

# CoolSculpting Marketing Services Pelle Medical Spa Q1 2021 Total Marketing Expenses (1/1/2021 - 3/31/2021)

**Total Google Ads: \$ 5,621.68**  
**Total Facebook Ads: \$ 2,999.86**  
**Total Marketing Service Fees: \$ 5,100.00**  
**Total CoolSculpting Marketing Cost: \$13,721.54**

Google Ads | Chris Zelig > Pelle Medical Spa 731-861-0264 | All campaigns

Overview | Campaigns | Custom Jan 1 - Mar 31, 2021

Recommendations: Campaign status: All; Campaign name contains coolsculpting

Campaign	Budget	Status	Clicks	CTR	Cost
search   beta   coolsculpting	\$68.62/day	Eligible	1,511	4.92%	\$5,621.68
\$250 Off CoolSculpting	\$5.00/day \$152.00/month	Paused	0	-	\$0.00
\$250 Off CoolSculpting - Website Traffic	\$5.00/day \$152.00/month	Paused	0	-	\$0.00
Coolsculpting 250 - Maximize Clicks	\$20.00/day	Paused All ad groups paused	0	-	\$0.00
<b>Total: Filtered campaigns</b>			<b>1,511</b>	<b>4.92%</b>	<b>\$5,621.68</b>
<b>Total: Account</b>	<b>\$68.62/day</b>		<b>1,511</b>	<b>4.92%</b>	<b>\$5,621.68</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 | Chris Zelig > Pelle Medical Spa 731-861-0264 | All campaigns > search | beta | coolsculpting

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$68.62/day | Optimization score: 83.8%

Recommendations: Custom Jan 1 - Mar 31, 2021

Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>1,511</b>	<b>4.92%</b>	<b>\$5,621.68</b>
Pelle Medical Spa   CoolSculpting in Manchester   Fat Reduction Treatment +10 more www.pellemedicalspa.com Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. +2... View assets details	3. lipo	Removed Policy (Restricted medical content +1 more), Poor ad strength	177	6.95%	\$725.00
Pelle Medical Spa   CoolSculpting in Manchester   Fat Reduction Treatment +10 more www.pellemedicalspa.com Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. +2... View assets details	x. Expanded Reach Test	Removed Policy (Restricted drug terms +1 more)	237	5.48%	\$656.81
CoolSculpting® in Manchester   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	41	2.77%	\$207.49
{Keyword:Pelle Medical Spa}   CoolSculpting in Manchester   Fat Reduction Treatment +10 more www.pellemedicalspa.com Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation. Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. +2... View assets details	0. coolsculpting - general	Removed Policy (Restricted drug terms +1 more)	40	8.70%	\$183.90
Target Belly Fat, Love Handles   Freeze Away Stubborn Fat   Our Biggest Discount Ever www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	66	7.76%	\$176.17
CoolSculpting® in Manchester   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	28	7.59%	\$174.72

Google Ads | Chris Zelig > Pelle Medical Spa 731-861-0264 | All campaigns > search | beta | coolsculpting

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$68.62/day | Optimization score: 83.8%

Recommendations: Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>1,511</b>	<b>4.92%</b>	<b>\$5,621.68</b>
CoolSculpting® in Manchester   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	general	Policy (Restricted medical content +1 more)	28	7.59%	\$174.72
CoolSculpting® in Manchester   Mar Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	32	8.91%	\$149.20
CoolSculpting® in Manchester   Feb Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	32	2.08%	\$147.62
CoolSculpting® in Manchester   Feb Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	33	8.51%	\$146.59
Target Belly Fat, Love Handles   Fat Reduction Treatment   Top Provider in Manchester www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	58	6.22%	\$140.17
Target Belly Fat, Love Handles   Freeze Away Stubborn Fat   Flexible Payment Options www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	54	6.52%	\$132.35
CoolSculpting® in Manchester   Mar Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	25	6.89%	\$127.88
Target Belly Fat, Love Handles   Freeze Away Stubborn Fat   Top Provider in Manchester	Removed				

Google Ads | Chris Zelig > Pelle Medical Spa 731-861-0264 | All campaigns > search | beta | coolsculpting

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$68.62/day | Optimization score: 83.8%

Recommendations: Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>1,511</b>	<b>4.92%</b>	<b>\$5,621.68</b>
Target Belly Fat, Love Handles   Freeze Away Stubborn Fat   Top Provider in Manchester www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	45	5.30%	\$126.64
CoolSculpting® in Manchester   Mar Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	3. lipo	Removed Policy (Restricted medical content +1 more)	33	6.38%	\$123.02
CoolSculpting® in Manchester   Feb Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	3. lipo	Removed Policy (Restricted medical content +1 more)	32	6.07%	\$121.85
Target Belly Fat, Love Handles   Fat Reduction Treatment   Flexible Payment Options www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	53	5.87%	\$119.99
CoolSculpting® in Manchester   Mar Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	29	1.95%	\$119.22
CoolSculpting® in Manchester   Mar Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	3. lipo	Removed Policy (Restricted medical content +1 more)	26	5.58%	\$114.99
CoolSculpting® in Manchester   Mar Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.pellemedicalspa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	25	1.76%	\$112.31





Google Ads							Chris Zelig > Pelle Medical Spa 731-861-0264		All campaigns > search   beta   coolsculpting		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$68.62/day	Optimization score: 83.8%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	↓ Cost			
Ad groups	Total: Ads						1,511	4.92%	\$5,621.68			
Ads & extensions	Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation								more			
Ads	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Target Belly Fat, Love Handles   Fat Reduction Treatment   Flexible Payment Options www.pellemedicalspsa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation		0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	2	22.22%	\$3.03			
Extensions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2021 CoolSculpting Discount   Feb Only \$1,000 Off 8+ Cycles   Top Provider in Manchester www.pellemedicalspsa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation		x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	1	0.50%	\$2.97			
Landing pages	<input type="checkbox"/>	<input checked="" type="checkbox"/>	CoolSculpting® in Manchester   Mar Only \$1,000 Off 8+ Cycles   Flexible Payment Options www.pellemedicalspsa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation		2. body sculpting	Removed Policy (Restricted medical content +1 more)	1	6.25%	\$2.76			
Keywords	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2021 CoolSculpting Discount   Mar Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever www.pellemedicalspsa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation		x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	1	0.59%	\$2.25			
Audiences	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Huge CoolSculpting Promotion   Freeze Away Stubborn Fat   Our Biggest Discount Ever www.pellemedicalspsa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation		3. lipo	Removed Policy (Restricted medical content +1 more)	1	7.69%	\$2.20			
Demographics	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Huge CoolSculpting Promotion   Freeze Away Stubborn Fat   Top Provider in Manchester www.pellemedicalspsa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation		3. lipo	Removed Policy (Restricted medical content +1 more)	1	16.67%	\$2.02			
Settings	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Huge CoolSculpting Promotion   Fat Reduction Treatment   Flexible Payment Options www.pellemedicalspsa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation		0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	1	9.09%	\$1.56			

Google Ads							Chris Zelig > Pelle Medical Spa 731-861-0264		All campaigns > search   beta   coolsculpting		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$68.62/day	Optimization score: 83.8%	More details						
Recommendations	Ad status: All ADD FILTER						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Insights	Ad						Clicks	CTR	↓ Cost			
Ad groups	Total: Ads						1,511	4.92%	\$5,621.68			
Ads & extensions	Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today								more			
Ads	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Pelle Medical Spa   Fat Reduction in Manchester   Non-Surgical Fat Reduction +6 more www.pellemedicalspsa.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery... View assets details		3. lipo	Eligible (Limited) Policy (Restricted medical content +1 more), Poor ad strength	0	-	\$0.00			
Extensions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Fat Reduction in Manchester   Freeze Away Body Fat   Get Rid of Unwanted Fat www.pellemedicalspsa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.		3. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00			
Landing pages	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Fat Reduction in Manchester   Freeze Away Body Fat   Get \$1,000 Off 8+ Treatments www.pellemedicalspsa.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.		3. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00			
Keywords	Total: Ads						1,511	4.92%	\$5,621.68			
Audiences	Total: Campaign						1,511	4.92%	\$5,621.68			
Demographics									Show rows: 500 1 - 500 of 542			
Settings	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. © Google, 2021.											

Google Ads							Chris Zelig > Pelle Medical Spa 731-861-0264		All campaigns > search   beta   coolsculpting		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$68.62/day	Optimization score: 83.8%	More details						
Recommendations	Extension type: All ADD FILTER						SUMMARY TABLE Custom Jan 1 - Mar 31, 2021					
Insights	Extension type: All ADD FILTER						Associations view					
Ad groups	Extension						Clicks	CTR	↓ Cost			
Ads & extensions	Sitelink extension											
Ads	<input type="checkbox"/>	<input checked="" type="checkbox"/>	About Us Learn More About Our Team, Location and Available Beauty Treatments.		Sitelink extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	16	6.87%	\$67.77	
Extensions	<input type="checkbox"/>	<input checked="" 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	16	6.96%	\$67.77	
Landing pages	<input type="checkbox"/>	<input checked="" type="checkbox"/>	5 Star Reviews Read Real Client Reviews & Patient Testimonials		Sitelink extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	16	7.08%	\$67.77	
Keywords	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Before and After Photos See Real Patient Results & Before and After Photos.		Sitelink extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	16	6.93%	\$67.77	
Audiences	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.		Sitelink extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00	
Demographics	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Full Range of Services Learn More About Our Complete Range of Top Services for Face and Body.		Sitelink extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00	
Settings	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Current Specials Don't Miss Our Specials & Exclusive Offers. Learn More Now		Sitelink extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	0	-	\$0.00	
Suggested	Why Choose Pelle Medspa?								Disapproved: Speculative and Experimental Medical			

Google Ads							Chris Zelig > Pelle Medical Spa 731-861-0264		All campaigns > search   beta   coolsculpting		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$68.62/day	Optimization score: 83.8%	More details						
Recommendations	Extension type: All ADD FILTER						Associations view					
Insights	Extension						Clicks	CTR	↓ Cost			
Ad groups	Exclusive Offers. Learn more now											
Ads & extensions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Why Choose Pelle Medspa? Read About What Sets Us Apart from Other Medspas in Manchester, NH		Sitelink extension	search   beta   coolsculpting	Campaign	Disapproved: Speculative and Experimental Medical Treatment +2 more	0	-	\$0.00	
Ads	Call extension											
Extensions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(603) 627-7000		Call extension	Account	Account	Approved	237	3.80%	\$1,023.64	
Landing pages	Callout extension											
Keywords	<input type="checkbox"/>	<input checked="" type="checkbox"/>	FDA Cleared		Callout extension	search   beta   coolsculpting	Campaign	Approved	398	5.72%	\$1,589.44	
Audiences	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Freeze Your Fat		Callout extension	search   beta   coolsculpting	Campaign	Approved	375	5.91%	\$1,513.80	
Demographics	<input type="checkbox"/>	<input checked="" type="checkbox"/>	25% Off 8+ Treatments		Callout extension	search   beta   coolsculpting	Campaign	Approved	341	5.82%	\$1,452.40	
Settings	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Liposuction Alternative		Callout extension	search   beta   coolsculpting	Campaign	Approved (limited): Health in personalized advertising	361	6.16%	\$1,441.23	
Suggested	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Contact Us + Free Consult		Callout extension	search   beta   coolsculpting	Campaign	Approved	335	5.94%	\$1,369.46	
Change history	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Nonsurgical Fat Reduction		Callout extension	search   beta   coolsculpting	Campaign	Approved	337	5.90%	\$1,349.09	
Drafts & experiments	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Highlights: No Surgery		Callout extension	search   beta   coolsculpting	Campaign	Approved (limited): Health in personalized advertising	325	5.62%	\$1,246.96	
More	Structured snippet extension											
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Service catalog: CoolSculpting, Non-		Structured snippet							

Google Ads							Chris Zelig > Pelle Medical Spa 731-861-0264		All campaigns > search   beta   coolsculpting		259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$68.62/day	Optimization score: 83.8%	More details						
Recommendations	Extension type: All ADD FILTER						Associations view					
Insights	Extension						Clicks	CTR	↓ Cost			
Ad groups	Highlights: No Surgery								Approved (limited): Health in personalized advertising			
Ads & extensions	Structured snippet extension											
Ads	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,...		Structured snippet extension	search   beta   coolsculpting	Campaign	Approved	25	4.34%	\$61.55	
Extensions	Promotion extension											
Landing pages	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Spring Sale - \$1,000 off 8+ Treatments		Promotion extension	search   beta   coolsculpting	Campaign	Approved (limited): Restricted medical content +1 more	12	3.95%	\$70.40	
Keywords	Total: Sitelink extensions						16	6.40%	\$67.77			
Audiences	Total: Callout extensions						762	6.05%	\$3,017.91			
Demographics	Total: Structured snippet extensions						25	4.34%	\$61.55			
Settings	Total: Call extensions						237	3.80%	\$1,023.64			
Suggested	Total: Promotion extensions						1,003	5.01%	\$3,915.91			
Change history	Show rows: 500 1 - 18 of 18											
Drafts & experiments	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. © Google, 2021.											

Google Ads | Chris Zelig > Pelle Medical Spa 731-861-0264 | All campaigns

Responsive search ad Leave feedback Custom Jan 1 - Mar 31, 2021

ASSETS COMBINATIONS

Responsive search ads usually need around 5,000 impressions over 30 days to display a rating in the Performance column. [Learn more](#)

Asset status: All enabled ADD FILTER

Ad may be limited by policy: [Restricted medical content](#), [Restricted drug terms](#)

Asset	Status	Asset type ↑	Position pinning	Impr.
Pelle Medical Spa	Approved (limited)	Headline	None	329
Affordable & Quick Treatments	Approved (limited)	Headline	None	740
Top Provider in Manchester	Approved (limited)	Headline	None	748
CoolSculpting in Manchester	Approved (limited)	Headline	None	1,356
Fat Reduction Treatment	Approved (limited)	Headline	None	105
CoolSculpting Near Me	Approved (limited)	Headline	None	60
Schedule a Free Consultation	Approved (limited)	Headline	None	140
Freeze Your Fat Away Today	Approved (limited)	Headline	None	68
Flexible Payment Options	Approved (limited)	Headline	None	753
Freeze Away Stubborn Fat	Approved (limited)	Headline	None	16

Google Ads | Chris Zelig > Pelle Medical Spa 731-861-0264 | All campaigns

Asset status: All enabled ADD FILTER

Ad may be limited by policy: [Restricted medical content](#), [Restricted drug terms](#)

Asset	Status	Asset type ↑	Position pinning	Impr.
Schedule a Free Consultation	Approved (limited)	Headline	None	140
Freeze Your Fat Away Today	Approved (limited)	Headline	None	68
Flexible Payment Options	Approved (limited)	Headline	None	753
Freeze Away Stubborn Fat	Approved (limited)	Headline	None	16
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	434
Target Bely Fat, Love Handles	Approved (limited)	Headline	None	81
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	224
Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	Approved (limited)	Description	None	28
Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	Approved (limited)	Description	None	35
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved (limited)	Description	None	2,345
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	Approved (limited)	Description	None	2,509

Show rows: 500 1 - 17 of 17

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 © Google, 2021.

Campaigns Pelle Med Spa (1266158117061762) Updated 6 minutes ago

Campaign Name contains **coolsculpting** Search and filter Save Clear Jan 1, 2021 - Mar 31, 2021

Resource Center Campaigns Ad Sets Ads

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

Campaign Name	Budget	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount Spent ↓
Coolsculpting - Conversions	\$33.33 Daily	7-day click or ...	180 Website Leads	33,235	188,539	\$16.67 Per Lead	\$2,999.86
Results from 1 campaign			180 Website Leads	33,235 People	188,539 Total	\$16.67 Per Lead	\$2,999.86 Total Spent

Ads Pelle Med Spa (1266158117061762) Updated just now

Campaign Name contains **coolsculpting** Search and filter Save Clear Jan 1, 2021 - Mar 31, 2021

Resource Center Campaigns 1 Selected Ad Sets for 1 Campaign Ads 6 Selected

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

Ad Name	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent ↓
2020-10 - FB - CS - Women - Video 1 - All Pla...	75 Leads	27,259	\$18.63 Per Lead	—	—	—	\$1,397.20
2020-10 - FB - CS - Women - Video 2 - All Pla...	28 Leads	15,429	\$21.19 Per Lead	—	—	—	\$593.40
2021-01 - CS - New Video	28 Leads	6,312	\$15.65 Per Lead	Below average	Above average	Above average	\$438.32
2020-09 - CS - Women - Image 2	21 Leads	6,077	\$12.49 Per Lead	Below average	Above average	Above average	\$262.31
2020-09 - CS - Women - Image 3	21 Leads	3,664	\$11.48 Per Lead	Below average	Average	Average	\$241.16
2020-09 - CS - Women - Image 4	7 Leads	1,776	\$9.64 Per Lead	Below average	Average	Average	\$67.47
2020-09 - CS - Women - Image 5	—	—	—	—	—	—	—
2020-09 - CS - Women - Image 6	—	—	—	—	—	—	—
2020-09 - CS - Women - Image 1	—	—	—	—	—	—	—
Results from 9 ads	180 Website Leads	33,235 People	\$16.67 Per Lead				\$2,999.86 Total Spent

Ads Pelle Med Spa

Coolsculpting - Conversions

Women - 25-55 - Not Dynamic

2021-01 - CS - New Video

2020-10 - FB - CS - Women - Video ...

2020-10 - FB - CS - Women - Video ...

2020-09 - CS - Women - Image 5

2020-09 - CS - Women - Image 6

2020-09 - CS - Women - Image 1

2020-09 - CS - Women - Image 2

2020-09 - CS - Women - Image 3

2020-09 - CS - Women - Image 4

Hide campaign structure Edit Review

Ad Name: 2020-10 - FB - CS - Women - Video 1 - A Create Template

Identity: Facebook Page: Pelle Medical Spa. Instagram Account: pellemedicalspa.

Ad Setup: Create Ad

Format: Single Image or Video

15 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 Pelle Med Sp

Search

Campaign Name

+ Create

Ad Name

- Coolsculpting - Conversions
- Women - 25-55 - Not Dynamic
- 2021-01 - CS - New Video
- 2020-10 - FB - CS - Women - Video ...
- 2020-10 - FB - CS - Women - Video ...
- 2020-09 - CS - Women - Image 5
- 2020-09 - CS - Women - Image 6
- 2020-09 - CS - Women - Image 1
- 2020-09 - CS - Women - Image 2
- 2020-09 - CS - Women - Image 3
- 2020-09 - CS - Women - Image 4

Coolsculpting - Conversions > Women - 25-55 - Not Dynamic > 2020-10 - FB - CS - Women - Video...

Active

Edit Review

Ad Name: 2020-10 - FB - CS - Women - Video 2 - A

Identity

Facebook Page: Pellé Medical Spa

Instagram Account: pellemedicalspa

Ad Setup: Create Ad

Format: Single Image or Video

Preview On

15 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 Pelle Med Sp

Search

Campaign Name

+ Create

Ad Name

- Coolsculpting - Conversions
- Women - 25-55 - Not Dynamic
- 2021-01 - CS - New Video
- 2020-10 - FB - CS - Women - Video ...
- 2020-10 - FB - CS - Women - Video ...
- 2020-09 - CS - Women - Image 5
- 2020-09 - CS - Women - Image 6
- 2020-09 - CS - Women - Image 1
- 2020-09 - CS - Women - Image 2
- 2020-09 - CS - Women - Image 3
- 2020-09 - CS - Women - Image 4

Coolsculpting - Conversions > Women - 25-55 - Not Dynamic > 2021-01 - CS - New Video

Active

Edit Review

Ad Name: 2021-01 - CS - New Video

Identity

Facebook Page: Pellé Medical Spa

Instagram Account: pellemedicalspa

Ad Setup: Create Ad

Format: Single Image or Video

Preview On

15 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 Pelle Med Sp

Search

Campaign Name

+ Create

Ad Name

- Coolsculpting - Conversions
- Women - 25-55 - Not Dynamic
- 2021-01 - CS - New Video
- 2020-10 - FB - CS - Women - Video ...
- 2020-10 - FB - CS - Women - Video ...
- 2020-09 - CS - Women - Image 5
- 2020-09 - CS - Women - Image 6
- 2020-09 - CS - Women - Image 1
- 2020-09 - CS - Women - Image 2
- 2020-09 - CS - Women - Image 3
- 2020-09 - CS - Women - Image 4

Coolsculpting - Conversions > Women - 25-55 - Not Dynamic > 2020-09 - CS - Women - Image 2

Active

Edit Review

Ad Name: 2020-09 - CS - Women - Image 2

Identity

Facebook Page: Pellé Medical Spa

Instagram Account: pellemedicalspa

Ad Setup: Create Ad

Format: Single Image or Video

Preview On

15 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 Pelle Med Sp

Search

Campaign Name

+ Create

Ad Name

- Coolsculpting - Conversions
- Women - 25-55 - Not Dynamic
- 2021-01 - CS - New Video
- 2020-10 - FB - CS - Women - Video ...
- 2020-10 - FB - CS - Women - Video ...
- 2020-09 - CS - Women - Image 5
- 2020-09 - CS - Women - Image 6
- 2020-09 - CS - Women - Image 1
- 2020-09 - CS - Women - Image 2
- 2020-09 - CS - Women - Image 3
- 2020-09 - CS - Women - Image 4

Coolsculpting - Conversions > Women - 25-55 - Not Dynamic > 2020-09 - CS - Women - Image 3

Active

Edit Review

Ad Name: 2020-09 - CS - Women - Image 3

Identity

Facebook Page: Pellé Medical Spa

Instagram Account: pellemedicalspa

Ad Setup: Create Ad

Format: Single Image or Video

Preview On

15 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 Pelle Med Sp

Search

Campaign Name

+ Create

Ad Name

- Coolsculpting - Conversions
- Women - 25-55 - Not Dynamic
- 2021-01 - CS - New Video
- 2020-10 - FB - CS - Women - Video ...
- 2020-10 - FB - CS - Women - Video ...
- 2020-09 - CS - Women - Image 5
- 2020-09 - CS - Women - Image 6
- 2020-09 - CS - Women - Image 1
- 2020-09 - CS - Women - Image 2
- 2020-09 - CS - Women - Image 3
- 2020-09 - CS - Women - Image 4

Coolsculpting - Conversions > Women - 25-55 - Not Dynamic > 2020-09 - CS - Women - Image 4

Active

Edit Review

Ad Name: 2020-09 - CS - Women - Image 4

Identity

Facebook Page: Pellé Medical Spa

Instagram Account: pellemedicalspa

Ad Setup: Create Ad

Format: Single Image or Video

Preview On

15 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

**Medstar Media, INC.**

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

# SALES RECEIPT

**BILL TO**

Cheryl Boyarsky  
Pelle Medical Spa

**SALES #** 1306

**DATE** 01/01/2021

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ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
<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

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TOTAL 1,500.00  
BALANCE DUE **\$0.00**

**Medstar Media, INC.**

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

# SALES RECEIPT

**BILL TO**

Cheryl Boyarsky  
Pelle Medical Spa

**SALES #** 1333

**DATE** 02/01/2021

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ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
<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
<b>Website Development</b>	Website development hours	4.50	200.00	900.00
<b>Discount</b>	We love you Credit	-1.50	200.00	-300.00
TOTAL				2,100.00
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

# SALES RECEIPT

**BILL TO**

Cheryl Boyarsky  
Pelle Medical Spa

**SALES #** 1357

**DATE** 03/01/2021

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ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
<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

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TOTAL 1,500.00  
BALANCE DUE **\$0.00**