

CoolSculpting Marketing Services Riverside Medical Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

Total Google Ads: \$10,151.97
Total Meta Ads: \$ 1,141.83
Total Marketing Service Fees: \$ 3,000.00
Total CoolSculpting Marketing Cost: \$14,293.80

Google Ads | Medstar Media | Riverside Medical SC 747-485-3321 | All campaigns | All campaigns (modified)

Workspace filter: Campaign status: All | Ad group status: All | Campaign name contains cool | Add filter

Overview | Recommendations | Insights | Campaigns | Auction insights | Ad groups | Ads & assets | Landing pages | Keywords | Audiences | Content | Settings | Change history | Suggested | Ad schedule | Show more

Campaigns | Custom | Jan 1 - Mar 31, 2023 | Show last 30 days

Add broad match keywords: Get more conversions at a similar or better ROI by adding broad match versions of your existing keywords

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting	\$124.94/day	All ads limited by policy	665	7.33%	\$10,151.97
CoolSculpting	\$15.00/day	Paused All ads limited by policy	0	-	\$0.00
CoolSculpting 1	\$15.00/day	Paused	0	-	\$0.00
Coolsculpting BMM	\$20.00/day	Paused All ads limited by policy	0	-	\$0.00
Coolsculpting Exact	\$45.00/day	Paused All ads limited by policy	0	-	\$0.00
search beta coolsculpting broad	\$5.00/day	Paused All ads limited by policy	0	-	\$0.00
search beta coolsculpting generic	\$26.00/day	Paused All ads limited by policy	0	-	\$0.00
search beta coolsculpting generic broad	\$5.00/day	Paused All ads limited by policy	0	-	\$0.00
search alpha coolsculpting	\$25.91/day	Paused All ads limited by policy	0	-	\$0.00
Total: Campaigns in your current workspace			665	7.33%	\$10,151.97
Total: Account	\$124.94/day		665	7.33%	\$10,151.97

Google Ads | Medstar Media | Riverside Medical SC 747-485-3321 | All campaigns | All campaigns (modified) | MS | search | coolsculpting

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$124.94/day | Optimization score: 57.3% | More details | Campaign 5 of 9

Overview | Recommendations | Insights | Ad groups | Ads & assets | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Ad schedule | Show more

Ads | Custom | Jan 1 - Mar 31, 2023 | Show last 30 days

Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			665	7.33%	\$10,151.97
(Keyword Riverside Medical) CoolSculpting in Chicago, IL Freeze Away Stubborn Fat +12 more riversidemedicalsc.com/coolsculpting/chicago Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	271	8.24%	\$4,779.90
(Keyword Riverside Medical) CoolSculpting in Chicago, IL Freeze Away Stubborn Fat +12 more riversidemedicalsc.com/coolsculpting/chicago Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at... View assets details	3. lipo	Eligible (Limited) Policy (Restricted drug terms +1 more)	259	6.15%	\$3,086.85
(Keyword Riverside Medical) CoolSculpting in Chicago, IL Freeze Away Stubborn Fat +12 more riversidemedicalsc.com/coolsculpting/chicago Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	63	6.51%	\$995.33
(Keyword Riverside Medical) CoolSculpting in Chicago, IL Freeze Away Stubborn Fat +12 more riversidemedicalsc.com/coolsculpting/chicago Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	54	11.84%	\$920.97
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	2	20.00%	\$88.87
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	1	8.33%	\$87.56

Google Ads | Medstar Media | Riverside Medical SC 747-485-3321 | All campaigns | All campaigns (modified) | MS | search | coolsculpting

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$124.94/day | Optimization score: 57.3% | More details | Campaign 5 of 9

Overview | Recommendations | Insights | Ad groups | Ads & assets | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Ad schedule | Show more

Ads | Custom | Jan 1 - Mar 31, 2023 | Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			665	7.33%	\$10,151.97
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 16+ CoolSculpting Elite Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	1	8.33%	\$87.56
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	2	4.08%	\$59.22
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	3	50.00%	\$38.29
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	2	11.11%	\$32.99
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	2	50.00%	\$23.96
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	2	50.00%	\$11.77
[Dynamically generated headline] [Dynamically generated display URL] The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	1	33.33%	\$11.24
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	2	15.38%	\$9.27

Google Ads | Medstar Media | Riverside Medical SC 747-485-3321 | All campaigns | All campaigns (modified) | MS | search | coolsculpting

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$124.94/day | Optimization score: 57.3% | More details | Campaign 5 of 9

Overview | Recommendations | Insights | Ad groups | Ads & assets | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Ad schedule | Show more

Ads | Custom | Jan 1 - Mar 31, 2023 | Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			665	7.33%	\$10,151.97
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 16+ CoolSculpting Elite Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	2	15.38%	\$9.27
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 16+ CoolSculpting Elite Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	1	9.09%	\$5.75
Best Fat Reduction Treatment CoolSculpting Fat Freezing Save on CoolSculpting Prices www.riversidemedicalsc.com CoolSculpting: The Best Non-Surgical Alternative to Liposuction. Save 25% Off. Top FDA-Cleared, Non-Surgical Fat Reduction Treatment. Schedule a Free Consult.	affordable cool sculpting near me	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
(Keyword: #1 CoolSculpting Chicago) Freeze Your Stubborn Fat Off CoolSculpting Before and After +9 more www.riversidemedicalsc.com Top CoolSculpting Arlington Heights Provider - See Real CoolSculpting Results. 25% Off. CoolSculpting Targets Unwanted... View assets details	affordable cool sculpt near me	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
CoolSculpting Before and After #1 CoolSculpting Chicago Freeze Your Stubborn Fat Off www.riversidemedicalsc.com CoolSculpting Before and After Photos. FDA-Cleared, Non-Surgical Fat Reduction. Top CoolSculpting Arlington Heights Provider - See Real CoolSculpting Results. 25% Off.	affordable cool sculpt near me	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Top CoolSculpting Provider CoolSculpting Patient Photos No Surgery, Pain, or Downtime www.riversidemedicalsc.com 25% Off on CoolSculpting in Arlington Heights - Freeze Away Fat Without Surgery. CoolSculpting Targets Unwanted Fat that Resists Diet & Exercise. Free Consult.	affordable cool sculpt near me	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
CoolSculpting: 25% Off Special Safe & Effective Fat Removal Non-Surgical Fat Reduction www.riversidemedicalsc.com #1 CoolSculpting in Arlington Heights - Freeze Away Fat Without Surgery. New Clients Receive a Free Consultation + 25% Off Their First CoolSculpting Treatment.	affordable cool sculpt near me	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00

Enabled Status: All ads limited by policy Type: Search Budget: \$124.94/day Optimization score: 57.3% More details Campaign 5 of 9

Overview	Ad status: All	Add filter	Search	Segment	Columns	Reports	Download	Expand	More
Recommendations	<input type="checkbox"/>	<input checked="" type="radio"/> Ad							
Insights	Total: Ads in your current workspace ⓘ								
Ad groups	CoolSculpting Results. 25% Off. CoolSculpting Targets Unwanted... View assets details								
Ads & assets	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting Before and After #1 CoolSculpting Chicago Freeze Your Stubborn Fat Off www.riversidemedicalsc.com	cool sculpt does it work	Removed	Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Assets	Top CoolSculpting Provider CoolSculpting Patient Photos No Surgery, Pain, or Downtime www.riversidemedicalsc.com								
Landing pages	<input type="checkbox"/>	<input checked="" type="radio"/>	25% Off on CoolSculpting in Arlington Heights - Freeze Away Fat Without Surgery. CoolSculpting Targets Unwanted Fat that Resists Diet & Exercise. Free Consult.	cool sculpt does it work	Removed	Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Keywords	CoolSculpting: 25% Off Special Safe & Effective Fat Removal Non-Surgical Fat Reduction www.riversidemedicalsc.com								
Audiences	<input type="checkbox"/>	<input checked="" type="radio"/>	#1 CoolSculpting in Arlington Heights - Freeze Away Fat Without Surgery. New Clients Receive a Free Consultation + 25% Off Their First CoolSculpting Treatment.	cool sculpt does it work	Removed	Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Settings	<input type="checkbox"/>	<input checked="" type="radio"/>	Best Fat Reduction Treatment CoolSculpting Fat Freezing Save on CoolSculpting Prices www.riversidemedicalsc.com	cool sculpt does it work	Removed	Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Change history	CoolSculpting: The Best Non-Surgical Alternative to Liposuction. Save 25% Off. Top FDA-Cleared, Non-Surgical Fat Reduction Treatment. Schedule a Free Consult.								
Suggested	<input type="checkbox"/>	<input checked="" type="radio"/>	Best Fat Reduction Treatment CoolSculpting Fat Freezing Save on CoolSculpting Prices www.riversidemedicalsc.com	cool sculpt does it work	Removed	Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Ad schedule	Total: Ads in your current workspace ⓘ								
Show more	Total: Campaign ⓘ								

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, 2023.

Enabled Status: All ads limited by policy Type: Search Budget: \$124.94/day Optimization score: 57.3% More details Campaign 5 of 9

Responsive search ad ⓘ Leave feedback

Custom Jan 1 - Mar 31, 2023 Show last 30 days

Assets Combinations

Your ads are all set! They'll have a higher chance of performing well.

Ad strength ⓘ Excellent

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

Search term categories your ad appears for
coolsculpting, coolsculpting near me, coolsculpting schamburg, + 180 more

View more details

You can now edit advertiser assets. Point to the asset column, then click the pencil icon. Dismiss

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

Asset status: All Add filter

Download Expand

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Non-Surgical Fat Reduction	-	Headline	None	-	65	Advertiser
Affordable & Quick Treatments	-	Headline	None	-	16	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	Pending	179	Advertiser

Enabled Status: All ads limited by policy Type: Search Budget: \$124.94/day Optimization score: 57.3% More details Campaign 5 of 9

Asset status: All Add filter

Download Expand

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Schedule a Free Consultation	-	Headline	None	-	11	Advertiser
Freeze Away Stubborn Fat	Approved (limited)	Headline	None	Pending	222	Advertiser
Fat Reduction Treatment	-	Headline	None	-	13	Advertiser
CoolSculpting Near Me	-	Headline	None	-	4	Advertiser
Freeze Your Fat Away Today	-	Headline	None	-	1	Advertiser
(Keyword Riverside Medical)	Approved (limited)	Headline	None	Good	923	Advertiser
Huge CoolSculpting Promotion	-	Headline	None	-	69	Advertiser
Safe + Effective Fat Reduction	-	Headline	None	-	16	Advertiser
CoolSculpting® Fat Reduction	Approved (limited)	Headline	None	Pending	655	Advertiser
Our Biggest Discount Ever	Approved (limited)	Headline	None	Pending	218	Advertiser
Freeze Away Body Fat	-	Headline	None	-	136	Advertiser
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	Pending	218	Advertiser
Located in Chicago, IL	Approved (limited)	Headline	None	Pending	111	Advertiser
Top Provider in Chicago, IL	-	Headline	None	-	8	Advertiser
Book Now for Up to \$1000 Off	-	Headline	None	-	0	Advertiser
CoolSculpting in (LOCATION)(City)	-	Headline	None	-	505	Advertiser
Save \$1,000 On 8+ Treatments	-	Headline	None	-	0	Advertiser

Enabled Status: All ads limited by policy Type: Search Budget: \$124.94/day Optimization score: 57.3% More details Campaign 5 of 9

Asset status: All Add filter

Download Expand

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Save \$1,000 On 8+ Treatments	-	Headline	None	-	0	Advertiser
Up to 25% Off CoolSculpting	-	Headline	None	-	0	Advertiser
Book Now for Up to 25% Off	-	Headline	None	-	0	Advertiser
Book Now for Up to 50% Off	-	Headline	None	-	0	Advertiser
50% Off 16+ Treatments	-	Headline	None	-	804	Advertiser
Save 50% Off 16+ Treatments	-	Headline	None	-	0	Advertiser
Incredible CoolSculpting Deal	Approved (limited)	Headline	None	Pending	82	Advertiser
CoolSculpting® Elite Provider	Approved (limited)	Headline	None	Pending	21	Advertiser
Book A Free Consultation Now	Approved (limited)	Headline	None	Pending	1	Advertiser
Top Body Contouring Technology	Approved (limited)	Headline	None	Pending	17	Advertiser
CoolSculpting in Chicago, IL	Approved (limited)	Headline	None	Pending	1,636	Advertiser
Safely Freeze Twice the Fat	Approved (limited)	Headline	None	Pending	118	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	None	Pending	219	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	None	Pending	306	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	-	Description	None	-	14	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	-	Description	None	-	13	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	-	Description	None	-	531	Advertiser

Enabled Status: All ads limited by policy Type: Search Budget: \$124.94/day Optimization score: 57.3% More details Campaign 5 of 9

Asset status: All Add filter

Download Expand

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
50% Off 8+ Treatments	Approved (limited)	Headline	None	Pending	306	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	-	Description	None	-	14	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	-	Description	None	-	13	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	-	Description	None	-	531	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL	-	Description	None	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 50% Off 16+ Treatments of CoolSculpting.	-	Description	2nd position	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 16+ CoolSculpting Treatments	-	Description	2nd position	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	-	Description	2nd position	-	488	Advertiser
Our Biggest Deal Ever Now Available. Save Up to 50% Off 16+ CoolSculpting Elite Treatments	-	Description	2nd position	-	1,408	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	None	Pending	2,627	Advertiser
The Biggest CoolSculpting Promotion Available for a Limited Time at Riverside Medical.	Approved (limited)	Description	None	Pending	45	Advertiser
Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	Pending	57	Advertiser
Our Biggest Deal Ever Now Available. Save Up to 50% Off 8+ CoolSculpting Elite Treatments	Approved (limited)	Description	2nd position	Pending	879	Advertiser

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Enabled Status: All ads limited by policy Type: Search Budget: \$124.94/day Optimization score: 57.3%

Assets

Table view: Associations

Upgraded

Legacy

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS search coolsculpting	Campaign	Eligible	1	2.63%	\$33.61
Sitelink						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	431	8.67%	\$7,672.80
5 Star Reviews Top Provider in Arlington Heights Read Real Client Reviews.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	416	8.73%	\$7,409.37
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Chicago.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	315	8.23%	\$5,407.57
About Us Learn More About Our Team of Experienced Physicians.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	290	7.62%	\$4,749.11

Enabled Status: All ads limited by policy Type: Search Budget: \$124.94/day Optimization score: 57.3%

Assets

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Book a Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	256	7.42%	\$4,721.37
Callout						
FDA Cleared	MS search coolsculpting	Campaign	Eligible	101	8.92%	\$1,869.08
Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	88	8.85%	\$1,761.81
Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	78	9.99%	\$1,591.43
Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	70	7.68%	\$1,390.41
Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	65	7.34%	\$1,260.39
Up to 50% Off	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
Promotion						
Winter Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	236	9.20%	\$3,864.50
Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	38	8.37%	\$633.02
Winter Sale - Up to 25% off CoolSculpting	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00

Enabled Status: All ads limited by policy Type: Search Budget: \$124.94/day Optimization score: 57.3%

Assets

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Spring Sale - 50% off 16+ Treatments	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Summer Sale - Up to 50% off 16+ Treatments	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Fall Sale - Up to 50% off 16+ Treatments	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Call						
847-749-4306	Account	Account	Eligible	30	5.95%	\$864.16
847-749-4306	Account	Account	Eligible	5	7.81%	\$78.93
Total: Sitelinks				433	8.62%	\$7,707.38
Total: Callouts				181	8.45%	\$3,309.30
Total: Structured snippets				1	2.63%	\$33.61
Total: Calls				35	6.16%	\$943.09
Total: Promotions				274	9.08%	\$4,497.52

Show rows: 100 1 - 22 of 22

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Campaigns Riverside Medical (253755596) Updated 20 minutes ago

Instant Articles will no longer be available starting mid-April 2023

Search and filter Jan 1, 2023 - Mar 31, 2023

Campaigns Ad sets Ads

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	Coolsculpting - Conversions	Off	Highest volume	\$33.30 Daily	7-day click or ...	151 Website Leads	9,444	47,663	\$7.56 Per Lead	\$1,141.83	On...
<input type="checkbox"/>	Coolsculpting - Traffic	Off	Highest volume	\$33.30 Daily	28-day click o...	Link Click	-	-	Per Link Click	\$0.00	On...
<input type="checkbox"/>	Coolsculpting - Conversions (old)	Off	Highest volume	\$33.30 Daily	Multiple attrib...	Multiple conversions	-	-	Multiple conversions	\$0.00	On...
<input type="checkbox"/>	Post: "We are excited to announce that we wil...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	Per Post Engagem...	\$0.00	Jul 24 2...
<input type="checkbox"/>	Event: STAY COOL This Summer	Off	Using ad set bi...	Using ad set b...	28-day click o...	Event Response	-	-	Per Event Response	\$0.00	Jun 21 2...
<input type="checkbox"/>	Post: "#sistersculptingsquad. Come see us si...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	Per Post Engagem...	\$0.00	Jun 3 2...
<input type="checkbox"/>	Post: "#sistersculptingsquad COME MEET A ...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Messaging Convers...	-	-	Per Messaging Con...	\$0.00	Mar 5 2...
<input type="checkbox"/>	Post: "So, people have asked "does CoolSculp...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	Per Post Engagem...	\$0.00	Jan 27 2...
<input type="checkbox"/>	Post: "Need to still give a gift for the holidays...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	Per Post Engagem...	\$0.00	Dec 21 2...
<input type="checkbox"/>	Post: "We are hosting a Cool Event on Nov 15...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	Per Post Engagem...	\$0.00	Nov 8 2...
<input type="checkbox"/>	Post: "Our practice has recently grown by 1 p...	Off	Using ad set bi...	Using ad set b...	28-day click o...	Link Click	-	-	Per Link Click	\$0.00	Oct 6, 2...
Results from 17 campaigns						Multiple attrib...	9,444	47,663	-	\$1,141.83	Total Spent

Ads Riverside Medical (253755596) Updated just now

Instant Articles will no longer be available starting mid-April 2023

Search and filter Jan 1, 2023 - Mar 31, 2023

Campaigns Ad sets for 1 Campaign Ads for 1 Campaign

Off / On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>	CS - Image - Sitting	Jan 5, 2023, 6:58... 99 days ago	7-day click or ...	151 Website Leads	9,444	47,663	\$7.56 Per Lead	-	-	-	\$1,141.83
Results from 1 ad				151 Website Leads	9,444	47,663	\$7.56 Per Lead	-	-	-	\$1,141.83

Ads Riverside Medical (253755596)

Instant Articles will no longer be available starting mid-April 2023 Starting in mid-April

Search and filter

Campaigns 1 selected

+ Create Edit A/B Test

Off / On	Ad	Last significant edit
<input checked="" type="checkbox"/>	CS - Image - Sitting	Jan 5, 2023, 6:59 99 days ago

Results from 1 ad

Updated just now Discard drafts Review and publish

Jan 1, 2023 - Mar 31, 2023

Ads 1 selected

View Setup Columns: Custom Breakdown Reports


per result	Quality ranking Ad relevance	Engagement rate ranking Ad relevance	Conversion rate ranking Ad relevance	Amount spent
\$7.56 Per Lead	—	—	—	\$1,141.83
\$7.56 Per Lead				\$1,141.83 Total Spent

View preview

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Susan Pfohl Fidl... 2 comments 2 shares

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COOLSCULPTING MARKETING

Guava Jelly
12 E 22nd ST
PHF
New York City, New York NY, 10010
United States

6467023480

BILL TO
Riverside Medical
Diane Martin

dianemartin.rsm@gmail.com

Invoice Number: 2020_DM_144

Invoice Date: January 1, 2023

Payment Due: January 1, 2023

Amount Due (USD): \$0.00

Services	Quantity	Price	Amount
Coolsculpting Monthly Marketing COOLSCULPTING Digital Marketing & Content Management - Manage & optimize CoolSculpting digital marketing campaigns on Google Adwords -Optin technology to increase Coolsculpting conversions. - Call tracking	1	\$1,000.00	\$1,000.00

Total: \$1,000.00

Payment on January 1, 2023 using  ending in 4840: \$1,000.00

Amount Due (USD): \$0.00

COOLSCULPTING MARKETING

Guava Jelly
12 E 22nd ST
PHF
New York City, New York NY, 10010
United States
6467023480

BILL TO
Riverside Medical
Diane Martin
dianemartin.rsm@gmail.com

Invoice Number: 2020_DM_147
Invoice Date: February 1, 2023
Payment Due: February 1, 2023

Amount Due (USD): \$0.00

Services	Quantity	Price	Amount
Coolsculpting Monthly Marketing COOLSCULPTING Digital Marketing & Content Management - Manage & optimize CoolSculpting digital marketing campaigns on Google Adwords -Optin technology to increase Coolsculpting conversions. - Call tracking	1	\$1,000.00	\$1,000.00

Total: \$1,000.00
Payment on February 1, 2023 using  ending in 4840: \$1,000.00

Amount Due (USD): \$0.00

COOLSCULPTING MARKETING

Guava Jelly
12 E 22nd ST
PHF
New York City, New York NY, 10010
United States

6467023480

BILL TO
Riverside Medical
Diane Martin

dianemartin.rsm@gmail.com

Invoice Number: 2020_DM_148

Invoice Date: March 1, 2023

Payment Due: March 1, 2023

Amount Due (USD): \$0.00

Services	Quantity	Price	Amount
Coolsculpting Monthly Marketing COOLSCULPTING Digital Marketing & Content Management - Manage & optimize CoolSculpting digital marketing campaigns on Google Adwords -Optin technology to increase Coolsculpting conversions. - Call tracking	1	\$1,000.00	\$1,000.00

Total: \$1,000.00

Payment on March 1, 2023 using  ending in 4840: \$1,000.00

Amount Due (USD): \$0.00