

Eternal Medspa Coolsculpting Google Adwords & Facebook Ads Q4 2019 (10/1/2019 - 12/31/2019)

search beta coolsculpting: \$5,217.87
 search alpha coolsculpting: \$3,373.13

Total Google Ad Spend: \$8,591.00
 Facebook Ads: \$1,718.86
Total Media Cost: \$10,309.86

Google Ads Chris Zelig Eternal Medical Spa All campaigns						
Campaigns						
Ad groups	Campaign	Budget	Status	Clicks	CTR	Cost
	search beta coolsculpting	\$47.19/day	Limited by budget	541	3.03%	\$5,217.87
	search alpha coolsculpting	\$48.04/day	Eligible	164	3.26%	\$3,373.13
	search beta coolsculpting generic broad	Coolsculpting \$145.00/day	Removed	0	-	\$0.00
	search beta coolsculpting exact	Coolsculpting \$145.00/day	Removed	0	-	\$0.00
	search beta coolsculpting broad	Coolsculpting \$145.00/day	Removed	0	-	\$0.00
	search beta coolsculpting generic exact	Coolsculpting \$145.00/day	Removed	0	-	\$0.00
	search beta coolsculpting OLD	\$177.00/day	Paused	0	-	\$0.00
	search beta coolsculpting broad	\$15.00/day	Paused	0	-	\$0.00
	search beta coolsculpting exact	Coolsculpting \$145.00/day	Paused	0	-	\$0.00
	search beta coolsculpting generic BMM	Coolsculpting \$145.00/day	Paused	0	-	\$0.00
	search beta coolsculpting generic broad	\$5.00/day	Paused	0	-	\$0.00
	search beta coolsculpting generic exact	Coolsculpting \$145.00/day	Paused	0	-	\$0.00
Total: Filtered campaigns				705	3.08%	\$8,591.00
Total: Account				994	3.50%	\$11,002.26
Total: Search campaigns				994	3.50%	\$11,002.26

Google Ads Chris Zelig Eternal Medical Spa search beta coolsculpting						
Ads						
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads				541	3.03%	\$5,217.87
	#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	0. coolsculpting - general	Approved	107	2.34%	\$1,167.33
	CoolSculpting in Totowa #1 Fat Reduction Treatment No Surgery & Minimal Downtime	0. coolsculpting - general	Approved	106	2.94%	\$1,038.37
	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Eternal Medical Spa	0. coolsculpting - general	Approved	89	2.46%	\$1,008.41
	25% Off All CoolSculpting® Best Price in Totowa Eternal Medical Spa	1. coolsculpting - price	Approved (limited): Punctuation and symbols +1 more	69	7.38%	\$471.08
	25% Off All CoolSculpting® Affordable & Quick Treatments Eternal Medical Spa	1. coolsculpting - price	Paused	24	5.14%	\$269.30
	(KeyWord Best Price in Totowa) Eternal Medical Spa Flexible Payment Options	1. coolsculpting - price	Approved	39	9.95%	\$233.61

Google Ads Chris Zelig Eternal Medical Spa search beta coolsculpting						
Ads						
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads				541	3.03%	\$5,217.87
	CoolSculpting in Totowa Fat Reduction Treatment Best Prices, FDA-Cleared.	6. coolsculpting - fat freeze	Removed Disapproved: Punctuation and symbols	17	4.40%	\$196.09
	#1 Provider in Totowa Quick & Painless Fat Freezing Fat Freezing for 25% Off +9 more	6. coolsculpting - fat freeze	Approved (limited): Punctuation and symbols +1 more	26	3.64%	\$171.79
	25% Off All CoolSculpting® Eternal Medical Spa Provider in Totowa	0. coolsculpting - general	Approved	6	1.24%	\$116.33
	#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	5. sculpsure	Approved	12	1.68%	\$98.72
	Eternal Medical Spa Freezing Fat Really Works 25% Off First Treatment	6. coolsculpting - fat freeze	Approved	10	2.71%	\$87.21
	25% Off All CoolSculpting® Eternal Medical Spa Provider in Totowa	0. coolsculpting - general	Removed Disapproved: Punctuation and symbols	6	1.16%	\$73.09
	#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more	2. cryolipolysis	Approved	7	3.91%	\$56.38

Google Ads Chris Zelig Eternal Medical Spa search beta coolsculpting						
Ads						
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads				541	3.03%	\$5,217.87
	25% Off All Fat Freezing Eternal Medical Spa Provider in Totowa	6. coolsculpting - fat freeze	Removed Disapproved: Punctuation and symbols	4	3.23%	\$55.43
	25% Off All CoolSculpting® Eternal Medical Spa #1 Provider in Totowa	5. sculpsure	Approved	4	2.96%	\$35.80
	CoolSculpting in Totowa Fat Reduction Treatment Best Prices, FDA-Cleared.	6. coolsculpting - fat freeze	Approved	4	7.27%	\$24.17
	CoolSculpting in Totowa #1 Fat Reduction Treatment No Surgery & Minimal Downtime	5. sculpsure	Approved	3	3.85%	\$24.08
	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Eternal Medical Spa	5. sculpsure	Approved	1	1.59%	\$19.80
	25% Off CoolSculpting® Cost New Client Special Eternal Medical Spa	1. coolsculpting - price	Removed Disapproved: Punctuation and symbols	2	2.22%	\$17.85
	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Eternal Medical Spa					

Overview		Status: Eligible		Optimization score: 72.1%		Type: Search		Budget: \$48.34/day		More details	
Recommendations Ad status: All ADD FILTER											
Ad groups											
Ads & extensions											
Ads											
Extensions											
Automated extensions											
Landing pages											
Keywords											
Audiences											
Demographics											
Settings											
Locations											
Ad schedule											
Devices											
Advanced bid adj.											
Change history											
Drafts & experiments											

Ad	Ad group	Status	Clicks	CTR	Cost	
Total: Ads						
164						
3.26%						
\$3,373.13						
<input type="checkbox"/>	25% Off All CoolSculpting® Best Price in Totowa Eternal Medical Spa +9 more eternalmedicalspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minimal Downtime. Rea... View assets details	1. coolsculpting - price	Approved (limited): Restricted medical content	13	4.21%	\$197.71
<input type="checkbox"/>	25% Off CoolSculpting® Cost New Client Special Eternal Medical Spa eternalmedicalspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared. How Much Does CoolSculpting Cost? Less Than You Might Think! Book A Free Consultation Now!	1. coolsculpting - price	Approved	12	5.61%	\$187.89
<input type="checkbox"/>	25% Off All CoolSculpting® Affordable & Quick Treatments Eternal Medical Spa eternalmedicalspa.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now!	1. coolsculpting - price	Approved	10	3.97%	\$180.12
<input type="checkbox"/>	#1 Provider in Totowa Quick & Painless Fat Freezing Fat Freezing for 25% Off +9 more eternalmedicalspa.com/fat-freezing/totowa #1 CoolSculpting Deal. Top Provider in Totowa, NJ for Freezing Fat. Free Consult. Expert. Safe Fat Loss With Quick... View assets details	6. coolsculpting - fat freeze	Approved (limited): Restricted medical content	10	3.33%	\$160.84
<input type="checkbox"/>	Eternal Medical Spa Freezing Fat Really Works 25% Off First Treatment eternalmedicalspa.com/coolsculpting/fat-freezing Expert. Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Totowa, NJ. Schedule a Free Consultation	6. coolsculpting - fat freeze	Approved	6	3.68%	\$94.93
<input type="checkbox"/>	Best Price in Totowa Eternal Medical Spa Flexible Payment Options eternalmedicalspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Approved	6	4.05%	\$85.80
<input type="checkbox"/>	25% Off All Fat Freezing Eternal Medical Spa #1 Provider in Totowa eternalmedicalspa.com/coolsculpting/fat-freezing					

Overview		Status: Eligible		Optimization score: 72.1%		Type: Search		Budget: \$48.34/day		More details	
Recommendations Ad status: All ADD FILTER											
Ad groups											
Ads & extensions											
Ads											
Extensions											
Automated extensions											
Landing pages											
Keywords											
Audiences											
Demographics											
Settings											
Locations											
Ad schedule											
Devices											
Advanced bid adj.											
Change history											
Drafts & experiments											

Ad	Ad group	Status	Clicks	CTR	Cost	
Total: Ads						
164						
3.26%						
\$3,373.13						
<input type="checkbox"/>	25% Off All Fat Freezing Eternal Medical Spa #1 Provider in Totowa eternalmedicalspa.com/coolsculpting/fat-freezing #1 CoolSculpting Deal. Top Provider in Totowa, NJ for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze	Approved	3	1.46%	\$59.03
<input type="checkbox"/>	#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more eternalmedicalspa.com/coolsculpting/totowa #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult. Expert. Safe Fat Loss With Quick Results... View assets details	3. body sculpting	Approved	2	7.69%	\$47.98
<input type="checkbox"/>	#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more eternalmedicalspa.com/coolsculpting/totowa #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult. Expert. Safe Fat Loss With Quick Results... View assets details	2. cryolipolysis	Approved	1	100.00%	\$33.43
<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Eternal Medical Spa eternalmedicalspa.com/coolsculpting Expert. Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Totowa, NJ. Schedule a Free Consultation	2. cryolipolysis	Approved	2	66.67%	\$13.82
<input type="checkbox"/>	#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more eternalmedicalspa.com/coolsculpting/totowa #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult. Expert. Safe Fat Loss With Quick Results... View assets details	3. coolsculpting - location	Ad group removed	0	-	\$0.00
<input type="checkbox"/>	CoolSculpting in Totowa #1 Fat Reduction Treatment No Surgery & Minimal Downtime eternalmedicalspa.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	3. coolsculpting - location	Ad group removed	0	-	\$0.00
<input type="checkbox"/>	25% Off All CoolSculpting® Eternal Medical Spa #1 Provider in Totowa eternalmedicalspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3. coolsculpting - location	Ad group removed	0	-	\$0.00

Overview		Status: Eligible		Optimization score: 72.1%		Type: Search		Budget: \$48.34/day		More details	
Recommendations Ad status: All ADD FILTER											
Ad groups											
Ads & extensions											
Ads											
Extensions											
Automated extensions											
Landing pages											
Keywords											
Audiences											
Demographics											
Settings											
Locations											
Ad schedule											
Devices											
Advanced bid adj.											
Change history											
Drafts & experiments											

Ad	Ad group	Status	Clicks	CTR	Cost	
Total: Ads						
164						
3.26%						
\$3,373.13						
<input type="checkbox"/>	Treatment. Target Belly Fat & Love Handles. Book A Free Consultation					
<input type="checkbox"/>	#1 Provider in Totowa Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more eternalmedicalspa.com/coolsculpting/totowa #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult. Expert. Safe Fat Loss With Quick Results... View assets details	coolsculpting face	Approved	0	-	\$0.00
<input type="checkbox"/>	#1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Eternal Medical Spa eternalmedicalspa.com/coolsculpting Expert. Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Totowa, NJ. Schedule a Free Consultation	coolsculpting face	Approved	0	0.00%	\$0.00
<input type="checkbox"/>	25% Off All CoolSculpting® Eternal Medical Spa #1 Provider in Totowa eternalmedicalspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	coolsculpting face	Approved	0	0.00%	\$0.00
<input type="checkbox"/>	CoolSculpting in Totowa #1 Fat Reduction Treatment No Surgery & Minimal Downtime eternalmedicalspa.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	coolsculpting face	Approved	0	-	\$0.00
Total: Ads						
164						
3.26%						
\$3,373.13						
Total: Campaign						
164						
3.26%						
\$3,373.13						

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.
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Overview		Status: Eligible		Optimization score: 72.1%		Type: Search		Budget: \$48.34/day		More details	
Recommendations Ad status: All ADD FILTER											
Ad groups											
Ads & extensions											
Ads											
Extensions											
Automated extensions											
Landing pages											
Keywords											
Audiences											
Demographics											
Settings											
Locations											
Ad schedule											
Devices											
Advanced bid adj.											
Change history											
Drafts & experiments											

Extension	Added to	Level	Status	Clicks	CTR	Cost	
Sitelink extension							
<input type="checkbox"/>	Before and After Photos See CoolSculpting Before and After Photos	search alpha coolsculpting	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/>	25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	search alpha coolsculpting	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/>	State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting	search alpha coolsculpting	Campaign	Approved	0	-	\$0.00
<input type="checkbox"/>	5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	search alpha coolsculpting	Campaign	Approved	0	-	\$0.00
Call extension							
<input type="checkbox"/>	(917) 510-4941 (mobile)	Account	Account	Approved	75	3.83%	\$1,639.01
<input type="checkbox"/>	(917) 510-4941	Account	Account	Approved	24	2.54%	\$461.13
Location extension							
<input type="checkbox"/>	Automatically linked account (View locations) All locations selected	Account	Account	-	-	-	-
Callout extension							
<input type="checkbox"/>	Contact Us + Free Consult	search alpha coolsculpting	Campaign	Approved	40	3.60%	\$892.70
<input type="checkbox"/>	Highlights: No Surgery	search alpha coolsculpting	Campaign	Approved	43	3.71%	\$850.48
<input type="checkbox"/>	Freeze Your Fat	search alpha coolsculpting	Campaign	Approved	26	4.91%	\$601.87
<input type="checkbox"/>	Innovation Alternative	search alpha coolsculpting	Campaign	Approved	24	4.08%	\$601.87

Overview		Status: Eligible		Optimization score: 72.1%		Type: Search		Budget: \$48.34/day		More details	
Recommendations Ad status: All ADD FILTER											
Ad groups											
Ads & extensions											
Ads											
Extensions											
Automated extensions											
Landing pages											
Keywords											
Audiences											
Demographics											
Settings											
Locations											
Ad schedule											
Devices											
Advanced bid adj.											
Change history											
Drafts & experiments											

Extension	Added to	Level	Status	Clicks	CTR	Cost	
<input type="checkbox"/>	Liposuction Alternative	search alpha coolsculpting	Campaign	Approved	24	4.99%	\$521.94
<input type="checkbox"/>	New Clients 25% Off	search alpha coolsculpting	Campaign	Approved	20	4.26%	\$498.21
<input type="checkbox"/>	FDA Approved	search alpha coolsculpting	Campaign	Approved	23	4.08%	\$464.92
<input type="checkbox"/>	Nonsurgical Fat Reduction	search alpha coolsculpting	Campaign	Approved	19	4.24%	\$455.12
Structured snippet extension							
<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	search alpha coolsculpting	Campaign	Approved	1	4.00%	\$5.93
Promotion extension							
<input type="checkbox"/>	25% off for New Clients	search alpha coolsculpting	Campaign	Approved	46	4.05%	\$1,006.24
Total: Sitelink extensions							
1							
5.56%							
\$32.49							
Total: Callout extensions							
87							
3.82%							
\$1,891.30							
Total: Structured snippet extensions							
1							
4.00%							
\$5.93							
Total: Call extensions							
99							
3.41%							
\$2,100.14							
Total: Location extensions							
51							
4.03%							
\$1,285.24							
Total: Promotion extensions							
46							
4.05%							
\$1,006.24							

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Ad Name	Bid Strategy Ad Set	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
2019-11 - Coolsculpting - Prospecting - Men - Img 1	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 5.4... 22 days ago	91 Link Clicks	5,660	18,423	\$5.21 Per Link Click	—	—	—	\$474.12
2019-11 - Coolsculpting - Prospecting - Men - Img 1	Lowest cost Conversions	Using camp...	Dec 27, 2019, 9.0... 7 days ago	6 Leads	9,606	15,293	\$70.73 Per Lead	Below average Bottom 10% of ads	Average	Below average Bottom 35% of ads	\$424.39
2019-11 - Coolsculpting - Prospecting - Men - Img 2	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 5.4... 22 days ago	29 Link Clicks	2,179	8,334	\$5.03 Per Link Click	—	—	—	\$145.92
2019-12 - CS - Women - Holiday Img 1	Lowest cost Conversions	Using camp...	Dec 27, 2019, 10... 7 days ago	1 Lead	2,701	3,681	\$117.78 Per Lead	Below average Bottom 20% of ads	Below average Bottom 20% of ads	Below average Bottom 35% of ads	\$117.78
2019-12 - CS - Women - Holiday Img 2	Lowest cost Conversions	Using camp...	Dec 27, 2019, 10... 7 days ago	—	1,915	2,564	—	Below average Bottom 20% of ads	Below average Bottom 20% of ads	Below average Bottom 35% of ads	\$95.04
2019-11 - Coolsculpting - Prospecting - Men - Img 2	Lowest cost Conversions	Using camp...	Dec 27, 2019, 9.0... 7 days ago	2 Leads	2,132	3,224	\$40.75 Per Lead	Below average Bottom 35% of ads	Below average Bottom 35% of ads	Average	\$81.50
2019-12 - CS - High Vio Video	Lowest cost Conversions	Using camp...	Dec 27, 2019, 10... 7 days ago	—	1,399	1,502	—	Below average Bottom 10% of ads	Below average Bottom 35% of ads	Below average Bottom 35% of ads	\$62.09
2019-12 - CS - Women - Img 3	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 5.4... 22 days ago	7 Link Clicks	832	2,385	\$7.67 Per Link Click	—	—	—	\$53.71
2019-12 - CS - Women - Img 1	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 5.4... 22 days ago	6 Link Clicks	791	2,053	\$8.94 Per Link Click	—	—	—	\$53.66
2019-12 - CS - Women - Img 4	Lowest cost Conversions	Using camp...	Dec 27, 2019, 10... 7 days ago	1 Lead	1,717	1,994	\$47.31 Per Lead	Below average Bottom 20% of ads	Below average Bottom 20% of ads	Below average Bottom 35% of ads	\$47.31
2019-12 - CS - Women - Img 4	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 5.4... 22 days ago	6 Link Clicks	664	1,917	\$6.77 Per Link Click	—	—	—	\$40.59
2019-12 - CS - Women - Img 2	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 5.4... 22 days ago	5 Link Clicks	626	2,054	\$7.34 Per Link Click	—	—	—	\$36.69
Results from 17 ads											
					25,848 People	66,472 Total					\$1,718.86 Total Spent

Ad Name	Bid Strategy Ad Set	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
2019-11 - Coolsculpting - Prospecting - Men - Img 2	Lowest cost Conversions	Using camp...	Dec 27, 2019, 9.0... 7 days ago	2 Leads	2,132	3,224	\$40.75 Per Lead	Below average Bottom 35% of ads	Below average Bottom 35% of ads	Average	\$81.50
2019-12 - CS - High Vio Video	Lowest cost Conversions	Using camp...	Dec 27, 2019, 10... 7 days ago	—	1,399	1,502	—	Below average Bottom 10% of ads	Below average Bottom 35% of ads	Below average Bottom 35% of ads	\$62.09
2019-12 - CS - Women - Img 3	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 5.4... 22 days ago	7 Link Clicks	832	2,385	\$7.67 Per Link Click	—	—	—	\$53.71
2019-12 - CS - Women - Img 1	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 5.4... 22 days ago	6 Link Clicks	791	2,053	\$8.94 Per Link Click	—	—	—	\$53.66
2019-12 - CS - Women - Img 4	Lowest cost Conversions	Using camp...	Dec 27, 2019, 10... 7 days ago	1 Lead	1,717	1,994	\$47.31 Per Lead	Below average Bottom 20% of ads	Below average Bottom 20% of ads	Below average Bottom 35% of ads	\$47.31
2019-12 - CS - Women - Img 4	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 5.4... 22 days ago	6 Link Clicks	664	1,917	\$6.77 Per Link Click	—	—	—	\$40.59
2019-12 - CS - Women - Img 2	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 5.4... 22 days ago	5 Link Clicks	626	2,054	\$7.34 Per Link Click	—	—	—	\$36.69
2019-12 - CS - Women - Img 1	Lowest cost Conversions	Using camp...	Dec 27, 2019, 10... 7 days ago	—	1,103	1,258	—	—	—	—	\$36.38
2019-12 - CS - Women - Img 5	Lowest cost Conversions	Using camp...	Dec 27, 2019, 10... 7 days ago	—	826	955	—	Below average Bottom 20% of ads	Below average Bottom 20% of ads	Below average Bottom 35% of ads	\$26.53
2019-12 - CS - Women - Video 1	Lowest cost Link Clicks	Using camp...	Dec 12, 2019, 5.4... 22 days ago	2 Link Clicks	264	517	\$6.89 Per Link Click	—	—	—	\$13.78
2019-12 - CS - Women - Img 3	Lowest cost Conversions	Using camp...	Dec 27, 2019, 10... 7 days ago	—	297	318	—	—	—	—	\$9.39
2019-12 - CS - Women - Holiday Img 3	Lowest cost Conversions	Using camp...	Dec 27, 2019, 10... 7 days ago	—	—	—	—	—	—	—	—
Results from 17 ads											
					25,848 People	66,472 Total					\$1,718.86 Total Spent

Ad Name	Bid Strategy Ad Set	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
2019-11 - Coolsculpting - Prospecting - M...	Lowest cost Conversions	Using camp...	Dec 27, 2019, 9.0... 7 days ago	2 Leads	2,132	3,224	\$40.75 Per Lead	Below average Bottom 35% of ads	Below average Bottom 35% of ads	Average	\$81.50

Identity

Facebook Page
Your Facebook Page or Instagram account represents your business in ads. You can also create a Facebook Page

Eternal Medical Spa

Instagram Account
The selected page has no connected Instagram account. Your Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Add an Instagram Account.

Use selected Page

Create Ad Use Existing Post Use Mockup

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

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


Fullscreen Mobile Experience
Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. Learn More

Add an Instant Experience

Boost Performance With Video Templates

Eternal Medical Spa

Coolsculpting @ safely freezes away stubborn fat that resists diet and exercise.



ETERNALMEDICALSPA.COM
25% OFF COOLSCULPTING
Coolsculpting reduces fat witho...

1 Comment

Like Comment Share

Ad Name	Bid Strategy Ad Set	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
2019-11 - Coolsculpting - Prospecting - M...	Lowest cost Conversions	Using camp...	Dec 27, 2019, 9.0... 7 days ago	2 Leads	2,132	3,224	\$40.75 Per Lead	Below average Bottom 35% of ads	Below average Bottom 35% of ads	Average	\$81.50

Identity

Facebook Page
Your Facebook Page or Instagram account represents your business in ads. You can also create a Facebook Page

Eternal Medical Spa

Instagram Account
The selected page has no connected Instagram account. Your Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Add an Instagram Account.

Use selected Page

Create Ad Use Existing Post Use Mockup

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

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


Fullscreen Mobile Experience
Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. Learn More

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Boost Performance With Video Templates

Eternal Medical Spa

Coolsculpting @ safely freezes away stubborn fat that resists diet and exercise.



ETERNALMEDICALSPA.COM
25% OFF COOLSCULPTING
Coolsculpting reduces fat witho...

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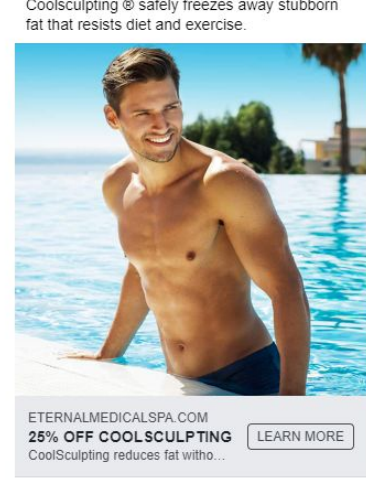
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Umm Dean (28548383) Search

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Close

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

Mobile News Feed

Eternal Medical Spa
Sponsored

Coolsculpting @ safely freezes away stubborn fat that resists diet and exercise.

coolsculpting
FREEZE AWAY FAT CELLS
25% OFF

ETERNALMEDICALSPA.COM
25% OFF COOLSCULPTING
CoolSculpting reduces fat witho... LEARN MORE

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Group of items that opens into a fullscreen mobile experience

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Close

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Mobile News Feed

Eternal Medical Spa
Sponsored

Coolsculpting @ safely freezes away stubborn fat that resists diet and exercise.

ETERNALMEDICALSPA.COM
25% OFF COOLSCULPTING
CoolSculpting reduces fat witho... LEARN MORE

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Mobile News Feed

Eternal Medical Spa
Sponsored

Coolsculpting @ safely freezes away stubborn fat that resists diet and exercise.

ETERNALMEDICALSPA.COM
25% OFF COOLSCULPTING
CoolSculpting reduces fat witho... LEARN MORE

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Eternal Medical Spa

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Use selected Page

Create Ad Use Existing Post Use Mockup

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

Fullscreen Mobile Experience
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Add an Instant Experience

Boost Performance With Video Templates

Close

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

Mobile News Feed

Eternal Medical Spa
Sponsored

Coolsculpting @ safely freezes away stubborn fat that resists diet and exercise.

coolsculpting
FREEZE AWAY FAT CELLS
SALE - 25% OFF

ETERNALMEDICALSPA.COM
25% OFF COOLSCULPTING
CoolSculpting reduces fat witho... LEARN MORE

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Use selected Page

Create Ad Use Existing Post Use Mockup

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

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

Fullscreen Mobile Experience
Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. Learn More

Add an Instant Experience

Media
Choose an image or video, or create a new video or slideshow

Close

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

Mobile News Feed

Eternal Medical Spa
Sponsored

Coolsculpting @ safely freezes away stubborn fat that resists diet and exercise.

coolsculpting
FREEZE AWAY FAT CELLS
25% OFF

ETERNALMEDICALSPA.COM
25% OFF COOLSCULPTING
CoolSculpting reduces fat witho... LEARN MORE

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Facebook Page: Eternal Medical Spa

Instagram Account: The selected Page has no connected Instagram account. Your Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Add an Instagram Account.

Format: Single Image or Video

Fullscreen Mobile Experience: Add an Instant Experience

Mobile News Feed: Eternal Medical Spa sponsored post. Text: "Coolsculpting safely freezes away stubborn fat that resists diet and exercise." Offer: "25% OFF COOLSCULPTING". Image: A woman in a white bikini sitting on the floor.

Buttons: Discard Draft, Publish

Umm Dean (28548383) Search

Coolsculpting - Conversions > Coolsculpting - Women > 2019-12 - CS - Women - Video 1

Facebook Page: Eternal Medical Spa

Instagram Account: The selected Page has no connected Instagram account. Your Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Add an Instagram Account.

Format: Single Image or Video

Fullscreen Mobile Experience: Add an Instant Experience, Add a Playable Asset

Mobile News Feed: Eternal Medical Spa sponsored video ad. Text: "Coolsculpting safely freezes away stubborn fat that resists diet and exercise." Offer: "25% OFF COOLSCULPTING". Video thumbnail: A woman in a white bikini with a play button overlay.

Buttons: Discard Draft, Publish

Umm Dean (28548383) Search

Coolsculpting - Conversions > Coolsculpting - Women > 2019-12 - CS - Women - Img 3

Facebook Page: Eternal Medical Spa

Instagram Account: The selected Page has no connected Instagram account. Your Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Add an Instagram Account.

Format: Single Image or Video

Fullscreen Mobile Experience: Add an Instant Experience

Mobile News Feed: Eternal Medical Spa sponsored post. Text: "Coolsculpting safely freezes away stubborn fat that resists diet and exercise." Offer: "25% OFF COOLSCULPTING". Image: A woman in a blue bikini lying on her side.

Buttons: Discard Draft, Publish