

CoolSculpting Marketing Services Forever Young Medspa Q2 2021 Total Marketing Expenses (04/1/2021 - 06/30/2021)

Total Google Ads: \$11,105.37
Total Marketing Service Fees: \$11,949.00
Total Marketing Cost: \$23,054.37

Google Ads | Chris Zelig > Forever Young 387-874-1103 > All campaigns

Overview | Campaigns | Budget | Status | Clicks | CTR | Cost

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$128.98/day	Bid strategy limited	442	9.77%	\$8,510.66
search beta coolsculpting exp reach	\$27.36/day	Limited by budget	463	3.86%	\$2,594.71
Grand Opening	\$5.00/day	Paused All ads paused	0	-	\$0.00
AWN_004b1ef9b9ecc3837c9_0000000957b2629	\$4.34/day \$131.94/month	Removed	0	-	\$0.00
AWN_004b1ef9b9ecc3837c9_00000009582528c	\$9.86/day \$299.74/month	Removed	0	-	\$0.00
AWN_004b1ef9b9ecc3837c9_00000009589996a	\$10.00/day \$304.00/month	Removed	0	-	\$0.00
CoolSculpting Fat Reduction	\$16.44/day \$499.78/month	Paused	0	-	\$0.00
BOTOX® Cosmetic in Deerfield	\$9.86/day \$299.74/month	Paused	0	-	\$0.00
Leads-Search-Coolsculpting	\$20.00/day	Paused All ads paused	0	-	\$0.00
search beta coolsculpting OLD	\$66.89/day	Paused	0	-	\$0.00
search beta botox OLD	\$44.97/day	Paused	0	-	\$0.00
search beta botox	\$0.10/day	Paused	0	-	\$0.00
search alpha coolsculpting	\$28.85/day	Paused	0	-	\$0.00
search beta hydrafacial	\$0.10/day	Paused	0	-	\$0.00
search awareness laser hair removal	\$0.08/day	Paused	0	-	\$0.00
search awareness photofacial	\$11.54/day	Removed	0	-	\$0.00
search beta dynamic	\$0.08/day	Paused	0	-	\$0.00
search beta vampire facial	\$0.10/day	Paused	0	-	\$0.00

Google Ads | Chris Zelig > Forever Young 387-874-1103 > All campaigns

Overview | Campaigns | Budget | Status | Clicks | CTR | Cost

Campaign	Budget	Status	Clicks	CTR	Cost
AWN_004b1ef9b9ecc3837c9_00000009589996a	\$10.00/day \$304.00/month	Removed	0	-	\$0.00
CoolSculpting Fat Reduction	\$16.44/day \$499.78/month	Paused	0	-	\$0.00
BOTOX® Cosmetic in Deerfield	\$9.86/day \$299.74/month	Paused	0	-	\$0.00
Leads-Search-Coolsculpting	\$20.00/day	Paused All ads paused	0	-	\$0.00
search beta coolsculpting OLD	\$66.89/day	Paused	0	-	\$0.00
search beta botox OLD	\$44.97/day	Paused	0	-	\$0.00
search beta botox	\$0.10/day	Paused	0	-	\$0.00
search alpha coolsculpting	\$28.85/day	Paused	0	-	\$0.00
search beta hydrafacial	\$0.10/day	Paused	0	-	\$0.00
search awareness laser hair removal	\$0.08/day	Paused	0	-	\$0.00
search awareness photofacial	\$11.54/day	Removed	0	-	\$0.00
search beta dynamic	\$0.08/day	Paused	0	-	\$0.00
search beta vampire facial	\$0.10/day	Paused	0	-	\$0.00
search beta dermal fillers	\$0.08/day	Paused	0	-	\$0.00
Total: Campaigns			905	5.48%	\$11,105.37
Total: Account	\$156.34/day		905	5.48%	\$11,105.37

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Central Standard 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 > Forever Young 387-874-1103 > All campaigns > search | beta | coolsculpting

Overview | Ad status: Enabled | Status: Bid strategy limited | Type: Search | Budget: \$128.98/day | Optimization score: 83.5% | More details

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			442	9.77%	\$8,510.66
#1 Provider in Chicago Safe & Effective Fat Reduction Target Belly Fat, Love Handles +9 more myfms.com/coolsculpting/chicago #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	147	10.07%	\$2,868.55
CoolSculpting® in Chicago Save \$1,000 Off 6+ Treatments Our Biggest Discount Ever www.myfms.com 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)	15	6.41%	\$351.66
Huge CoolSculpting Promotion Forever Young Medspa #1 Provider in Chicago www.myfms.com #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	16	10.00%	\$296.66
Best CoolSculpting Deal Ever Limited Time Offer June 2021 Our Biggest Discount Ever www.myfms.com 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)	10	13.33%	\$280.13
Best CoolSculpting Deal Ever Save \$1,000 Off 6+ Treatments Our Biggest Discount Ever www.myfms.com 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)	9	13.85%	\$257.44
CoolSculpting® in Chicago Limited Time Offer June 2021 Our Biggest Discount Ever www.myfms.com 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)	13	6.81%	\$234.24
Best CoolSculpting Deal Ever Limited Time Offer June 2021 33% Off All CoolSculpting www.myfms.com 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)	9	9.68%	\$211.20

Google Ads | Chris Zelig > Forever Young 387-874-1103 > All campaigns > search | beta | coolsculpting

Overview | Ad status: Enabled | Status: Bid strategy limited | Type: Search | Budget: \$128.98/day | Optimization score: 83.5% | More details

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			442	9.77%	\$8,510.66
Best CoolSculpting Deal Ever Limited Time Offer June 2021 33% Off All CoolSculpting www.myfms.com 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)	9	9.68%	\$211.20
CoolSculpting® Fat Reduction Limited Time Offer June 2021 Our Biggest Discount Ever www.myfms.com 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)	8	12.50%	\$193.15
CoolSculpting® in Chicago Limited Time Offer June 2021 33% Off All CoolSculpting www.myfms.com 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)	10	6.13%	\$186.94
CoolSculpting® in Chicago Limited Time Offer May 2021 Our Biggest Discount Ever www.myfms.com 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)	9	6.87%	\$184.52
#1 Provider in Chicago Safe & Effective Fat Reduction Target Belly Fat, Love Handles +9 more myfms.com/coolsculpting/chicago #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more), Poor ad strength	13	16.25%	\$182.95
Best CoolSculpting Deal Ever Limited Time Offer May 2021 33% Off All CoolSculpting www.myfms.com 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)	4	13.79%	\$160.21
Best CoolSculpting Deal Ever Limited Time Offer May 2021 Our Biggest Discount Ever www.myfms.com 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)	7	22.58%	\$159.64

Google Ads | Chris Zelig > Forever Young 387-874-1103 | All campaigns > search | beta | coolsculpting

Enabled Status: Bid strategy limited Type: Search Budget: \$128.98/day Optimization score: 83.5%

Responsive search ad

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.
Target Belly Fat, Love Handles	Approved (limited)	Headline	None	40
Safe & Effective Fat Reduction	Approved (limited)	Headline	None	67
Forever Young Medspa	Approved (limited)	Headline	None	181
New Client Special	Approved (limited)	Headline	None	391
FDA Cleared Fat Loss Procedure	Approved (limited)	Headline	None	37
#1 Provider in Chicago	Approved (limited)	Headline	None	44
#1 Fat Reduction Treatment	Approved (limited)	Headline	None	82
Schedule a Free Consultation	Approved (limited)	Headline	None	55
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	87
Freeze Off Your Stubborn Fat	Approved (limited)	Headline	None	122
CoolSculpting in Chicago	Approved (limited)	Headline	None	870
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	944
#1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	Approved (limited)	Description	None	0
#1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book An Appointment Now	Approved (limited)	Description	None	0

Google Ads | Chris Zelig > Forever Young 387-874-1103 | All campaigns > search | beta | coolsculpting

Enabled Status: Bid strategy limited Type: Search Budget: \$128.98/day Optimization score: 83.5%

Responsive search ad

Asset	Status	Asset type	Position pinning	Impr.
Forever Young Medspa	Approved (limited)	Headline	None	181
New Client Special	Approved (limited)	Headline	None	391
FDA Cleared Fat Loss Procedure	Approved (limited)	Headline	None	37
#1 Provider in Chicago	Approved (limited)	Headline	None	44
#1 Fat Reduction Treatment	Approved (limited)	Headline	None	82
Schedule a Free Consultation	Approved (limited)	Headline	None	55
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	87
Freeze Off Your Stubborn Fat	Approved (limited)	Headline	None	122
CoolSculpting in Chicago	Approved (limited)	Headline	None	870
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	944
#1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	Approved (limited)	Description	None	0
#1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book An Appointment Now	Approved (limited)	Description	None	0
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	1,460
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	1,237

Show rows: 500 1 - 16 of 16

Google Ads | Chris Zelig > Forever Young 387-874-1103 | All campaigns > search | beta | coolsculpting

Enabled Status: Bid strategy limited Type: Search Budget: \$128.98/day Optimization score: 83.5%

Extensions

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
Before and After Photos See Real Patient Results & Before and After Photos.	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited) Restricted medical content +1 more	406	10.26%	\$8,019.10
33% Off All Fat Areas Save 33% Off on CoolSculpting. New Client Special	Sitelink extension	search beta coolsculpting	Campaign	Approved (limited) Restricted medical content +1 more	401	10.30%	\$7,864.36
Call extension							
(224) 415-3628	Call extension	Account	Account	Approved	60	8.63%	\$1,287.71
Location extension							
syedial2008@gmail.com (View locations) All locations selected	Location extension	Account	Account	-	-	-	-
Callout extension							
FDA Cleared	Callout extension	search beta coolsculpting	Campaign	Approved	140	11.09%	\$2,715.19
Freeze Your Fat	Callout extension	search beta coolsculpting	Campaign	Approved	125	10.36%	\$2,620.77
Highlights: No Surgery	Callout extension	search beta coolsculpting	Campaign	Approved	121	11.21%	\$2,281.54
Nonsurgical Fat Reduction	Callout extension	search beta coolsculpting	Campaign	Approved	108	9.83%	\$2,261.63
Contact Us + Free Consult	Callout extension	search beta coolsculpting	Campaign	Approved	107	10.13%	\$2,248.75
New Clients 33% Off	Callout extension	search beta coolsculpting	Campaign	Approved	108	9.63%	\$2,157.01
Liposuction Alternative	Callout extension	search beta coolsculpting	Campaign	Approved (limited) Health in personalized advertising	111	10.28%	\$2,150.70
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	3	11.11%	\$90.28
Promotion extension							
Summer Sale - 33% off CoolSculpting®	Promotion extension	search beta coolsculpting	Campaign	Approved (limited) Restricted medical content +1 more	253	10.31%	\$4,830.81
Total: Sitelink extensions					407	10.28%	\$8,029.22
Total: Callout extensions					276	10.51%	\$5,545.30
Total: Structured snippet extensions					3	11.11%	\$90.28
Total: Call extensions					60	8.63%	\$1,287.71
Total: Location extensions					81	9.48%	\$1,364.44
Total: Promotion extensions					298	10.24%	\$5,690.89

Google Ads | Chris Zelig > Forever Young 387-874-1103 | All campaigns > search | beta | coolsculpting | exp reach

Enabled Status: Limited by budget Type: Search Budget: \$27.36/day Optimization score: 73.5%

Ads

Ad	Ad group	Status	Clicks	CTR	Cost			
Total: Ads						463	3.86%	\$2,594.71
Forever Young Medspa Fat Reduction in Chicago Non-Surgical Fat Reduction +6 more	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more), Poor ad strength	147	3.97%	\$860.94			
Forever Young Medspa Fat Reduction in Chicago Non-Surgical Fat Reduction +6 more	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more), Poor ad strength	128	7.40%	\$773.53			
Fat Reduction in Chicago Freezing Fat Really Works Get Rid of Unwanted Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	12	2.86%	\$62.23			
Forever Young Medspa Freezing Fat Really Works 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	8	2.12%	\$57.42			
Fat Reduction in Chicago Freezing Fat Really Works Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	9	2.33%	\$55.60			
Fat Reduction in Chicago Eliminate Fat & Feel Great 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	5	4.46%	\$40.33			
Forever Young Medspa Freeze Away Body Fat 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	9	4.11%	\$38.81			

Google Ads									
Chris Zelig > All campaigns > Forever Young 387-874-1103 search beta coolsculpting exp reach									
Enabled Status: Limited by budget Type: Search Budget: \$27.36/day Optimization score: 73.5%									
Ad status: All ADD FILTER									
SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad									
Total: Ads 463 CTR 3.86% Cost \$2,594.71									
Ad	Forever Young Medspa Freeze Away Body Fat 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	9	4.11%	\$38.81			
Ad	Fat Reduction in Chicago Freezing Fat Really Works 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	7	1.72%	\$37.76			
Ad	Forever Young Medspa Freezing Fat Really Works Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	7	2.11%	\$36.64			
Ad	Non-Surgical Fat Reduction Freezing Fat Really Works Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	5	3.52%	\$31.88			
Ad	Non-Surgical Fat Reduction Eliminate Fat & Feel Great 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	7	3.66%	\$30.69			
Ad	Non-Surgical Fat Reduction Eliminate Fat & Feel Great 33% Off All CoolSculpting	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	3	9.68%	\$30.60			
Ad	Fat Reduction in Chicago Freeze Away Body Fat 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	8	3.43%	\$27.55			

Google Ads									
Chris Zelig > All campaigns > Forever Young 387-874-1103 search beta coolsculpting exp reach									
Enabled Status: Limited by budget Type: Search Budget: \$27.36/day Optimization score: 73.5%									
Ad status: All ADD FILTER									
SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad									
Total: Ads 463 CTR 3.86% Cost \$2,594.71									
Ad	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	8	4.71%	\$21.86			
Ad	Non-Surgical Fat Reduction Freezing Fat Really Works 33% Off All CoolSculpting	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	2	11.11%	\$21.74			
Ad	Non-Surgical Fat Reduction Freeze Away Body Fat 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	3	2.29%	\$21.52			
Ad	Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	3	1.92%	\$19.05			
Ad	Non-Surgical Fat Reduction Freezing Fat Really Works 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	3	7.69%	\$17.88			
Ad	Fat Reduction in Chicago Freeze Away Body Fat Get Rid of Unwanted Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	4	1.72%	\$16.85			
Ad	Forever Young Medspa Freeze Away Body Fat Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	3	1.55%	\$16.84			

Google Ads									
Chris Zelig > All campaigns > Forever Young 387-874-1103 search beta coolsculpting exp reach									
Enabled Status: Limited by budget Type: Search Budget: \$27.36/day Optimization score: 73.5%									
Ad status: All ADD FILTER									
SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad									
Total: Ads 463 CTR 3.86% Cost \$2,594.71									
Ad	Forever Young Medspa Freezing Fat Really Works 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	2	3.64%	\$16.56			
Ad	Fat Reduction in Chicago Eliminate Fat & Feel Great 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	3	7.50%	\$16.26			
Ad	Fat Reduction in Chicago Eliminate Fat & Feel Great 33% Off All CoolSculpting	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	1	1.92%	\$16.00			
Ad	Forever Young Medspa Freeze Away Body Fat Get Rid of Unwanted Fat	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	3	4.84%	\$15.53			
Ad	Fat Reduction in Chicago Freeze Away Body Fat Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	5	5.88%	\$15.34			
Ad	Forever Young Medspa Freeze Away Body Fat Get Rid of Unwanted Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	2	0.97%	\$15.18			
Ad	Fat Reduction in Chicago Freeze Away Body Fat Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	3	1.21%	\$14.95			

Google Ads									
Chris Zelig > All campaigns > Forever Young 387-874-1103 search beta coolsculpting exp reach									
Enabled Status: Limited by budget Type: Search Budget: \$27.36/day Optimization score: 73.5%									
Ad status: All ADD FILTER									
SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad									
Total: Ads 463 CTR 3.86% Cost \$2,594.71									
Ad	Fat Reduction in Chicago Freezing Fat Really Works Freeze Away Body Fat	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	2	4.88%	\$14.09			
Ad	Forever Young Medspa Freezing Fat Really Works Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	3	6.25%	\$13.75			
Ad	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	3	12.00%	\$13.40			
Ad	Forever Young Medspa Freezing Fat Really Works Freeze Away Body Fat	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	2	3.28%	\$12.48			
Ad	Fat Reduction in Chicago Eliminate Fat & Feel Great 33% Off All CoolSculpting	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	3	17.65%	\$12.18			
Ad	Fat Reduction in Chicago Freezing Fat Really Works 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	2	2.82%	\$12.08			
Ad	Non-Surgical Fat Reduction Freeze Away Body Fat 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	4	12.90%	\$11.92			

Google Ads									
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Enabled Status: Limited by budget Type: Search Budget: \$27.36/day Optimization score: 73.5%									
Ad status: All ADD FILTER									
SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad									
Total: Ads 463 CTR 3.86% Cost \$2,594.71									
Ad	Non-Surgical Fat Reduction Freezing Fat Really Works Get Rid of Unwanted Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	3	2.21%	\$11.81			
Ad	Forever Young Medspa Freeze Away Body Fat 33% Off All CoolSculpting	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	3	3.33%	\$11.59			
Ad	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	2	5.88%	\$10.71			
Ad	Forever Young Medspa Freeze Away Body Fat Freeze Away Body Fat	expanded reach	Paused Policy (Restricted medical content +1 more)	1	1.72%	\$10.69			
Ad	Fat Reduction in Chicago Eliminate Fat & Feel Great Freeze Away Body Fat	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	1	0.79%	\$8.56			
Ad	Fat Reduction in Chicago Freeze Away Body Fat 33% Off All CoolSculpting	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	2	20.00%	\$8.29			
Ad	Unwanted Fat Freeze Away Body Fat Get Rid of Unwanted Fat	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	2	6.25%	\$8.19			

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Insights																																																									
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CTR 3.86%																																																									
Cost \$2,594.71																																																									
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Landing pages																																																									
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Fat Reduction in Chicago Freezing Fat Really Works Freeze Away Body Fat www.myfms.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments	expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	1	1.52%	\$3.71																																																				
Forever Young Medspa Freeze Away Body Fat Freeze Away Body Fat www.myfms.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	1	9.09%	\$3.70																																																				
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Forever Young Medspa Freeze Away Body Fat Freeze Away Body Fat www.myfms.com 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.	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	1	3.57%	\$2.25																																																				
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Fat Reduction in Chicago Freeze Away Body Fat Freeze Away Body Fat www.myfms.com 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.	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	1	3.85%	\$1.64																																																				

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View assets details</td> <td>liposuction</td> <td>Removed Disapproved (Malicious software +2 more), Poor ad strength</td> <td>0</td> <td>-</td> <td>\$0.00</td> </tr> <tr> <td>33% Off All CoolSculpting® Forever Young Medspa #1 Provider in Chicago foreveryoung-medspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</td> <td>liposuction</td> <td>Removed Disapproved (Malicious software +2 more)</td> <td>0</td> <td>-</td> <td>\$0.00</td> </tr> <tr> <td>CoolSculpting in Chicago #1 Fat Reduction Treatment Book A Virtual Consultation foreveryoung-medspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. 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Eliminate Fat And Feel Great.	liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	1	2.13%	\$1.12	#1 Provider in Chicago Safe & Effective Fat Reduction 33% Off All CoolSculpting® +10 more foreveryoung-medspa.com/coolsculpting/chicago #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	liposuction	Removed Disapproved (Malicious software +2 more), Poor ad strength	0	-	\$0.00	33% Off All CoolSculpting® Forever Young Medspa #1 Provider in Chicago foreveryoung-medspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	liposuction	Removed Disapproved (Malicious software +2 more)	0	-	\$0.00	CoolSculpting in Chicago #1 Fat Reduction Treatment Book A Virtual Consultation foreveryoung-medspa.com/coolsculpting Best Prices. FDA-Cleared. 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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 > Forever Young 387-874-1103 | All campaigns > search | beta | coolsculpting | exp reach

Enabled Status: Limited by budget Type: Search Budget: \$27.36/day Optimization score: 73.5%

Responsive search ad

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

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

Asset	Status	Asset type	Position pinning	Impr.
Forever Young Medspa	Approved (limited)	Headline	None	1,756
Freezing Fat Really Works	Approved (limited)	Headline	None	349
Freeze Away Body Fat	Approved (limited)	Headline	None	472
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	786
Eliminate Fat & Feel Great	Approved (limited)	Headline	None	344
Fat Reduction in Chicago	Approved (limited)	Headline	None	1,416
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	646
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	606
33% Off All CoolSculpting	Approved (limited)	Headline	None	1,039
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	3,707
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	2,856
Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments	Approved (limited)	Description	None	0

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Extensions

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
<input type="checkbox"/>	33% Off All Fat Areas Save 33% Off on CoolSculpting. New Client Special	search beta coolsculpting ex...	Campaign	Approved (limited) Restricted medical content +1 more	340	4.00%	\$2,028.10
<input type="checkbox"/>	Before and After Photos See Real Patient Results & Before and After Photos.	search beta coolsculpting ex...	Campaign	Approved (limited) Restricted medical content +1 more	340	4.00%	\$2,028.10
Call extension							
<input type="checkbox"/>	(224) 415-3628	Account	Account	Approved	65	3.01%	\$364.41
Location extension							
<input type="checkbox"/>	syedial2008@gmail.com (View locations) All locations selected	Account	Account	-	-	-	-
Callout extension							
<input type="checkbox"/>	Freeze Your Fat	search beta coolsculpting ex...	Campaign	Approved	95	5.67%	\$609.16
<input type="checkbox"/>	FDA Cleared	search beta coolsculpting ex...	Campaign	Approved	92	4.81%	\$575.73
<input type="checkbox"/>	Highlights: No Surgery	search beta coolsculpting ex...	Campaign	Approved	83	5.35%	\$545.68
<input type="checkbox"/>	Nonsurgical Fat Reduction	search beta coolsculpting ex...	Campaign	Approved	80	5.52%	\$544.09
<input type="checkbox"/>	Liposuction Alternative	search beta coolsculpting ex...	Campaign	Approved (limited) Health in personalized advertising	81	5.16%	\$536.04
<input type="checkbox"/>	New Clients 33% Off	search beta coolsculpting ex...	Campaign	Approved	80	5.05%	\$504.10
<input type="checkbox"/>	Contact Us + Free Consult	search beta coolsculpting ex...	Campaign	Approved	65	4.46%	\$373.74
Structured snippet extension							

<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	search beta coolsculpting ex...	Campaign	Approved	1	0.50%	\$6.17
Promotion extension							
<input type="checkbox"/>	Summer Sale - 33% off CoolSculpting®	search beta coolsculpting ex...	Campaign	Approved (limited) Restricted medical content +1 more	189	3.29%	\$1,051.70
Total: Sitelink extensions					340	4.00%	\$2,028.10
Total: Callout extensions					198	5.12%	\$1,265.12
Total: Structured snippet extensions					1	0.50%	\$6.17
Total: Call extensions					65	3.01%	\$364.41
Total: Location extensions					96	4.08%	\$489.14
Total: Promotion extensions					231	3.45%	\$1,325.39

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Medstar Media, INC.

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

SALES RECEIPT

BILL TO
Forever Young Medspa

SALES # 1383
DATE 04/01/2021

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads	1	1,500.00	1,500.00
Content Creation + Search Engine Optimization (SEO) - Monthly	<p>Two treatment-related articles a month (long form: 500-600 words)</p> <ul style="list-style-type: none">• Website + Service page updates and on-site SEO (up to two hours)• Google Webmasters management	1	1,150.00	1,150.00
			TOTAL	2,650.00
			BALANCE DUE	\$0.00

Medstar Media, INC.

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South Jordan, UT 84095
+1 6466949450
support@medstarmedia.com

SALES RECEIPT

BILL TO
Forever Young Medspa

SALES # 1413
DATE 05/01/2021

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads	1	1,500.00	1,500.00
Content Creation + Search Engine Optimization (SEO) - Monthly	<p>Two treatment-related articles a month (long form: 500-600 words)</p> <ul style="list-style-type: none">• Website + Service page updates and on-site SEO (up to two hours)• Google Webmasters management	1	1,150.00	1,150.00
			TOTAL	2,650.00
			BALANCE DUE	\$0.00

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020

South Jordan, UT 84095

+1 6466949450

support@medstarmedia.com

INVOICE

BILL TO

Forever Young Medspa

INVOICE # 1436

DATE 05/24/2021

DUE DATE 05/24/2021

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Website Design + Development	<ul style="list-style-type: none">• Complete website redesign and development.• Install lead capture forms, integrate with autoresponder and set up client & customer notifications• Optimize website for optimal desktop, tablet, mobile and cross-browser usability• Design custom graphics	30	200.00	6,000.00
Discount	Fav client + video testimonial	1	- 2,001.00	-2,001.00
PAYMENT				3,999.00
BALANCE DUE				\$0.00

PAID

Medstar Media, INC.

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

SALES RECEIPT

BILL TO
Forever Young Medspa

SALES # 1442
DATE 06/01/2021

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads	1	1,500.00	1,500.00
Content Creation + Search Engine Optimization (SEO) - Monthly	<p>Two treatment-related articles a month (long form: 500-600 words)</p> <ul style="list-style-type: none">• Website + Service page updates and on-site SEO (up to two hours)• Google Webmasters management	1	1,150.00	1,150.00
			TOTAL	2,650.00
			BALANCE DUE	\$0.00