

CoolSculpting Marketing Services

Eltra Self - Newton Q1 2021

Total Marketing Expenses

(1/1/2021 - 3/31/2021)

Total Google Ads: \$ 1,976.18
Total Facebook Ads: \$ 1,306.73
Total Marketing Service Fees: \$ 5,150.00
Total CoolSculpting Marketing Cost: \$ 8,432.91

Google Ads | Chris Zelig > Eltra Self - Newton 645-128-8501 | All campaigns

Custom Jan 1 - Mar 31, 2021

Campaigns

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$93.75/day	Paused	240	5.66%	\$1,976.18
search beta dermal fillers	\$62.50/day	Paused	859	5.18%	\$1,547.29
search beta blepharoplasty	\$31.25/day	Paused	373	5.28%	\$794.10
NA	\$1.65/day \$50.16/month	Paused	0	—	\$0.00
search beta coolsculpting exp reach	\$0.06/day	Paused	0	—	\$0.00
Total: Campaigns			1,472	5.28%	\$4,317.57
Total: Account	\$0.00/day		1,472	5.28%	\$4,317.57

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 > Eltra Self - Newton 645-128-8501 | All campaigns > search | beta | coolsculpting

Custom Jan 1 - Mar 31, 2021

Paused Type: Search Budget: \$93.75/day More details

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
{Keyword:Eltra Self} CoolSculpting in Florham Park Fat Reduction Treatment +10 more go.eltrasef.com Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	49	6.27%	\$334.23
{Keyword:Eltra Self} CoolSculpting in Florham Park Fat Reduction Treatment +10 more go.eltrasef.com Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	2. body sculpting	Not eligible Policy (Restricted medical content +1 more), Poor ad strength, +1	12	7.36%	\$128.71
CoolSculpting® in Florham Park Jan Only \$1,000 Off 8+ Cycles Flexible Payment Options go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Paused Policy (Restricted medical content +1 more), Campaign paused	9	1.94%	\$111.12
2021 CoolSculpting Discount Jan Only \$1,000 Off 8+ Cycles Flexible Payment Options go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Paused Policy (Restricted medical content +1 more), Campaign paused	8	2.48%	\$104.81

Google Ads | Chris Zelig > Eltra Self - Newton 645-128-8501 | All campaigns > search | beta | coolsculpting

Custom Jan 1 - Mar 31, 2021

Paused Type: Search Budget: \$93.75/day More details

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
2021 CoolSculpting Discount Jan Only \$1,000 Off 8+ Cycles Top Provider in Florham Park go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Paused Campaign paused	8	2.52%	\$100.93
CoolSculpting® in Florham Park Feb Only \$1,000 Off 8+ Cycles Flexible Payment Options go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Paused Policy (Restricted medical content +1 more), Campaign paused	11	7.38%	\$91.72
2021 CoolSculpting Discount Jan Only \$1,000 Off 8+ Cycles Flexible Payment Options go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Paused Policy (Restricted medical content +1 more), Campaign paused	10	13.89%	\$85.99
2021 CoolSculpting Discount Jan Only \$1,000 Off 8+ Cycles Top Provider in Florham Park go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Paused Campaign paused	9	15.25%	\$78.84

Google Ads | Chris Zelig > Eltra Self - Newton 645-128-8501 | All campaigns > search | beta | coolsculpting

Custom Jan 1 - Mar 31, 2021

Paused Type: Search Budget: \$93.75/day More details

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
2021 CoolSculpting Discount Jan Only \$1,000 Off 8+ Cycles Flexible Payment Options go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Paused Policy (Restricted medical content +1 more), Campaign paused	10	13.89%	\$85.99
2021 CoolSculpting Discount Jan Only \$1,000 Off 8+ Cycles Top Provider in Florham Park go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Paused Campaign paused	9	15.25%	\$78.84
2021 CoolSculpting Discount Jan Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Paused Campaign paused	7	2.03%	\$75.47
2021 CoolSculpting Discount Jan Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Paused Policy (Restricted medical content +1 more), Campaign paused	7	12.50%	\$72.23

Google Ads									
Chris Zelig > Eltra Self - Newton 645-128-8501 search beta coolsculpting									
Overview									
Paused Type: Search Budget: \$93.75/day More details									
Recommendations									
Ad status: All ADD FILTER									
Custom Jan 1 - Mar 31, 2021									
SEARCH SEGMENT COLUMN REPORTS DOWNLOAD EXPAND MORE									
Ad	Ad group	Status	Clicks	CTR	Cost				
2021 CoolSculpting Discount Feb Only \$1,000 Off 8+ Cycles Flexible Payment Options go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Paused Policy (Restricted medical content +1 more), Campaign paused	5	7.14%	\$68.69				
CoolSculpting® in Florham Park Fat Reduction Treatment Our Biggest Discount Ever go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	4	5.41%	\$59.93				
CoolSculpting® in Florham Park Fat Reduction Treatment Flexible Payment Options go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	6	8.00%	\$56.49				
{Keyword:Eltra Self} CoolSculpting in Florham Park Fat Reduction Treatment +10 more go.eltra-self.com Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation. Top Fat Reduction...	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	12	25.00%	\$45.34				

Google Ads									
Chris Zelig > Eltra Self - Newton 645-128-8501 search beta coolsculpting									
Overview									
Paused Type: Search Budget: \$93.75/day More details									
Recommendations									
Ad status: All ADD FILTER									
Custom Jan 1 - Mar 31, 2021									
SEARCH SEGMENT COLUMN REPORTS DOWNLOAD EXPAND MORE									
Ad	Ad group	Status	Clicks	CTR	Cost				
{Keyword:Eltra Self} CoolSculpting in Florham Park Fat Reduction Treatment +10 more go.eltra-self.com Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation. Top Fat Reduction...	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	12	25.00%	\$45.34				
CoolSculpting® in Florham Park Jan Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Paused Campaign paused	7	11.48%	\$45.00				
Huge CoolSculpting Promotion Freeze Away Stubborn Fat Our Biggest Discount Ever go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	3	8.82%	\$44.83				
CoolSculpting® in Florham Park Jan Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Paused Policy (Restricted medical content +1 more), Campaign paused	3	2.97%	\$40.82				

Google Ads									
Chris Zelig > Eltra Self - Newton 645-128-8501 search beta coolsculpting									
Overview									
Paused Type: Search Budget: \$93.75/day More details									
Recommendations									
Ad status: All ADD FILTER									
Custom Jan 1 - Mar 31, 2021									
SEARCH SEGMENT COLUMN REPORTS DOWNLOAD EXPAND MORE									
Ad	Ad group	Status	Clicks	CTR	Cost				
CoolSculpting® in Florham Park Jan Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Paused Policy (Restricted medical content +1 more), Campaign paused	3	2.97%	\$40.82				
CoolSculpting® in Florham Park Jan Only \$1,000 Off 8+ Cycles Flexible Payment Options go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Paused Policy (Restricted medical content +1 more), Campaign paused	4	7.41%	\$34.24				
2021 CoolSculpting Discount Feb Only \$1,000 Off 8+ Cycles Flexible Payment Options go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Paused Policy (Restricted medical content +1 more), Campaign paused	3	16.67%	\$30.86				
Target Belly Fat, Love Handles Fat Reduction Treatment Flexible Payment Options go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	6	20.00%	\$30.06				

Google Ads									
Chris Zelig > Eltra Self - Newton 645-128-8501 search beta coolsculpting									
Overview									
Paused Type: Search Budget: \$93.75/day More details									
Recommendations									
Ad status: All ADD FILTER									
Custom Jan 1 - Mar 31, 2021									
SEARCH SEGMENT COLUMN REPORTS DOWNLOAD EXPAND MORE									
Ad	Ad group	Status	Clicks	CTR	Cost				
Huge CoolSculpting Promotion Fat Reduction Treatment Flexible Payment Options go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	4	6.90%	\$28.09				
Huge CoolSculpting Promotion Fat Reduction Treatment Top Provider in Florham Park go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	6	9.84%	\$27.27				
2021 CoolSculpting Discount Feb Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Paused Policy (Restricted medical content +1 more), Campaign paused	3	3.85%	\$22.14				
CoolSculpting® in Florham Park Freeze Away Stubborn Fat Flexible Payment Options go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	4	8.51%	\$21.03				

Google Ads									
Chris Zelig > Eltra Self - Newton 645-128-8501 search beta coolsculpting									
Overview									
Paused Type: Search Budget: \$93.75/day More details									
Recommendations									
Ad status: All ADD FILTER									
Custom Jan 1 - Mar 31, 2021									
SEARCH SEGMENT COLUMN REPORTS DOWNLOAD EXPAND MORE									
Ad	Ad group	Status	Clicks	CTR	Cost				
CoolSculpting® in Florham Park Freeze Away Stubborn Fat Flexible Payment Options go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	4	8.51%	\$21.03				
Huge CoolSculpting Promotion Freeze Away Stubborn Fat Top Provider in Florham Park go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	2	5.88%	\$20.71				
Huge CoolSculpting Promotion Fat Reduction Treatment Top Provider in Florham Park go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	5	27.78%	\$20.21				
Target Belly Fat, Love Handles Freeze Away Stubborn Fat Our Biggest Discount Ever go.eltra-self.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	3	12.00%	\$19.54				

Google Ads						
Overview		● Paused	Type: Search	Budget: \$93.75/day	More details	
Recommendations	+ Ad status: All		ADD FILTER			
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad	Ad group	Status	Clicks	CTR	↓ Cost
Ads & extensions	<input type="checkbox"/> <p>Target Belly Fat, Love Handles Freeze Away Stubborn Fat Our Biggest Discount Ever go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	3	12.00%	\$19.54
Extensions	<input type="checkbox"/> <p>2021 CoolSculpting Discount Feb Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	2. body sculpting	Paused Policy (Restricted medical content +1 more), Campaign paused	2	33.33%	\$19.53
Landing pages	<input type="checkbox"/> <p>CoolSculpting® in Florham Park Freeze Away Stubborn Fat Our Biggest Discount Ever go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	2.86%	\$17.03
Keywords	<input type="checkbox"/> <p>Target Belly Fat, Love Handles Freeze Away Stubborn Fat Flexible Payment Options go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	2. body sculpting	Not eligible Campaign paused	2	33.33%	\$16.66

Google Ads						
Overview		● Paused	Type: Search	Budget: \$93.75/day	More details	
Recommendations	+ Ad status: All		ADD FILTER			
Insights	Custom Jan 1 - Mar 31, 2021					
Ad groups	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad	Ad group	Status	Clicks	CTR	↓ Cost
Ads & extensions	<input type="checkbox"/> <p>2021 CoolSculpting Discount Feb Only \$1,000 Off 8+ Cycles Top Provider in Florham Park go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	1. coolsculpting - price	Paused Policy (Restricted medical content +1 more), Campaign paused	2	28.57%	\$12.87
Extensions	<input type="checkbox"/> <p>2021 CoolSculpting Discount Feb Only \$1,000 Off 8+ Cycles Top Provider in Florham Park go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	0. coolsculpting - general	Paused Policy (Restricted medical content +1 more), Campaign paused	1	1.54%	\$12.39
Landing pages	<input type="checkbox"/> <p>2021 CoolSculpting Discount Feb Only \$1,000 Off 8+ Cycles Top Provider in Florham Park go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	2. body sculpting	Paused Policy (Restricted medical content +1 more), Campaign paused	2	14.29%	\$11.34
Keywords	<input type="checkbox"/> <p>Huge CoolSculpting Promotion Fat Reduction Treatment Top Provider in Florham Park go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	2. body sculpting	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	12.50%	\$11.01

Google Ads						
Overview		● Paused	Type: Search	Budget: \$93.75/day	More details	
Recommendations	+ Ad status: All		ADD FILTER			
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad	Ad group	Status	Clicks	CTR	↓ Cost
Ads & extensions	<input type="checkbox"/> <p>Huge CoolSculpting Promotion Fat Reduction Treatment Top Provider in Florham Park go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	2. body sculpting	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	12.50%	\$11.01
Extensions	<input type="checkbox"/> <p>Huge CoolSculpting Promotion Freeze Away Stubborn Fat Top Provider in Florham Park go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	1. coolsculpting - price	Not eligible Campaign paused	3	21.43%	\$10.69
Landing pages	<input type="checkbox"/> <p>Target Belly Fat, Love Handles Fat Reduction Treatment Our Biggest Discount Ever go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	4.76%	\$10.02
Keywords	<input type="checkbox"/> <p>Huge CoolSculpting Promotion Freeze Away Stubborn Fat Flexible Payment Options go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	3	18.75%	\$9.76

Google Ads						
Overview		● Paused	Type: Search	Budget: \$93.75/day	More details	
Recommendations	+ Ad status: All		ADD FILTER			
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad	Ad group	Status	Clicks	CTR	↓ Cost
Ads & extensions	<input type="checkbox"/> <p>Huge CoolSculpting Promotion Freeze Away Stubborn Fat Flexible Payment Options go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	3	18.75%	\$9.76
Extensions	<input type="checkbox"/> <p>CoolSculpting® in Florham Park Feb Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	1. coolsculpting - price	Paused Policy (Restricted medical content +1 more), Campaign paused	1	8.33%	\$7.35
Landing pages	<input type="checkbox"/> <p>2021 CoolSculpting Discount Feb Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	1. coolsculpting - price	Paused Policy (Restricted medical content +1 more), Campaign paused	1	16.67%	\$7.00
Keywords	<input type="checkbox"/> <p>CoolSculpting® in Florham Park Fat Reduction Treatment Our Biggest Discount Ever go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	14.29%	\$6.21

Google Ads						
Overview		● Paused	Type: Search	Budget: \$93.75/day	More details	
Recommendations	+ Ad status: All		ADD FILTER			
Insights	Custom Jan 1 - Mar 31, 2021					
Ad groups	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad	Ad group	Status	Clicks	CTR	↓ Cost
Ads & extensions	<input type="checkbox"/> <p>Target Belly Fat, Love Handles Fat Reduction Treatment Top Provider in Florham Park go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	2. body sculpting	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	16.67%	\$5.90
Extensions	<input type="checkbox"/> <p>Target Belly Fat, Love Handles Freeze Away Stubborn Fat Flexible Payment Options go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	4.76%	\$4.57
Landing pages	<input type="checkbox"/> <p>Target Belly Fat, Love Handles Freeze Away Stubborn Fat Top Provider in Florham Park go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	2	33.33%	\$4.35
Keywords	<input type="checkbox"/> <p>CoolSculpting® in Florham Park Freeze Away Stubborn Fat Our Biggest Discount Ever go.eltrasef.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation</p>	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	10.00%	\$3.64

Google Ads | Chris Zelig | Eltra Self - Newton | 645-128-8501 | All campaigns | search | beta | coolsculpting

Overview: Paused, Type: Search, Budget: \$93.75/day

Ad	Ad group	Status	Clicks	CTR	Cost
CoolSculpting® in Florham Park Freeze Away Stubborn Fat Our Biggest Discount Ever go.etrself.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	10.00%	\$3.64
2021 CoolSculpting Discount Jan Only \$1,000 Off 8+ Cycles Flexible Payment Options go.etrself.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	2. body sculpting	Paused Policy (Restricted medical content +1 more), Campaign paused	1	5.56%	\$3.16
CoolSculpting® in Florham Park Freeze Away Stubborn Fat Flexible Payment Options go.etrself.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	14.29%	\$1.96
CoolSculpting® in Florham Park Fat Reduction Treatment Flexible Payment Options go.etrself.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	7.69%	\$0.94

Google Ads | Chris Zelig | Eltra Self - Newton | 645-128-8501 | All campaigns | search | beta | coolsculpting

Overview: Paused, Type: Search, Budget: \$93.75/day

Ad	Ad group	Status	Clicks	CTR	Cost
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Policy (Restricted medical content +1 more), Campaign paused	1	7.69%	\$0.94
Target Belly Fat, Love Handles Fat Reduction Treatment Our Biggest Discount Ever go.etrself.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	50.00%	\$0.50
{Keyword:Eltra Self} CoolSculpting in Florham Park Fat Reduction Treatment +12 more go.etrself.com Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation. Top Fat Reduction... View assets details	7. coolsculpting - near me	Removed Disapproved (Speculative and Experimental Medical Treatment +4 more), Ad group removed, +1	0	-	\$0.00
CoolSculpting® in Florham Park Fat Reduction Treatment Flexible Payment Options go.etrself.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	7. coolsculpting - near me	Removed Under review, Ad group removed, +1	0	-	\$0.00
Total: Ads			240	5.66%	\$1,976.18
Total: Campaign			240	5.66%	\$1,976.18

Google Ads | Chris Zelig | Eltra Self - Newton | 645-128-8501 | All campaigns | search | beta | coolsculpting

Overview: Paused, Type: Search, Budget: \$93.75/day

Extensions: All

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 coolscul...	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Call extension							
(973) 410-1100	Call extension	Account	Account	Approved	32	4.32%	\$288.86
Location extension							
etrself@gmail.com (View locations) All locations selected	Location extension	Account	Account	-	-	-	-
Callout extension							
FDA Cleared	Callout extension	search beta coolscul...	Campaign	Approved	59	6.18%	\$590.67
Liposuction Alternative	Callout extension	search beta coolscul...	Campaign	Approved (limited): Health in personalized advertising	53	6.32%	\$580.22

Google Ads | Chris Zelig | Eltra Self - Newton | 645-128-8501 | All campaigns | search | beta | coolsculpting

Overview: Paused, Type: Search, Budget: \$93.75/day

Extensions: All

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Location extension							
etrself@gmail.com (View locations) All locations selected	Location extension	Account	Account	-	-	-	-
Callout extension							
FDA Cleared	Callout extension	search beta coolscul...	Campaign	Approved	59	6.18%	\$590.67
Liposuction Alternative	Callout extension	search beta coolscul...	Campaign	Approved (limited): Health in personalized advertising	53	6.32%	\$580.22
New Clients 25% Off	Callout extension	search beta coolscul...	Campaign	Approved	53	6.26%	\$566.42
Freeze Your Fat	Callout extension	search beta coolscul...	Campaign	Approved	53	5.72%	\$511.94
Highlights: No Surgery	Callout extension	search beta coolscul...	Campaign	Approved (limited): Health in personalized advertising	46	5.46%	\$469.53
Contact Us + Free Consult	Callout extension	search beta coolscul...	Campaign	Approved	45	5.32%	\$420.86
Nonsurgical Fat Reduction	Callout extension	search beta coolscul...	Campaign	Approved	46	5.79%	\$391.97

Google Ads | Chris Zelig | Eltra Self - Newton | 645-128-8501 | All campaigns | search | beta | coolsculpting

Overview: Paused, Type: Search, Budget: \$93.75/day

Extensions: All

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet extension							
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet extension	search beta coolscul...	Campaign	Approved	5	6.33%	\$28.57
Promotion extension							
Valentine's Day - 25% off CoolSculpting®	Promotion extension	search beta coolscul...	Campaign	Approved (limited): Restricted medical content +1 more	71	7.58%	\$672.54
New Year's - 25% off CoolSculpting®	Promotion extension	search beta coolscul...	Campaign	Approved (limited): Restricted medical content +1 more	36	5.71%	\$378.10
Winter Sale - 25% off CoolSculpting®	Promotion extension	search beta coolscul...	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Total: Callout extensions					103	5.60%	\$1,093.74
Total: Structured snippet extensions					5	6.33%	\$28.57
Total: Call extensions					32	4.32%	\$288.86
Total: Location extensions					21	3.80%	\$174.64
Total: Promotion extensions					107	6.82%	\$1,050.64

Google Ads | Chris Zelig > Eltra Self - Newton 645-128-8501 | All campaigns > search | beta | coolsculpting

Overview: Paused, Type: Search, Budget: \$93.75/day

Responsive search ad **X** Leave feedback

ASSETS COMBINATIONS

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

Asset status: All ADD FILTER

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

Asset	Status	Asset type ↑	Position pinning	Impr.
Schedule a Free Consultation	Approved (limited)	Headline	None	11
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	148
Flexible Payment Options	Approved (limited)	Headline	None	6
CoolSculpting Deal 25% Off	—	Headline	None	0
Fat Reduction Treatment	Approved (limited)	Headline	None	22
{Keyword:Eltra Self}	Approved (limited)	Headline	None	547
25% Off All Fat Freezing	—	Headline	None	0

Google Ads | Chris Zelig > Eltra Self - Newton 645-128-8501 | All campaigns > search | beta | coolsculpting

Overview: Paused, Type: Search, Budget: \$93.75/day

Responsive search ad **X** Leave feedback

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Asset status: All ADD FILTER

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

Asset	Status	Asset type ↑	Position pinning	Impr.
Flexible Payment Options	Approved (limited)	Headline	None	6
CoolSculpting Deal 25% Off	—	Headline	None	0
Fat Reduction Treatment	Approved (limited)	Headline	None	22
{Keyword:Eltra Self}	Approved (limited)	Headline	None	547
25% Off All Fat Freezing	—	Headline	None	0
CoolSculpting in Florham Park	Approved (limited)	Headline	None	432
Freeze Away Stubborn Fat	Approved (limited)	Headline	None	45
CoolSculpting Near Me	Approved (limited)	Headline	None	63

Show rows: 10 1 - 10 of 22

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 > Eltra Self - Newton 645-128-8501 | All campaigns > search | beta | coolsculpting

Overview: Paused, Type: Search, Budget: \$93.75/day

Responsive search ad **X** Leave feedback

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

Asset status: All ADD FILTER

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

Asset	Status	Asset type ↑	Position pinning	Impr.
25% Off CoolSculpting Cost	—	Headline	None	0
Top Provider in Florham Park	Approved (limited)	Headline	None	20
Affordable & Quick Treatments	Approved	Headline	None	69
Freeze Your Fat Away Today	Approved (limited)	Headline	None	50
CoolSculpting Deal \$1,000 Off	—	Headline	None	0
Target Belly Fat, Love Handles	Approved (limited)	Headline	None	11
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	140

Google Ads | Chris Zelig > Eltra Self - Newton 645-128-8501 | All campaigns > search | beta | coolsculpting

Overview: Paused, Type: Search, Budget: \$93.75/day

Responsive search ad **X** Leave feedback

ASSETS COMBINATIONS

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

Asset status: All ADD FILTER

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

Asset	Status	Asset type ↑	Position pinning	Impr.
Affordable & Quick Treatments	Approved	Headline	None	69
Freeze Your Fat Away Today	Approved (limited)	Headline	None	50
CoolSculpting Deal \$1,000 Off	—	Headline	None	0
Target Belly Fat, Love Handles	Approved (limited)	Headline	None	11
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	140
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	—	Description	None	0
Leading CoolSculpting Provider in Florham Park, NJ. Schedule a Free Consultation	Approved (limited)	Description	None	3
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved (limited)	Description	None	635

Show rows: 10 11 - 20 of 22

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Campaigns Eltra Self (1318928064947018) Updated just now Discard Drafts Review and Publish

Search and filter Jan 1, 2021 - Mar 31, 2021

Resource Center Campaigns Ad Sets Ads 1 Selected

+ Create Duplicate Edit More View Setup Columns: Custom Breakdown Reports

	Campaign Name	Attribution setting	Results	Reach	Impressions	Cost per Result	Amount Spent ↓
<input type="checkbox"/>	CoolSculpting - Conversions	day click or ...	41 Website Leads	18,808	46,306	\$31.87 Per Lead	\$1,306.73
<input type="checkbox"/>	Botox - Conversions	day click or ...	22 Website Leads	18,122	43,108	\$59.33 Per Lead	\$1,305.32
>	Results from 2 campaigns	day click or ...	63 Website Leads	36,578 People	89,414 Total	\$41.46 Per Lead	\$2,612.05 Total Spent

Ads Eltra Self (1318928064947018) Updated just now Discard Drafts Review and Publish

Search and filter Jan 1, 2021 - Mar 31, 2021

Resource Center Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit More Preview View Setup Columns: Performance Breakdown Reports

Ad Name	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
2020-12 - CS - UGC - Sitting	24,750	\$42.18 Per Lead	-	-	-	\$674.82
2020-12 - CS - UGC - Standing	21,556	\$25.28 Per Lead	-	-	-	\$631.91
Results from 2 ads	46,306 Total	\$31.87 Per Lead				\$1,306.73 Total Spent

Coolsculpting - Conversions Interests - Women - 25-64 - 2020-12 - CS - UGC - Sitting Campaign Off

Edit Review

Ad Name: 2020-12 - CS - UGC - Sitting

Identity: Facebook Page: Neigel Center for Cosmetic and Laser Surgery, Instagram Account: neigelcenter

Ad Setup: Create Ad

16 Placements: Facebook Feeds

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

Close Discard Draft Publish

Coolsculpting - Conversions Interests - Women - 25-64 - 2020-12 - CS - UGC - Standi... Campaign Off

Edit Review

Ad Name: 2020-12 - CS - UGC - Standing

Identity: Facebook Page: Neigel Center for Cosmetic and Laser Surgery, Instagram Account: neigelcenter

Ad Setup: Create Ad

16 Placements: Facebook Feeds

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Close Discard Draft Publish

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020

South Jordan, UT 84095

+1 6466949450

support@medstarmedia.com

INVOICE

BILL TO

Newton White

Neigel Center, P.A.

90 Lake Trail East

Morristown, NJ 07960

INVOICE # 1320

DATE 01/01/2021

DUE DATE 01/01/2021

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Manage & optimize digital marketing campaigns on Google Adwords• Optin technology to increase conversions.• Call tracking & reporting• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Call tracking and monitoring	1	1,500.00	1,500.00
PAYMENT				1,500.00
BALANCE DUE				\$0.00

PAID

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
+1 6466949450
support@medstarmedia.com

INVOICE

BILL TO

Newton White
Neigel Center, P.A.
90 Lake Trail East
Morristown, NJ 07960

INVOICE # 1348

DATE 02/01/2021

DUE DATE 02/01/2021

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Manage & optimize digital marketing campaigns on Google Adwords• Optin technology to increase conversions.• Call tracking & reporting• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Call tracking and monitoring	1	1,500.00	1,500.00
PAYMENT				1,500.00
BALANCE DUE				\$0.00

PAID

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
+1 6466949450
support@medstarmedia.com

SALES RECEIPT

BILL TO

Newton White
Neigel Center, P.A.
90 Lake Trail East
Morristown, NJ 07960

SALES # 1361
DATE 03/01/2021

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Manage & optimize digital marketing campaigns on Google Adwords• Optin technology to increase conversions.• Call tracking & reporting• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Call tracking and monitoring	1	1,500.00	1,500.00
Website Development	Website development	3.25	200.00	650.00

TOTAL 2,150.00
BALANCE DUE **\$0.00**