout extension	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. **LEARN MORE** **HIDE**

Overview: Paused | Type: Search | Budget: \$50.00/day | More details

Recommendations: Extension type: All | ADD FILTER

Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost	
Ad Extensions	Contact Us + Free Consult	Callout extension	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00	
	Liposuction Alternative	Callout extension	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00	
	New Clients 25% Off	Callout extension	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00	
	Non-surgical Fat Reduction	Callout extension	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00	
	FDA Approved	Callout extension	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00	
	Freeze Your Fat	Callout extension	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00	
	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	0	-	\$0.00	
	Promotion extension								
	25% off for New Clients	Promotion extension	search beta coolsculpting	Campaign	Approved	0	0.00%	\$0.00	
	Total: Callout extensions						0	0.00%	\$0.00
	Total: Call extensions						1	10.00%	\$12.87
	Total: Location extensions						0	0.00%	\$0.00
	Total: Promotion extensions						0	0.00%	\$0.00

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more

Facebook Ads Manager | Search business | Medstar Media | Updated just now

We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.14 on 2020-03-24 to the payment method on your ad account 63771172. We appreciate your accommodation for the inconvenience this refund may have caused.

Search | Filters | Add filters to narrow the data you are seeing. Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns | Ad Sets | Ads

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
Coolsculpting - Conversions	Off	Lowest cost	\$33.33 Daily	7 Leads	13,448	47,257	\$174.83 Per Lead	\$1,223.79	Ongoing	3.51	234
Event: Taking Virtual Orders at Elite Aesthetics	Completed	Lowest cost	\$5.00 Lifetime	1 Event Respo...	354	422	\$5.00 Per Event R...	\$5.00	Mar 27, 2020	1.19	1
OLD - Coolsculpting	Off	Lowest cost	\$24.59 Daily	Link Click	-	-	-	\$0.00	Ongoing	-	-
Instagram Post: We can give you the freedom to...	Off	Using ad set bid...	Using ad set...	Link Click	-	-	-	\$0.00	Jul 2, 2019	-	-
Instagram Post: Happy November everyone! We're so...	Off	Using ad set bid...	Using ad set...	Link Click	-	-	-	\$0.00	Dec 7, 2018	-	-
Instagram Post: Now less than two weeks away!...	Off	Using ad set bid...	Using ad set...	Link Click	-	-	-	\$0.00	Oct 29, 2018	-	-
Event: Cool Night Out!	Off	Using ad set bid...	Using ad set...	Event Respo...	-	-	-	\$0.00	May 15, 2018	-	-
Results from 7 campaigns					13,732 People	47,679 Total	-	\$1,228.79 Total Spent	-	3.47 Per Person	235 Total

Facebook Ads Manager | Search business | Medstar Media | Updated just now

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Search | Filters | Ad Delivery: Any X | Save Filter | Clear | Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

Ad Name	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent	Ends
2020-01 - CS - Women - Dynamic	ing camp...	Jan 16, 2020, 3.0... 91 days ago	6 Leads	8,186	23,717	\$104.52 Per Lead	-	-	-	\$627.10	Ongoing
2020-01 - CS - Women - Valentine img 1	ing camp...	Mar 13, 2020, 3.2... 35 days ago	1 Lead	3,608	5,959	\$144.21 Per Lead	-	-	-	\$144.21	Ongoing
2020-01 - CS - Women - Valentine img 5	ing camp...	Mar 13, 2020, 3.2... 35 days ago	Lead	3,380	5,493	Per Lead	-	-	-	\$131.64	Ongoing
2020-01 - CS - Women - Valentine img 4	ing camp...	Mar 13, 2020, 3.2... 35 days ago	Lead	2,278	3,283	Per Lead	-	-	-	\$80.87	Ongoing
2020-01 - CS - Women - Valentine img 3	ing camp...	Mar 13, 2020, 3.2... 35 days ago	Lead	2,357	3,415	Per Lead	-	-	-	\$71.23	Ongoing
2020-03 - CS - Women - img 2	ing camp...	Mar 13, 2020, 3.2... 35 days ago	Lead	1,387	2,045	Per Lead	-	-	-	\$52.24	Ongoing
2020-01 - CS - Women - Valentine img 2	ing camp...	Mar 13, 2020, 3.2... 35 days ago	Lead	270	469	Per Lead	-	-	-	\$43.97	Ongoing
2020-02 - CS - Women - img 1	ing camp...	Mar 13, 2020, 3.2... 35 days ago	Lead	1,024	1,292	Per Lead	-	-	-	\$39.24	Ongoing
2020-02 - CS - Women - img 3	ing camp...	Mar 13, 2020, 3.2... 35 days ago	Lead	787	1,019	Per Lead	-	-	-	\$23.86	Ongoing
2020-03 - CS - Women - img 4	ing camp...	Mar 13, 2020, 3.2... 35 days ago	Lead	445	565	Per Lead	-	-	-	\$9.43	Ongoing
2020-02 - CS - Women - img 2	ing camp...	Mar 13, 2020, 3.2... 35 days ago	Lead	-	-	-	-	-	-	-	Ongoing
Results from 13 ads				7 Leads	13,448 People	47,257 Total	\$174.83 Per Lead	-	-	\$1,223.79 Total Spent	-

Facebook Ads Manager | Search business | Medstar Media | Updated just now

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Search | Filters | Ad Delivery: Any X | Save Filter | Clear | Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns | Ad Sets for 1 Campaign | Ads for 1 Campaign

2020-01 - CS - Women - Dynamic

This ad can't be edited because the ad type is no longer supported or the original post used in the ad was removed.

Mobile News Feed

Elite Aesthetics - Luxury MedSpa

Sponsored

Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery/downtime

Freeze away fat cells 25% OFF

ELITEAESTHETICSMD.COM

Coolsculpting Special

Get Started on Freezing Fat

LEARN MORE

Like Comment Share

Discard Draft Publish

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

Facebook Ads Manager | Search business | Medstar Media | Updated just now

We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.14 on 2020-03-24 to the payment method on your ad account 63771172. We appreciate your accommodation for the inconvenience this refund may have caused.

Search | Filters | Ad Delivery: Any X | Save Filter | Clear | Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns | Ad Sets for 1 Campaign | Ads for 1 Campaign

2020-01 - CS - Women - Valentine img 1

This ad can't be edited because the ad type is no longer supported or the original post used in the ad was removed.

Mobile News Feed

No permission to access this profile: You don't have required permission to access this profile

Discard Draft Publish

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

Facebook Ads Manager interface for Elite Aesthetics (63771172). The left sidebar shows a list of ad creatives under the campaign 'Coolsculpting - Conversions' and sub-campaign 'Coolsculpting - Women'. The main panel displays the 'Ad Preview' for '2020-01 - CS - Women - Valentine Img 5'. A red error message states: 'This ad can't be edited because the ad type is no longer supported or the original post used in the ad was removed.' The preview shows a mobile news feed with a red box indicating: 'No permission to access this profile: You don't have required permission to access this profile.' Buttons for 'Close', 'Discard Draft', and 'Publish' are visible at the bottom.

Facebook Ads Manager interface for Elite Aesthetics (63771172). The left sidebar shows a list of ad creatives under the campaign 'Coolsculpting - Conversions' and sub-campaign 'Coolsculpting - Women'. The main panel displays the 'Ad Preview' for '2020-01 - CS - Women - Valentine Img 4'. A red error message states: 'This ad can't be edited because the ad type is no longer supported or the original post used in the ad was removed.' The preview shows a mobile news feed with a red box indicating: 'No permission to access this profile: You don't have required permission to access this profile.' Buttons for 'Close', 'Discard Draft', and 'Publish' are visible at the bottom.

Facebook Ads Manager interface for Elite Aesthetics (63771172). The left sidebar shows a list of ad creatives under the campaign 'Coolsculpting - Conversions' and sub-campaign 'Coolsculpting - Women'. The main panel displays the 'Ad Preview' for '2020-01 - CS - Women - Valentine Img 3'. A red error message states: 'This ad can't be edited because the ad type is no longer supported or the original post used in the ad was removed.' The preview shows a mobile news feed with a red box indicating: 'No permission to access this profile: You don't have required permission to access this profile.' Buttons for 'Close', 'Discard Draft', and 'Publish' are visible at the bottom.

Facebook Ads Manager interface for Elite Aesthetics (63771172). The left sidebar shows a list of ad creatives under the campaign 'Coolsculpting - Conversions' and sub-campaign 'Coolsculpting - Women'. The main panel displays the 'Ad Preview' for '2020-03 - CS - Women - Img 2'. The ad is marked as 'Rejected'. The preview shows a mobile news feed with the following content: 'Elite Aesthetics - Luxury MedSpa Sponsored', 'Coolsculpting® safely freezes away stubborn fat that resists diet & exercise.', an image of a woman in a white bikini, and the Coolsculpting logo. A call to action says 'ELITEAESTHETICSMDCOM COOLSCULPTING SPECIAL Learn more about CoolSculpting.' Buttons for 'Close', 'Discard Draft', and 'Publish' are visible at the bottom.

Facebook Ads Manager interface for Elite Aesthetics (63771172). The left sidebar shows a list of ad creatives under the campaign 'Coolsculpting - Conversions' and sub-campaign 'Coolsculpting - Women'. The main panel displays the 'Ad Preview' for '2020-01 - CS - Women - Valentine Img 2'. A red error message states: 'This ad can't be edited because the ad type is no longer supported or the original post used in the ad was removed.' The preview shows a mobile news feed with a red box indicating: 'No permission to access this profile: You don't have required permission to access this profile.' Buttons for 'Close', 'Discard Draft', and 'Publish' are visible at the bottom.

Facebook Ads Manager interface for Elite Aesthetics (63771172). The left sidebar shows a list of ad creatives under the campaign "Coolsculpting - Conversions". The selected ad is "2020-02 - CS - Women - Img 1". The main panel shows the ad preview for "Coolsculpting - Women" with the following details:

- Instagram Account:** No connected Instagram account. Your ad will use the Page name and profile picture.
- Format:** Single Image or Video (selected).
- Fullscreen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience.
- Media:** Choose an image or video, or create a new video or slideshow using a template.

The ad preview shows a woman in a bikini sitting on a beach. The text on the ad reads: "Coolsculpting #1 Non-Surgical Fat Reduction Procedure. Great Results. No Surgery. Minimal Downtime." and "25% OFF COOLSCULPTING". The ad has 5 likes and 1 share.

Facebook Ads Manager interface for Elite Aesthetics (63771172). The left sidebar shows a list of ad creatives. The selected ad is "2020-02 - CS - Women - Img 3". The main panel shows the ad preview for "Coolsculpting - Women" with the following details:

- Instagram Account:** No connected Instagram account. Your ad will use the Page name and profile picture.
- Format:** Single Image or Video (selected).
- Fullscreen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience.
- Media:** Choose an image or video, or create a new video or slideshow using a template.

The ad preview shows a woman in a white bikini standing. The text on the ad reads: "Coolsculpting #1 Non-Surgical Fat Reduction Procedure. Great Results. No Surgery. Minimal Downtime." and "25% OFF COOLSCULPTING". The ad has 5 likes and 1 share.

Facebook Ads Manager interface for Elite Aesthetics (63771172). The left sidebar shows a list of ad creatives. The selected ad is "2020-03 - CS - Women - Img 4". The main panel shows the ad preview for "Coolsculpting - Women" with the following details:

- Instagram Account:** No connected Instagram account. Your ad will use the Page name and profile picture.
- Format:** Single Image or Video (selected).
- Fullscreen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience.
- Media:** Choose an image or video, or create a new video or slideshow using a template.

The ad preview shows a woman in a black bikini lying down. The text on the ad reads: "Coolsculpting safely freezes away stubborn fat that resists diet & exercise." and "25% OFF COOLSCULPTING SPECIAL". The ad has 5 likes and 1 share.