

# CoolSculpting Marketing Services

## Moore Family Practice LLC Q4 Total Marketing Expenses

### (10/1/2020 - 12/31/2020)

**Google Ads: \$ 2,971.11**  
**Facebook Ads: \$ 1,124.94**  
**Total Service Fee: \$11,650.00**  
**Total Marketing Spend: \$15,746.05**

Google Ads | Chris Zelig > Moore Family P... 959-275-4221 | All campaigns

Overview | Campaigns | Custom Oct 1 - Dec 31, 2020

Recommendations

Ad status: All, Campaign: search | beta | coolsculpting View all ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search   beta   coolsculpting	\$47...	Eligible	303	2.85%	\$2,971.11
Total: Filtered campaigns					
			303	2.85%	\$2,971.11
Total: Account			303	2.85%	\$2,971.11

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.  
 You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.  
 © Google, 2021.

Google Ads | Chris Zelig > Moore Family P... 959-275-4221 | All campaigns > search | beta | coolsculp...

Overview | Enabled Status: Eligible Type: Search Budget: \$47.97/day Optimization score: 91.6% More details

Recommendations

Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
			303	2.85%	\$2,971.11
Moore Family Practice   Non-Surgical Fat Reduction   Fat Reduction Treatment +6 more www.moorefp.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting... View assets details	x. Expanded Reach	Poor ad strength Approved (limited): Restricted medical content +1 more	48	2.94%	\$394.27
Fat Reduction in Mt. Vernon, OH   Our Biggest Discount Ever   Get Rid of Unwanted Fat www.moorefp.com 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	Approved (limited): Restricted medical content +1 more	21	2.53%	\$183.05
Fat Reduction in Mt. Vernon, OH   Our Biggest Discount Ever   Freeze Away Body Fat www.moorefp.com 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	Approved (limited): Restricted medical content +1 more	15	1.84%	\$161.04
Moore Family Practice   Non-Surgical Lipo Alternative   Fat Reduction Treatment +6 more www.moorefp.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting... View assets details	3. lipo	Approved (limited): Restricted medical content +1 more	19	7.72%	\$150.43
Non-Surgical Fat Reduction   Our Biggest Discount Ever   Get Rid of Unwanted Fat www.moorefp.com 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	Approved (limited): Restricted medical content +1 more	10	3.00%	\$129.91
Fat Reduction in Mt. Vernon, OH   Our Biggest Discount Ever   Offering \$1,000 Off 8+ Cycles www.moorefp.com 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	Approved (limited): Restricted medical content +1 more	15	1.96%	\$129.05

Google Ads | Chris Zelig > Moore Family P... 959-275-4221 | All campaigns > search | beta | coolsculp...

Overview | Enabled Status: Eligible Type: Search Budget: \$47.97/day Optimization score: 91.6% More details

Recommendations

Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
			303	2.85%	\$2,971.11
Non-Surgical Fat Reduction   Our Biggest Discount Ever   Offering \$1,000 Off 8+ Cycles www.moorefp.com 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	Approved (limited): Restricted medical content +1 more	9	2.69%	\$122.57
Non-Surgical Fat Reduction   CoolSculpting in Mt. Vernon, OH   Freeze Away Body Fat www.moorefp.com 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	Approved (limited): Restricted medical content +1 more	4	2.25%	\$81.01
CoolSculpting in Mt. Vernon, OH   Jan Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In... www.moorefp.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	Approved (limited): Restricted medical content +1 more	3	5.45%	\$80.32
Huge CoolSculpting Promotion   CoolSculpting in Mt. Vernon, OH   Biggest CoolSculpting® Promo +5 more www.moorefp.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mt. Vernon, OH. Expert, Safe Fat Loss With... View assets details	0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	9	18.37%	\$79.24
Non-Surgical Fat Reduction   Our Biggest Discount Ever   Freeze Away Body Fat www.moorefp.com 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	Approved (limited): Restricted medical content +1 more	9	2.71%	\$76.10
Moore Family Practice   CoolSculpting in Mt. Vernon, OH   Get Rid of Unwanted Fat www.moorefp.com 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	Approved (limited): Restricted medical content +1 more	4	1.00%	\$62.69
Fat Reduction in Mt. Vernon, OH   Our Biggest Discount					

Google Ads							Chris Zelig > Moore Family P... 959-275-4221		All campaigns > search   beta   coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$47.97/day	Optimization score: 91.6%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad						Clicks	CTR	Cost			
Ads & extensions	Total: Ads						303	2.85%	\$2,971.11			
Ads	Consultation Today											
Extensions	Fat Reduction in Mt. Vernon, OH   Our Biggest Discount Ever   Get Rid of Unwanted Fat www.moorefp.com						3. lipo	Approved (limited): Restricted medical content +1 more	6	11.76%	\$61.65	
Landing pages	Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Keywords	Non-Surgical Fat Reduction   Our Biggest Discount Ever   Freeze Away Body Fat www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	7	5.60%	\$60.25	
Audiences	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Demographics	Moore Family Practice   CoolSculpting in Mt. Vernon, OH   Offering \$1,000 Off 8+ Cycles www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	7	1.83%	\$60.10	
Settings	Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today											
Suggested	CoolSculpting in Mt. Vernon, OH   Limited Time Offer   Jan 2021   Hurry Offer Ends In... www.moorefp.com						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	2	10.00%	\$53.91	
Change history	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											
Drafts & experiments	Non-Surgical Fat Reduction   Our Biggest Discount Ever   Get Rid of Unwanted Fat www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	5	3.73%	\$53.11	
More	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
	CoolSculpting in Mt. Vernon, OH   Jan Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.moorefp.com						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	4	7.69%	\$51.22	
	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											
	CoolSculpting in Mt. Vernon, OH   Jan Only \$1,000 Off											

Google Ads							Chris Zelig > Moore Family P... 959-275-4221		All campaigns > search   beta   coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$47.97/day	Optimization score: 91.6%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad						Clicks	CTR	Cost			
Ads & extensions	Total: Ads						303	2.85%	\$2,971.11			
Ads	IN YOUR DISCOUNT TODAY											
Extensions	CoolSculpting in Mt. Vernon, OH   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever www.moorefp.com						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	7	10.14%	\$51.21	
Landing pages	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											
Keywords	Moore Family Practice   CoolSculpting in Mt. Vernon, OH   Freeze Away Body Fat www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	4	1.04%	\$46.58	
Audiences	Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today											
Demographics	Non-Surgical Fat Reduction   Freezing Fat Really Works   Offering \$1,000 Off 8+ Cycles www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	1.04%	\$40.28	
Settings	Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today											
Suggested	Non-Surgical Fat Reduction   Freezing Fat Really Works   Freeze Away Body Fat www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	3	2.94%	\$39.77	
Change history	Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today											
Drafts & experiments	Moore Family Practice   CoolSculpting in Mt. Vernon, OH   Get Rid of Unwanted Fat www.moorefp.com						3. lipo	Approved (limited): Restricted medical content +1 more	2	16.67%	\$38.46	
More	Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
	Huge CoolSculpting Promotion   Limited Time Offer   Jan 2021   Hurry Offer Ends In... www.moorefp.com						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	3	16.67%	\$36.30	
	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											
	Moore Family Practice   Our Biggest Discount Ever   Freeze Away Body Fat											

Google Ads							Chris Zelig > Moore Family P... 959-275-4221		All campaigns > search   beta   coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$47.97/day	Optimization score: 91.6%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad						Clicks	CTR	Cost			
Ads & extensions	Total: Ads						303	2.85%	\$2,971.11			
Ads	A Free Consultation Now											
Extensions	Non-Surgical Fat Reduction   CoolSculpting in Mt. Vernon, OH   Offering \$1,000 Off 8+ Cycles www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	3	6.25%	\$27.08	
Landing pages	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Keywords	Huge CoolSculpting Promotion   CoolSculpting in Mt. Vernon, OH   2021 CoolSculpting Discount +5 more www.moorefp.com						1. coolsculpting - price	Poor ad strength Approved (limited): Restricted medical content +1 more	4	25.00%	\$25.53	
Audiences	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mt. Vernon, OH. Expert. Safe Fat Loss With...											
Demographics	View assets details											
Settings	Non-Surgical Fat Reduction   Freezing Fat Really Works   Offering \$1,000 Off 8+ Cycles www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	3	9.38%	\$24.33	
Suggested	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Change history	CoolSculpting in Mt. Vernon, OH   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever www.moorefp.com						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	2	33.33%	\$24.10	
Drafts & experiments	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mt. Vernon, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
More	CoolSculpting in Mt. Vernon, OH   Limited Time Offer   Jan 2021   Flexible Payment Options www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	3	1.74%	\$23.50	
	Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today											
	CoolSculpting in Mt. Vernon, OH   Limited Time Offer   Jan 2021   Flexible Payment Options www.moorefp.com						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	4	15.38%	\$21.59	
	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											
	Fat Reduction in Mt. Vernon, OH   Freezing Fat Really											

Google Ads							Chris Zelig > Moore Family P... 959-275-4221		All campaigns > search   beta   coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$47.97/day	Optimization score: 91.6%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad						Clicks	CTR	Cost			
Ads & extensions	Total: Ads						303	2.85%	\$2,971.11			
Ads	A Free Consultation Now											
Extensions	Non-Surgical Fat Reduction   CoolSculpting in Mt. Vernon, OH   Offering \$1,000 Off 8+ Cycles www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	3	6.25%	\$27.08	
Landing pages	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Keywords	Huge CoolSculpting Promotion   CoolSculpting in Mt. Vernon, OH   2021 CoolSculpting Discount +5 more www.moorefp.com						1. coolsculpting - price	Poor ad strength Approved (limited): Restricted medical content +1 more	4	25.00%	\$25.53	
Audiences	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mt. Vernon, OH. Expert. Safe Fat Loss With...											
Demographics	View assets details											
Settings	Non-Surgical Fat Reduction   Freezing Fat Really Works   Offering \$1,000 Off 8+ Cycles www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	3	9.38%	\$24.33	
Suggested	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Change history	CoolSculpting in Mt. Vernon, OH   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever www.moorefp.com						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	2	33.33%	\$24.10	
Drafts & experiments	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mt. Vernon, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
More	CoolSculpting in Mt. Vernon, OH   Limited Time Offer   Jan 2021   Flexible Payment Options www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	3	1.74%	\$23.50	
	Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today											
	CoolSculpting in Mt. Vernon, OH   Limited Time Offer   Jan 2021   Flexible Payment Options www.moorefp.com						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	4	15.38%	\$21.59	
	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											
	Fat Reduction in Mt. Vernon, OH   Freezing Fat Really											

Google Ads							Chris Zelig > Moore Family P... 959-275-4221		All campaigns > search   beta   coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$47.97/day	Optimization score: 91.6%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad						Clicks	CTR	Cost			
Ads & extensions	Total: Ads						303	2.85%	\$2,971.11			
Ads	Fat Reduction in Mt. Vernon, OH   Freezing Fat Really Works   Get Rid of Unwanted Fat						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	2	1.32%	\$21.56	
Extensions	Non-Surgical Fat Reduction   Our Biggest Discount Ever   Offering \$1,000 Off 8+ Cycles						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	3	2.31%	\$20.05	
Landing pages	Fat Reduction in Mt. Vernon, OH   Our Biggest Discount Ever   Freeze Away Body Fat						3. lipo	Approved (limited): Restricted medical content +1 more	3	7.50%	\$18.74	
Keywords	Fat Reduction in Mt. Vernon, OH   Our Biggest Discount Ever   Get Rid of Unwanted Fat						3. lipo	Approved (limited): Restricted medical content +1 more	2	5.26%	\$17.33	
Audiences	CoolSculpting in Mt. Vernon, OH   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever						1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	3	33.33%	\$17.30	
Demographics	Best CoolSculpting Deal Ever   Limited Time Offer   Jan 2021   Hurry Offer Ends In...						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	1	14.29%	\$16.28	
Settings	Non-Surgical Fat Reduction   CoolSculpting in											

Google Ads							Chris Zelig > Moore Family P... 959-275-4221		All campaigns > search   beta   coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$47.97/day	Optimization score: 91.6%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad						Clicks	CTR	Cost			
Ads & extensions	Total: Ads						303	2.85%	\$2,971.11			
Ads	Non-Surgical Fat Reduction   CoolSculpting in Mt. Vernon, OH   Offering \$1,000 Off 8+ Cycles						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	2	1.17%	\$15.13	
Extensions	Non-Surgical Lipo Alternative   Our Biggest Discount Ever   Freeze Away Body Fat						3. lipo	Approved (limited): Restricted medical content +1 more	1	10.00%	\$13.37	
Landing pages	Moore Family Practice   Freezing Fat Really Works   Offering \$1,000 Off 8+ Cycles						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	1.41%	\$12.84	
Keywords	Moore Family Practice   CoolSculpting in Mt. Vernon, OH   Offering \$1,000 Off 8+ Cycles						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	1.27%	\$12.82	
Audiences	Moore Family Practice   Our Biggest Discount Ever   Get Rid of Unwanted Fat						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	7.69%	\$12.59	
Demographics	Fat Reduction in Mt. Vernon, OH   Freezing Fat Really Works   Freeze Away Body Fat						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	3	1.94%	\$12.34	
Settings	Non-Surgical Fat Reduction   CoolSculpting in											

Google Ads							Chris Zelig > Moore Family P... 959-275-4221		All campaigns > search   beta   coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$47.97/day	Optimization score: 91.6%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad						Clicks	CTR	Cost			
Ads & extensions	Total: Ads						303	2.85%	\$2,971.11			
Ads	Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today											
Extensions	Non-Surgical Lipo Alternative   CoolSculpting in Mt. Vernon, OH   Freeze Away Body Fat						3. lipo	Approved (limited): Restricted medical content +1 more	1	3.70%	\$11.63	
Landing pages	Fat Reduction in Mt. Vernon, OH   Freezing Fat Really Works   Offering \$1,000 Off 8+ Cycles						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	0.67%	\$11.33	
Keywords	Moore Family Practice   Freezing Fat Really Works   Offering \$1,000 Off 8+ Cycles						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	5.88%	\$11.29	
Audiences	CoolSculpting in Mt. Vernon, OH   Limited Time Offer   Jan 2021   Our Biggest Discount Ever						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	2	8.33%	\$10.98	
Demographics	Fat Reduction in Mt. Vernon, OH   Our Biggest Discount Ever   Offering \$1,000 Off 8+ Cycles						3. lipo	Approved (limited): Restricted medical content +1 more	2	6.67%	\$10.86	
Settings	Moore Family Practice   CoolSculpting in Mt. Vernon, OH   Freeze Away Body Fat						3. lipo	Approved (limited): Restricted medical content +1 more	2	25.00%	\$10.72	
Settings	Non-Surgical Fat Reduction   CoolSculpting in											

Google Ads							Chris Zelig > Moore Family P... 959-275-4221		All campaigns > search   beta   coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$47.97/day	Optimization score: 91.6%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad						Clicks	CTR	Cost			
Ads & extensions	Total: Ads						303	2.85%	\$2,971.11			
Ads	Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today											
Extensions	Fat Reduction in Mt. Vernon, OH   Freezing Fat Really Works   Freeze Away Body Fat						3. lipo	Approved (limited): Restricted medical content +1 more	1	16.67%	\$10.19	
Landing pages	Non-Surgical Lipo Alternative   CoolSculpting in Mt. Vernon, OH   Offering \$1,000 Off 8+ Cycles						3. lipo	Approved (limited): Restricted medical content +1 more	1	7.14%	\$9.84	
Keywords	Fat Reduction in Mt. Vernon, OH   Our Biggest Discount Ever   Get Rid of Unwanted Fat						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	3	2.38%	\$9.49	
Audiences	Huge CoolSculpting Promotion   Limited Time Offer   Jan 2021   Our Biggest Discount Ever						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	1	9.09%	\$9.25	
Demographics	Huge CoolSculpting Promotion   Limited Time Offer   Jan 2021   Flexible Payment Options						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	1	5.88%	\$9.20	
Settings	Fat Reduction in Mt. Vernon, OH   Freezing Fat Really Works   Offering \$1,000 Off 8+ Cycles						3. lipo	Approved (limited): Restricted medical content +1 more	1	12.50%	\$8.54	
Settings	Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+											
Settings	Non-Surgical Fat Reduction   CoolSculpting in											

Google Ads							Chris Zelig > Moore Family P... 959-275-4221		All campaigns > search   beta   coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$47.97/day	Optimization score: 91.6%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad						Clicks	CTR	Cost			
Ads & extensions	Total: Ads						303	2.85%	\$2,971.11			
Ads	Consultation Today											
Extensions	Best CoolSculpting Deal Ever   Jan Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In... www.moorefp.com						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	1	33.33%	\$7.74	
Landing pages	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											
Keywords	Non-Surgical Fat Reduction   CoolSculpting in Mt. Vernon, OH   Freeze Away Body Fat www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	2.50%	\$7.36	
Audiences	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Demographics	Fat Reduction in Mt. Vernon, OH   Freezing Fat Really Works   Offering \$1,000 Off 8+ Cycles www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	3.13%	\$7.16	
Settings	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Suggested	Moore Family Practice   Our Biggest Discount Ever   Freeze Away Body Fat www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	3.23%	\$7.11	
Change history	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Drafts & experiments	CoolSculpting in Mt. Vernon, OH   Jan Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.moorefp.com						1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	1	11.11%	\$6.69	
More	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											
	CoolSculpting in Mt. Vernon, OH   Jan Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In... www.moorefp.com						1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	1	16.67%	\$6.54	
	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											

Google Ads							Chris Zelig > Moore Family P... 959-275-4221		All campaigns > search   beta   coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$47.97/day	Optimization score: 91.6%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad						Clicks	CTR	Cost			
Ads & extensions	Total: Ads						303	2.85%	\$2,971.11			
Ads	biggest promo yet. book a free consultation and lock in your discount today											
Extensions	CoolSculpting in Mt. Vernon, OH   Jan Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever www.moorefp.com						1. coolsculpting - price	Approved (limited): Restricted medical content +1 more	1	100.00%	\$6.47	
Landing pages	Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mt. Vernon, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now											
Keywords	Fat Reduction in Mt. Vernon, OH   Freezing Fat Really Works   Get Rid of Unwanted Fat www.moorefp.com						3. lipo	Approved (limited): Restricted medical content +1 more	1	11.11%	\$5.74	
Audiences	Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Demographics	Moore Family Practice   Our Biggest Discount Ever   Offering \$1,000 Off 8+ Cycles www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	2.38%	\$5.37	
Settings	Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today											
Suggested	Fat Reduction in Mt. Vernon, OH   Freezing Fat Really Works   Freeze Away Body Fat www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	2.70%	\$5.29	
Change history	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Drafts & experiments	Moore Family Practice   Freezing Fat Really Works   Get Rid of Unwanted Fat www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	1.37%	\$4.08	
More	Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today											
	Moore Family Practice   CoolSculpting in Mt. Vernon, OH   Get Rid of Unwanted Fat www.moorefp.com						3. lipo	Approved (limited): Restricted medical content +1 more	1	9.09%	\$4.01	
	Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today											

Google Ads							Chris Zelig > Moore Family P... 959-275-4221		All campaigns > search   beta   coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$47.97/day	Optimization score: 91.6%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad						Clicks	CTR	Cost			
Ads & extensions	Total: Ads						303	2.85%	\$2,971.11			
Ads	Consultation Today											
Extensions	CoolSculpting in Mt. Vernon, OH   Freeze Away Body Fat   Flexible Payment Options www.moorefp.com						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	1	7.14%	\$3.65	
Landing pages	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											
Keywords	Fat Reduction in Mt. Vernon, OH   Our Biggest Discount Ever   Offering \$1,000 Off 8+ Cycles www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	0.81%	\$3.46	
Audiences	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Demographics	Moore Family Practice   CoolSculpting in Mt. Vernon, OH   Offering \$1,000 Off 8+ Cycles www.moorefp.com						3. lipo	Approved (limited): Restricted medical content +1 more	1	9.09%	\$1.65	
Settings	Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Suggested	Moore Family Practice   CoolSculpting in Mt. Vernon, OH   Freeze Away Body Fat www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	1	1.15%	\$1.38	
Change history	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Drafts & experiments	[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mt. Vernon, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now						x. dynamic	Removed Approved (limited): Restricted medical content +1 more	0	-	\$0.00	
More	CoolSculpting in Mt. Vernon, OH   Freeze Away Body Fat   Flexible Payment Options www.moorefp.com						0. coolsculpting - general	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00	
	Best CoolSculpting Deal Ever   Freeze Away Body Fat   Our Biggest Discount Ever											

Google Ads							Chris Zelig > Moore Family P... 959-275-4221		All campaigns > search   beta   coolsculp...		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$47.97/day	Optimization score: 91.6%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Ad groups	Ad						Clicks	CTR	Cost			
Ads & extensions	Total: Ads						303	2.85%	\$2,971.11			
Ads	www.moorefp.com 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	Restricted medical content +1 more	0	0.00%	\$0.00	
Extensions	Moore Family Practice   Our Biggest Discount Ever   Get Rid of Unwanted Fat www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00	
Landing pages	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											
Keywords	Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today											
Audiences	Moore Family Practice   Freezing Fat Really Works   Get Rid of Unwanted Fat www.moorefp.com						x. Expanded Reach	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00	
Demographics	Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.											
Settings	[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Mt. Vernon, OH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now						x. dynamic	Approved (limited): Restricted medical content +1 more	0	-	\$0.00	
Suggested	[Dynamically generated headline] [Dynamically generated display URL] 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						x. dynamic	Approved (limited): Restricted medical content +1 more	0	-	\$0.00	
Change history	Total: Ads						303	2.85%	\$2,971.11			
Drafts & experiments	Total: Campaign						303	2.85%	\$2,971.11			
More							Show rows: 500 1 - 244 of 244					

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.  
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 | Moore Family P... | 959-275-4221 | All campaigns | search | beta | coolsculp... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$47.97/day, Optimization score: 91.6%

Recommendations: All

Ad groups: Extension type: All

Ads & extensions:

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
<input type="checkbox"/>	CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink extension	search   beta   coolsculp	Campaign	Approved (limited): Restricted medical content +1 more	3	\$7.54
Call extension							
<input type="checkbox"/>	(740) 399-3008	Call extension	search   beta   coolsculp	Campaign	Approved	50	\$774.21
Callout extension							
<input type="checkbox"/>	FDA Cleared	Callout extension	search   beta   coolsculp	Campaign	Approved	80	\$963.82
<input type="checkbox"/>	Freeze Your Fat	Callout extension	search   beta   coolsculp	Campaign	Approved	92	\$917.87
<input type="checkbox"/>	Contact Us + Free Consult	Callout extension	search   beta   coolsculp	Campaign	Approved	76	\$742.66
<input type="checkbox"/>	Nonsurgical Fat Reduction	Callout extension	search   beta   coolsculp	Campaign	Approved	66	\$731.59
<input type="checkbox"/>	Highlights: No Surgery	Callout extension	search   beta   coolsculp	Campaign	Approved (limited): Health in personalized advertising	68	\$726.05
<input type="checkbox"/>	New Clients 25% Off	Callout extension	search   beta   coolsculp	Campaign	Approved	69	\$719.69
<input type="checkbox"/>	Liposuction Alternative	Callout extension	search   beta   coolsculp	Campaign	Approved (limited): Health in personalized advertising	66	\$684.66
Structured snippet extension							
<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	Structured snippet extension	search   beta   coolsculp	Campaign	Approved	4	\$62.16
Promotion extension							

Google Ads | Chris Zelig | Moore Family P... | 959-275-4221 | All campaigns | search | beta | coolsculp... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$47.97/day, Optimization score: 91.6%

Recommendations: Extension type: All

Ad groups: Extension type: All

Ads & extensions:

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
<input type="checkbox"/>	New Clients 25% Off	Callout extension	search   beta   coolsculp	Campaign	Approved	69	\$719.69
<input type="checkbox"/>	Liposuction Alternative	Callout extension	search   beta   coolsculp	Campaign	Approved (limited): Health in personalized advertising	66	\$684.66
Structured snippet extension							
<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	Structured snippet extension	search   beta   coolsculp	Campaign	Approved	4	\$62.16
Promotion extension							
<input type="checkbox"/>	Winter Sale - 25% off CoolSculpting®	Promotion extension	search   beta   coolsculp	Campaign	Approved (limited): Restricted medical content +1 more	169	\$1,324.23
<input type="checkbox"/>	Fall Sale - 25% off CoolSculpting®	Promotion extension	search   beta   coolsculp	Campaign	Approved (limited): Restricted medical content +1 more	53	\$608.99
<input type="checkbox"/>	Black Friday - 25% off CoolSculpting®	Promotion extension	search   beta   coolsculp	Campaign	Approved (limited): Restricted medical content +1 more	37	\$522.65
Total: Sitelink extensions						3	\$7.54
Total: Callout extensions						180	\$1,833.57
Total: Structured snippet extensions						4	\$62.16
Total: Call extensions						50	\$774.21
Total: Promotion extensions						259	\$2,455.87

Show rows: 500 | 1 - 13 of 13

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

Google Ads | Chris Zelig | Moore Family P... | 959-275-4221 | All campaigns | Responsive search ad | Leave feedback

Assets

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.
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	1,168
CoolSculpting in Mt. Vernon, OH	Approved (limited)	Headline	None	310
Fat Reduction Treatment	Approved (limited)	Headline	None	345
Moore Family Practice	Approved (limited)	Headline	None	973
Freeze Fat with CoolSculpting	Approved (limited)	Headline	None	10
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	94
Freezing Fat Really Works	Approved (limited)	Headline	None	28
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	232
Offering \$1,000 Off 8+ Cycles	Approved (limited)	Headline	None	107
Leading CoolSculpting Provider in Mt. Vernon, OH. Schedule a Free Consultation	Approved (limited)	Description	None	3
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	1,508
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved (limited)	Description	None	3
CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. No Surgery. Quick Results.	Approved (limited)	Description	None	1,629

Show rows: 500 | 1 - 13 of 13

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

Campaigns | Moore Family Practice (10151... | Updated just now | Discard Drafts | Review and Publish

Additional Information: We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.02 on 2020-11-19 to the payment method on your ad account 10151326327527133. We appreciate your accommodation for the inconvenience this refund may have caused.

Search and filter: Oct 1, 2020 - Dec 31, 2020

3 Selected

Campaign Name	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
Coolsculpting - Conversions	Using ad set bu...	122 Leads	25,656	62,110	\$6.93 Per Lead	\$844.94
Post: "We are please to announce our Coolsc...	\$250.00 Lifetime	488 Post Engagements	4,286	11,180	\$0.51 Per Post Engagement	\$250.00
Instagram Post: Only 10 day's left in our...	Using ad set bu...	11 Link Clicks	1,812	2,328	\$2.73 Per Link Click	\$30.00
Post: "ONLY TWO WEEKS LEFT TO ENTER IN...	\$50.00 Lifetime	— Messaging Conversa...	—	—	— Per Messaging Conv...	\$0.00
Post: "Extra Extra! Read all about it!!!!"	\$80.00 Lifetime	— Post Engagement	—	—	— Per Post Engagement	\$0.00
Post: "Votes are in!"	\$12.00 Lifetime	— Post Engagement	—	—	— Per Post Engagement	\$0.00
Post: "Come check out our new Danville Walk...	\$50.00 Lifetime	— Messaging Conversa...	—	—	— Per Messaging Conv...	\$0.00
Post: 🎉 Happy FRI-YAY!! 🎉	\$10.00 Lifetime	— ThruPlay	—	—	— Cost per ThruPlay	\$0.00
Post: "Moore Family Practice Update: "	\$10.00 Lifetime	— Post Engagement	—	—	— Per Post Engagement	\$0.00
Post: "Struggling to lose those few extra pou...	\$10.00 Lifetime	— Post Engagement	—	—	— Per Post Engagement	\$0.00
Event: Spring into your Summer Look	\$100.00 Lifetime	— Event Response	—	—	— Per Event Response	\$0.00
Results from 40 campaigns			30,840 People	75,618 Total	—	\$1,124.94 Total Spent

Ads Moore Family Practice (10151... Updated just now Discard Drafts Review and Publish

**Additional Information**  
We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.02 on 2020-11-19 to the payment method on your ad account 10151326327527133. We appreciate your accommodation for the inconvenience this refund may have caused.

Search and filter Oct 1, 2020 - Dec 31, 2020

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

+ Create Duplicate Edit Rules View Setup Reports

Ad Name	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
2020-10 - Coolsculpting - Video UGC - Sitting	824	\$6.70 Per Lead	47,984	-	-	\$643.35
2020-10 - Coolsculpting - Video UGC - Stand...	552	\$7.75 Per Lead	14,126	-	-	\$201.59
<b>Results from 2 ads</b>	<b>5,656</b> people	<b>\$6.93</b> Per Lead	<b>62,110</b> Total			<b>\$844.94</b> Total Spent

Search

- Coolsculpting - Conversions
- Interests - Women - 25-65+
- 2020-10 - Coolsculpting - Vide...
- 2020-10 - Coolsculpting - Vide...

Coolsculpting - Conversions > Interests - Women - 25-65+ > 2020-10 - Coolsculpting - Vid... Campaign Off

Edit Review

Ad Name: 2020-10 - Coolsculpting - Video UGC - Sitting

Identity: Facebook Page: Moore Family Practice LLC

Ad Setup: Create Ad

Format: Single Image or Video

Fullscreen Mobile Experience: Add an Instant Experience

Ad Creative: Select the media, text, and destination for your ad.

14 Placements: Facebook Feeds, Feeds, Stories, In-Stream

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

Close Discard Draft Publish

Search

- Coolsculpting - Conversions
- Interests - Women - 25-65+
- 2020-10 - Coolsculpting - Vide...
- 2020-10 - Coolsculpting - Vide...

Coolsculpting - Conversions > Interests - Women - 25-65+ > 2020-10 - Coolsculpting - Vid... Campaign Off

Edit Review

Ad Name: 2020-10 - Coolsculpting - Video UGC - Standing

Identity: Facebook Page: Moore Family Practice LLC

Ad Setup: Create Ad

Format: Single Image or Video

Fullscreen Mobile Experience: Add an Instant Experience

Ad Creative: Select the media, text, and destination for your ad.

14 Placements: Facebook Feeds, Feeds, Stories, In-Stream

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

Close Discard Draft Publish

Ads Moore Family Practice (10151... Updated just now Discard Drafts Review and Publish

**Additional Information**  
We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.02 on 2020-11-19 to the payment method on your ad account 10151326327527133. We appreciate your accommodation for the inconvenience this refund may have caused.

Search and filter Oct 1, 2020 - Dec 31, 2020

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

+ Create Duplicate Edit Rules View Setup Reports

Ad Name	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
oolscul Post: "We are please to announce our Coo..."	4,286	\$0.51 Per Post Engagement	11,180	-	-	\$250.00
<b>Results from 1 ad</b>	<b>4,286</b> people	<b>\$0.51</b> Per Post Engagement	<b>11,180</b> Total			<b>\$250.00</b> Total Spent

Search

Post: "We are please to annou..."

Post: "We are please to annou..."

Post: "We are please to annou..."

You can't edit this ad because it's part of a scheduled ad set that has reached its end date. Please go to the Budget & Schedule section of the ad set and change the end date to a date in the future and then try your edits again.

Ad Name: Post: "We are please to announce our Coolsculpt..."

Identity: Facebook Page: Moore Family Practice LLC

Ad Setup: Use Existing Post

Ad Creative: We are please to announce our Coolsculpting Give away! The Moore Family Practice Total Transformation

7 Placements: Facebook Feeds

Preview On

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

Close Discard Draft Publish

Ads Moore Family Practice (10151...)

Additional Information: We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads.

Search and filter: Oct 1, 2020 - Dec 31, 2020

Campaigns: 1 Selected

Ad Name	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
Instagram Post: Only 10 day's left in our...	733	2,239	\$2.67	-	-	\$24.00
Instagram Post: Only 10 day's left in our...	82	89	\$3.00	-	-	\$6.00
<b>Results from 2 ads</b>	<b>1,812</b>	<b>2,328</b>	<b>\$2.73</b>			<b>\$30.00</b>

Instagram Post: Only 10 da...

Instagram Post: Only 10 da...

Instagram Post: Only 10 da...

Instagram Post: Only 10 da...

Instagram Post: Only 10 da...

Instagram Post: Only 10 da...

Instagram Post: Only 10 da...

Ad Name: Instagram Post: Only 10 day's left in our...

This ad was created on Instagram and can't be edited here. Open your Instagram app to edit the original.

3 Placements: Instagram Feed

Preview On

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

Close Discard Draft Publish

Instagram Post: Only 10 da...

Instagram Post: Only 10 da...

Instagram Post: Only 10 da...

Instagram Post: Only 10 da...

Instagram Post: Only 10 da...

Instagram Post: Only 10 da...

Instagram Post: Only 10 da...

Ad Name: Instagram Post: Only 10 day's left in our...

This ad was created on Instagram and can't be edited here. Open your Instagram app to edit the original.

3 Placements: Instagram Feed

Preview On

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

Close Discard Draft Publish

**Medstar Media, INC.**

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

# INVOICE

**BILL TO**

Jordan Moore  
Moore Family Practice LLC

**INVOICE #** 1255

**DATE** 10/13/2020

**DUE DATE** 10/13/2020

**TERMS** Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
<b>Website Design + Development</b>	<ul style="list-style-type: none"><li>• Complete website design + development.</li><li>• Create SEO optimized CoolSculpting content (750-100 words)</li><li>• Install lead capture forms, integrate with autoresponder and set up client &amp; customer notifications</li><li>• Optimize website for optimal desktop, tablet, mobile and cross-browser usability</li><li>• Design custom graphics</li></ul> We estimate it will take us 20 hours with a development fee of \$200 an hour. If you decide you want additional features we will provide you an estimate of time needed to complete	1	4,000.00	4,000.00
<b>SEO Optimized Content Creation</b>	Botox Dermal Filler Comprehensive page of all services provided at clinic Home page summary content (bonus)	3	500.00	1,500.00
<b>Campaign Set-Up Service (deleted)</b>	<ul style="list-style-type: none"><li>• Set Up Google Adwords pay per click campaigns to target people in your area looking for providers</li><li>• Perform keyword research, create ad groups and ad copy</li><li>• Set up Facebook/Instagram ad campaigns by client request</li><li>• Set up conversion tracking, sales funnels and goals: Google Analytics, Google Tag Manager, Google Search Console, Call Tracking, Facebook conversion tracking, etc.</li></ul>	1	1,500.00	1,500.00
<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</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></ul>	1	1,500.00	1,500.00

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
<b>DIGITAL MARKETING AGREEMENT</b>	<p><b>DIGITAL MARKETING AGREEMENT</b>            At all times the media, websites, and graphics we create custom for you, are your property. Website Optimization and Digital Marketing Set-Up are nonrefundable after 72 hours. There is a three month minimum for Digital Marketing Management Services. Subsequent monthly recurring charges may be canceled at any time with 30 days' notice. Your advertising costs, web hosting, and any other associated costs are your responsibility, and you determine the limit of your monthly advertising budget you wish us to manage. Medstar Media, Inc. is not obligated to provide any subsequent services if monthly recurring charges are not received. All marketing purchasing accounts will be in your name. If additional costs are necessary for any service needed for you, we will obtain your approval first.</p> <p>This agreement shall be interpreted under the laws of the State of Utah, and exclusive jurisdiction shall be the courts in Salt Lake County, Utah. If any litigation is brought concerning this agreement, despite any rule or statutory authority, the parties agree that they shall bear their own attorney's fees and costs. You further agree that in any event, Medstar Media, Inc.'s limits of any liability to you shall not exceed the amounts paid by you to Medstar Media, Inc. Time is of the essence, and if any provision of this agreement is found unenforceable, the remain provisions shall bind the parties.</p> <p>The return on your marketing investment will vary based upon your location, pricing, and business good will, which can also be affected by market forces beyond anyone's control. Earnings and web rankings of other clients may not be the same as yours in your market. We, therefore, cannot, and do not, promise any specific rate of return on your advertising spend.</p> <p>I authorize you to charge my credit card the above amounts or agree to pay by check. I further agree to the terms, conditions and descriptions listed above.</p>	1	0.00	0.00

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PAYMENT	8,500.00
BALANCE DUE	<b>\$0.00</b>

**Medstar Media, INC.**

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



**INVOICE**

BILL TO  
Jordan Moore  
Moore Family Practice LLC

INVOICE 1273  
DATE 11/05/2020  
TERMS Due on receipt  
DUE DATE 11/05/2020

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Website Development	CoolSculpting Marketing	1	2,000.00	2,000.00
	*E-commerce shop web development			
	*Black Friday Email Marketing			
	*Black Friday Text Blast Marketing			

PAYMENT 2,000.00

BALANCE DUE **\$0.00**

**PAID**

**Medstar Media, INC.**

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South Jordan, UT 84095

+1 6466949450

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# INVOICE

**BILL TO**

Jordan Moore

Moore Family Practice LLC

**INVOICE #** 1296

**DATE** 12/01/2020

**DUE DATE** 12/01/2020

**TERMS** Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</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></ul>	1	1,500.00	1,500.00
Digital Marketing Monthly Management	December Proration Ads began 11/7/20  11/7 - 12/7 paid in advance	1	-350.00	-350.00

**PAID**

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PAYMENT	1,150.00
BALANCE DUE	<b>\$0.00</b>