

CoolSculpting Marketing Services Reston Dermatology Q2 2021 Total Marketing Expenses (4/1/2021 - 6/30/2021)

Total Google Ads: \$ 898.54
Total Facebook Ads: \$ 114.80
Total Marketing Service Fees: \$ 2,366.65
Total CoolSculpting Marketing Cost: \$ 3,379.99

Google Ads Chris Zelig > Reston Derm... 628-617-4799 All campaigns						
Campaigns						
Custom Apr 1 - Jun 30, 2021						
Campaign status: All ADD FILTER						
<input type="checkbox"/>	Campaign	Budget	Status	Clicks	CTR	Cost
<input type="checkbox"/>	search beta emsculpt neo	\$83.35/day	Eligible	657	4.45%	\$2,954.88
<input type="checkbox"/>	search beta emtone	\$17.19/day	Eligible	707	7.49%	\$989.89
<input type="checkbox"/>	search beta emsella	\$24.94/day	Eligible	95	10.01%	\$956.78
<input type="checkbox"/>	search beta coolsculpting	\$90.07/day	Eligible	126	4.03%	\$898.54
<input type="checkbox"/>	search beta dermal fillers	\$47.68/day	Eligible	148	7.41%	\$475.88
<input type="checkbox"/>	CoolSculpting	\$23.00/day	Paused	0	-	\$0.00
Total: Campaigns				1,733	5.72%	\$6,275.97
Total: Account		\$263.23/day		1,733	5.72%	\$6,275.97

Google Ads Chris Zelig > Reston Derm... 628-617-4799 All campaigns > search beta coolscul...						
Enabled Status: Eligible Type: Search Budget: \$90.07/day Optimization score: 83.5%						
Ads						
Custom Apr 1 - Jun 30, 2021						
Ad status: All ADD FILTER						
<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/>	{Keyword:Reston Dermatology} CoolSculpting in Reston, VA Biggest CoolSculpting® Promo +6 more bodylab.restondermatology.com/coolsculpting/rest... Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reston, VA. Expert, Safe Fat Loss... View assets details	0. coolsculpting	Paused Policy (Restricted drug terms +3 more)	17	8.81%	\$192.06
<input type="checkbox"/>	Reston Dermatology Fat Reduction in Reston, VA Non-Surgical Fat Reduction +6 more bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best... View assets details	4. lipo	Eligible (Limited) Policy (Restricted drug terms +3 more), Poor ad strength	14	3.75%	\$73.34
<input type="checkbox"/>	Reston Dermatology Fat Reduction in Reston, VA Non-Surgical Fat Reduction +6 more bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best... View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted drug terms +3 more)	8	1.36%	\$54.02
<input type="checkbox"/>	CoolSculpting® Fat Reduction Limited Time Offer June 2021 Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reston, VA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting	Paused Policy (Restricted medical content +1 more)	2	50.00%	\$37.59

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Enabled Status: Eligible Type: Search Budget: \$90.07/day Optimization score: 83.5%						
Ads						
Custom Apr 1 - Jun 30, 2021						
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<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/>	CoolSculpting® Fat Reduction Limited Time Offer June 2021 Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reston, VA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting	Paused Policy (Restricted medical content +1 more)	2	50.00%	\$37.59
<input type="checkbox"/>	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	3	6.12%	\$34.29
<input type="checkbox"/>	Fat Reduction in Reston, VA Freezing Fat Really Works Get Rid of Unwanted Fat bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	3	6.12%	\$26.90
<input type="checkbox"/>	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	5	9.26%	\$24.96

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<input type="checkbox"/>	Reston Dermatology Freeze Away Body Fat Get Rid of Unwanted Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	16.67%	\$24.13
<input type="checkbox"/>	Fat Reduction in Reston, VA Eliminate Fat & Feel Great Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +2 more)	3	6.98%	\$20.40
<input type="checkbox"/>	Fat Reduction in Reston, VA Eliminate Fat & Feel Great Get Rid of Unwanted Fat bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	2	11.11%	\$19.95

Google Ads | Chris Zelig > Reston Derm... 628-617-4799 | All campaigns > search | beta | coolscul... | SEARCH REPORTS TOOLS & SETTINGS REFRESH HELP NOTIFICATIONS 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Eligible Type: Search Budget: \$90.07/day Optimization score: 83.5% More details

Recommendations: Ads Custom Apr 1 - Jun 30, 2021

Insights: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Fat Reduction in Reston, VA Freeze Away Body Fat Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	3	13.04%	\$18.02
CoolSculpting® in Reston, VA Limited Time Offer June 2021 Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting	Paused Policy (Restricted medical content +1 more)	2	10.53%	\$17.02
Fat Reduction in Reston, VA Freeze Away Body Fat Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	2	28.57%	\$16.60
Best CoolSculpting Deal Ever Save \$1,200 Off 8+ Treatments Our Biggest Discount Ever bodylab.restondermatology.com/coolsculpting/rest... Best CoolSculpting Deal. Freeze Away Stubborn Fat.	0. coolsculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	1	100.00%	\$16.10

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Recommendations: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Best CoolSculpting Deal Ever Save \$1,200 Off 8+ Treatments Our Biggest Discount Ever bodylab.restondermatology.com/coolsculpting/rest... Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reston, VA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	1	100.00%	\$16.10
Fat Reduction in Reston, VA Freeze Away Body Fat Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	3	6.52%	\$15.86
Fat Reduction in Reston, VA Eliminate Fat & Feel Great Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	2	5.41%	\$15.74
Best CoolSculpting Deal Ever Limited Time Offer June 2021 Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting	Paused Policy (Restricted medical content +1 more)	1	14.29%	\$15.63

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Recommendations: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Best CoolSculpting Deal Ever Limited Time Offer June 2021 Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting	Paused Policy (Restricted medical content +1 more)	1	14.29%	\$15.63
Best CoolSculpting Deal Ever Limited Time Offer June 2021 Hurry Offer Ends In... bodylab.restondermatology.com/coolsculpting/rest... Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reston, VA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting	Paused Policy (Restricted medical content +1 more)	1	25.00%	\$15.47
Fat Reduction in Reston, VA Eliminate Fat & Feel Great Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	2	3.03%	\$15.16
Fat Reduction in Reston, VA Freezing Fat Really Works Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	3	6.12%	\$12.39

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Overview: Enabled Status: Eligible Type: Search Budget: \$90.07/day Optimization score: 83.5% More details

Recommendations: Ads Custom Apr 1 - Jun 30, 2021

Insights: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Fat Reduction in Reston, VA Eliminate Fat & Feel Great Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	3	11.11%	\$11.40
Fat Reduction in Reston, VA Eliminate Fat & Feel Great Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	2	25.00%	\$10.95
{Keyword:Reston Dermatology} Save \$1,200 Off 8+ Treatments Our Biggest Discount Ever bodylab.restondermatology.com/coolsculpting/rest... Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reston, VA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - body	Eligible (Limited) Policy (Restricted medical content +1 more)	1	50.00%	\$10.09
Non-Surgical Fat Reduction Freezing Fat Really Works Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	2	11.76%	\$10.06

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Overview: Enabled Status: Eligible Type: Search Budget: \$90.07/day Optimization score: 83.5% More details

Recommendations: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Non-Surgical Fat Reduction Freezing Fat Really Works Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	2	11.76%	\$10.06
CoolSculpting® in Reston, VA Limited Time Offer June 2021 Our Biggest Discount Ever bodylab.restondermatology.com/coolsculpting/rest... Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting	Paused Policy (Restricted medical content +1 more)	3	27.27%	\$9.71
CoolSculpting® Fat Reduction Limited Time Offer June 2021 Hurry Offer Ends In... bodylab.restondermatology.com/coolsculpting/rest... Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting	Paused Policy (Restricted medical content +1 more)	1	25.00%	\$8.11
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	3.70%	\$7.91

Overview	Enabled	Status: Eligible	Type: Search	Budget: \$90.07/day	Optimization score: 83.5%	More details
Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> + Ad status: All ADD FILTER <div style="text-align: right;"> SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE </div> </div>					
Insights	Ad	Ad group	Status	Clicks	CTR	Cost
Ad groups	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	3.70%	\$7.91
Ads & extensions	CoolSculpting® Fat Reduction Save \$1,200 Off 8+ Treatments Hurry Offer Ends In... bodylab.restondermatology.com/coolsculpting/rest... Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting	Paused Policy (Restricted medical content +1 more)	1	33.33%	\$7.72
Extensions	Fat Reduction in Reston, VA Freezing Fat Really Works Get Rid of Unwanted Fat bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	2	25.00%	\$7.65
Landing pages	Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	6.25%	\$7.63
Keywords	+ More					

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Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> + Ad status: All ADD FILTER <div style="text-align: right;"> SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE </div> </div>					
Insights	Ad	Ad group	Status	Clicks	CTR	Cost
Ad groups	Reston Dermatology Freeze Away Body Fat Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	1	50.00%	\$7.02
Ads & extensions	Fat Reduction in Reston, VA Eliminate Fat & Feel Great Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	6.67%	\$6.92
Extensions	Reston Dermatology Freezing Fat Really Works Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	7.69%	\$6.61
Landing pages	Fat Reduction in Reston, VA Freeze Away Body Fat Get Rid of Unwanted Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	1.85%	\$6.27
Keywords	+ More					

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Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> + Ad status: All ADD FILTER <div style="text-align: right;"> SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE </div> </div>					
Insights	Ad	Ad group	Status	Clicks	CTR	Cost
Ad groups	Fat Reduction in Reston, VA Freeze Away Body Fat Get Rid of Unwanted Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	1.85%	\$6.37
Ads & extensions	Best CoolSculpting Deal Ever Limited Time Offer June 2021 Our Biggest Discount Ever bodylab.restondermatology.com/coolsculpting/rest... Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. coolsculpting - price	Paused Policy (Restricted medical content +1 more)	1	100.00%	\$6.31
Extensions	Fat Reduction in Reston, VA Eliminate Fat & Feel Great Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	1	9.09%	\$6.24
Landing pages	Fat Reduction in Reston, VA Freezing Fat Really Works Get Rid of Unwanted Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	1	5.26%	\$6.23
Keywords	+ More					

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Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> + Ad status: All ADD FILTER <div style="text-align: right;"> SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE </div> </div>					
Insights	Ad	Ad group	Status	Clicks	CTR	Cost
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Ads & extensions	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	1	3.70%	\$5.74
Extensions	Fat Reduction in Reston, VA Freezing Fat Really Works Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	2	3.45%	\$5.60
Landing pages	Best CoolSculpting Deal Ever Freeze Away Body Fat Hurry Offer Ends In (=COUNTDOWN("2021/06/30... bodylab.restondermatology.com/coolsculpting/rest... Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reston, VA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting	Paused Policy (Restricted medical content +1 more)	1	100.00%	\$5.60
Keywords	+ More					

Overview	Enabled	Status: Eligible	Type: Search	Budget: \$90.07/day	Optimization score: 83.5%	More details
Recommendations	<div style="display: flex; justify-content: space-between; align-items: center;"> + Ad status: All ADD FILTER <div style="text-align: right;"> SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE </div> </div>					
Insights	Ad	Ad group	Status	Clicks	CTR	Cost
Ad groups	CoolSculpting® in Reston, VA Save \$1,200 Off 8+ Treatments Our Biggest Discount Ever bodylab.restondermatology.com/coolsculpting/rest... Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	1	11.11%	\$5.52
Ads & extensions	CoolSculpting® Fat Reduction Freeze Away Body Fat Our Biggest Discount Ever bodylab.restondermatology.com/coolsculpting/rest... Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	1	100.00%	\$5.41
Extensions	Fat Reduction in Reston, VA Freezing Fat Really Works Get Rid of Unwanted Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	2	4.65%	\$5.31
Landing pages	Non-Surgical Fat Reduction Freezing Fat Really Works Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	5.00%	\$5.24
Keywords	+ More					

Google Ads									
Chris Zelig > Reston Derm... 628-617-4799									
All campaigns > search beta coolscul...									
SEARCH REPORTS TOOLS & SETTINGS REFRESH HELP NOTIFICATIONS 259-215-0574 Chris Zelig support@medstarmedia.com									
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$90.07/day	Optimization score: 83.5%	More details			
Recommendations	Ad status: All ADD FILTER								
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Ads & extensions	Non-Surgical Fat Reduction Freezing Fat Really Works Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	5.88%	\$5.24			
Extensions	Non-Surgical Fat Reduction Freeze Away Body Fat Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	3.85%	\$5.07			
Landing pages	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	1	20.00%	\$5.05			
Keywords	CoolSculpting® in Reston, VA Save \$1,200 Off 8+ Treatments Hurry Offer Ends In... bodylab.restondermatology.com/coolsculpting/rest... Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reston, VA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting	Paused Policy (Restricted medical content +1 more)	1	25.00%	\$5.01			
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
More									

Google Ads									
Chris Zelig > Reston Derm... 628-617-4799									
All campaigns > search beta coolscul...									
SEARCH REPORTS TOOLS & SETTINGS REFRESH HELP NOTIFICATIONS 259-215-0574 Chris Zelig support@medstarmedia.com									
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$90.07/day	Optimization score: 83.5%	More details			
Recommendations	Ad status: All ADD FILTER								
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Ads & extensions	CoolSculpting® in Reston, VA Save \$1,200 Off 8+ Treatments Hurry Offer Ends In... bodylab.restondermatology.com/coolsculpting/rest... Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reston, VA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting	Paused Policy (Restricted medical content +1 more)	1	25.00%	\$5.01			
Extensions	Fat Reduction in Reston, VA Freeze Away Body Fat Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	1	5.56%	\$4.88			
Landing pages	Fat Reduction in Reston, VA Freezing Fat Really Works Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	1	8.33%	\$4.69			
Keywords	CoolSculpting® in Reston, VA Limited Time Offer June 2021 Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reston, VA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting	Paused Policy (Restricted medical content +1 more)	1	25.00%	\$4.44			
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
More									

Google Ads									
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All campaigns > search beta coolscul...									
SEARCH REPORTS TOOLS & SETTINGS REFRESH HELP NOTIFICATIONS 259-215-0574 Chris Zelig support@medstarmedia.com									
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$90.07/day	Optimization score: 83.5%	More details			
Recommendations	Custom Apr 1 - Jun 30, 2021								
Insights	Ad status: All ADD FILTER								
Ad groups	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Ads & extensions	Non-Surgical Fat Reduction Freeze Away Body Fat Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	5.56%	\$4.38			
Extensions	{Keyword:Reston Dermatology} Eliminate Fat & Feel Great Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	2. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	1	33.33%	\$3.72			
Landing pages	Fat Reduction in Reston, VA Freezing Fat Really Works Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	1	10.00%	\$3.25			
Keywords	Non-Surgical Fat Reduction Freeze Away Body Fat Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	y. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	3.57%	\$3.14			
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
More									

Google Ads									
Chris Zelig > Reston Derm... 628-617-4799									
All campaigns > search beta coolscul...									
SEARCH REPORTS TOOLS & SETTINGS REFRESH HELP NOTIFICATIONS 259-215-0574 Chris Zelig support@medstarmedia.com									
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$90.07/day	Optimization score: 83.5%	More details			
Recommendations	Ad status: All ADD FILTER								
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Ads & extensions	Non-Surgical Fat Reduction Freeze Away Body Fat Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	3.57%	\$3.19			
Extensions	Non-Surgical Fat Reduction Freeze Away Body Fat Get \$1,200 Off 8+ Treatments bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	3. coolsculpting - fat freeze	Eligible (Limited) Policy (Restricted medical content +1 more)	1	100.00%	\$3.09			
Landing pages	CoolSculpting® in Reston, VA Limited Time Offer June 2021 Hurry Offer Ends In... bodylab.restondermatology.com/coolsculpting/rest... Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. coolsculpting - price	Paused Policy (Restricted medical content +1 more)	1	33.33%	\$3.08			
Keywords	Fat Reduction in Reston, VA Eliminate Fat & Feel Great Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	5.88%	\$2.94			
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
More									

Google Ads									
Chris Zelig > Reston Derm... 628-617-4799									
All campaigns > search beta coolscul...									
SEARCH REPORTS TOOLS & SETTINGS REFRESH HELP NOTIFICATIONS 259-215-0574 Chris Zelig support@medstarmedia.com									
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$90.07/day	Optimization score: 83.5%	More details			
Recommendations	Ad status: All ADD FILTER								
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost			
Ads & extensions	Fat Reduction in Reston, VA Eliminate Fat & Feel Great Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,200 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	5.88%	\$2.94			
Extensions	{Keyword:Reston Dermatology} CoolSculpting in Reston, VA Biggest CoolSculpting® Promo +6 more bodylab.restondermatology.com/coolsculpting/rest... Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reston, VA. Expert, Safe Fat Loss... View assets details	2. coolsculpting - price	Paused Policy (Restricted drug terms +3 more). Poor ad strength	1	3.13%	\$2.73			
Landing pages	Non-Surgical Fat Reduction Freezing Fat Really Works Get Rid of Unwanted Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	8.33%	\$2.04			
Keywords	Fat Reduction in Reston, VA Freezing Fat Really Works Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00			
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
More									

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Overview: Enabled Status: Eligible Type: Search Budget: \$90.07/day Optimization score: 83.5%

Recommendations: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Non-Surgical Fat Reduction Freezing Fat Really Works Get Rid of Unwanted Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	8.33%	\$2.04
Fat Reduction in Reston, VA Freezing Fat Really Works Freeze Away Body Fat bodylab.restondermatology.com/coolsculpting/rest... CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
Total: Ads			126	4.03%	\$898.54
Total: Campaign			126	4.03%	\$898.54

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Overview: Enabled Status: Eligible Type: Search Budget: \$90.07/day Optimization score: 83.5%

Recommendations: Extensions > All

Insights: Extension type: All ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink extension	search beta cool...	Campaign	Approved	15	5.81%	\$109.53
Call extension							
(703) 775-2190	Call extension	Account	Account	Approved	14	2.42%	\$128.15
Location extension							
lllofstrom5@gmail.com (View locat... All locations selected)	Location extension	Account	Account	-	-	-	-
Callout extension							
Up to \$1,200 Off	Callout extension	search beta cool...	Campaign	Approved	23	5.75%	\$218.12
Highlights: No Surgery	Callout extension	search beta cool...	Campaign	Approved	18	4.71%	\$184.59

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Overview: Enabled Status: Eligible Type: Search Budget: \$90.07/day Optimization score: 83.5%

Recommendations: Extension type: All ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Call extension							
(703) 775-2190	Call extension	Account	Account	Approved	14	2.42%	\$128.15
Location extension							
lllofstrom5@gmail.com (View locat... All locations selected)	Location extension	Account	Account	-	-	-	-
Callout extension							
Up to \$1,200 Off	Callout extension	search beta cool...	Campaign	Approved	23	5.75%	\$218.12
Highlights: No Surgery	Callout extension	search beta cool...	Campaign	Approved	18	4.71%	\$184.59
FDA Cleared	Callout extension	search beta cool...	Campaign	Approved	16	3.66%	\$145.19
Liposuction Alternative	Callout extension	search beta cool...	Campaign	Approved	14	3.78%	\$123.00
Freeze Your Fat	Callout extension	search beta cool...	Campaign	Approved	18	4.57%	\$110.59
Contact Us + Free Consult	Callout extension	search beta cool...	Campaign	Approved	15	4.79%	\$108.02
Nonsurgical Fat Reduction	Callout extension	search beta cool...	Campaign	Approved	17	4.84%	\$100.77

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Overview: Enabled Status: Eligible Type: Search Budget: \$90.07/day Optimization score: 83.5%

Recommendations: All

Insights: Extension type: All ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet extension							
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,...	Structured snippet extension	search beta cool...	Campaign	Approved	0	0.00%	\$0.00
Promotion extension							
Summer Sale - \$1,200 off 8+ Treatm...	Promotion extension	search beta cool...	Campaign	Approved	83	3.78%	\$660.56
Total: Sitelink extensions					15	5.68%	\$109.53
Total: Callout extensions					45	5.00%	\$354.78
Total: Structured snippet extensions					0	0.00%	\$0.00
Total: Call extensions					14	2.42%	\$128.15
Total: Location extensions					18	3.44%	\$132.61

Google Ads | Chris Zelig > Reston Derm... 628-617-4799 | All campaigns > search | beta | coolscul... | SEARCH | REPORTS | TOOLS & SETTINGS | REFRESH | HELP | NOTIFICATIONS | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled Status: Eligible Type: Search Budget: \$90.07/day Optimization score: 83.5%

Recommendations: Extension type: All ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Total: Callout extensions					45	5.00%	\$354.78
Total: Structured snippet extensions					0	0.00%	\$0.00
Total: Call extensions					14	2.42%	\$128.15
Total: Location extensions					18	3.44%	\$132.61
Total: Promotion extensions					83	3.78%	\$660.56

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Overview: Enabled, Status: Eligible, Type: Search, Budget: \$90.07/day, Optimization score: 83.5%

Responsive search ad

ASSETS COMBINATIONS

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

Asset	Status	Asset type ↑	Position pinning	Impr.
{Keyword:Reston Dermatology}	Approved (limited)	Headline	None	39
Biggest CoolSculpting® Promo	Approved (limited)	Headline	None	45
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	1
Flexible Payment Options	Approved (limited)	Headline	None	3
CoolSculpting® Fat Reduction	Approved (limited)	Headline	None	5
Limited Time Offer June 2021	Approved (limited)	Headline	None	106

Google Ads | Reston Derm... | All campaigns > search | beta | coolscul... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$90.07/day, Optimization score: 83.5%

Responsive search ad

ASSETS COMBINATIONS

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

Asset	Status	Asset type ↑	Position pinning	Impr.
Flexible Payment Options	Approved (limited)	Headline	None	3
CoolSculpting® Fat Reduction	Approved (limited)	Headline	None	5
Limited Time Offer June 2021	Approved (limited)	Headline	None	106
CoolSculpting in Reston, VA	Approved (limited)	Headline	None	119
Save \$1,200 Off 8+ Treatments	Approved (limited)	Headline	None	11
Our Biggest Discount Ever	Approved (limited)	Headline	None	57
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	Approved (limited)	Description	None	176

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Overview: Enabled, Status: Eligible, Type: Search, Budget: \$90.07/day, Optimization score: 83.5%

Responsive search ad

ASSETS COMBINATIONS

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

Asset	Status	Asset type ↑	Position pinning	Impr.
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reston, VA	Approved (limited)	Description	None	0
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	193
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	0

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Some inventory may be provided through third party intermediaries.
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Campaigns | Reston Dermatology (368978017) | Updated just now | Discard Drafts | Review and Publish

Search: Campaign Name contains cool

Resource Center | Campaigns | Ad Sets | Ads

Off / On	Campaign Name	Results	Cost per Result	Reach	Impressions	Amount Spent ↓
<input checked="" type="checkbox"/>	CoolSculpting- Conversions	15 Website Leads	\$7.65 Per Lead	2,903	3,860	\$114.80
Results from 1 campaign		15 Website Leads	\$7.65 Per Lead	2,903 People	3,860 Total	\$114.80 Total Spent

Ads | Reston Dermatology (368978017) | Updated just now | Discard Drafts | Review and Publish

Search: Campaign Name contains cool

Resource Center | Campaigns (1 Selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

Off / On	Ad Name	Results	Cost per Result	Reach	Impressions	Amount Spent ↓
<input checked="" type="checkbox"/>	2021-06 - Video - Alysson	11 Website Leads	\$5.95 Per Lead	1,660	2,145	\$65.42
<input checked="" type="checkbox"/>	2021-06 - Video - David	4 Website Leads	\$12.35 Per Lead	1,515	1,715	\$49.38
Results from 2 ads		15 Website Leads	\$7.65 Per Lead	2,903 People	3,860 Total	\$114.80 Total Spent

Search

- Coolsculpting- Conversions
- Interests - Top 50% - W...
- 2021-06 - Video - Aly...
- 2021-06 - Video - Da...

Coolsculpting- Conversions > Interests - Top 50% - Women 2... > 2021-06 - Video - David

Learning Limited

Edit Review

Ad Name: 2021-06 - Video - David [Create Template](#)

Preview On

16 Placements [View More Variations](#)

Facebook Feeds

Reston Dermatology + Cosmetic Center
Sponsored

CoolSculpting freezes away stubborn fat. No surgery. Little to no downtime. Lasting results. [...See More](#)

Feeds

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

Close Discard Draft Publish

Search

- Coolsculpting- Conversions
- Interests - Top 50% - W...
- 2021-06 - Video - Aly...
- 2021-06 - Video - Da...

Coolsculpting- Conversions > Interests - Top 50% - Women... > 2021-06 - Video - Alysson

Learning Limited

Edit Review

Ad Name: 2021-06 - Video - Alysson [Create Template](#)

Preview On

16 Placements [View More Variations](#)

Facebook Feeds

Reston Dermatology + Cosmetic Center
Sponsored

CoolSculpting freezes away stubborn fat. No surgery. Little to no downtime. Lasting results. [...See More](#)

Feeds

You need access to advertise for Reston Dermatology + Cosmetic Center.
[See Details](#)

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

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MARKETING INVOICE

Medstar Media, Inc.
10808 S. River Front Parkway Suite 3020
South Jordan, Utah 84095
United States

6466949450

BILL TO
Reston Dermatology

linda@restondermatology.com

Invoice Number: WV 2021_129

Invoice Date: June 1, 2021

Payment Due: June 1, 2021

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Digital Marketing Monthly Management Service • Monthly management of Google Adwords and active Facebook and Instagram campaigns FOR EmSculpt NEO, Emsella & Emtone. • Optimize campaigns for conversions monthly • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Consult Exit pop technology to increase leads. • Includes management of up to three treatment campaigns for one location. • BTL ad/content creation services (content, design, websites updates 1000 words/2hours)	1	\$2,750.00	\$2,750.00
Digital Marketing Monthly Mgmt Service Proration Ads began May 5th - prepaid through Jun 5th - 5 days credit.	5	(\$91.67)	(\$458.35)
Text Blast Text Blast - 1000 contacts	1	\$75.00	\$75.00

Total: \$2,366.65

Payment on June 1, 2021 using  ending in 8681: \$2,366.65

Amount Due (USD): \$0.00