

CoolSculpting Marketing Services

Pelle Medical Spa August-November 2022

Total Marketing Expenses

(8/1/2022 - 11/30/2022)

Total Google Ads: \$12,841.84
Total Facebook Ads: \$ 3,599.05
Total Marketing Service Fee: \$ 6,000.00
Total CoolSculpting Marketing Cost: \$22,440.89

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

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

Overview Campaigns Insights Recommendations

Custom Aug 1 - Nov 30, 2022 Show last 30 days

Campaign status: All Campaign name contains cool Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$107.01/day	All ads limited by policy	852	10.54%	\$12,841.84
\$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 ads disapproved, All ad groups paused	0	-	\$0.00
Total: Filtered campaigns			852	10.54%	\$12,841.84
Total: Account	\$107.01/day		852	10.54%	\$12,841.84

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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Overview Enabled Status: Type: Search Budget: \$107.01/day Optimization score: 75.8% More details

Custom Aug 1 - Nov 30, 2022 Show last 30 days

Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR +5.3% View Apply

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			852	10.54%	\$12,841.84
(Keyword:Pelle Medical Spa) CoolSculpting® Elite Fat Reduction Treatment +9 more pellemedicalspa.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation. CoolSculpting® Elite Treats Fat in ... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	234	18.03%	\$4,440.66
(Keyword:Pelle Medical Spa) CoolSculpting® Elite Fat Reduction Treatment +9 more pellemedicalspa.com/coolsculpting/elite Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	3. lipo	Eligible (Limited) Policy (Restricted drug terms +1 more)	176	12.30%	\$2,442.37
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Manchester, NH. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	50	25.38%	\$972.64
(Keyword:Pelle Medical Spa) CoolSculpting® Elite Fat Reduction Treatment +9 more pellemedicalspa.com/coolsculpting/elite Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted drug terms +1 more)	76	5.09%	\$938.99
(Keyword:Pelle Medical Spa) CoolSculpting® Elite Fat Reduction Treatment +9 more pellemedicalspa.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation. CoolSculpting® Elite Treats Fat in ... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	51	21.16%	\$646.12
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite View assets details	x. Expanded Reach Test	Removed	34	5.01%	\$416.95

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

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

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Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			852	10.54%	\$12,841.84
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	34	5.01%	\$416.95
(Keyword:Pelle Medical Spa) CoolSculpting® Elite Fat Reduction Treatment +9 more pellemedicalspa.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation. CoolSculpting® Elite Treats Fat in ... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	26	14.29%	\$380.25
Pelle Medical Spa CoolSculpting® Elite Fat Reduction Treatment +9 more pellemedicalspa.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation. CoolSculpting® Elite Treats Fat in ... View assets details	x. non-service medspa	Eligible (Limited) Policy (Restricted drug terms +1 more)	17	8.02%	\$372.23
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	24	3.18%	\$325.50
(Keyword:Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster pellemedicalspa.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	29	7.61%	\$254.46
(Keyword:Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster pellemedicalspa.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	3. lipo	Removed Policy (Restricted medical content +1 more)	20	18.02%	\$225.93
(Keyword:Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster pellemedicalspa.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	12	46.15%	\$203.35

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

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

Overview Enabled Status: Type: Search Budget: \$107.01/day Optimization score: 75.8% More details

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			852	10.54%	\$12,841.84
(Keyword:Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster pellemedicalspa.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	12	46.15%	\$203.35
(Keyword:Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster pellemedicalspa.com/coolsculpting/elite The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat. Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	3. lipo	Removed Policy (Restricted medical content +1 more)	6	22.22%	\$102.30
(Keyword:Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster pellemedicalspa.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	5	38.46%	\$72.20
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	2. body sculpting	Removed Policy (Restricted medical content +1 more)	5	35.71%	\$68.50
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	4	33.33%	\$67.42
CoolSculpting® Elite Next-Generation Fat Reduction Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	2	200.00%	\$64.82
(Keyword:Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster pellemedicalspa.com/coolsculpting/elite The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat. Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	4	40.00%	\$57.63

Overview		Status: Type: Search Budget: \$107.01/day Optimization score: 75.8%		More details	
<div style="display: flex; justify-content: space-between;"> Ad status: All Add filter Search Segment Columns Reports Download Expand More </div>					
Total: Ads				852	\$12,841.84
(Keyword Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		0. coolsculpting - general	Removed	4	\$57.63
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		3. lipo	Removed	5	\$52.14
CoolSculpting® Elite Next-Generation Fat Reduction Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		3. lipo	Removed	2	\$45.68
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite		0. coolsculpting - general	Removed	3	\$43.77
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite		0. coolsculpting - general	Removed	3	\$42.83
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite		x. Expanded Reach Test	Removed	2	\$38.62
CoolSculpting® Elite Next-Generation Fat Reduction Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		x. Expanded Reach Test	Removed	2	\$36.16

Overview		Status: Type: Search Budget: \$107.01/day Optimization score: 75.8%		More details	
<div style="display: flex; justify-content: space-between;"> Ad status: All Add filter Search Segment Columns Reports Download Expand More </div>					
Total: Ads				852	\$12,841.84
CoolSculpting® Elite Next-Generation Fat Reduction Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		x. Expanded Reach Test	Removed	2	\$36.16
(Keyword Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		1. coolsculpting - price	Removed	4	\$35.34
[Dynamically generated headline] [Dynamically generated display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments		x. dynamic	Eligible (Limited)	2	\$34.36
(Keyword Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		2. body sculpting	Removed	5	\$31.50
(Keyword Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		x. Expanded Reach Test	Removed	4	\$30.02
(Keyword Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		x. Expanded Reach Test	Removed	5	\$28.64
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		x. Expanded Reach Test	Removed	3	\$28.11

Overview		Status: Type: Search Budget: \$107.01/day Optimization score: 75.8%		More details	
<div style="display: flex; justify-content: space-between;"> Ad status: All Add filter Search Segment Columns Reports Download Expand More </div>					
Total: Ads				852	\$12,841.84
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		x. Expanded Reach Test	Removed	3	\$28.11
(Keyword Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		3. lipo	Removed	6	\$27.42
CoolSculpting® Elite Provider Next-Generation Fat Reduction No Surgery & Minimal Downtime pellemedicalspa.com/coolsculpting/elite		0. coolsculpting - general	Removed	1	\$22.25
(Keyword Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		2. body sculpting	Removed	1	\$20.83
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite		3. lipo	Removed	2	\$19.76
CoolSculpting® Elite Next-Generation Fat Reduction Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		1. coolsculpting - price	Removed	1	\$19.18
(Keyword Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		0. coolsculpting - general	Removed	1	\$18.75

Overview		Status: Type: Search Budget: \$107.01/day Optimization score: 75.8%		More details	
<div style="display: flex; justify-content: space-between;"> Ad status: All Add filter Search Segment Columns Reports Download Expand More </div>					
Total: Ads				852	\$12,841.84
(Keyword Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		0. coolsculpting - general	Removed	1	\$18.75
CoolSculpting® Elite Next-Generation Fat Reduction Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite		x. Expanded Reach Test	Removed	2	\$17.06
CoolSculpting® Elite Provider Next-Generation Fat Reduction No Surgery & Minimal Downtime pellemedicalspa.com/coolsculpting/elite		x. Expanded Reach Test	Removed	2	\$15.70
CoolSculpting® Elite Provider Freeze Stubborn Fat 2x Faster Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite		3. lipo	Removed	1	\$15.31
(Keyword Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		2. body sculpting	Removed	2	\$15.06
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite		2. body sculpting	Removed	2	\$13.62
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Manchester, NH. Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments		x. dynamic	Removed	1	\$13.50

Overview		Status: Type: Search Budget: \$107.01/day Optimization score: 75.8%		More details	
<div style="display: flex; justify-content: space-between;"> Ad status: All Add filter Search Segment Columns Reports Download Expand More </div>					
Total: Ads				852	\$12,841.84
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Manchester, NH. Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments		x. dynamic	Removed	1	\$13.50
(Keyword Pelle Medical Spa) CoolSculpting® Elite Fat Reduction Treatment +9 more pellemedicalspa.com/coolsculpting/elite		4. coolsculpting elite	Eligible (Limited)	1	\$12.68
CoolSculpting® Elite Next-Generation Fat Reduction Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		0. coolsculpting - general	Removed	1	\$12.48
(Keyword Pelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		1. coolsculpting - price	Removed	1	\$12.29
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		0. coolsculpting - general	Removed	2	\$11.97
CoolSculpting® Elite Provider Freeze Stubborn Fat 2x Faster No Surgery & Minimal Downtime pellemedicalspa.com/coolsculpting/elite		0. coolsculpting - general	Removed	1	\$10.85
CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pellemedicalspa.com/coolsculpting/elite		3. lipo	Removed	1	\$10.40

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 852 10.54% \$12,841.84						
	<input type="checkbox"/>	(KeywordPelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster pelemedicalsapa.com/coolsculpting/elite CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation	Removed Policy (Restricted medical content +1 more)	1	25.00%	\$9.83
	<input type="checkbox"/>	(KeywordPelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster pelemedicalsapa.com/coolsculpting/elite CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation	Removed Policy (Restricted medical content +1 more)	1	50.00%	\$8.24
	<input type="checkbox"/>	(KeywordPelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster pelemedicalsapa.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation. Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Removed Policy (Restricted medical content +1 more)	1	16.67%	\$8.15
	<input type="checkbox"/>	(KeywordPelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster pelemedicalsapa.com/coolsculpting/elite Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Removed Policy (Restricted medical content +1 more)	1	10.00%	\$7.84
	<input type="checkbox"/>	CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Top Provider in Manchester, NH pelemedicalsapa.com/coolsculpting/elite Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Removed Policy (Restricted medical content +1 more)	1	33.33%	\$7.43
	<input type="checkbox"/>	(KeywordPelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster pelemedicalsapa.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation. Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Removed Policy (Restricted medical content +1 more)	1	20.00%	\$5.59
	<input type="checkbox"/>	CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Best Prices. FDA-Cleared. pelemedicalsapa.com/coolsculpting/elite	Removed	1	33.33%	\$3.40

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 852 10.54% \$12,841.84						
	<input type="checkbox"/>	CoolSculpting® Elite Freeze Stubborn Fat 2x Faster Best Prices. FDA-Cleared. pelemedicalsapa.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation. Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Removed Policy (Restricted medical content +1 more)	1	33.33%	\$3.40
	<input type="checkbox"/>	(KeywordPelle Medical Spa) Next-Generation Fat Reduction Freeze Stubborn Fat 2x Faster pelemedicalsapa.com/coolsculpting/elite CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation	Removed Policy (Restricted medical content +1 more)	1	10.00%	\$2.76
	<input type="checkbox"/>	(KeywordPelle Medical Spa) CoolSculpting in Manchester Fat Reduction Treatment +12 more www.pellemedicalsapa.com Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation. Top Fat Reduction Treatment. Target Love... View assets details	Removed Under review, Ad group removed	0	-	\$0.00
	<input type="checkbox"/>	CoolSculpting® in Manchester Fat Reduction Treatment Flexible Payment Options www.pellemedicalsapa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting® Provider in Manchester, NH. Schedule a Free Consultation	Removed Policy (Restricted medical content +1 more), Ad group removed	0	-	\$0.00
	<input type="checkbox"/>	2020 CoolSculpting Discount \$1,000 Off September Special Flexible Payment Options www.pellemedicalsapa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting® Provider in Manchester, NH. Schedule a Free Consultation	Removed Policy (Restricted medical content +1 more), Ad group removed	0	-	\$0.00
	<input type="checkbox"/>	CoolSculpting® in Manchester Freeze Away Stubborn Fat Flexible Payment Options www.pellemedicalsapa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting® Provider in Manchester, NH. Schedule a Free Consultation	Removed Policy (Restricted medical content +1 more), Ad group removed	0	-	\$0.00
	<input type="checkbox"/>	CoolSculpting Special 30% Off Fat Reduction Treatment Our Biggest Discount Ever www.pellemedicalsapa.com Don't Stop. Fat Removal. Minimal Downtime. Est. Discount. No...	Removed Policy (Restricted medical content +1 more), Ad	0	-	\$0.00

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 852 10.54% \$12,841.84						
	<input type="checkbox"/>	Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% On 8+ Treatments of CoolSculpting.				
	<input type="checkbox"/>	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Get 50% Off 8+ Treatments pelemedicalsapa.com/coolsculpting/manchester Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% On 8+ Treatments of CoolSculpting.	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
	<input type="checkbox"/>	Non-Surgical Fat Reduction Freezing Fat Really Works Get Rid of Unwanted Fat pelemedicalsapa.com/coolsculpting/manchester 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.	Removed Policy (Restricted medical content)	0	-	\$0.00
	<input type="checkbox"/>	Non-Surgical Fat Reduction Freeze Away Body Fat Get 50% Off 8+ Treatments pelemedicalsapa.com/coolsculpting/manchester 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.	Removed Policy (Restricted medical content)	0	-	\$0.00
	<input type="checkbox"/>	Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat pelemedicalsapa.com/coolsculpting/manchester 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.	Removed Policy (Restricted medical content)	0	-	\$0.00
Total: Ads				852	10.54%	\$12,841.84
Total: Campaign				852	10.54%	\$12,841.84

Assets	Status	Asset type	Position pinning	Imp.	Asset source
Ad may be limited by policy: Restricted drug terms , Restricted medical content					
<input type="radio"/>	Asset				
<input checked="" type="radio"/>	Affordable & Quick Treatments	Approved (limited)	None	26	Advertiser
<input checked="" type="radio"/>	(KeywordPelle Medical Spa)	Approved (limited)	None	922	Advertiser
<input checked="" type="radio"/>	Fat Reduction Treatment	Approved (limited)	None	1	Advertiser
<input checked="" type="radio"/>	Schedule a Free Consultation	Approved (limited)	None	6	Advertiser
<input checked="" type="radio"/>	Freeze Your Fat Away Today	Approved (limited)	None	50	Advertiser
<input checked="" type="radio"/>	Flexible Payment Options	Approved (limited)	None	63	Advertiser
<input checked="" type="radio"/>	Freeze Stubborn Fat 2x Faster	Approved (limited)	None	170	Advertiser
<input checked="" type="radio"/>	CoolSculpting® Elite	Approved (limited)	None	215	Advertiser
<input checked="" type="radio"/>	CoolSculpting® Elite Near Me	Approved (limited)	None	233	Advertiser

Assets	Status	Asset type	Position pinning	Imp.	Asset source
Ad may be limited by policy: Restricted drug terms , Restricted medical content					
<input type="radio"/>	Asset				
<input checked="" type="radio"/>	No Surgery & Minimal Downtime	Approved (limited)	None	24	Advertiser
<input checked="" type="radio"/>	Next-Generation Fat Reduction	Approved (limited)	None	8	Advertiser
<input checked="" type="radio"/>	50% Off CoolSculpting Elite	-	None	0	Advertiser
<input checked="" type="radio"/>	50% Off 8+ Treatments	Approved (limited)	None	878	Advertiser
<input checked="" type="radio"/>	The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	23	Advertiser
<input checked="" type="radio"/>	Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation	Approved (limited)	Description	28	Advertiser
<input checked="" type="radio"/>	Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	-	Description	0	Advertiser
<input checked="" type="radio"/>	CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More	-	Description	0	Advertiser
<input checked="" type="radio"/>	CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	1,247	Advertiser
<input checked="" type="radio"/>	Our Biggest CoolSculpting Discount Ever. Save up to 50% Off CoolSculpting.	-	Description	0	Advertiser
<input checked="" type="radio"/>	Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	33	Advertiser

Google Ads | Chris Zelig | Pelle Medical Spa | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Search, Budget: \$107.01/day, Optimization score: 75.8%

Responsive search ad

Ad strength: Good

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation	Approved (limited)	Description	None	28	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	-	Description	None	0	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More	-	Description	None	0	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	1,247	Advertiser
Our Biggest CoolSculpting Discount Ever. Save up to 50% Off CoolSculpting.	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	33	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	1,160	Advertiser

Assets

Table view: Associations

Asset status: All enabled | Asset type: All

Asset	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	search beta coolsculpting	Campaign	Eligible	14	14.43%	\$245.75
Current Specials Don't Miss Our Specials & Exclusive Offers. Learn More Now.	Account	Account	Eligible	767	11.79%	\$12,071.41
Before and After Photos See Real Patient Results & Before and After Photos.	Account	Account	Eligible	742	11.48%	\$11,426.65
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search beta coolsculpting	Campaign	Eligible	670	11.19%	\$10,155.61
Full Range of Services Learn More About Our Complete Range of Top Services for Face and Body.	Account	Account	Eligible	643	11.78%	\$10,152.48
5 Star Reviews Read Real Client Reviews & Patient Testimonials.	Account	Account	Eligible	235	7.08%	\$3,281.26
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible	72	5.01%	\$993.83
About Us						

Asset	Added to	Level	Status	Clicks	CTR	Cost
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible	68	4.38%	\$825.30
Freeze Your Fat	search beta coolsculpting	Campaign	Eligible	209	12.10%	\$3,715.04
FDA Cleared	search beta coolsculpting	Campaign	Eligible	215	11.96%	\$3,651.40
Highlights: No Surgery	search beta coolsculpting	Campaign	Eligible	189	11.81%	\$3,550.91
Nonsurgical Fat Reduction	search beta coolsculpting	Campaign	Eligible	194	12.45%	\$3,339.69
Liposuction Alternative	search beta coolsculpting	Campaign	Eligible	194	12.32%	\$3,290.77
5-Star Rated Spa	Account	Account	Eligible	1	11.11%	\$18.45
Contact Us + Free Consult	Account	Account	Eligible	0	0.00%	\$0.00
Fall Sale - 50% off 8+ Treatments	search beta coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	272	11.65%	\$4,879.98
Winter Sale - 50% off 8+ Treatments	search beta coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00
(802) 520-2887	Account	Account	Eligible	76	9.91%	\$1,653.29
Total: Sitelinks				797	11.71%	\$12,330.62
Total: Callouts				390	12.08%	\$6,615.55
Total: Structured snippets				14	14.43%	\$245.75
Total: Calls				76	9.91%	\$1,653.29
Total: Promotions				402	11.94%	\$6,586.14

Asset	Added to	Level	Status	Clicks	CTR	Cost
5-Star Rated Spa	Account	Account	Eligible	1	11.11%	\$18.45
Contact Us + Free Consult	Account	Account	Eligible	0	0.00%	\$0.00
Fall Sale - 50% off 8+ Treatments	search beta coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	272	11.65%	\$4,879.98
Winter Sale - 50% off 8+ Treatments	search beta coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00
(802) 520-2887	Account	Account	Eligible	76	9.91%	\$1,653.29
Total: Sitelinks				797	11.71%	\$12,330.62
Total: Callouts				390	12.08%	\$6,615.55
Total: Structured snippets				14	14.43%	\$245.75
Total: Calls				76	9.91%	\$1,653.29
Total: Promotions				402	11.94%	\$6,586.14

Campaigns

Pelle Med Spa (1266158117061762)

Search and filter: Campaign name contains cool

1 selected

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	Coolsculpting - Conversions	Active	Highest volume	\$33.33 Daily	7-day click or ...	94 Website Leads	45,261	172,639	\$38.29 Per Lead	\$3,599.05	Ongoing
	Results from 1 campaign				7-day click or ...	94 Website Leads	45,261 People	172,639 Total	\$38.29 Per Lead	\$3,599.05 Total Spent	

Ads Pelle Med Spa (1266158117061762) Updated just now Discard drafts Review and publish

Campaign name contains cool Search and filter Save Clear Aug 1, 2022 - Nov 30, 2022

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

Off / On	Ad	Last significant dit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>	CS Elite - Video - Alysson	Jun 13, 2022, 1:1... 72 days ago	7-day click or ...	42 Website Leads	24,061	63,841	\$31.46 Per Lead	Below average Bottom 35% of ...	Average	Average	\$1,321.44
<input type="checkbox"/>	CS Elite - Video -UGC Sitting	Jun 13, 2022, 1:1... 72 days ago	7-day click or ...	32 Website Leads	30,230	58,636	\$39.61 Per Lead	—	—	—	\$1,267.56
<input type="checkbox"/>	CS Elite - Video - David	Jun 13, 2022, 1:1... 72 days ago	7-day click or ...	9 Website Leads	14,719	30,654	\$61.28 Per Lead	Below average Bottom 35% of ...	Average	Average	\$551.50
<input type="checkbox"/>	CS Elite - Video - Procedure	Jun 13, 2022, 1:1... 72 days ago	7-day click or ...	5 Website Leads	3,173	6,922	\$33.10 Per Lead	Below average Bottom 35% of ...	Average	Average	\$165.50
<input type="checkbox"/>	CS Elite - Image - With Offer	Jun 13, 2022, 1:1... 72 days ago	7-day click or ...	4 Website Leads	3,115	6,019	\$37.83 Per Lead	—	—	—	\$151.33
<input type="checkbox"/>	CS Elite - Image - Picture	Jun 13, 2022, 1:1... 72 days ago	7-day click or ...	2 Website Leads	2,234	4,357	\$43.27 Per Lead	—	—	—	\$86.53
<input type="checkbox"/>	CS Elite - Image - Text	Jun 13, 2022, 1:1... 72 days ago	7-day click or ...	—	1,223	2,210	—	—	—	—	\$55.19
<input type="checkbox"/>	CS - Video - About Pelle	Jun 13, 2022, 1:1... 72 days ago	7-day click or ...	—	—	—	—	—	—	—	—
<input type="checkbox"/>	CS - Video - UGC Standing	Jun 13, 2022, 1:1... 72 days ago	7-day click or ...	—	—	—	—	—	—	—	—
<input type="checkbox"/>	CS - Video - UGC Sitting	Jun 13, 2022, 1:1... 72 days ago	7-day click or ...	—	—	—	—	—	—	—	—
<input type="checkbox"/>	CS - Video - Alysson	Jun 13, 2022, 1:1... 72 days ago	7-day click or ...	—	—	—	—	—	—	—	—
<input type="checkbox"/>	CS - Video - David	Jun 13, 2022, 1:1... 72 days ago	7-day click or ...	—	—	—	—	—	—	—	—
<input type="checkbox"/>	2020-09 - CS - Women - Image 3	Jun 13, 2022, 1:1... 72 days ago	7-day click or ...	—	—	—	—	—	—	—	—
Results from 18 ads				94 Website Leads	45,261 People	172,639 Total	\$38.29 Per Lead				\$3,599.05 Total Spent

Ad preview View preview

Instagram Feed

Full Size Preview

Close

OK

adjusted when it's likely to improve performance.

View preview

Instagram Feed

Full Size Preview

Close

View preview

Mobile Feed

Full Size Preview

Close

OK

View preview

Mobile Feed

Full Size Preview

Close

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 # 1833

DATE 08/01/2022

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads	1	1,500.00	1,500.00
Text Blast	Two text blasts in July - 4019 Contacts on 7/5; 3550 Contacts on 7/12	1	375.00	375.00
TOTAL				1,875.00
BALANCE DUE				\$0.00

No additional transfer fees or taxes apply.

Payment services brought by:

Intuit Payments Inc.

2700 Coast Avenue, Mountain View, CA 94043

Phone number 1-888-536-4801

NMLS #1098819

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 # 1870

DATE 09/01/2022

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads	1	1,500.00	1,500.00
Website Development	Website updates	1.25	200.00	250.00
TOTAL				1,750.00
BALANCE DUE				\$0.00

No additional transfer fees or taxes apply.

Payment services brought by:

Intuit Payments Inc.

2700 Coast Avenue, Mountain View, CA 94043

Phone number 1-888-536-4801

NMLS #1098819

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020

South Jordan, UT 84095

+1 6466949450

support@medstarmedia.com

INVOICE

BILL TO

Cheryl Boyarsky

Pelle Medical Spa

INVOICE # 1904

DATE 10/01/2022

DUE DATE 10/01/2022

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads	1	1,500.00	1,500.00
Text Blast	text blast- Sept. Promos. 4364 contacts	1	225.00	225.00
				<hr/>
				PAYMENT 1,725.00
				BALANCE DUE \$0.00

PAID

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 # 1939

DATE 11/01/2022

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Conversion Tools + Lead Nurture Technology	1	1,500.00	1,500.00
Website Development	Gallery page work	0.75	200.00	150.00
TOTAL				1,650.00
BALANCE DUE				\$0.00

No additional transfer fees or taxes apply.

Payment services brought by:

Intuit Payments Inc.

2700 Coast Avenue, Mountain View, CA 94043

Phone number 1-888-536-4801

NMLS #1098819