

# CoolSculpting Marketing Services Ranch & Coast Plastic Surgery Co-Op Q4 2023 Total Marketing Expenses (10/1/2023 - 12/31/2023)

**Total Google Ads: \$ 9,066.18**  
**Total Meta Ads: \$ 2,821.20**  
**Total Marketing Service Fees: \$ 4,500.00**  
**Total CoolSculpting Marketing Cost: \$16,387.38**

Google Ads | Medstar Media > Ranch & Coast Plastic Surgery - Dr. Chasan 854-477-6186 | All campaigns

Filters Campaign status: All Ad group status: All Add filter

Overview Campaigns

| Ad group                              | Campaign                                  | Budget       | Status   | Clicks | CTR   | Cost       |
|---------------------------------------|---|--------------|----------|--------|-------|------------|
|                                       | MS   search   coolsculpting               | \$96.98/day  | Eligible | 521    | 4.08% | \$9,066.18 |
|                                       | search   beta   coolsculpting   exp reach | \$0.06/day   | Removed  | 0      | -     | \$0.00     |
|                                       | search   coolsculpting                    | \$190.71/day | Removed  | 0      | -     | \$0.00     |
| Total: Campaigns in your current view |   |              |          | 521    | 4.08% | \$9,066.18 |
| Total: Account                        |   |              |          | 521    | 4.08% | \$9,066.18 |

Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more

Google Ads | Medstar Media > Ranch & Coast Plastic Surgery - Dr. Chasan 854-477-6186 | All campaigns > MS | search | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$96.98/day Optimization score: 100%

Overview Ads

| Ad  | Ad group                   | Status   | Clicks | CTR   | Cost       |
|---|----------------------------|----------|--------|-------|------------|
| Total: Ads in your current view   |                            |          |        |       |            |
| (Keyword) Ranch & Coast Plastic Surgery   CoolSculpting   Huge CoolSculpting Promotion +11 more | 0. coolsculpting           | Eligible | 153    | 6.86% | \$3,222.22 |
| Ranch & Coast Plastic Surgery   CoolSculpting   Huge CoolSculpting Promotion +11 more           | x. expanded reach          | Eligible | 125    | 2.04% | \$1,923.18 |
| (Keyword) Ranch & Coast Plastic Surgery   CoolSculpting   Huge CoolSculpting Promotion +12 more | 2. body sculpting          | Eligible | 81     | 6.43% | \$1,520.94 |
| Ranch & Coast Plastic Surgery   CoolSculpting   Huge CoolSculpting Promotion +10 more           | 3. liposuction             | Removed  | 113    | 5.32% | \$1,364.21 |
| (Keyword) Ranch & Coast Plastic Surgery   CoolSculpting   Huge CoolSculpting Promotion +12 more | 1. coolsculpting - general | Eligible | 34     | 7.26% | \$721.38   |
| (Keyword) Ranch & Coast Plastic Surgery   CoolSculpting   Huge CoolSculpting Promotion +12 more | 3. liposuction             | Eligible | 15     | 2.72% | \$314.25   |

Google Ads | Medstar Media > Ranch & Coast Plastic Surgery - Dr. Chasan 854-477-6186 | All campaigns > MS | search | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$96.98/day Optimization score: 100%

Overview Ads

| Ad   | Ad group              | Status  | Clicks | CTR   | Cost       |
|--|-----------------------|---|--------|-------|------------|
| Total: Ads in your current view  |                       |   |        |       |            |
| Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today |                       |   | 521    | 4.08% | \$9,066.18 |
| Best CoolSculpting Deal Ever   Freeze Away Body Fat   Our Biggest Discount Ever  | 2. body sculpting     | Removed Policy (Restricted medical content +1 more) | 0      | -     | \$0.00     |
| Ranch & Coast Plastic Surgery   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +10 more                        | x. non-service medspa | Removed Ad group removed                            | 0      | -     | \$0.00     |
| (Keyword) Ranch & Coast Plastic Surgery   CoolSculpting   Huge CoolSculpting Promotion +12 more                          | 3. liposuction        | Removed Policy (Health in personalized advertising) | 0      | -     | \$0.00     |
| Ranch & Coast Plastic Surgery   CoolSculpting   Huge CoolSculpting Promotion +11 more                                    | x. non-service medspa | Not eligible Ad group removed                       | 0      | 0.00% | \$0.00     |
| Total: Ads in your current view  |                       |   |        |       |            |
| Total: Campaign  |                       |   |        |       |            |

Show rows: 100 1 - 30 of 30

Google Ads | Medstar Media > Ranch & Coast Plastic Surgery - Dr. Chasan 854-477-6186 | All campaigns > MS | search | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$96.98/day Optimization score: 100%

Overview Responsive search ad

Assets

| Asset                                   | Status   | Asset type | Position pinning | Impr. | Asset source |
|---|----------|------------|------------------|-------|--------------|
| Safe + Effective Fat Reduction          | Approved | Headline   | 2nd position     | 5     | Advertiser   |
| Affordable & Quick Treatments           | Approved | Headline   | 2nd position     | 155   | Advertiser   |
| Freeze Your Fat Away Today              | Approved | Headline   | 2nd position     | 10    | Advertiser   |
| Fat Reduction Treatment                 | Approved | Headline   | 2nd position     | 29    | Advertiser   |
| Huge CoolSculpting Promotion            | Approved | Headline   | 1st position     | 121   | Advertiser   |
| No Surgery & Minimal Downtime           | -        | Headline   | 2nd position     | 0     | Advertiser   |
| Ranch & Coast Plastic Surgery           | Approved | Headline   | None             | 26    | Advertiser   |
| (Keyword) Ranch & Coast Plastic Surgery | Approved | Headline   | 1st position     | 178   | Advertiser   |
| Top Provider in Del Mar, CA             | Approved | Headline   | 2nd position     | 141   | Advertiser   |
| 50% Off 8+ Treatments                   | Approved | Headline   | 2nd position     | 1,730 | Advertiser   |
| CoolSculpting                           | Approved | Headline   | 1st position     | 23    | Advertiser   |
| CoolSculpting in Del Mar, CA            | Approved | Headline   | 1st position     | 1,869 | Advertiser   |
| CoolSculpting Near Me                   | Approved | Headline   | 1st position     | 39    | Advertiser   |
| Non-Invasive Fat Reduction              | Approved | Headline   | 2nd position     | 133   | Advertiser   |

Enabled Status: Eligible Type: Search Budget: \$96.98/day Optimization score: 100% Campaign 1 of 3

| Overview           | Asset status: All  | Add filter | Download    | Expand           |
|--------------------|--|------------|-------------|------------------|
| Recommendations    | Asset  | Status     | Asset type  | Position pinning |
| Insights           | No Surgery & Minimal Downtime  | -          | Headline    | 2nd position     |
| Ad groups          | Ranch & Coast Plastic Surgery  | Approved   | Headline    | None             |
| Ads & assets       | (Keyword: Ranch & Coast Plastic Surgery)   | Approved   | Headline    | 1st position     |
| Ads                | Top Provider in Del Mar, CA  | Approved   | Headline    | 2nd position     |
| Assets             | 50% Off 8+ Treatments  | Approved   | Headline    | 2nd position     |
| Landing pages      | Coolsculpting  | Approved   | Headline    | 1st position     |
| Keywords           | CoolSculpting in Del Mar, CA   | Approved   | Headline    | 1st position     |
| Audiences          | Coolsculpting Near Me  | Approved   | Headline    | 1st position     |
| Settings           | Non-Invasive Fat Reduction   | Approved   | Headline    | 2nd position     |
| Change history     | Freeze Away Stubborn Fat   | Approved   | Headline    | 2nd position     |
| Suggested          | Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.  | Approved   | Description | None             |
| Dynamic ad targets | Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today | Approved   | Description | None             |
| Locations          | Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments     | Approved   | Description | 2nd position     |
| Show more          | CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More       | Approved   | Description | None             |

Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more

Enabled Status: Eligible Type: Search Budget: \$96.98/day Optimization score: 100% Campaign 1 of 3

| Overview           | Assets  | Custom             | Oct 1 - Dec 31, 2023        | Show last 30 days                            |
|--------------------|---|--------------------|-----------------------------|--|
| Recommendations    | Asset status: All   | Asset type: All    | Add filter                  | Segment Columns Reports Download Expand More |
| Insights           | Asset   | Asset type         | Added to                    | Level  |
| Ad groups          | Structured snippet  |                    |                             | Status                                       |
| Ads & assets       | Service catalog: CoolSculpting, Non-Surgical Liposuction,...                          | Structured snippet | MS   search   coolsculpting | Source                                       |
| Ads                | Sitelink  |                    |                             | Clicks                                       |
| Assets             | CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More | Sitelink           | MS   search   coolsculpting | Impr.  |
| Landing pages      | Callout   |                    |                             | CTR  |
| Keywords           | FDA Cleared   | Callout            | MS   search   coolsculpting | Avg. CPC                                     |
| Audiences          | Freeze Your Fat   | Callout            | MS   search   coolsculpting | Cost   |
| Settings           | Nonsurgical Fat Reduction   | Callout            | MS   search   coolsculpting |  |
| Change history     | Liposuction Alternative   | Callout            | MS   search   coolsculpting |  |
| Suggested          | Highlights: No Surgery  | Callout            | MS   search   coolsculpting |  |
| Dynamic ad targets | 50% Off 8+ Treatments   | Callout            | MS   search   coolsculpting |  |
| Locations          | Up to 50% Off   | Callout            | MS   search   coolsculpting |  |
| Show more          | 5-Star Rated Medspa   | Callout            | Account                     |  |
|                    | Contact Us + Free Consult   | Callout            | Account                     |  |

Enabled Status: Eligible Type: Search Budget: \$96.98/day Optimization score: 100% Campaign 1 of 3

| Overview           | Assets                                      | Segment       | Columns                     | Reports  | Download                           | Expand     | More     |
|--------------------|---|---------------|-----------------------------|----------|------------------------------------|------------|----------|
| Recommendations    | Asset                                       | Asset type    | Added to                    | Level    | Status                             | Source     | Clicks   |
| Insights           | Promotion                                   |               |                             |          |                                    |            | Impr.    |
| Ad groups          | Fall Sale - Up to 50% off 8+ Treatments.    | Promotion     | MS   search   coolsculpting | Campaign | Eligible                           | Advertiser | CTR      |
| Ads & assets       | Winter Sale - \$1,000 off +8 Treatments     | Promotion     | MS   search   coolsculpting | Campaign | Removed                            | Advertiser | Avg. CPC |
| Ads                | Spring Sale - 25% off +8 Treatments         | Promotion     | MS   search   coolsculpting | Campaign | Removed                            | Advertiser | Cost     |
| Assets             | Summer Sale - Up to 50% off 16+ Treatments. | Promotion     | MS   search   coolsculpting | Campaign | Removed                            | Advertiser |          |
| Landing pages      | Fall Sale - Up to 50% off 16+ Treatments.   | Promotion     | MS   search   coolsculpting | Campaign | Removed                            | Advertiser |          |
| Keywords           | Winter Sale - Up to 50% off 16+ Treatments. | Promotion     | MS   search   coolsculpting | Campaign | Removed                            | Advertiser |          |
| Audiences          | Spring Sale - Up to 50% off 8+ Treatments.  | Promotion     | MS   search   coolsculpting | Campaign | Removed                            | Advertiser |          |
| Settings           | Summer Sale - Up to 50% off 8+ Treatments.  | Promotion     | MS   search   coolsculpting | Campaign | Removed                            | Advertiser |          |
| Change history     | Business name                               |               |                             |          |                                    |            |          |
| Suggested          | Dr Chasan                                   | Business name | MS   search   coolsculpting | Campaign | Eligible                           | Advertiser |          |
| Dynamic ad targets | Ranch & Coast                               | Business name | MS   search   coolsculpting | Campaign | Removed (Business Name Brelevance) | Advertiser |          |
| Locations          | Call  |               |                             |          |                                    |            |          |
| Show more          | (858) 293-1378                              | Call          | Account                     | Account  | Eligible                           | Advertiser |          |
|                    | Business logo                               |               |                             |          |                                    |            |          |
|                    |   | Business logo | MS   search   coolsculpting | Campaign | Eligible                           | Advertiser |          |

Enabled Status: Eligible Type: Search Budget: \$96.98/day Optimization score: 100% Campaign 1 of 3

| Overview           | Assets                     | Segment    | Columns  | Reports | Download | Expand | More     |
|--------------------|----------------------------|------------|----------|---------|----------|--------|----------|
| Recommendations    | Asset                      | Asset type | Added to | Level   | Status   | Source | Clicks   |
| Insights           | Business logo              |            |          |         |          |        | Impr.    |
| Ad groups          | Image                      |            |          |         |          |        | CTR      |
| Ads & assets       | Total: Images              |            |          |         |          |        | Avg. CPC |
| Ads                | Total: Business name       |            |          |         |          |        | Cost     |
| Assets             | Total: Business logo       |            |          |         |          |        |          |
| Landing pages      | Total: Sitelinks           |            |          |         |          |        |          |
| Keywords           | Total: Callouts            |            |          |         |          |        |          |
| Audiences          | Total: Structured snippets |            |          |         |          |        |          |
| Settings           | Total: Calls               |            |          |         |          |        |          |
| Change history     | Total: Promotions          |            |          |         |          |        |          |
| Suggested          |                            |            |          |         |          |        |          |
| Dynamic ad targets |                            |            |          |         |          |        |          |
| Locations          |                            |            |          |         |          |        |          |
| Show more          |                            |            |          |         |          |        |          |

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Enabled Status: Eligible Type: Search Budget: \$96.98/day Optimization score: 100% Campaign 1 of 3

| Off / On                            | Campaign   | Delivery | Bid strategy        | Budget             | Attribution setting | Results            | Reach                         | Impressions  | Cost per result    | Amount spent           | Ends         |
|-------------------------------------|--|----------|---------------------|--------------------|---------------------|--------------------|-------------------------------|--------------|--------------------|------------------------|--------------|
| <input checked="" type="checkbox"/> | MS   Coolsculpting (Conversions)                 | Active   | Using ad set bid... | Using ad set bu... | Multiple attrib...  | 35 Website Leads   | 21,947                        | 69,390       | \$80.61 Per Lead   | \$2,821.20             | Ongoing      |
| <input type="checkbox"/>            | Event: Spring into Your Summer Body Virtual E... | Off      | Highest volume      | \$200.00 Lifetime  | 7-day click or 1... | Event Response     | -                             | -            | Per Event Response | \$0.00                 | Mar 23, 2023 |
| <input type="checkbox"/>            | Instagram Post: Want to Win Free Botox for a...  | Off      | Using ad set bid... | Using ad set bu... | 28-day click or ... | Link Click         | -                             | -            | Per Link Click     | \$0.00                 | Nov 28, 2023 |
| <input type="checkbox"/>            | Instagram Post: Join Us for our 2nd Annual...    | Off      | Using ad set bid... | Using ad set bu... | 28-day click or ... | Link Click         | -                             | -            | Per Link Click     | \$0.00                 | Nov 21, 2023 |
| <b>Results from 4 campaigns</b>     |  |          |                     |                    |                     | Multiple attrib... | 21,947 Accounts Center acc... | 69,390 Total | -                  | \$2,821.20 Total Spent |              |

Campaigns Ranch and Coast (5469109091647) Updated 9 minutes ago

Search and filter Oct 1, 2023 - Dec 31, 2023

Campaigns Ad sets Ads

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

| Off / On                        | Campaign   | Delivery | Bid strategy        | Budget             | Attribution setting | Results            | Reach  | Impressions | Cost per result  | Amount spent | Ends         |
|---------------------------------|--|----------|---------------------|--------------------|---------------------|--------------------|--------|-------------|------------------|--------------|--------------|
| <input type="checkbox"/>        | MS   Coolsculpting (Conversions)                 | Active   | Using ad set bid... | Using ad set bu... | Multiple attribu... | 35 Website Leads   | 21,947 | 69,390      | \$80.61 Per Lead | \$2,821.20   | Ongoing      |
| <input type="checkbox"/>        | Event: Spring into Your Summer Body Virtual E... | Off      | Highest volume      | \$200.00 Lifetime  | 7-day click or 1... | —                  | —      | —           | —                | \$0.00       | Mar 23, 2023 |
| <input type="checkbox"/>        | Instagram Post: Want to win Free Botox for a...  | Off      | Using ad set bid... | Using ad set bu... | 28-day click or ... | —                  | —      | —           | —                | \$0.00       | Nov 28, 2023 |
| <input type="checkbox"/>        | Instagram Post: Join Us for our 2nd Annual...    | Off      | Using ad set bid... | Using ad set bu... | 28-day click or ... | —                  | —      | —           | —                | \$0.00       | Nov 21, 2023 |
| <b>Results from 4 campaigns</b> |  |          |                     |                    |                     | Multiple attrib... | 21,947 | 69,390      | —                | \$2,821.20   |              |

Ads Ranch and Coast (5469109091647) Updated just now

Search and filter Oct 1, 2023 - Dec 31, 2023

Campaigns Ad sets for 1 Campaign Ads for 1 Campaign

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

| Off / On                   | Ad                            | Last significant edit | Attribution setting | Results            | Reach            | Impressions | Cost per result   | Quality ranking  | Engagement rate ranking | Conversion rate ranking | Amount spent |
|----------------------------|-------------------------------|-----------------------|---------------------|--------------------|------------------|-------------|-------------------|------------------|-------------------------|-------------------------|--------------|
| <input type="checkbox"/>   | CS - Image - Treatment Areas  | Oct 3, 2023, 2:17 ... | 7-day click or 1... | 16 Website Leads   | 10,650           | 25,001      | \$65.83 Per Lead  | Below average    | Below average           | Average                 | \$1,053.25   |
| <input type="checkbox"/>   | CS - Video - UGC Standing     | Oct 3, 2023, 2:17 ... | 7-day click or 1... | 8 Website Leads    | 12,736           | 21,734      | \$78.29 Per Lead  | —                | —                       | —                       | \$626.34     |
| <input type="checkbox"/>   | CS - Image - Treatment Areas  | Oct 3, 2023, 2:52 ... | 7-day click or 1... | 1 Website Lead     | 1,097            | 3,850       | \$204.31 Per Lead | Below average    | Below average           | Average                 | \$204.31     |
| <input type="checkbox"/>   | CS - Video - UGC Sitting      | Oct 3, 2023, 2:52 ... | 7-day click or 1... | 1 Website Lead     | 1,416            | 4,028       | \$188.06 Per Lead | —                | —                       | —                       | \$188.06     |
| <input type="checkbox"/>   | CS - Video - Chinae           | Oct 3, 2023, 2:17 ... | 7-day click or 1... | 2 Website Leads    | 1,197            | 2,098       | \$71.94 Per Lead  | —                | —                       | —                       | \$143.88     |
| <input type="checkbox"/>   | CS - Image - Double Chin      | Oct 3, 2023, 2:17 ... | 7-day click or 1... | 4 Website Leads    | 1,360            | 2,591       | \$32.17 Per Lead  | —                | —                       | —                       | \$128.70     |
| <input type="checkbox"/>   | CS - Video - Closed Captions  | Oct 3, 2023, 2:17 ... | 7-day click or 1... | —                  | 1,311            | 2,060       | —                 | —                | —                       | —                       | \$117.57     |
| <input type="checkbox"/>   | CS - Image - My Journey Story | Oct 3, 2023, 2:17 ... | 7-day click or 1... | 1 Website Lead     | 1,220            | 2,237       | \$96.22 Per Lead  | —                | —                       | —                       | \$96.22      |
| <input type="checkbox"/>   | CS - Video - UGC Standing     | Oct 3, 2023, 2:52 ... | 7-day click or 1... | 1 Website Lead     | 540              | 1,071       | \$54.53 Per Lead  | —                | —                       | —                       | \$54.53      |
| <input type="checkbox"/>   | CS - Image - Selfie           | Oct 3, 2023, 2:17 ... | 7-day click or 1... | —                  | 1,023            | 1,634       | —                 | —                | —                       | —                       | \$52.15      |
| <input type="checkbox"/>   | CS - Video - Chinae           | Oct 3, 2023, 2:52 ... | 7-day click or 1... | —                  | 219              | 479         | —                 | —                | —                       | —                       | \$33.21      |
| <input type="checkbox"/>   | CS - Video - Closed Captions  | Oct 3, 2023, 2:52 ... | 7-day click or 1... | —                  | 195              | 413         | —                 | —                | —                       | —                       | \$26.93      |
| <input type="checkbox"/>   | CS - Image - My Journey Story | Oct 3, 2023, 2:52 ... | 7-day click or 1... | —                  | 254              | 581         | —                 | —                | —                       | —                       | \$26.75      |
| <b>Results from 55 ads</b> |                               |                       |                     | Multiple attrib... | 35 Website Leads | 21,948      | 69,390            | \$80.61 Per Lead | —                       | —                       | \$2,821.20   |

Ads Ranch and Coast (5469109091647) Updated just now

Search and filter Oct 1, 2023 - Dec 31, 2023

Campaigns Ad sets for 1 Campaign Ads for 1 Campaign

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

| Off / On                   | Ad                            | Last significant edit | Attribution setting | Results            | Reach            | Impressions | Cost per result | Quality ranking  | Engagement rate ranking | Conversion rate ranking | Amount spent |
|----------------------------|-------------------------------|-----------------------|---------------------|--------------------|------------------|-------------|-----------------|------------------|-------------------------|-------------------------|--------------|
| <input type="checkbox"/>   | CS - Image - My Journey Story | Oct 3, 2023, 2:52 ... | 7-day click or 1... | —                  | 254              | 581         | —               | —                | —                       | —                       | \$26.75      |
| <input type="checkbox"/>   | CS - Image - Selfie           | Oct 3, 2023, 2:52 ... | 7-day click or 1... | —                  | 235              | 458         | —               | —                | —                       | —                       | \$19.81      |
| <input type="checkbox"/>   | CS - Image - Double Chin      | Oct 3, 2023, 2:52 ... | 7-day click or 1... | —                  | 164              | 272         | —               | —                | —                       | —                       | \$12.66      |
| <input type="checkbox"/>   | CS - Video - My Journey Story | Oct 3, 2023, 2:52 ... | 7-day click or 1... | —                  | 55               | 109         | —               | —                | —                       | —                       | \$7.67       |
| <input type="checkbox"/>   | CS - Video - Belly Treatment  | Sep 17, 2023, 1:22... | 7-day click         | —                  | 173              | 180         | —               | —                | —                       | —                       | \$6.19       |
| <input type="checkbox"/>   | CS - Image - Belly Treatment  | Oct 3, 2023, 2:52 ... | 7-day click or 1... | —                  | 73               | 143         | —               | —                | —                       | —                       | \$5.84       |
| <input type="checkbox"/>   | CS - Video - My Journey Story | Oct 3, 2023, 2:17 ... | 7-day click or 1... | —                  | 149              | 171         | —               | —                | —                       | —                       | \$5.36       |
| <input type="checkbox"/>   | CS - Image - Belly Treatment  | Oct 3, 2023, 2:17 ... | 7-day click or 1... | 1 Website Lead     | 154              | 174         | \$5.15 Per Lead | —                | —                       | —                       | \$5.15       |
| <input type="checkbox"/>   | CS - Video - Belly Treatment  | Sep 17, 2023, 1:22... | 7-day click         | —                  | 20               | 21          | —               | —                | —                       | —                       | \$1.96       |
| <input type="checkbox"/>   | CS - Image - Treatment Areas  | Sep 17, 2023, 1:22... | 7-day click         | —                  | 11               | 11          | —               | —                | —                       | —                       | \$1.64       |
| <input type="checkbox"/>   | CS - Image - Treatment Areas  | Sep 17, 2023, 1:22... | 7-day click         | —                  | 17               | 18          | —               | —                | —                       | —                       | \$1.33       |
| <input type="checkbox"/>   | CS - Video - UGC Sitting      | Sep 17, 2023, 1:22... | 7-day click         | —                  | 25               | 27          | —               | —                | —                       | —                       | \$1.06       |
| <input type="checkbox"/>   | CS - Video - Chinae           | Sep 17, 2023, 1:22... | 7-day click         | —                  | 5                | 5           | —               | —                | —                       | —                       | \$0.21       |
| <b>Results from 55 ads</b> |                               |                       |                     | Multiple attrib... | 35 Website Leads | 21,948      | 69,390          | \$80.61 Per Lead | —                       | —                       | \$2,821.20   |

Ads Ranch and Coast (5469109091647) Updated just now

Search and filter Oct 1, 2023 - Dec 31, 2023

Campaigns Ad sets for 1 Campaign Ads for 1 Campaign

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

| Off / On                   | Ad                            | Last significant edit | Attribution setting | Results            | Reach            | Impressions | Cost per result | Quality ranking  | Engagement rate ranking | Conversion rate ranking | Amount spent |
|----------------------------|-------------------------------|-----------------------|---------------------|--------------------|------------------|-------------|-----------------|------------------|-------------------------|-------------------------|--------------|
| <input type="checkbox"/>   | CS - Video - UGC Sitting      | Sep 17, 2023, 1:22... | 7-day click         | —                  | 25               | 27          | —               | —                | —                       | —                       | \$1.06       |
| <input type="checkbox"/>   | CS - Video - Chinae           | Sep 17, 2023, 1:22... | 7-day click         | —                  | 5                | 5           | —               | —                | —                       | —                       | \$0.21       |
| <input type="checkbox"/>   | CS - Image - My Journey Story | Sep 17, 2023, 1:22... | 7-day click         | —                  | 6                | 6           | —               | —                | —                       | —                       | \$0.21       |
| <input type="checkbox"/>   | CS - Image - Belly Treatment  | Sep 17, 2023, 1:22... | 7-day click         | —                  | 11               | 12          | —               | —                | —                       | —                       | \$0.14       |
| <input type="checkbox"/>   | CS - Video - UGC Standing     | Sep 17, 2023, 1:22... | 7-day click         | —                  | 6                | 6           | —               | —                | —                       | —                       | \$0.07       |
| <input type="checkbox"/>   | CS - Video - Belly Treatment  | Oct 3, 2023, 2:52 ... | 7-day click or 1... | —                  | —                | —           | —               | —                | —                       | —                       | —            |
| <input type="checkbox"/>   | CS - Video - Belly Treatment  | Oct 3, 2023, 2:17 ... | 7-day click or 1... | —                  | —                | —           | —               | —                | —                       | —                       | —            |
| <input type="checkbox"/>   | CS - Video - UGC Sitting      | Sep 17, 2023, 1:22... | 7-day click         | —                  | —                | —           | —               | —                | —                       | —                       | —            |
| <input type="checkbox"/>   | CS - Video - Chinae           | Sep 17, 2023, 1:22... | 7-day click         | —                  | —                | —           | —               | —                | —                       | —                       | —            |
| <input type="checkbox"/>   | CS - Video - My Journey Story | Sep 17, 2023, 1:22... | 7-day click         | —                  | —                | —           | —               | —                | —                       | —                       | —            |
| <input type="checkbox"/>   | CS - Video - Closed Captions  | Sep 17, 2023, 1:22... | 7-day click         | —                  | —                | —           | —               | —                | —                       | —                       | —            |
| <input type="checkbox"/>   | CS - Video - Closed Captions  | Sep 17, 2023, 1:22... | 7-day click         | —                  | —                | —           | —               | —                | —                       | —                       | —            |
| <input type="checkbox"/>   | CS - Image - My Journey Story | Sep 17, 2023, 1:22... | 7-day click         | —                  | —                | —           | —               | —                | —                       | —                       | —            |
| <b>Results from 55 ads</b> |                               |                       |                     | Multiple attrib... | 35 Website Leads | 21,948      | 69,390          | \$80.61 Per Lead | —                       | —                       | \$2,821.20   |

View preview

Ranch & Coast Plastic Surgery Sponsored

CoolSculpting is the #1 non-surgical fat reduction treatment. Learn more at <https://drchasan.net/>

CoolSculpting® is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.

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7 Likes

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Full Size Preview

Close

Ads Ranch and Coast (5469109091647) Updated just now

Search and filter Oct 1, 2023 - Dec 31, 2023

Campaigns Ad sets for 1 Campaign Ads for 1 Campaign

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

| Off / On                   | Ad                            | Last significant edit | Attribution setting | Results            | Reach            | Impressions | Cost per result   | Quality ranking  | Engagement rate ranking | Conversion rate ranking | Amount spent |
|----------------------------|-------------------------------|-----------------------|---------------------|--------------------|------------------|-------------|-------------------|------------------|-------------------------|-------------------------|--------------|
| <input type="checkbox"/>   | CS - Image - Treatment Areas  | Oct 3, 2023, 2:17 ... | 7-day click or 1... | 16 Website Leads   | 10,650           | 25,001      | \$65.83 Per Lead  | Below average    | Below average           | Average                 | \$1,053.25   |
| <input type="checkbox"/>   | CS - Video - UGC Standing     | Oct 3, 2023, 2:17 ... | 7-day click or 1... | 8 Website Leads    | 12,736           | 21,734      | \$78.29 Per Lead  | —                | —                       | —                       | \$626.34     |
| <input type="checkbox"/>   | CS - Image - Treatment Areas  | Oct 3, 2023, 2:52 ... | 7-day click or 1... | 1 Website Lead     | 1,097            | 3,850       | \$204.31 Per Lead | Below average    | Below average           | Average                 | \$204.31     |
| <input type="checkbox"/>   | CS - Video - UGC Sitting      | Oct 3, 2023, 2:52 ... | 7-day click or 1... | 1 Website Lead     | 1,416            | 4,028       | \$188.06 Per Lead | —                | —                       | —                       | \$188.06     |
| <input type="checkbox"/>   | CS - Video - Chinae           | Oct 3, 2023, 2:17 ... | 7-day click or 1... | 2 Website Leads    | 1,197            | 2,098       | \$71.94 Per Lead  | —                | —                       | —                       | \$143.88     |
| <input type="checkbox"/>   | CS - Image - Double Chin      | Oct 3, 2023, 2:17 ... | 7-day click or 1... | 4 Website Leads    | 1,360            | 2,591       | \$32.17 Per Lead  | —                | —                       | —                       | \$128.70     |
| <input type="checkbox"/>   | CS - Video - Closed Captions  | Oct 3, 2023, 2:17 ... | 7-day click or 1... | —                  | 1,311            | 2,060       | —                 | —                | —                       | —                       | \$117.57     |
| <input type="checkbox"/>   | CS - Image - My Journey Story | Oct 3, 2023, 2:17 ... | 7-day click or 1... | 1 Website Lead     | 1,220            | 2,237       | \$96.22 Per Lead  | —                | —                       | —                       | \$96.22      |
| <input type="checkbox"/>   | CS - Video - UGC Standing     | Oct 3, 2023, 2:52 ... | 7-day click or 1... | 1 Website Lead     | 540              | 1,071       | \$54.53 Per Lead  | —                | —                       | —                       | \$54.53      |
| <input type="checkbox"/>   | CS - Image - Selfie           | Oct 3, 2023, 2:17 ... | 7-day click or 1... | —                  | 1,023            | 1,634       | —                 | —                | —                       | —                       | \$52.15      |
| <input type="checkbox"/>   | CS - Video - Chinae           | Oct 3, 2023, 2:52 ... | 7-day click or 1... | —                  | 219              | 479         | —                 | —                | —                       | —                       | \$33.21      |
| <input type="checkbox"/>   | CS - Video - Closed Captions  | Oct 3, 2023, 2:52 ... | 7-day click or 1... | —                  | 195              | 413         | —                 | —                | —                       | —                       | \$26.93      |
| <input type="checkbox"/>   | CS - Image - My Journey Story | Oct 3, 2023, 2:52 ... | 7-day click or 1... | —                  | 254              | 581         | —                 | —                | —                       | —                       | \$26.75      |
| <b>Results from 55 ads</b> |                               |                       |                     | Multiple attrib... | 35 Website Leads | 21,948      | 69,390            | \$80.61 Per Lead | —                       | —                       | \$2,821.20   |

Ads Ranch and Coast (546910909091647)

Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

| Off / On                            | Ad                            | Last significant edit |
|-------------------------------------|-------------------------------|-----------------------|
| <input type="checkbox"/>            | CS - Image - Treatment Areas  | Oct 3, 2023, 2:17     |
| <input checked="" type="checkbox"/> | CS - Video - UGC Standing     | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Image - Treatment Areas  | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Video - UGC Sitting      | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Video - Chinae           | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Image - Double Chin      | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Video - Closed Captions  | Oct 3, 2023, 2:17     |
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| <input type="checkbox"/>            | CS - Video - UGC Standing     | Oct 3, 2023, 2:52     |
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| <input type="checkbox"/>            | CS - Video - Chinae           | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Video - Closed Captions  | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Image - My Journey Story | Oct 3, 2023, 2:52     |


Results from 55 ads

**View preview**

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13 5 comments 1 share

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Full Size Preview

Updated just now Discard drafts Review and publish

Oct 1, 2023 - Dec 31, 2023

Ads 1 selected

Columns: Custom Breakdown Reports Export

| per result | Quality ranking   | Engagement rate ranking | Conversion rate ranking | Amount spent |
|------------|-------------------|-------------------------|-------------------------|--------------|
| \$65.83    | Below average     | Below average           | Average                 | \$1,053.25   |
| \$78.29    | Bottom 35% of ads | Bottom 35% of ads       | —                       | \$626.34     |
| \$204.31   | Bottom 35% of ads | Bottom 35% of ads       | Average                 | \$204.31     |
| \$188.06   | —                 | —                       | —                       | \$188.06     |
| \$71.94    | —                 | —                       | —                       | \$143.88     |
| \$32.17    | —                 | —                       | —                       | \$128.70     |
| —          | —                 | —                       | —                       | \$117.57     |
| \$96.22    | —                 | —                       | —                       | \$96.22      |
| \$54.53    | —                 | —                       | —                       | \$54.53      |
| —          | —                 | —                       | —                       | \$52.15      |
| —          | —                 | —                       | —                       | \$33.21      |
| —          | —                 | —                       | —                       | \$26.93      |
| —          | —                 | —                       | —                       | \$26.75      |
| \$80.61    | —                 | —                       | —                       | \$2,821.20   |

Ads Ranch and Coast (546910909091647)

Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

| Off / On                            | Ad                            | Last significant edit |
|-------------------------------------|-------------------------------|-----------------------|
| <input type="checkbox"/>            | CS - Image - Treatment Areas  | Oct 3, 2023, 2:17     |
| <input checked="" type="checkbox"/> | CS - Video - UGC Standing     | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Image - Treatment Areas  | Oct 3, 2023, 2:52     |
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| <input type="checkbox"/>            | CS - Video - Chinae           | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Image - Double Chin      | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Video - Closed Captions  | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Image - My Journey Story | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Video - UGC Standing     | Oct 3, 2023, 2:52     |
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| <input type="checkbox"/>            | CS - Video - Closed Captions  | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Image - My Journey Story | Oct 3, 2023, 2:52     |


Results from 55 ads

**View preview**

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Full Size Preview

Updated just now Discard drafts Review and publish

Oct 1, 2023 - Dec 31, 2023

Ads 1 selected

Columns: Custom Breakdown Reports Export

| per result | Quality ranking   | Engagement rate ranking | Conversion rate ranking | Amount spent |
|------------|-------------------|-------------------------|-------------------------|--------------|
| \$65.83    | Below average     | Below average           | Average                 | \$1,053.25   |
| \$78.29    | Bottom 35% of ads | Bottom 35% of ads       | —                       | \$626.34     |
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| \$188.06   | —                 | —                       | —                       | \$188.06     |
| \$71.94    | —                 | —                       | —                       | \$143.88     |
| \$32.17    | —                 | —                       | —                       | \$128.70     |
| —          | —                 | —                       | —                       | \$117.57     |
| \$96.22    | —                 | —                       | —                       | \$96.22      |
| \$54.53    | —                 | —                       | —                       | \$54.53      |
| —          | —                 | —                       | —                       | \$52.15      |
| —          | —                 | —                       | —                       | \$33.21      |
| —          | —                 | —                       | —                       | \$26.93      |
| —          | —                 | —                       | —                       | \$26.75      |
| \$80.61    | —                 | —                       | —                       | \$2,821.20   |

Ads Ranch and Coast (546910909091647)

Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

| Off / On                            | Ad                            | Last significant edit |
|-------------------------------------|-------------------------------|-----------------------|
| <input type="checkbox"/>            | CS - Image - Treatment Areas  | Oct 3, 2023, 2:17     |
| <input checked="" type="checkbox"/> | CS - Video - UGC Standing     | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Image - Treatment Areas  | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Video - UGC Sitting      | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Video - Chinae           | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Image - Double Chin      | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Video - Closed Captions  | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Image - My Journey Story | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Video - UGC Standing     | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Image - Selfie           | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Video - Chinae           | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Video - Closed Captions  | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Image - My Journey Story | Oct 3, 2023, 2:52     |


Results from 55 ads

**View preview**

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Full Size Preview

Updated just now Discard drafts Review and publish

Oct 1, 2023 - Dec 31, 2023

Ads 1 selected

Columns: Custom Breakdown Reports Export

| per result | Quality ranking   | Engagement rate ranking | Conversion rate ranking | Amount spent |
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| \$71.94    | —                 | —                       | —                       | \$143.88     |
| \$32.17    | —                 | —                       | —                       | \$128.70     |
| —          | —                 | —                       | —                       | \$117.57     |
| \$96.22    | —                 | —                       | —                       | \$96.22      |
| \$54.53    | —                 | —                       | —                       | \$54.53      |
| —          | —                 | —                       | —                       | \$52.15      |
| —          | —                 | —                       | —                       | \$33.21      |
| —          | —                 | —                       | —                       | \$26.93      |
| —          | —                 | —                       | —                       | \$26.75      |
| \$80.61    | —                 | —                       | —                       | \$2,821.20   |

Ads Ranch and Coast (546910909091647)

Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

| Off / On                            | Ad                            | Last significant edit |
|-------------------------------------|-------------------------------|-----------------------|
| <input type="checkbox"/>            | CS - Image - Treatment Areas  | Oct 3, 2023, 2:17     |
| <input checked="" type="checkbox"/> | CS - Video - UGC Standing     | Oct 3, 2023, 2:17     |
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| <input type="checkbox"/>            | CS - Image - Double Chin      | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Video - Closed Captions  | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Image - My Journey Story | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Video - UGC Standing     | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Image - Selfie           | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Video - Chinae           | Oct 3, 2023, 2:52     |
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Results from 55 ads

**View preview**

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Updated just now Discard drafts Review and publish

Oct 1, 2023 - Dec 31, 2023

Ads 1 selected

Columns: Custom Breakdown Reports Export

| per result | Quality ranking   | Engagement rate ranking | Conversion rate ranking | Amount spent |
|------------|-------------------|-------------------------|-------------------------|--------------|
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| \$188.06   | —                 | —                       | —                       | \$188.06     |
| \$71.94    | —                 | —                       | —                       | \$143.88     |
| \$32.17    | —                 | —                       | —                       | \$128.70     |
| —          | —                 | —                       | —                       | \$117.57     |
| \$96.22    | —                 | —                       | —                       | \$96.22      |
| \$54.53    | —                 | —                       | —                       | \$54.53      |
| —          | —                 | —                       | —                       | \$52.15      |
| —          | —                 | —                       | —                       | \$33.21      |
| —          | —                 | —                       | —                       | \$26.93      |
| —          | —                 | —                       | —                       | \$26.75      |
| \$80.61    | —                 | —                       | —                       | \$2,821.20   |

Ads Ranch and Coast (546910909091647)

Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

| Off / On                            | Ad                            | Last significant edit |
|-------------------------------------|-------------------------------|-----------------------|
| <input checked="" type="checkbox"/> | CS - Image - Double Chin      | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Video - Closed Captions  | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Image - My Journey Story | Oct 3, 2023, 2:17     |
| <input type="checkbox"/>            | CS - Video - UGC Standing     | Oct 3, 2023, 2:52     |
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| <input type="checkbox"/>            | CS - Image - Selfie           | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Image - Double Chin      | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Video - My Journey Story | Oct 3, 2023, 2:52     |
| <input type="checkbox"/>            | CS - Video - Belly Treatment  | Sep 17, 2023, 1:29    |


Results from 55 ads

**View preview**

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Full Size Preview

Updated just now Discard drafts Review and publish

Oct 1, 2023 - Dec 31, 2023

Ads 1 selected

Columns: Custom Breakdown Reports Export

| per result | Quality ranking | Engagement rate ranking | Conversion rate ranking | Amount spent |
|------------|-----------------|-------------------------|-------------------------|--------------|
| —          | —               | —                       | —                       | —            |
| \$32.17    | —               | —                       | —                       | \$128.70     |
| —          | —               | —                       | —                       | \$117.57     |
| —          | —               | —                       | —                       | \$96.22      |
| \$54.53    | —               | —                       | —                       | \$54.53      |
| —          | —               | —                       | —                       | \$52.15      |
| —          | —               | —                       | —                       | \$33.21      |
| —          | —               | —                       | —                       | \$26.93      |
| —          | —               | —                       | —                       | \$26.75      |
| —          | —               | —                       | —                       | \$19.81      |
| —          | —               | —                       | —                       | \$12.66      |
| —          | —               | —                       | —                       | \$7.67       |
| —          | —               | —                       | —                       | \$6.19       |
| \$80.61    | —               | —                       | —                       | \$2,821.20   |

Ads Ranch and Coast (546910909091647)

Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

CS - Image - Double Chin Oct 3, 2023, 2:17

CS - Video - Closed Captions Oct 3, 2023, 2:17

CS - Image - My Journey Story Oct 3, 2023, 2:17

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CS - Image - My Journey Story Oct 3, 2023, 2:52

CS - Image - Selfie Oct 3, 2023, 2:52

CS - Image - Double Chin Oct 3, 2023, 2:52

CS - Video - My Journey Story Oct 3, 2023, 2:52

CS - Video - Belly Treatment Sep 17, 2023, 12:07

Results from 55 ads

View preview

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Ads

Columns: Custom Breakdown Reports Export

| per result | Quality ranking | Engagement rate ranking | Conversion rate ranking | Amount spent |
|------------|-----------------|-------------------------|-------------------------|--------------|
| Per Lead   | \$32.17         | —                       | —                       | \$128.70     |
| Per Lead   | —               | —                       | —                       | \$117.57     |
| Per Lead   | \$96.22         | —                       | —                       | \$96.22      |
| Per Lead   | \$54.53         | —                       | —                       | \$54.53      |
| Per Lead   | —               | —                       | —                       | \$52.15      |
| Per Lead   | —               | —                       | —                       | \$33.21      |
| Per Lead   | —               | —                       | —                       | \$26.93      |
| Per Lead   | —               | —                       | —                       | \$26.75      |
| Per Lead   | —               | —                       | —                       | \$19.81      |
| Per Lead   | —               | —                       | —                       | \$12.66      |
| Per Lead   | —               | —                       | —                       | \$7.67       |
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freeze away stubborn fat  
UP TO 50% OFF

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2 Likes

Full Size Preview

Ads

Columns: Custom Breakdown Reports Export

| per result | Quality ranking | Engagement rate ranking | Conversion rate ranking | Amount spent |
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| Per Lead   | \$96.22         | —                       | —                       | \$96.22      |
| Per Lead   | \$54.53         | —                       | —                       | \$54.53      |
| Per Lead   | —               | —                       | —                       | \$52.15      |
| Per Lead   | —               | —                       | —                       | \$33.21      |
| Per Lead   | —               | —                       | —                       | \$26.93      |
| Per Lead   | —               | —                       | —                       | \$26.75      |
| Per Lead   | —               | —                       | —                       | \$19.81      |
| Per Lead   | —               | —                       | —                       | \$12.66      |
| Per Lead   | —               | —                       | —                       | \$7.67       |
| Per Lead   | —               | —                       | —                       | \$6.19       |
| Per Lead   | \$80.61         | —                       | —                       | \$2,821.20   |

Ads Ranch and Coast (546910909091647)

Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

CS - Image - Double Chin Oct 3, 2023, 2:17

CS - Video - Closed Captions Oct 3, 2023, 2:17

CS - Image - My Journey Story Oct 3, 2023, 2:17

CS - Video - UGC Standing Oct 3, 2023, 2:52

CS - Image - Selfie Oct 3, 2023, 2:17

CS - Video - Chinae Oct 3, 2023, 2:52

CS - Video - Closed Captions Oct 3, 2023, 2:52

CS - Image - My Journey Story Oct 3, 2023, 2:52

CS - Image - Selfie Oct 3, 2023, 2:52

CS - Image - Double Chin Oct 3, 2023, 2:52

CS - Video - My Journey Story Oct 3, 2023, 2:52

CS - Video - Belly Treatment Sep 17, 2023, 12:07

Results from 55 ads

View preview

Ranch & Coast Plastic Surgery

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50% Off 16+ Treatments  
Learn more about Coolscul...

1 Like

Full Size Preview

Ads

Columns: Custom Breakdown Reports Export

| per result | Quality ranking | Engagement rate ranking | Conversion rate ranking | Amount spent |
|------------|-----------------|-------------------------|-------------------------|--------------|
| Per Lead   | \$32.17         | —                       | —                       | \$128.70     |
| Per Lead   | —               | —                       | —                       | \$117.57     |
| Per Lead   | \$96.22         | —                       | —                       | \$96.22      |
| Per Lead   | \$54.53         | —                       | —                       | \$54.53      |
| Per Lead   | —               | —                       | —                       | \$52.15      |
| Per Lead   | —               | —                       | —                       | \$33.21      |
| Per Lead   | —               | —                       | —                       | \$26.93      |
| Per Lead   | —               | —                       | —                       | \$26.75      |
| Per Lead   | —               | —                       | —                       | \$19.81      |
| Per Lead   | —               | —                       | —                       | \$12.66      |
| Per Lead   | —               | —                       | —                       | \$7.67       |
| Per Lead   | —               | —                       | —                       | \$6.19       |
| Per Lead   | \$80.61         | —                       | —                       | \$2,821.20   |

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coolsculpting  
freeze away stubborn fat  
50% OFF

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| Per Lead   | \$80.61         | —                       | —                       | \$2,821.20   |

Ads Ranch and Coast (546910909091647)

Search and filter

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With minimal to no downtime

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50% Off 16+ Treatments  
Learn more about Coolsc...

2 Likes

Full Size Preview

Ads

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Ads Ranch and Coast (5469109091647)

Search and filter

Campaigns 1 selected

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|                               |                   |
|-------------------------------|-------------------|
| CS - Video - Belly Treatment  | 1 days ago        |
| CS - Image - Belly Treatment  | Oct 3, 2023, 2:52 |
| CS - Video - My Journey Story | Oct 3, 2023, 2:17 |
| CS - Image - Belly Treatment  | 1 days ago        |
| CS - Video - Belly Treatment  | 1 days ago        |
| CS - Image - Treatment Areas  | 1 days ago        |
| CS - Image - Treatment Areas  | 1 days ago        |
| CS - Video - UGC Sitting      | 1 days ago        |
| CS - Video - Chinae           | 1 days ago        |
| CS - Image - My Journey Story | 1 days ago        |
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Results from 55 ads

**View preview**

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Oct 1, 2023 - Dec 31, 2023

Ads 1 selected

| per result | Quality ranking | Engagement rate ranking | Conversion rate ranking | Amount spent |
|------------|-----------------|-------------------------|-------------------------|--------------|
| Per Lead   | —               | —                       | —                       | \$6.19       |
| Per Lead   | —               | —                       | —                       | \$5.84       |
| Per Lead   | —               | —                       | —                       | \$5.36       |
| Per Lead   | \$5.15          | —                       | —                       | \$5.15       |
| Per Lead   | —               | —                       | —                       | \$1.96       |
| Per Lead   | —               | —                       | —                       | \$1.64       |
| Per Lead   | —               | —                       | —                       | \$1.33       |
| Per Lead   | —               | —                       | —                       | \$1.06       |
| Per Lead   | —               | —                       | —                       | \$0.21       |
| Per Lead   | —               | —                       | —                       | \$0.21       |
| Per Lead   | —               | —                       | —                       | \$0.14       |
| Per Lead   | —               | —                       | —                       | \$0.07       |
| Per Lead   | \$80.61         | —                       | —                       | \$2,821.20   |

Ads Ranch and Coast (5469109091647)

Search and filter

Campaigns 1 selected

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| CS - Video - UGC Sitting      | 1 days ago        |
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| CS - Image - My Journey Story | 1 days ago        |
| CS - Image - Belly Treatment  | 1 days ago        |
| CS - Video - UGC Standing     | 1 days ago        |

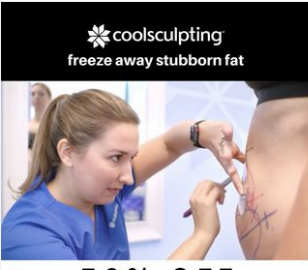
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Oct 1, 2023 - Dec 31, 2023

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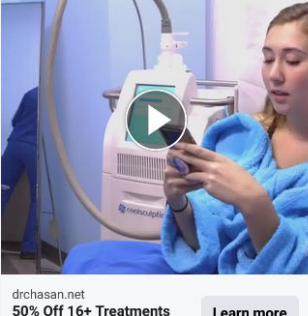
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| Per Lead   | —               | —                       | —                       | \$0.07       |
| Per Lead   | \$80.61         | —                       | —                       | \$2,821.20   |





**Medstar Media, INC.**

10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095  
+1 6467023480  
support@medstarmedia.com

# SALES RECEIPT

**BILL TO**  
Dr. PAUL E. CHASAN  
Ranch & Coast Plastic Surgery

**SALES #** 2319  
**DATE** 10/01/2023

| DATE | ACTIVITY  | DESCRIPTION  | QTY | RATE     | AMOUNT   |
|------|---|--|-----|----------|----------|
|      | <b>Digital Marketing<br/>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> You are responsible to pay media costs directly | 1   | 1,500.00 | 1,500.00 |

Referral Program

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

Our best clients come from our best clients. Refer a similar business in aesthetics and if they partner with us, get \$500 off your next invoice and your referral \$300 off their first invoice.

No additional transfer fees or taxes apply.

Intuit Payments Inc (IPI) processes payments as an agent of the business. Payment processed by IPI constitutes payment to the business and satisfies your obligation to pay the business, including in connection with any dispute or case, in law or equity. Money movement services are provided by IPI pursuant to IPI's licenses (NMLS #1098819, [www.intuit.com/legal/licenses/payment-licenses/](http://www.intuit.com/legal/licenses/payment-licenses/)). IPI is located at 2700 Coast Avenue, Mountain View, CA 94043, 1-888-536-4801.

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+1 6467023480  
support@medstarmedia.com

# SALES RECEIPT

**BILL TO**

Dr. PAUL E. CHASAN  
Ranch & Coast Plastic Surgery

**SALES # 2362**

**DATE 11/01/2023**

| DATE | ACTIVITY  | DESCRIPTION  | QTY | RATE     | AMOUNT   |
|------|---|--|-----|----------|----------|
|      | <b>Digital Marketing<br/>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> You are responsible to pay media costs directly | 1   | 1,500.00 | 1,500.00 |

Referral Program

**TOTAL  
BALANCE DUE**

1,500.00

**\$0.00**

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# SALES RECEIPT

**BILL TO**

Dr. PAUL E. CHASAN  
Ranch & Coast Plastic Surgery

**SALES #** 2390  
**DATE** 12/01/2023

| DATE | ACTIVITY  | DESCRIPTION  | QTY | RATE     | AMOUNT   |
|------|---|--|-----|----------|----------|
|      | <b>Digital Marketing<br/>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> You are responsible to pay media costs directly | 1   | 1,500.00 | 1,500.00 |

Referral Program

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

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