

# CoolSculpting Marketing Services Pelle Medical Spa Sep-Nov 2022 Total Marketing Expenses (9/1/2022 - 11/30/2022)

**Total Google Ads: \$ 9,867.18**  
**Total Facebook Ads: \$ 2,564.28**  
**Total Marketing Service Fee: \$ 4,500.00**  
**Total CoolSculpting Marketing Cost: \$16,931.46**

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

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

Campaign status: All Campaign name contains cool X Add filter

Ad group	Budget	Status	Clicks	CTR	Cost
search   beta   coolsculpting	\$108.74/day	All ads limited by policy	584	10.74%	\$9,867.18
\$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
<b>Total: Filtered campaigns</b>			<b>584</b>	<b>10.74%</b>	<b>\$9,867.18</b>
<b>Total: Account</b>	<b>\$108.74/day</b>		<b>584</b>	<b>10.74%</b>	<b>\$9,867.18</b>

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 Ads

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

Enabled Status: All ads limited by policy Type: Search Budget: \$108.74/day Optimization score: 79.2% More details

Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR +2.6% View Apply

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>584</b>	<b>10.74%</b>	<b>\$9,867.18</b>
(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)	152	16.76%	\$3,296.08
(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)	122	12.02%	\$1,918.19
(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)	67	5.65%	\$874.50
[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)	40	28.37%	\$836.30
(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)	32	22.54%	\$470.49
Pelle Medical Spa   CoolSculpting® Elite   Fat Reduction Treatment +9 more pellemedicalspa.com/coolsculpting/elite	v. non.carvina martens	Eligible (Limited)	17	8.02%	\$372.23

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

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Overview Ads

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

Enabled Status: All ads limited by policy Type: Search Budget: \$108.74/day Optimization score: 79.2% More details

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>584</b>	<b>10.74%</b>	<b>\$9,867.18</b>
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
(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)	17	12.50%	\$298.79
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)	19	5.52%	\$247.41
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)	11	2.94%	\$213.67
(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)	18	18.56%	\$204.98
(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 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)	20	8.40%	\$189.60

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Overview Ads

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

Enabled Status: All ads limited by policy Type: Search Budget: \$108.74/day Optimization score: 79.2% More details

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>584</b>	<b>10.74%</b>	<b>\$9,867.18</b>
(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)	20	8.40%	\$189.60
(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)	5	33.33%	\$85.09
(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)	4	33.33%	\$67.23
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
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)	3	50.00%	\$46.86
CoolSculpting® Elite   Next-Generation Fat Reduction   Top Provider in Manchester, NH. pellemedicalspa.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.	3. lipo	Removed Policy (Restricted medical content +1 more)	2	66.67%	\$45.68
CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation. Target, Freeze, & Eliminate Fat in	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more)	2	8.70%	\$38.62

Overview		Status: All ads limited by policy		Type: Search	Budget: \$108.74/day	Optimization score: 79.2%	More details	
Total: Ads 584								
CTR 10.74%								
Cost \$9,867.18								
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost		
Ads & assets	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite							
Assets		x. Expanded Reach Test	Removed	2	8.70%	\$38.62	Policy (Restricted medical content +1 more)	
Landing pages	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Top Provider in Manchester, NH							
Keywords		0. coolsculpting - general	Removed	1	33.33%	\$33.45	Policy (Restricted medical content +1 more)	
Audiences	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Top Provider in Manchester, NH							
Settings		3. lipo	Removed	2	8.33%	\$25.50	Policy (Restricted medical content +1 more)	
Change history	[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster							
Dynamic ad targets		x. Expanded Reach Test	Removed	3	10.00%	\$22.34	Policy (Restricted medical content +1 more)	
Locations	CoolSculpting® Elite Provider   Next-Generation Fat Reduction   No Surgery & Minimal Downtime							
Ad schedule		0. coolsculpting - general	Removed	1	50.00%	\$22.25	Policy (Restricted medical content +1 more)	
Devices	[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster							
Advanced bid adj.		2. body sculpting	Removed	1	100.00%	\$20.83	Policy (Restricted medical content +1 more)	
Drafts		x. Expanded Reach Test	Removed	3	7.89%	\$20.03	Policy (Restricted medical content +1 more)	

Overview		Status: All ads limited by policy		Type: Search	Budget: \$108.74/day	Optimization score: 79.2%	More details	
Total: Ads 584								
CTR 10.74%								
Cost \$9,867.18								
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost		
Ads & assets	[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster							
Assets		x. Expanded Reach Test	Removed	3	7.89%	\$20.03	Policy (Restricted medical content +1 more)	
Landing pages	CoolSculpting® Elite   Next-Generation Fat Reduction   Top Provider in Manchester, NH							
Keywords		1. coolsculpting - price	Removed	1	33.33%	\$19.18	Policy (Restricted medical content +1 more)	
Audiences	[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster							
Settings		0. coolsculpting - general	Removed	1	50.00%	\$18.75	Policy (Restricted medical content +1 more)	
Change history	CoolSculpting® Elite   Next-Generation Fat Reduction   Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite							
Dynamic ad targets		x. Expanded Reach Test	Removed	2	3.39%	\$17.06	Policy (Restricted medical content +1 more)	
Locations	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Top Provider in Manchester, NH							
Ad schedule		x. Expanded Reach Test	Removed	1	3.70%	\$16.94	Policy (Restricted medical content +1 more)	
Devices	[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster							
Advanced bid adj.		2. body sculpting	Removed	3	8.33%	\$16.22	Policy (Restricted medical content +1 more)	
Drafts		1. coolsculpting - price	Removed	3	62.96%	\$14.97	Policy (Restricted medical content +1 more)	

Overview		Status: All ads limited by policy		Type: Search	Budget: \$108.74/day	Optimization score: 79.2%	More details	
Total: Ads 584								
CTR 10.74%								
Cost \$9,867.18								
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost		
Ads & assets	Areas at the Same Time. Safely Freeze Twice the Fat.							
Assets		1. coolsculpting - price	Removed	3	50.00%	\$15.37	Policy (Restricted medical content +1 more)	
Landing pages	CoolSculpting® Elite Provider   Freeze Stubborn Fat 2x Faster   Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite							
Keywords		3. lipo	Removed	1	100.00%	\$15.31	Policy (Restricted medical content +1 more)	
Audiences	[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster							
Settings		0. coolsculpting - general	Removed	1	50.00%	\$14.50	Policy (Restricted medical content +1 more)	
Change history	[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster							
Dynamic ad targets		3. lipo	Removed	4	26.67%	\$13.86	Policy (Restricted medical content +1 more)	
Locations	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite							
Ad schedule		3. lipo	Removed	1	4.55%	\$12.74	Policy (Restricted medical content +1 more)	
Devices	[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Top Provider in Manchester, NH							
Advanced bid adj.		0. coolsculpting - general	Removed	1	33.33%	\$12.48	Policy (Restricted medical content +1 more)	
Drafts		[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster	Removed	-	-	-	Policy (Restricted medical content +1 more)	

Overview		Status: All ads limited by policy		Type: Search	Budget: \$108.74/day	Optimization score: 79.2%	More details	
Total: Ads 584								
CTR 10.74%								
Cost \$9,867.18								
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost		
Ads & assets	[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster							
Assets		2. body sculpting	Removed	1	33.33%	\$10.41	Policy (Restricted medical content +1 more)	
Landing pages	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Best Prices. FDA-Cleared. pellemedicalspa.com/coolsculpting/elite							
Keywords		0. coolsculpting - general	Removed	1	33.33%	\$10.31	Policy (Restricted medical content +1 more)	
Audiences	CoolSculpting® Elite Provider   Next-Generation Fat Reduction   No Surgery & Minimal Downtime							
Settings		x. Expanded Reach Test	Removed	1	5.56%	\$9.91	Policy (Restricted medical content +1 more)	
Change history	CoolSculpting® Elite   Next-Generation Fat Reduction   Top Provider in Manchester, NH							
Dynamic ad targets		x. Expanded Reach Test	Removed	1	1.54%	\$8.60	Policy (Restricted medical content +1 more)	
Locations	[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster							
Ad schedule		3. lipo	Removed	1	100.00%	\$8.24	Policy (Restricted medical content +1 more)	
Devices	[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster							
Advanced bid adj.		3. lipo	Removed	1	20.00%	\$8.15	Policy (Restricted medical content +1 more)	
Drafts		2. body sculpting	Removed	1	14.29%	\$7.84	Policy (Restricted medical content +1 more)	

Overview		Status: All ads limited by policy		Type: Search	Budget: \$108.74/day	Optimization score: 79.2%	More details	
Total: Ads 584								
CTR 10.74%								
Cost \$9,867.18								
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost		
Ads & assets	Half the Time. Improved Comfort. Larger Cooling Area.							
Assets		2. body sculpting	Removed	1	14.29%	\$7.84	Policy (Restricted medical content +1 more)	
Landing pages	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Top Provider in Manchester, NH							
Keywords		1. coolsculpting - price	Removed	1	100.00%	\$7.43	Policy (Restricted medical content +1 more)	
Audiences	[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster							
Settings		3. lipo	Removed	1	25.00%	\$5.59	Policy (Restricted medical content +1 more)	
Change history	[Keyword:Pelle Medical Spa]   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster							
Dynamic ad targets		7. coolsculpting - near me	Removed	0	-	\$0.00	Under review, Ad group removed	
Locations	CoolSculpting® in Manchester   Fat Reduction Treatment   Flexible Payment Options							
Ad schedule		7. coolsculpting - near me	Removed	0	-	\$0.00	Policy (Restricted medical content +1 more), Ad group removed	
Devices	2020 CoolSculpting® Account   \$1,000 Off September Special   Flexible Payment Options							
Advanced bid adj.		7. coolsculpting - near me	Removed	0	-	\$0.00	Policy (Restricted medical content +1 more), Ad group removed	
Drafts		CoolSculpting® in Manchester   Freeze Away Stubborn Fat   Flexible Payment Options	Removed	-	-	-	Policy (Restricted medical content +1 more)	

Google Ads | Chris Zelig | Pelle Medical Spa | All campaigns | Budget: \$108.74/day | Optimization score: 79.2%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 584					
Total: Campaign 584					

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Responsive search ad | Ad strength: Good

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Affordable & Quick Treatments	Approved (limited)	Headline	None	20	Advertiser
(Keyword:Pelle Medical Spa)	Approved (limited)	Headline	None	588	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	None	1	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	3	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	None	30	Advertiser
Flexible Payment Options	Approved (limited)	Headline	None	52	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	None	141	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	None	167	Advertiser
CoolSculpting® Elite Near Me	Approved (limited)	Headline	None	208	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	12	Advertiser

Responsive search ad | Ad strength: Good

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Next-Generation Fat Reduction	Approved (limited)	Headline	None	6	Advertiser
50% Off CoolSculpting Elite	-	Headline	None	0	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	None	586	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	None	15	Advertiser
Leading CoolSculpting® Elite Provider in Manchester, NH. Schedule a Free Consultation	Approved (limited)	Description	None	22	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	870	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	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	846	Advertiser

Assets | Table view: Associations | Campaign type: All

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Current Specials Don't Miss Our Specials & Exclusive Offers. Learn More Now.	Sitelink	Account	Eligible	530	11.89%	\$9,315.38
Before and After Photos See Real Patient Results & Before and After Photos.	Sitelink	Account	Eligible	497	11.50%	\$8,623.26
Full Range of Services Learn More About Our Complete Range of Top Services for Face and Body.	Sitelink	Account	Eligible	447	12.06%	\$7,900.54
5 Star Reviews Read Real Client Reviews & Patient Testimonials.	Sitelink	Account	Eligible	167	7.56%	\$2,660.03
(802) 520-2887	Call	Account	Eligible	62	11.11%	\$1,454.25
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Sitelink	Account	Eligible	42	5.05%	\$770.09
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Sitelink	Account	Eligible	37	4.00%	\$611.27
5-Star Rated Spa	Callout	Account	Eligible	0	-	\$0.00
Contact Us + Free Consult	Callout	Account	Eligible	0	-	\$0.00

Assets | Asset status: All | Asset type: All

Asset	Asset type	Level	Status	Clicks	CTR	Cost
(617) 915-2236	Call	Campaign	Eligible	0	-	\$0.00
CoolSculpting CoolSculpting® The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Eligible	450	11.12%	\$7,642.52
Fall Sale - 50% off 8+ Treatments	Promotion	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	272	11.65%	\$4,879.98
Freeze Your Fat	Callout	Campaign	Eligible	151	12.68%	\$3,126.33
Highlights: No Surgery	Callout	Campaign	Eligible	143	12.84%	\$3,057.22
FDA Cleared	Callout	Campaign	Eligible	152	12.31%	\$3,052.46
Liposuction Alternative	Callout	Campaign	Eligible	137	12.73%	\$2,653.78
Nonsurgical Fat Reduction	Callout	Campaign	Eligible	128	12.23%	\$2,642.81
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, CoolMini, Fat...	Structured snippet	Campaign	Eligible	8	13.33%	\$190.07
Summer Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed Policy (Restricted medical content +1 more)	3	13.04%	\$97.53
Up to 50% Off	Callout	Campaign	Removed	0	-	\$0.00
Winter Sale - Up to 50% off CoolSculpting Elite	Promotion	Campaign	Removed	0	-	\$0.00
Spring Sale - Up to 50% off CoolSculpting Elite	Promotion	Campaign	Removed	0	-	\$0.00
Winter Sale - 50% off 8+ Treatments	Promotion	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00

Recommendations	Asset	Asset type	Level	Status	Clicks	CTR	Cost
Insights							
Campaigns	Winter Sale - 50% off 8+ Treatments	Promotion	Campaign	Eligible (Limited Policy (Restricted medical content +1 more))	0	-	\$0.00
Ad groups	search   beta   dermal fillers						
Ads & assets							
Ads	Dermal Filler Special Fill in Fine Lines and Wrinkles + Contour Facial Features. Learn More	Sitelink	Campaign	Eligible	0	-	\$0.00
Assets	Types: Juvederm Ultra, Juvederm Ultra Plus, Juvederm Voluma XC	Structured snippet	Campaign	Eligible (Limited Policy (Trademarks in ad text))	0	-	\$0.00
Landing pages	#1 Anti-Aging Treatment	Callout	Campaign	Eligible (Limited Policy (Legal: Hong Kong))	0	-	\$0.00
Keywords	FDA Cleared	Callout	Campaign	Eligible	0	-	\$0.00
Audiences	Look Younger/Rejuvenated	Callout	Campaign	Eligible	0	-	\$0.00
Settings	Non-Surgical Anti-Aging	Callout	Campaign	Eligible (Limited Policy (Legal: Hong Kong))	0	-	\$0.00
Change history	\$50 off New Clients Special	Promotion	Campaign	Eligible	0	-	\$0.00
Show less							
Dynamic ad targets	Total: Sitelinks				546	11.77%	\$9,485.62
Locations	Total: Callouts				280	12.31%	\$5,480.19
Ad schedule	Total: Structured snippets				8	13.33%	\$190.07
Devices	Total: Calls				62	11.11%	\$1,454.25
Advanced bid adj.	Total: Promotions				275	11.67%	\$4,977.51

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more. Some inventors may be provided through third party intermediaries.

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

Search and filter: Campaign name contains cool

1 selected | Ad sets for 1 Campaign | Ads for 1 Campaign

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 ...	69 Website Leads	35,791	121,711	\$37.16 Per Lead	\$2,564.28	Ongoing
<b>Results from 1 campaign</b>						<b>69</b> Website Leads	<b>35,791</b> People	<b>121,711</b> Total	<b>\$37.16</b> Per Lead	<b>\$2,564.28</b> Total Spent	

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

Search and filter: Campaign name contains cool

1 selected | Ad sets for 1 Campaign | Ads for 1 Campaign

Off / On	Ad	Most significant lit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input checked="" type="checkbox"/>	CS Elite - Video - Alysson	Jun 13, 2022, 1:1... 14 days ago	7-day click or ...	33 Website Leads	19,350	48,875	\$31.21 Per Lead	Below average Bottom 35% of ...	Average	Average	\$1,030.09
<input checked="" type="checkbox"/>	CS Elite - Video -UGC Sitting	Jun 13, 2022, 1:1... 14 days ago	7-day click or ...	20 Website Leads	22,211	39,545	\$42.93 Per Lead	Below average Bottom 35% of ...	Average	Average	\$858.50
<input checked="" type="checkbox"/>	CS Elite - Video - David	Jun 13, 2022, 1:1... 14 days ago	7-day click or ...	7 Website Leads	10,041	18,371	\$46.10 Per Lead	Below average Bottom 35% of ...	Average	Average	\$322.73
<input checked="" type="checkbox"/>	CS Elite - Video - Procedure	Jun 13, 2022, 1:1... 14 days ago	7-day click or ...	5 Website Leads	2,650	5,665	\$26.80 Per Lead	Below average Bottom 35% of ...	Average	Average	\$134.02
<input checked="" type="checkbox"/>	CS Elite - Image - With Offer	Jun 13, 2022, 1:1... 14 days ago	7-day click or ...	2 Website Leads	2,347	4,297	\$57.76 Per Lead	Below average Bottom 35% of ...	Average	Average	\$115.52
<input checked="" type="checkbox"/>	CS Elite - Image - Picture	Jun 13, 2022, 1:1... 14 days ago	7-day click or ...	2 Website Leads	1,648	3,178	\$29.08 Per Lead	Below average Bottom 35% of ...	Average	Average	\$58.16
<input checked="" type="checkbox"/>	CS Elite - Image - Text	Jun 13, 2022, 1:1... 14 days ago	7-day click or ...	Website Lead	995	1,780	Per Lead	Below average Bottom 35% of ...	Average	Average	\$45.26
<input type="checkbox"/>	CS - Video - About Pelle	Jun 13, 2022, 1:1... 14 days ago	7-day click or ...	Website Lead	-	-	Per Lead	Below average Bottom 35% of ...	Average	Average	-
<input type="checkbox"/>	CS - Video - UGC Standing	Jun 13, 2022, 1:1... 14 days ago	7-day click or ...	Website Lead	-	-	Per Lead	Below average Bottom 35% of ...	Average	Average	-
<input type="checkbox"/>	CS - Video - UGC Sitting	Jun 13, 2022, 1:1... 14 days ago	7-day click or ...	Website Lead	-	-	Per Lead	Below average Bottom 35% of ...	Average	Average	-
<input type="checkbox"/>	CS - Video - Alysson	Jun 13, 2022, 1:1... 14 days ago	7-day click or ...	Website Lead	-	-	Per Lead	Below average Bottom 35% of ...	Average	Average	-
<input type="checkbox"/>	CS - Video - David	Jun 13, 2022, 1:1... 14 days ago	7-day click or ...	Website Lead	-	-	Per Lead	Below average Bottom 35% of ...	Average	Average	-
<input type="checkbox"/>	2020-09 - CS - Women - Image 3	Jun 13, 2022, 1:1... 14 days ago	7-day click or ...	Website Lead	-	-	Per Lead	Below average Bottom 35% of ...	Average	Average	-
<b>Results from 18 ads</b>						<b>69</b> Website Leads	<b>35,791</b> People	<b>121,711</b> Total	<b>\$37.16</b> Per Lead	<b>\$2,564.28</b> Total Spent	

View preview | Mobile Feed

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CoolSculpting is the #1 non-surgical fat reduction treatment. Learn more at <http://www.pellemedicalspa.com>

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Amanda Staeh... 18 comments 5 shares

Like Comment Share

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https://pellemedical ...

### Performance

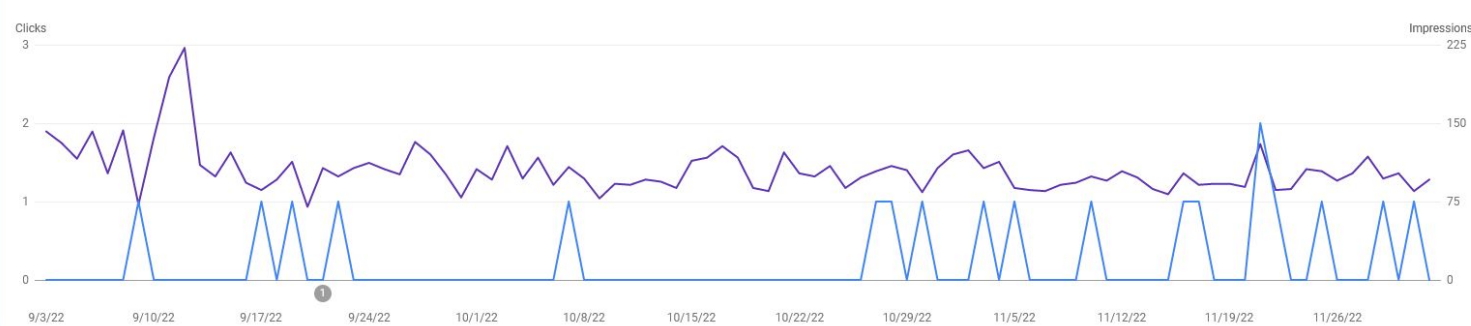
EXPORT

Search type: Web | Date: Last 3 months | Query: +cool X | + New

Last updated: 4 hours ago

<input checked="" type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total impressions	<input type="checkbox"/> Average CTR	<input type="checkbox"/> Average position
<b>19</b>	<b>9.55K</b>	<b>0.2%</b>	<b>50.8</b>

Chart totals and table results might be partial when filters are applied. [Learn more](#)



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
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Security & Manual Actions

**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
<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 updates	1.25	200.00	250.00
TOTAL				1,750.00
BALANCE DUE				<b>\$0.00</b>

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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
<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>Text Blast</b>	text blast- Sept. Promos. 4364 contacts	1	225.00	225.00
				<hr/>
				PAYMENT 1,725.00
				BALANCE DUE <b>\$0.00</b>

**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
<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>• Conversion Tools + Lead Nurture Technology</li></ul>	1	1,500.00	1,500.00
<b>Website Development</b>	Gallery page work	0.75	200.00	150.00
TOTAL				1,650.00
BALANCE DUE				<b>\$0.00</b>

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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