

# My Spa Society CoolSculpting Google Adwords & Facebook Ads Q3 2020 (7/1/2020 - 9/30/2020)

search beta coolsculpting: \$5,664.29  
coolsculpting exp reach: \$ 436.88

**Total Google Ads: \$6,101.17**  
**Facebook Ad Spend: \$2,188.67**  
**Total Media Spend: \$8,289.84**

Google Ads | My Spa Society | All campaigns

Overview | Campaigns | Custom Jul 1 - Sep 30, 2020

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

Campaign	Budget	Status	Clicks	CTR	Cost
search   beta   coolsculpting	\$37.44/day	Eligible	714	3.25%	\$5,664.29
search   beta   coolsculpting   exp reach	\$36.03/day	Eligible	63	2.52%	\$436.88
***CoolSculpting	\$45.00/day	Paused	0	-	\$0.00
***CoolSculpting CoolSculpting - Website	\$45.00/day	Paused	0	-	\$0.00
Zoho CoolSculpting	\$50.00/day	Paused	0	-	\$0.00
search   beta   coolsculpting #2	\$67.66/day	Removed	0	-	\$0.00
<b>Total: Filtered campaigns</b>			<b>777</b>	<b>3.18%</b>	<b>\$6,101.17</b>
<b>Total: Account</b>	<b>\$73.47/day</b>		<b>1,102</b>	<b>3.65%</b>	<b>\$7,949.26</b>

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) 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 | My Spa Society | search | beta | coolsculpting

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$37.44/day | Optimization score: 91.7% | More details

Recommendations | Ad status: All | ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>					
714					
3.25%					
\$5,664.29					
CoolSculpting in New Jersey   Fat Reduction Treatment   Flexible Payment Options www.myspasociety.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in New Jersey. Schedule a Free Consultation	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted medical content +1 more	245	2.52%	\$1,424.25
CoolSculpting in New Jersey   Fat Reduction Treatment   Flexible Payment Options www.myspasociety.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in New Jersey. Schedule a Free Consultation	0. coolsculpting - general	Removed Approved (limited); Restricted medical content +1 more	40	5.72%	\$541.11
CoolSculpting Deal \$1,000 Off   Freeze Away Stubborn Fat   Top Provider in New Jersey www.myspasociety.com CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted medical content +1 more	81	2.26%	\$483.70
(Keyword Spa Society)   New Client Special   25% Off All Fat Freezing www.myspasociety.com Best CoolSculpting Deal. Top Provider in New Jersey for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	0. coolsculpting - general	Approved (limited); Restricted medical content +1 more	30	5.28%	\$441.71
CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Top Provider in New Jersey www.myspasociety.com CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	0. coolsculpting - general	Approved (limited); Restricted medical content +1 more	28	3.73%	\$370.03
Non-Surgical Lipo Alternative   Freeze Fat Away   CoolSculpting in New Jersey www.myspasociety.com Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo. Leading CoolSculpting Provider in New Jersey. Schedule a Free Consultation	3. lipo	Ad group paused Approved (limited); Restricted medical content +1 more	48	4.25%	\$261.56

Google Ads | My Spa Society | search | beta | coolsculpting

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Avoid Liposuction Surgery   Try CoolSculpting For 25% Off   Schedule a Free Consultation www.myspasociety.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. Learn More Here.	3. lipo	Ad group paused Approved (limited); Restricted medical content +1 more	44	2.65%	\$253.24
Body Sculpting   CoolSculpting in New Jersey   Non-Surgical Fat Reduction www.myspasociety.com Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great. Best CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult.	2. body sculpting	Approved (limited); Restricted medical content +1 more	22	7.69%	\$249.95
(Keyword Spa Society)   New Client Special   25% Off CoolSculpting Cost www.myspasociety.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Approved (limited); Restricted medical content +1 more	14	12.84%	\$228.48
CoolSculpting in New Jersey   Fat Reduction Treatment   Freezing Fat Really Works www.myspasociety.com No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	6. coolsculpting - fat freeze	Ad group removed Approved (limited); Restricted medical content +1 more	12	9.30%	\$182.72
25% Off All CoolSculpting   Affordable & Quick Treatments   Spa Society www.myspasociety.com Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Removed Approved (limited); Restricted medical content +1 more	7	6.48%	\$159.66
CoolSculpting Deal \$1,000 Off   Freeze Away Stubborn Fat   Top Provider in New Jersey www.myspasociety.com CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	1. coolsculpting - price	Approved (limited); Restricted medical content +1 more	25	10.12%	\$142.60
(Keyword Spa Society)   Non-Surgical Lipo Alternative					

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Best CoolSculpting Price   Spa Society   Flexible Payment Options www.myspasociety.com Best CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today	1. coolsculpting - price	Approved (limited); Restricted medical content +1 more	8	13.33%	\$111.07
(Keyword Spa Society)   New Client Special   25% Off All Fat Freezing www.myspasociety.com Best CoolSculpting Deal. Top Provider in New Jersey for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	5. sculpsure	Ad group paused Approved (limited); Restricted medical content +1 more	14	4.38%	\$98.44
Double Chin Removal   Affordable & Quick Treatments   CoolSculpting in New Jersey www.myspasociety.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Top Fat Reduction Treatment. Define Your Jawline with CoolSculpting. Book A Free Consult	coolsculpting - chin	Ad group removed Approved (limited); Restricted medical content +1 more	12	9.16%	\$91.41
CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Top Provider in New Jersey www.myspasociety.com CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Virtual Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Ad group paused Approved (limited); Restricted medical content +1 more	14	2.16%	\$81.14
(Keyword Spa Society)   Freeze Away Stubborn Fat   CoolSculpting   Cryolipolysis www.myspasociety.com	4. cryolipolysis	Ad group paused Approved (limited); Restricted	10	12.82%	\$74.46

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(Keyword Spa Society)   New Client Special   25% Off All Fat Freezing www.myspasociety.com Best CoolSculpting Deal. Top Provider in New Jersey for Fat Freezing. Free Consult. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	coolsculpting - face	Ad group removed Approved (limited); Restricted medical content +1 more	1	8.33%	\$28.01																																																				
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(Keyword Spa Society)   CoolSculpting for Double Chin   Top Provider in New Jersey www.myspasociety.com Freeze Away Stubborn Fat With CoolSculpting. Reduce Your Double Chin. New Clients Save 25%. CoolSculpting Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	coolsculpting - chin	Ad group removed Approved (limited); Restricted medical content +1 more	3	5.17%	\$21.78																																																				
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CoolSculpting				Approved (limited);																																																																																																																																					

Overview	Enabled	Status: Eligible	Type: Search	Budget: \$37.44/day	Optimization score: 91.7%	More details			
Recommendations	Extension type: All ADD FILTER								
Ad groups	Associations view								
Ads & extensions	<input type="checkbox"/>	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Ads	<input type="checkbox"/>	New Clients 25% OFF	Callout extension	search   beta   coolsculpting	Campaign	Approved	276	3.72%	\$2,211.74
Extensions	<input type="checkbox"/>	Highlights: No Surgery	Callout extension	search   beta   coolsculpting	Campaign	Approved (limited): Health in personalized advertising	266	3.61%	\$2,162.48
Landing pages	Promotion extension								
Keywords	<input type="checkbox"/>	Fall Sale - \$1,000 off CoolSculpting®	Promotion extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	99	3.31%	\$566.98
Audiences	Structured snippet extension								
Demographics	<input type="checkbox"/>	Service catalog: CoolSculpting, Fat Reduction, Coolmini, Double Chin Reduction, Cellulite Reduction, Non-Surgical Liposuction	Structured snippet extension	search   beta   coolsculpting	Campaign	Approved	7	1.76%	\$36.98
Settings	Sitelink extension								
Suggested	<input type="checkbox"/>	CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	1	4.76%	\$4.45
Change history	Total: Sitelink extensions								
More	Total: Callout extensions								
									1 - 10 of 10

Overview	Enabled	Status: Eligible	Type: Search	Budget: \$36.03/day	Optimization score: 80.4%	More details			
Recommendations	Ads								
Ad groups	Ad status: All ADD FILTER								
Ads & extensions	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost		
Ads	<input type="checkbox"/>	Non-Surgical Fat Reduction   CoolSculpting® in Weehawken   Offering \$1,000 Off Right Now www.myspasociety.com	Expanded Reach	Approved (limited): Restricted medical content +1 more	38	2.65%	\$255.71		
Extensions	<input type="checkbox"/>	CoolSculpting in New Jersey   Fat Reduction Treatment   Flexible Payment Options www.myspasociety.com	Expanded Reach	Approved (limited): Restricted medical content +1 more	20	2.70%	\$154.17		
Landing pages	<input type="checkbox"/>	CoolSculpting Deal \$1,000 Off   Freeze Away Stubborn Fat   Top Provider in New Jersey www.myspasociety.com	Expanded Reach	Approved (limited): Restricted medical content +1 more	5	1.54%	\$27.00		
Keywords	<input type="checkbox"/>	Spa Society   CoolSculpting in New Jersey   Fat Reduction Treatment +12 more www.myspasociety.com	Expanded Reach	Approved (limited): Trademarks in ad text +2 more	0	-	\$0.00		
Audiences	<input type="checkbox"/>	(Keyword Spa Society)   CoolSculpting in New Jersey   Fat Reduction Treatment +12 more www.myspasociety.com	Liposuction	Poor ad strength Approved (limited): Trademarks in ad text +2 more	0	-	\$0.00		
Demographics	<input type="checkbox"/>	Non-Surgical Lipo Alternative   Freeze Fat Away   CoolSculpting in New Jersey www.myspasociety.com	Liposuction	Approved (limited): Restricted medical content +1 more	0	-	\$0.00		
Settings	<input type="checkbox"/>	Avoid Liposuction Surgery   Try CoolSculpting For 25% Off   Schedule a Free Consultation www.myspasociety.com	Liposuction	Approved (limited): Restricted					
Suggested	Total: Ads								
Change history	Total: Campaign								
More	1 - 8 of 8								

Overview	Enabled	Status: Eligible	Type: Search	Budget: \$36.03/day	Optimization score: 80.4%	More details			
Recommendations	Ad status: All ADD FILTER								
Ad groups	Associations view								
Ads & extensions	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost		
Ads	<input type="checkbox"/>	Treatment +12 more www.myspasociety.com	Expanded Reach	Approved (limited): Trademarks in ad text +2 more	0	-	\$0.00		
Extensions	<input type="checkbox"/>	(Keyword Spa Society)   CoolSculpting in New Jersey   Fat Reduction Treatment +12 more www.myspasociety.com	Liposuction	Poor ad strength Approved (limited): Trademarks in ad text +2 more	0	-	\$0.00		
Landing pages	<input type="checkbox"/>	Non-Surgical Lipo Alternative   Freeze Fat Away   CoolSculpting in New Jersey www.myspasociety.com	Liposuction	Approved (limited): Restricted medical content +1 more	0	-	\$0.00		
Keywords	<input type="checkbox"/>	Avoid Liposuction Surgery   Try CoolSculpting For 25% Off   Schedule a Free Consultation www.myspasociety.com	Liposuction	Approved (limited): Restricted medical content +1 more	0	-	\$0.00		
Audiences	<input type="checkbox"/>	Non-Surgical Lipo Alternative   CoolSculpting® in Weehawken   Offering \$1,000 Off Right Now www.myspasociety.com	Liposuction	Approved (limited): Restricted medical content +1 more	0	-	\$0.00		
Demographics	Total: Ads								
Settings	Total: Campaign								
Suggested	1 - 8 of 8								

Overview	Enabled	Status: Eligible	Type: Search	Budget: \$36.03/day	Optimization score: 80.4%	More details			
Recommendations	Extensions > All								
Ad groups	Extension type: All ADD FILTER								
Ads & extensions	<input type="checkbox"/>	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Ads	<input type="checkbox"/>	(201) 430-8741	Call extension	search   beta   coolsculptin...	Campaign	Approved	28	1.78%	\$191.64
Extensions	<input type="checkbox"/>	Liposuction Alternative	Callout extension	search   beta   coolsculptin...	Campaign	Approved (limited): Health in personalized advertising	26	3.11%	\$182.37
Landing pages	<input type="checkbox"/>	Highlights: No Surgery	Callout extension	search   beta   coolsculptin...	Campaign	Approved (limited): Health in personalized advertising	22	2.74%	\$180.46
Keywords	<input type="checkbox"/>	Nonsurgical Fat Reduction	Callout extension	search   beta   coolsculptin...	Campaign	Approved	24	3.09%	\$168.94
Audiences	<input type="checkbox"/>	Freeze Your Fat	Callout extension	search   beta   coolsculptin...	Campaign	Approved	24	2.71%	\$162.60
Demographics	<input type="checkbox"/>	New Clients 25% OFF	Callout extension	search   beta   coolsculptin...	Campaign	Approved	21	2.49%	\$155.06
Settings	<input type="checkbox"/>	FDA Approved	Callout extension	search   beta   coolsculptin...	Campaign	Approved	18	2.04%	\$143.99
Suggested	Structured snippet extension								
Change history	<input type="checkbox"/>	Service catalog: CoolSculpting, Fat Reduction, Coolmini, Double Chin Reduction, Cellulite Reduction, Non-Surgical Liposuction	Structured snippet extension	search   beta   coolsculptin...	Campaign	Approved	1	1.89%	\$5.59
More	Sitelink extension								
									Approved (limited):

Overview	Enabled	Status: Eligible	Type: Search	Budget: \$36.03/day	Optimization score: 80.4%	More details			
Recommendations	Extension type: All ADD FILTER								
Ad groups	Associations view								
Ads & extensions	<input type="checkbox"/>	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Ads	<input type="checkbox"/>	Freeze Your Fat	Callout extension	search   beta   coolsculptin...	Campaign	Approved	24	2.71%	\$162.60
Extensions	<input type="checkbox"/>	New Clients 25% OFF	Callout extension	search   beta   coolsculptin...	Campaign	Approved	21	2.49%	\$155.06
Landing pages	<input type="checkbox"/>	FDA Approved	Callout extension	search   beta   coolsculptin...	Campaign	Approved	18	2.04%	\$143.99
Keywords	Structured snippet extension								
Audiences	<input type="checkbox"/>	Service catalog: CoolSculpting, Fat Reduction, Coolmini, Double Chin Reduction, Cellulite Reduction, Non-Surgical Liposuction	Structured snippet extension	search   beta   coolsculptin...	Campaign	Approved	1	1.89%	\$5.59
Demographics	Sitelink extension								
Settings	<input type="checkbox"/>	CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink extension	search   beta   coolsculptin...	Campaign	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00
Suggested	Promotion extension								
Change history	<input type="checkbox"/>	Fall Sale - \$1,000 off CoolSculpting®	Promotion extension	search   beta   coolsculptin...	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
More	Total: Sitelink extensions								
									0
Total: Callout extensions									45
Total: Structured snippet extensions									1
Total: Call extensions									28
									1 - 10 of 10

**Campaigns** My Spa Society (2281005612... Updated 8 minutes ago Discard Drafts Review and Publish Jul 1, 2020 - Sep 30, 2020

Search and filter

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

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Custom Breakdown Reports

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks
<input checked="" type="checkbox"/> Coolsculpting - Conversions	Active	Lowest cost	\$25.00 Daily	57 Leads	17,164	111,738	\$38.40 Per Lead	\$2,188.67	Ongoing	677
<input type="checkbox"/> February	Off	Lowest cost	\$1,500.00 Lifetime	On-Facebo...	—	—	Per On-Face...	\$0.00	Feb 29, 2020	—
<input type="checkbox"/> January	Off	Lowest cost	\$1,500.00 Lifetime	On-Facebo...	—	—	Per On-Face...	\$0.00	Jan 31, 2020	—
<input type="checkbox"/> December	Off	Lowest cost	\$1,500.00 Lifetime	On-Facebo...	—	—	Per On-Face...	\$0.00	Dec 31, 2019	—
<input type="checkbox"/> November	Off	Lowest cost	\$1,500.00 Lifetime	On-Facebo...	—	—	Per On-Face...	\$0.00	Dec 9, 2019	—
<input type="checkbox"/> Spa Society of Weehawken	Off	Lowest cost	\$1,500.00 Lifetime	On-Facebo...	—	—	Per On-Face...	\$0.00	Oct 31, 2019	—
<input type="checkbox"/> Spa Society of Weehawken	Off	Target cost	\$100.00 Daily	On-Facebo...	—	—	Per On-Face...	\$0.00	Ongoing	—
<input type="checkbox"/> Spa Society of Weehawken	Off	Lowest cost	\$100.00 Daily	On-Facebo...	—	—	Per On-Face...	\$0.00	Ongoing	—
<input type="checkbox"/> Spa Society of Weehawken	Off	Lowest cost	\$100.00 Daily	On-Facebo...	—	—	Per On-Face...	\$0.00	Ongoing	—
<input type="checkbox"/> CoolSculpting May Promotion	Off	Using ad s...	Using ad ...	On-Facebo...	—	—	Per On-Face...	\$0.00	Ongoing	—
<input type="checkbox"/> Conversion Campaign	Off	Using ad s...	Using ad ...	Purchase	—	—	Per Purchase	\$0.00	Ongoing	—
<input type="checkbox"/> April Promotions	Off	Using ad s...	Using ad ...	On-Facebo...	—	—	Per On-Face...	\$0.00	Ongoing	—
<input type="checkbox"/> April BOTOX Event	Off	Using ad s...	Using ad ...	On-Facebo...	—	—	Per On-Face...	\$0.00	Apr 26, 2019	—
<b>Results from 24 campaigns</b>				—	<b>17,164</b> People	<b>111,738</b> Total	—	<b>\$2,188.67</b> Total Spent		<b>677</b> Total

**Ads** My Spa Society (2281005612... Updated just now Discard Drafts Review and Publish Jul 1, 2020 - Sep 30, 2020

Search and filter

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

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Performance Breakdown Reports

Ad Name	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Dia...	Engagement Rate Ranking Ad Relevance Dia...	Conversion Rate Ranking Ad Relevance Dia...	Amount Spent
<input checked="" type="checkbox"/> Dynamic Ad 1 - Conversions	ca...	Oct 8, 2020, 9:49 ... 9 days ago	57 Leads	17,164	111,738	\$38.40 Per Lead	—	—	—	\$2,188.67
<b>Results from 1 ad</b>			<b>57</b> Leads	<b>17,164</b> People	<b>111,738</b> Total	<b>\$38.40</b> Per Lead				<b>\$2,188.67</b> Total Spent

**Ads** My Spa Society (2281005612... Search

Coolsculpting - Conversions US - 18+ **Dynamic Ad 1 - Conversions** Active

Edit Review

**Ad Name** Create Name Template

Dynamic Ad 1 - Conversions

**Identity**

**Facebook Page** Select Page

**Instagram Account** Use selected Page or Connect Account

You can't publish changes to this ad. To fix this, gain access to the Instagram account this ad was published to or use another authorized account.

**Ad Setup**

**Format** Dynamic creative is enabled. Multiple ads will be automatically generated using your individual creative assets.

Single Image or Video One image or video, or a slideshow with multiple images

Carousel 2 or more scrollable images or videos

**Ad Creative**

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

Close Discard Draft Publish

**13 Placements** View More Variations

**Facebook Feeds**

Spa Society of Weehawken Sponsored

CoolSculpting freezes away stubborn fat. No surgery. Little to no downtime. Lasting results. ...See More

**Feeds**

**Stories**

**In-Stream**

Ad rendering and interaction may vary based on device, format and other factors.