

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

search beta coolsculpting: \$3,463.24  
search alpha coolsculpting: \$761.16

**Total Google Ads: \$4,224.40**  
**Total Facebook Ads: \$35.67**  
**Total Media Spend: \$4,260.07**

Google Ads | Chris Zelig | Monarch Aesthetics | 349-677-9249 | All campaigns

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

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

Recommendations | Campaign status: All; Campaign name contains cool | View all | ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search   beta   coolsculpting	\$76.92/day	Paused	290	6.95%	\$3,463.24
search   alpha   coolsculpting	\$25.69/day	Paused	45	4.16%	\$761.16
Total: Filtered campaigns			335	6.38%	\$4,224.40
Total: Account			476	6.32%	\$5,304.68

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Google Ads | Chris Zelig | Monarch Aesthetics | 349-677-9249 | All campaigns | search | beta | coolsculpting

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Overview | Paused | Type: Search | Budget: \$76.92/day | More details

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

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
#1 Provider in Columbus   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more monarch-aesthetic.com/coolsculpting/columbus					
	0. coolsculpting - general	Campaign paused	105	6.47%	\$1,378.13
CoolSculpting in Columbus   Freeze Away Stubborn Fat   Monarch Aesthetics monarch-aesthetic.com/coolsculpting					
	0. coolsculpting - general	Campaign paused	41	6.79%	\$424.67
25% Off All CoolSculpting®   Best Price in Columbus   Monarch Aesthetics +6 more monarch-aesthetic.com/coolsculpting/special					
	1. coolsculpting - price	Campaign paused	31	10.73%	\$328.03
25% Off All CoolSculpting®   Affordable & Quick Treatments   Monarch Aesthetics monarch-aesthetic.com/coolsculpting/special					
	1. coolsculpting - price	Campaign paused	18	10.78%	\$187.69
CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Monarch Aesthetics monarch-aesthetic.com/coolsculpting					
	0. coolsculpting - general	Campaign paused	14	4.29%	\$181.46
#1 Provider in Columbus   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more monarch-aesthetic.com/coolsculpting/columbus					

Google Ads | Chris Zelig | Monarch Aesthetics | 349-677-9249 | All campaigns | search | beta | coolsculpting

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Overview | Paused | Type: Search | Budget: \$76.92/day | More details

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

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
#1 Provider in Columbus   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more monarch-aesthetic.com/coolsculpting/columbus					
	3. body sculpting	Campaign paused	7	6.80%	\$122.87
#1 Provider in Columbus   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more monarch-aesthetic.com/coolsculpting/columbus					
	4. lipo	Campaign paused	16	12.21%	\$111.34
Best Price in Columbus   Monarch Aesthetics   Flexible Payment Options monarch-aesthetic.com/coolsculpting/special					
	1. coolsculpting - price	Campaign paused	10	12.66%	\$109.16
25% Off All CoolSculpting®   Monarch Aesthetics   Top Provider in Columbus monarch-aesthetic.com/coolsculpting					
	0. coolsculpting - general	Campaign paused	8	3.24%	\$103.30
#1 Provider in Columbus   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more monarch-aesthetic.com/fat-freezing/columbus					
	6. coolsculpting - fat freeze	Campaign paused	4	16.00%	\$78.98
(Keyword Best Price in Columbus)   Monarch Aesthetics   Flexible Payment Options monarch-aesthetic.com/coolsculpting/special					
	1. coolsculpting - price	Campaign paused	13	9.70%	\$78.14
CoolSculpting in Columbus   Freeze Away Stubborn Fat   monarch-aesthetic.com/coolsculpting					

Google Ads | Chris Zelig | Monarch Aesthetics | 349-677-9249 | All campaigns | search | beta | coolsculpting

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Overview | Paused | Type: Search | Budget: \$76.92/day | More details

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

Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
CoolSculpting in Columbus   Freeze Away Stubborn Fat   Monarch Aesthetics monarch-aesthetic.com/coolsculpting					
	6. coolsculpting - fat freeze	Campaign paused	6	7.50%	\$55.37
#1 Provider in Columbus   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more monarch-aesthetic.com/coolsculpting/columbus					
	coolsculpting face	Campaign paused	1	11.11%	\$55.26
#1 Provider in Columbus   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more monarch-aesthetic.com/coolsculpting/columbus					
	5. sculpsure	Campaign paused	4	6.56%	\$49.68
25% Off All CoolSculpting®   Monarch Aesthetics   Top Provider in Columbus monarch-aesthetic.com/coolsculpting					
	3. body sculpting	Campaign paused	1	5.56%	\$38.20
CoolSculpting in Columbus   Freeze Away Stubborn Fat   Monarch Aesthetics monarch-aesthetic.com/coolsculpting					
	3. body sculpting	Campaign paused	2	8.70%	\$33.57
CoolSculpting in Columbus   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime monarch-aesthetic.com/coolsculpting					
	5. sculpsure	Campaign paused	2	8.00%	\$28.15

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Overview	Paused	Type: Search	Budget: \$76.92/day	More details
Recommendations	Ad status: All ADD FILTER			
Ad groups	Total: Ads 290			
Ads & extensions	Total: Ads 290			
Ads	Total: Ads 290			
Extensions	Total: Ads 290			
Automated extensions	Total: Ads 290			
Landing pages	Total: Ads 290			
Keywords	Total: Ads 290			
Audiences	Total: Ads 290			
Demographics	Total: Ads 290			
Settings	Total: Ads 290			
Locations	Total: Ads 290			
Ad schedule	Total: Ads 290			
Devices	Total: Ads 290			
Advanced bid adj.	Total: Ads 290			
Change history	Total: Ads 290			
Drafts & experiments	Total: Ads 290			

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Overview	Paused	Type: Search	Budget: \$76.92/day	More details
Recommendations	Ad status: All ADD FILTER			
Ad groups	Total: Ads 290			
Ads & extensions	Total: Ads 290			
Ads	Total: Ads 290			
Extensions	Total: Ads 290			
Automated extensions	Total: Ads 290			
Landing pages	Total: Ads 290			
Keywords	Total: Ads 290			
Audiences	Total: Ads 290			
Demographics	Total: Ads 290			
Settings	Total: Ads 290			
Locations	Total: Ads 290			
Ad schedule	Total: Ads 290			
Devices	Total: Ads 290			
Advanced bid adj.	Total: Ads 290			
Change history	Total: Ads 290			
Drafts & experiments	Total: Ads 290			

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Overview	Paused	Type: Search	Budget: \$76.92/day	More details
Recommendations	Extension type: All ADD FILTER			
Ad groups	Total: Extensions 17			
Ads & extensions	Total: Extensions 17			
Ads	Total: Extensions 17			
Extensions	Total: Extensions 17			
Automated extensions	Total: Extensions 17			
Landing pages	Total: Extensions 17			
Keywords	Total: Extensions 17			
Audiences	Total: Extensions 17			
Demographics	Total: Extensions 17			
Settings	Total: Extensions 17			
Locations	Total: Extensions 17			
Ad schedule	Total: Extensions 17			
Devices	Total: Extensions 17			
Advanced bid adj.	Total: Extensions 17			
Change history	Total: Extensions 17			
Drafts & experiments	Total: Extensions 17			

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Overview	Paused	Type: Search	Budget: \$76.92/day	More details
Recommendations	Extension type: All ADD FILTER			
Ad groups	Total: Extensions 17			
Ads & extensions	Total: Extensions 17			
Ads	Total: Extensions 17			
Extensions	Total: Extensions 17			
Automated extensions	Total: Extensions 17			
Landing pages	Total: Extensions 17			
Keywords	Total: Extensions 17			
Audiences	Total: Extensions 17			
Demographics	Total: Extensions 17			
Settings	Total: Extensions 17			
Locations	Total: Extensions 17			
Ad schedule	Total: Extensions 17			
Devices	Total: Extensions 17			
Advanced bid adj.	Total: Extensions 17			
Change history	Total: Extensions 17			
Drafts & experiments	Total: Extensions 17			

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Overview	Paused	Type: Search	Budget: \$25.69/day	More details
Recommendations	Ad status: All ADD FILTER			
Ad groups	Total: Ads 45			
Ads & extensions	Total: Ads 45			
Ads	Total: Ads 45			
Extensions	Total: Ads 45			
Automated extensions	Total: Ads 45			
Landing pages	Total: Ads 45			
Keywords	Total: Ads 45			
Audiences	Total: Ads 45			
Demographics	Total: Ads 45			
Settings	Total: Ads 45			
Locations	Total: Ads 45			
Ad schedule	Total: Ads 45			
Devices	Total: Ads 45			
Advanced bid adj.	Total: Ads 45			
Change history	Total: Ads 45			
Drafts & experiments	Total: Ads 45			

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Overview	Paused	Type: Search	Budget: \$25.69/day	More details	Clicks	CTR	Cost
Total: Ads 45							
25% Off All CoolSculpting®   Monarch Aesthetics   Top Provider in Columbus	0	coolsculpting - general	Campaign paused		1	1.27%	\$12.93
CoolSculpting Columbus   Freeze Away Stubborn Fat   Target Belly Fat, Love Handles	0	coolsculpting - general	Campaign paused	Disapproved: Punctuation and symbols	0	-	\$0.00
What is Cool Sculpting?   Safe & Effective Fat Reduction   Freeze Away Stubborn Fat	0	coolsculpting - general	Campaign paused	Disapproved: Punctuation and symbols	0	-	\$0.00
25% Off Cool Sculpting in OH   Target Belly Fat, Love Handles   Freeze Away Stubborn Fat	0	coolsculpting - general	Campaign paused	Disapproved: Punctuation and symbols	0	-	\$0.00
25% Off All CoolSculpting®   Best Price in Columbus   Monarch Aesthetics +5 more	1	coolsculpting - price	Campaign paused	Approved (limited): Speculative and Experimental Medical Treatment	0	0.00%	\$0.00
25% Off All CoolSculpting®   Affordable & Quick Treatments   Monarch Aesthetics	1	coolsculpting - price	Campaign paused	Disapproved: One website per ad group	0	-	\$0.00
Total: Campaign 45							

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Overview	Paused	Type: Search	Budget: \$25.69/day	More details	Clicks	CTR	Cost
Total: Ads 45							
25% Off All CoolSculpting® +9 more	2	cryolipolysis	Campaign paused		0	-	\$0.00
25% Off All CoolSculpting®   Monarch Aesthetics   Top Provider in Columbus	2	cryolipolysis	Campaign paused		0	-	\$0.00
CoolSculpting in Columbus   Freeze Away Stubborn Fat   Monarch Aesthetics	2	cryolipolysis	Campaign paused		0	-	\$0.00
CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Monarch Aesthetics	2	cryolipolysis	Campaign paused		0	-	\$0.00
Total: Campaign 45							

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Overview	Paused	Type: Search	Budget: \$25.69/day	More details	Clicks	CTR	Cost
Total: Campaign 45							
Total: Campaign 45							

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Overview	Paused	Type: Search	Budget: \$25.69/day	More details	Clicks	CTR	Cost
Total: Campaign 45							
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Due to a technical issue, you were billed incorrectly for some of your ads. We have resolved the issue and refunded \$8.85 on 2020-02-11 to the payment method on your ad account 76541161. For those receiving credit memos, they will be issued with your invoice at the end of the month. We appreciate your accommodation for the inconvenience this refund may have caused.

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

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Website Leads
Instagram Post: Experience the latest in body...	Completed	Lowest cost	\$50.00 Lifetime	39 Post Engagem...	248	301	\$0.91 Per Post Enga...	\$35.67	Jan 29, 2020	-
CoolSculpting	Off	Lowest cost	\$16.45 Daily	Lead	-	-	Per Lead	\$0.00	Ongoing	-
Post "Bellafill injection immediately adds volume below..."	Completed	Using ad set bid str...	Using ad set ...	Post Engagem...	-	-	Per Post Enga...	\$0.00	Oct 31, 2018	-
Event: Masquerade Mania!	Completed	Using ad set bid str...	Using ad set ...	Event Response	-	-	Per Event Res...	\$0.00	Oct 19, 2018	-
Event: Dysport Dine & Dash! 9/13/18!	Completed	Using ad set bid str...	Using ad set ...	Event Response	-	-	Per Event Res...	\$0.00	Sep 13, 2018	-
Monarch Health Aesthetic Me... - Page Likes	Off	Using ad set bid str...	Using ad set ...	Page Like	-	-	Per Page Like	\$0.00	Jun 19, 2016	-
Fire & Ice	Off	Using ad set bid str...	Using ad set ...	Link Click	-	-	Per Link Click	\$0.00	Jun 19, 2016	-
Post "Please call (614)545-2002 now to schedule!"	Off	Using ad set bid str...	Using ad set ...	Post Engagem...	-	-	Per Post Enga...	\$0.00	May 18, 2016	-
Monarch Health Aesthetic Me... - Post Engagement	Off	Using ad set bid str...	Using ad set ...	Post Engagem...	-	-	Per Post Enga...	\$0.00	Aug 24, 2015	-
Monarch Health Aesthetic Me... - Post Engagement	Off	Using ad set bid str...	Using ad set ...	Post Engagem...	-	-	Per Post Enga...	\$0.00	Aug 24, 2015	-
Post "Looking and Feeling Great for a Cause! Don't Miss..."	Off	Using ad set bid str...	Using ad set ...	Post Engagem...	-	-	Per Post Enga...	\$0.00	Sep 26, 2014	-
Results from 16 campaigns				-	248 People	301 Total	-	\$35.67 Total Spent	-	Total

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

Account Overview	Campaigns	Ad Sets for 1 Campaign	Ads for 1 Campaign
<a href="#">+ Create</a>	<a href="#">Duplicate</a>	<a href="#">Edit</a>	<a href="#">Preview</a>
Ad Name	Bid Strategy	Budget	Results
Instagram Post: Experience the latest in body...	Lowest cost Post Engage...	Using camp...	39 Post Enga...
<b>Results from 1 ad</b>			39 Post Enga...
Reach	Impressions	Cost per Result	Amount Spent
248 People	301 Total	\$0.91 Per Post Eng...	\$35.67 Total Spent

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

Account Overview	Campaigns	Ad Sets for 1 Campaign	Ads for 1 Campaign
<a href="#">+ Create</a>	<a href="#">Duplicate</a>	<a href="#">Edit</a>	<a href="#">Preview</a>
Ad Name	Bid Strategy	Budget	Results
Instagram Post: Experience the latest in body...	Lowest cost Post Engage...	Using camp...	39 Post Enga...
<b>Results from 1 ad</b>			39 Post Enga...
Reach	Impressions	Cost per Result	Amount Spent
248 People	301 Total	\$0.91 Per Post Eng...	\$35.67 Total Spent

**Identity**

Facebook Page  
Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

Instagram Account  
The Instagram account below is connected to the selected Facebook Page. Manage connections in Page settings.

**Use Existing Post**

Your Instagram ad will render Facebook mentions as regular text.

Instagram Post  
Experience the latest in body co...  
17859229957704907 - Jan 25, 2020

[Change Post](#)

Enter Post ID

Call to Action

**Review**

Monarch Aesthetic Medicine  
Sponsored

Experience the latest in body contouring from the makers of CoolSculpting at Monarch Aesthetic Medicine. [See More](#)

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