

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

Overview | Campaigns | Custom Apr 1 - Jun 30, 2021

Recommendations | Campaign status: All | ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search beta emsulpt neo	\$83.35/day	Eligible	657	4.45%	\$2,954.88
search beta emtone	\$17.19/day	Eligible	707	7.49%	\$989.89
search beta emsella	\$24.94/day	Eligible	95	10.01%	\$956.78
search beta coolsculpting	\$90.07/day	Eligible	126	4.03%	\$898.54
search beta dermal fillers	\$47.68/day	Eligible	148	7.41%	\$475.88
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

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

Google Ads | Chris Zelig > Reston Derm... 628-617-4799 | All campaigns > search | beta | coolscul...

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
{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
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
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
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

Google Ads | Chris Zelig > Reston Derm... 628-617-4799 | All campaigns > search | beta | coolscul...

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
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
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
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
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

Google Ads | Chris Zelig > Reston Derm... 628-617-4799 | All campaigns > search | beta | coolscul...

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
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
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
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
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 SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
More									
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		

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 SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
More									
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		

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 SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
More									
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		

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 SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
More									
<input type="checkbox"/>	<input checked="" 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.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	3	11.11%	\$11.40		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	{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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		

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 SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad groups									
Ads & extensions									
Ads									
Extensions									
Landing pages									
Keywords									
Audiences									
Demographics									
Settings									
Suggested									
Ad schedule									
More									
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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		

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						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Insights	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost								
Ad groups	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<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.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	2	25.00%	\$7.65								
Landing pages	<input type="checkbox"/>	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			

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						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Insights	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost								
Ad groups	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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			

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						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Insights	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost								
Ad groups	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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			

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						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Insights	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost								
Ad groups	<input type="checkbox"/>	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								
Ads & extensions	<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.	4. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	1	3.70%	\$5.74								
Extensions	<input type="checkbox"/>	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	<input type="checkbox"/>	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			

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						SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE								
Insights	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost								
Ad groups	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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										
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	<input type="checkbox"/>	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	<input type="checkbox"/>	{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	<input type="checkbox"/>	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	<input type="checkbox"/>	Non-Surgical Fat Reduction 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.	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	<input type="checkbox"/>	Non-Surgical Fat Reduction 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.	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	1	3.57%	\$3.19			
Extensions	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<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	2. coolsculpting - price	Paused Policy (Restricted drug terms +3 more). Poor ad strength	1	3.13%	\$2.73			
Landing pages	<input type="checkbox"/>	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	<input type="checkbox"/>	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										

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: 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

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google, 2021.

Google Ads | Chris Zelig > 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: 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

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
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

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: Extensions > 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

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google, 2021.

Google Ads | Chris Zelig > Reston Derm... 628-617-4799 | 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.
{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 | Chris Zelig > Reston Derm... 628-617-4799 | 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

Show rows: 10 | 1 - 10 of 13

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google, 2021.

Google Ads | Chris Zelig > Reston Derm... 628-617-4799 | 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.
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

Show rows: 10 | 11 - 13 of 13

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google, 2021.

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](#)

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](#)

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.

Close Discard Draft Publish



COOLSCULPTING 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. • Optimize campaigns for conversions monthly • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Consult Exit pop technology to increase leads.	1	\$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