

# CoolSculpting Marketing Services

## Melamed Weight & Wellness Co-Op

### Q3 + Q4 2022 Total Marketing Expenses

#### (07/1/2022 - 12/31/2022)

**Total Google Ads: \$ 8,193.47**  
**Total Meta Ads: \$ 7,355.69**  
**Total Marketing Service Fees: \$12,000.00**  
**Total CoolSculpting Marketing Cost: \$27,549.16**

Google Ads | Chris Zelig > Melamed Weight & Wellness 102-943-4865 | All campaigns

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview Campaigns Jul 1 - Dec 15, 2022 Show last 30 days

Campaign status: All Campaign name contains cool X Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
search   coolsculpting	\$52.96/day	Paused All ads limited by policy	1,425	4.91%	\$8,193.47
Total: Filtered campaigns					
			1,425	4.91%	\$8,193.47
Total: Account					
	\$0.00/day		3,508	6.02%	\$14,253.92

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Central 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 > Melamed Weight & Wellness 102-943-4865 | All campaigns > search | coolsculpting

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None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. Hide Learn more

Overview Paused Type: Search Budget: \$52.96/day More details

Ads Jul 1 - Dec 15, 2022 Show last 30 days

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,425	4.91%	\$8,193.47
{Keyword:Melamed Weight & Wellness}   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +10 more melamedwellness.com/coolsculpting/deerfield_ji Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	491	6.03%	\$3,238.06
Melamed Weight & Wellness   Fat Reduction in Deerfield   Non-Surgical Fat Reduction +11 more melamedwellness.com/coolsculpting/deerfield_ji Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	x. Expanded Reach Test	Not eligible Policy (Restricted medical content +1 more), Campaign paused	297	3.60%	\$1,456.39
{Keyword:Melamed Weight & Wellness}   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +10 more melamedwellness.com/coolsculpting/deerfield_ji Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	195	6.34%	\$1,141.44
{Keyword:Melamed Weight & Wellness}   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +10 more melamedwellness.com/coolsculpting/deerfield_ji Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	124	8.63%	\$878.52
CoolSculpting® in Deerfield   Save 50% On 8+ Treatments   Flexible Payment Options melamedwellness.com/coolsculpting/deerfield_ji 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	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more), Campaign paused	46	6.32%	\$281.85
Melamed Weight & Wellness   Fat Reduction in Deerfield   Non-Surgical Fat Reduction +11 more melamedwellness.com/coolsculpting/deerfield_ji Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	3. lipo	Not eligible Policy (Restricted medical content +1 more), Campaign paused	47	4.74%	\$239.44

Google Ads | Chris Zelig > Melamed Weight & Wellness 102-943-4865 | All campaigns > search | coolsculpting

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Overview Paused Type: Search Budget: \$52.96/day More details

Ads Jul 1 - Dec 15, 2022 Show last 30 days

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,425	4.91%	\$8,193.47
Melamed Weight & Wellness   Fat Reduction in Deerfield   Non-Surgical Fat Reduction +11 more melamedwellness.com/coolsculpting/deerfield_ji Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	3. lipo	Not eligible Policy (Restricted medical content +1 more), Campaign paused	47	4.74%	\$239.44
Fat Reduction in Deerfield   Our Biggest Discount Ever   Get Rid of Unwanted Fat melamedwellness.com/coolsculpting/deerfield_ji Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	3. lipo	Removed Policy (Restricted medical content +1 more), Campaign paused	55	6.12%	\$217.86
Non-Surgical Fat Reduction   CoolSculpting® in Deerfield   Get 50% Off 8+ Treatments melamedwellness.com/coolsculpting/deerfield_ji Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more), Campaign paused	42	2.18%	\$173.00
Non-Surgical Lipo Alternative   CoolSculpting® in Deerfield   Get Rid of Unwanted Fat melamedwellness.com/coolsculpting/deerfield_ji Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	3. lipo	Removed Policy (Restricted medical content +1 more), Campaign paused	27	4.14%	\$94.59
CoolSculpting® in Deerfield   Freeze Away Body Fat   Our Biggest Discount Ever melamedwellness.com/coolsculpting/deerfield_ji 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), Campaign paused	16	4.94%	\$87.78
Non-Surgical Lipo Alternative   CoolSculpting® in Deerfield   Freeze Away Body Fat melamedwellness.com/coolsculpting/deerfield_ji Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	3. lipo	Removed Policy (Restricted medical content +1 more), Campaign paused	21	2.99%	\$73.41

Google Ads | Chris Zelig > Melamed Weight & Wellness 102-943-4865 | All campaigns > search | coolsculpting

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. Hide Learn more

Overview Paused Type: Search Budget: \$52.96/day More details

Ads Jul 1 - Dec 15, 2022 Show last 30 days

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,425	4.91%	\$8,193.47
Melamed Weight & Wellness   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +10 more melamedwellness.com/coolsculpting/deerfield_ji Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	x. non-service medspa	Not eligible Policy (Restricted medical content +1 more), Campaign paused	6	2.83%	\$55.02
CoolSculpting® in Deerfield   Freeze Away Body Fat   Flexible Payment Options melamedwellness.com/coolsculpting/deerfield_ji 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), Campaign paused	11	3.37%	\$52.83
Best CoolSculpting Deal Ever   Freeze Away Body Fat   Best Prices. FDA-Cleared. melamedwellness.com/coolsculpting/deerfield_ji 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 Campaign paused	8	7.84%	\$51.38
Fat Reduction in Deerfield   Freezing Fat Really Works   Get Rid of Unwanted Fat melamedwellness.com/coolsculpting/deerfield_ji Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more), Campaign paused	13	2.12%	\$42.95
Non-Surgical Body Sculpting   CoolSculpting® in Deerfield   Get 50% Off 8+ Treatments melamedwellness.com/coolsculpting/deerfield_ji Sculpt Your Body. Freeze Away Stubborn Fat with CoolSculpting Eliminate Fat And Feel Great. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	2. body sculpting	Removed Policy (Restricted medical content +1 more), Campaign paused	6	2.69%	\$27.54
Non-Surgical Body Sculpting   Our Biggest Discount Ever   Freeze Away Body Fat melamedwellness.com/coolsculpting/deerfield_ji Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	2. body sculpting	Removed Campaign paused	3	3.03%	\$17.75

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

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,425	4.91%	\$8,193.47
Best CoolSculpting Deal Ever   Save 50% On 8+ Treatments   Flexible Payment Options	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more), Campaign paused	5	17.24%	\$17.38
Non-Surgical Body Sculpting   Our Biggest Discount Ever   Get Rid of Unwanted Fat	2. body sculpting	Removed Policy (Restricted medical content +1 more), Campaign paused	5	4.39%	\$13.47
Non-Surgical Fat Reduction   Freezing Fat Really Works   Freeze Away Body Fat	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more), Campaign paused	2	1.79%	\$10.66
[Dynamically generated headline]	x. dynamic	Removed Policy (Restricted medical content +1 more), Campaign paused	1	100.00%	\$6.66
[Dynamically generated headline]	x. dynamic	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	16.67%	\$6.48
[Dynamically generated headline]	x. dynamic	Removed Policy (Restricted medical content +1 more), Campaign paused	1	100.00%	\$3.87
[Dynamically generated headline]	x. dynamic	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	3.85%	\$3.27

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

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,425	4.91%	\$8,193.47
[Dynamically generated headline]	x. dynamic	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	3.85%	\$3.27
[Dynamically generated headline]	x. dynamic	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	1.96%	\$1.87
Best CoolSculpting Deal Ever   Freeze Away Body Fat   Flexible Payment Options	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more), Campaign paused	0	0.00%	\$0.00
[Dynamically generated headline]	x. dynamic	Removed Policy (Restricted medical content +1 more), Campaign paused	0	0.00%	\$0.00
[Dynamically generated headline]	x. dynamic	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
[Dynamically generated headline]	x. dynamic	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
[Dynamically generated headline]	x. dynamic	Removed Policy (Restricted medical content +1 more), Campaign paused	0	0.00%	\$0.00

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

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,425	4.91%	\$8,193.47
Eliminate Fat And Feel Great. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. dynamic	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
[Dynamically generated headline]	x. dynamic	Removed Policy (Restricted medical content +1 more), Campaign paused	0	0.00%	\$0.00
[Dynamically generated headline]	x. dynamic	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
[Dynamically generated headline]	x. dynamic	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
Total: Ads in your current workspace			1,425	4.91%	\$8,193.47
Total: Campaign			1,425	4.91%	\$8,193.47

Show rows: 500 | 1 - 33 of 33

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

### Responsive search ad

Ad strength: Excellent

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column.

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Freeze Your Fat Away Today	Approved (limited)	Headline	None	Learning	77	Advertiser
(Keyword:Melamed Weight & Wellness)	Approved (limited)	Headline	None	Good	4,616	Advertiser
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	42	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Learning	636	Advertiser
CoolSculpting in (LOCATION)(City)	Approved (limited)	Headline	None	Good	5,917	Advertiser
CoolSculpting Near Me	Approved (limited)	Headline	None	Learning	173	Advertiser
Top Provider in Deerfield	Approved (limited)	Headline	None	Learning	388	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	None	Learning	680	Advertiser

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### Responsive search ad

Ad strength: Excellent

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Ad may be limited by policy: Restricted drug terms, Restricted medical content

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	132	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	None	Learning	80	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	Learning	1,380	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	Learning	839	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	None	Learning	1,087	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Learning	574	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	Approved (limited)	Description	None	Learning	131	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	Good	7,887	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Good	5,690	Advertiser

Google Ads | Chris Zelig | Melamed Weight & Wellness | 102-943-4865 | search | coolsculpting

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

Overview: Paused, Type: Search, Budget: \$52.96/day

### Responsive search ad

Ad strength: Excellent

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Ad may be limited by policy: Restricted drug terms, Restricted medical content

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Freeze Away Body Fat	Approved (limited)	Headline	None	Learning	839	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	None	Learning	1,087	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Learning	574	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	Approved (limited)	Description	None	Learning	131	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	Good	7,887	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Good	5,690	Advertiser

Google Ads | Chris Zelig | Melamed Weight & Wellness | 102-943-4865 | search | coolsculpting

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

Overview: Paused, Type: Search, Budget: \$52.96/day

### Assets

Table view: Associations

Asset status: All, Asset type: All

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search   coolsculpting	Campaign	Eligible	Advertiser	5	279	1.79%	\$4.20	\$20.98
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	662	12,485	5.30%	\$6.61	\$4,378.04
Why Choose Melamed Medspa Read About What Sets Us Apart from Other Medspas in Deerfield	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	655	12,425	5.27%	\$6.57	\$4,301.80
Book A Free Consultation Quickly & Conveniently Book Your Free Consultation Online Now	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	589	11,793	4.99%	\$6.60	\$3,887.26
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Not eligible Disapproved (Speculative and Experimental Medical Treatment +2 more)	Advertiser	0	0	-	-	\$0.00

Google Ads | Chris Zelig | Melamed Weight & Wellness | 102-943-4865 | search | coolsculpting

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Overview: Paused, Type: Search, Budget: \$52.96/day

### Assets

Asset status: All, Asset type: All

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Full Range of Services Learn More About Our Complete Range of Top Services for Face & Body.	Account	Account	Not eligible Disapproved (Speculative and Experimental Medical Treatment +2 more)	Advertiser	0	0	-	-	\$0.00
FDA Cleared	search   coolsculpting	Campaign	Eligible	Advertiser	157	3,133	5.01%	\$6.97	\$1,094.16
Freeze Your Fat	search   coolsculpting	Campaign	Eligible	Advertiser	136	2,753	4.94%	\$6.60	\$897.55
Liposuction Alternative	search   coolsculpting	Campaign	Eligible	Advertiser	124	2,275	5.45%	\$6.75	\$836.52
Highlights: No Surgery	search   coolsculpting	Campaign	Eligible	Advertiser	108	2,248	4.80%	\$7.23	\$780.35
Nonsurgical Fat Reduction	search   coolsculpting	Campaign	Eligible	Advertiser	107	2,191	4.88%	\$7.00	\$749.33
Up to 50% Off	search   coolsculpting	Campaign	Removed	Advertiser	12	416	2.88%	\$4.21	\$50.58
5-Star Rated Medspa	Account	Account	Eligible	Advertiser	3	21	14.29%	\$3.18	\$9.54
Contact Us + Free Consult	Account	Account	Eligible	Advertiser	1	19	5.26%	\$4.05	\$4.05
Fall Sale - Up to 50% off 8+ Treatments	search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	417	7,506	5.56%	\$6.72	\$2,801.12
Summer Sale - Up to 50% off 8+ Treatments	search   coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	343	6,273	5.47%	\$4.89	\$1,677.79

Google Ads | Chris Zelig | Melamed Weight & Wellness | 102-943-4865 | search | coolsculpting

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Overview: Paused, Type: Search, Budget: \$52.96/day

### Assets

Asset status: All, Asset type: All

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Summer Sale - Up to 50% off 8+ Treatments	search   coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	343	6,273	5.47%	\$4.89	\$1,677.79
Winter Sale - Up to 50% off 8+ Treatments	search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	52	800	6.50%	\$7.16	\$372.35
Spring Sale - 50% off 8+ Treatments	search   coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00
(847) 796-6667	Account	Account	Eligible	Advertiser	132	2,889	4.57%	\$8.11	\$1,070.92
Total: Sitelinks					665	12,549	5.30%	\$6.64	\$4,412.96
Total: Callouts					298	5,737	5.19%	\$6.62	\$1,971.87
Total: Structured snippets					5	279	1.79%	\$4.20	\$20.98
Total: Calls					132	2,889	4.57%	\$8.11	\$1,070.92
Total: Promotions					812	14,579	5.57%	\$5.97	\$4,851.26

Google Ads | Campaigns | Becky Melamed (45810098580256)

Updated just now | Discard drafts | Review and publish

Terms update coming in January | We're updating the Self-Serve Ad Terms on January 3, 2023 | Read the terms

Search: Campaign name contains cool | Jul 1, 2022 - Dec 15, 2022

1 selected | Ad sets for 1 Campaign | Ads for 1 Campaign

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	Coolsculpting - Conversions	Off	Highest volume	\$50.00 Daily	7-day click or ...	31 Website Leads	27,440	223,322	\$237.28 Per Lead	\$7,355.69	Ongoing
	<b>Results from 1 campaign</b>				<b>7-day click or ...</b>	<b>31</b> Website Leads	<b>27,440</b> People	<b>223,322</b> Total	<b>\$237.28</b> Per Lead	<b>\$7,355.69</b> Total Spent	

Ads | Becky Melamed (458100098580256) | Updated just now | Discard drafts | Review and publish

Terms update coming in January | We're updating the Self-Serve Ad Terms on January 3, 2023 | Read the terms

Campaign name contains cool | Search and filter | Save Clear | Jul 1, 2022 - Dec 15, 2022

Campaigns | 1 selected | Ad sets for 1 Campaign | Ads for 1 Campaign

+ Create | Edit | A/B Test | Preview | Rules

Off / On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>	CS - Video - With Text	Oct 10, 2022, 2:4... 73 days ago	7-day click or ...	31 Website Leads	27,440	223,322	\$237.28 Per Lead	-	-	-	\$7,355.69
	Results from 1 ad	-	7-day click or ...	31 Website Leads	27,440	223,322 Total	\$237.28 Per Lead				\$7,355.69 Total Spent

View preview | Mobile Feed

Melamed Weight & Wellness | Sponsored

Freeze away stubborn fat with the #1 non-invasive fat reduction treatment.

CoolSculpting utilizes advanced cooling technology to eliminate fat cells, safely, painlessly, & effectively.

A SOLUTION that targets stubborn bulges that resist diet & exercise.

Frozen fat cells are removed from the body for good. Freeze away belly fat, love handles, upper arm fat, bra bulge, thigh fat, double chins, and other bulges.

Benefits of CoolSculpting:

- ✓ Non-surgical alternative to liposuction
- ✓ Treatments take as little as 35 minutes
- ✓ Requires minimal to no downtime
- ✓ Targets stubborn bulges
- ✓ Helps define musculature
- ✓ Natural-looking, long-lasting results

Book the treatment and say goodbye to stubborn bulges!

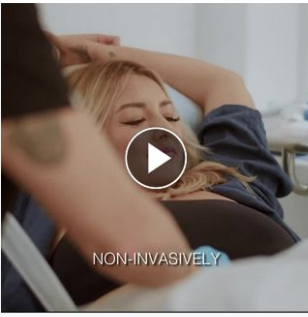
\*CoolSculpting® is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.

Close

View preview

Book the treatment and say goodbye to stubborn bulges!

\*CoolSculpting® is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.



melamedwellness.com  
50% off CoolSculpting  
Learn about CoolSculpting

Learn more

Irina Grigoryan and 9 others | 1 Share

Like | Comment | Share

Full Size Preview

Close



# INVOICE

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

6466949450

**BILL TO**  
**Melamed Weight and Wellness Team**  
Julia Melamed

doctor@melamedwellness.com

**Invoice Number:** WV 2022\_208

**Invoice Date:** July 1, 2022

**Payment Due:** July 1, 2022

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

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads.</li><li>• Lead communication technology + staff training to increase leads.</li></ul>	1	\$2,000.00	\$2,000.00

**Total:** \$2,000.00

Payment on July 11, 2022 using  ending in 2488: \$2,000.00

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



# INVOICE

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

6466949450

**BILL TO**  
**Melamed Weight and Wellness Team**  
Julia Melamed

doctor@melamedwellness.com

**Invoice Number:** WV 2022\_232

**Invoice Date:** August 1, 2022

**Payment Due:** August 1, 2022

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

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads.</li><li>• Lead communication technology + staff training to increase leads.</li></ul>	1	\$2,000.00	\$2,000.00

**Total:** \$2,000.00

Payment on August 19, 2022 using  ending in 2488: \$2,000.00

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



# INVOICE

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

6466949450

**BILL TO**  
**Melamed Weight and Wellness Team**  
Julia Melamed

doctor@melamedwellness.com

**Invoice Number:** WV 2022\_258

**Invoice Date:** September 1, 2022

**Payment Due:** September 1, 2022

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

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads.</li><li>• Lead communication technology + staff training to increase leads.</li></ul>	1	\$2,000.00	\$2,000.00

**Total:** \$2,000.00

Payment on October 4, 2022 using  ending in 2488: \$2,000.00

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



# INVOICE

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

6466949450

**BILL TO**  
**Melamed Weight and Wellness Team**  
Julia Melamed

doctor@melamedwellness.com

**Invoice Number:** WV 2022\_287

**Invoice Date:** October 1, 2022

**Payment Due:** October 1, 2022

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

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads.</li><li>• Lead communication technology + staff training to increase leads.</li></ul>	1	\$2,000.00	\$2,000.00

**Total:** \$2,000.00

Payment on October 14, 2022 using  ending in 2488: \$2,000.00

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



# INVOICE

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

6466949450

**BILL TO**  
**Melamed Weight and Wellness Team**  
Julia Melamed

doctor@melamedwellness.com

**Invoice Number:** WV 2022\_318

**Invoice Date:** November 1, 2022

**Payment Due:** November 1, 2022

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

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Conversion Tools + Lead Nurture Technology</li><li>• Lead communication technology + staff training to increase leads.</li></ul>	1	\$2,000.00	\$2,000.00

**Total:** \$2,000.00

Payment on December 15, 2022 using  ending in 2488: \$2,000.00

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



# INVOICE

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

6466949450

**BILL TO**  
**Melamed Weight and Wellness Team**  
Julia Melamed

doctor@melamedwellness.com

**Invoice Number:** WV 2022\_350

**Invoice Date:** December 1, 2022

**Payment Due:** December 1, 2022

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

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Conversion Tools + Lead Nurture Technology</li><li>• Lead communication technology + staff training to increase leads.</li></ul>	1	\$2,000.00	\$2,000.00

**Total:** \$2,000.00

Payment on December 7, 2022 using  ending in 2488: \$2,000.00

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