

CoolSculpting Marketing Services Riverside Medical Co-Op Q3 2023 Total Marketing Expenses (7/1/2023 - 9/30/2023)

Total Google Ads: \$ 9,082.91
Total Marketing Service Fees: \$ 3,000.00
Total CoolSculpting Marketing Cost: \$12,082.91

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

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

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

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting tcpa	\$119.65/day	All ads limited by policy	700	7.17%	\$9,082.91
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 view			700	7.17%	\$9,082.91
Total: Account	\$119.65/day		700	7.17%	\$9,082.91

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

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$119.65/day | Optimization score: 100% | More details

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

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Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
(Keyword: Riverside Medical) CoolSculpting CoolSculpting® Elite +12 more riversidemedicalsc.com/elite/chicago Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	3. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	290	7.03%	\$3,305.74
(Keyword: Riverside Medical) CoolSculpting CoolSculpting® Elite +12 more riversidemedicalsc.com/elite/chicago Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	187	6.69%	\$3,054.58
(Keyword: Riverside Medical) CoolSculpting CoolSculpting® Elite +7 more riversidemedicalsc.com/elite/chicago Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	70	8.75%	\$784.23
(Keyword: Riverside Medical) CoolSculpting CoolSculpting® Elite +12 more riversidemedicalsc.com/elite/chicago Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	45	13.08%	\$625.59
(Keyword: Riverside Medical) CoolSculpting CoolSculpting® Elite +12 more riversidemedicalsc.com/elite/chicago Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	23	5.46%	\$405.08
(Keyword: Riverside Medical) CoolSculpting CoolSculpting® Elite +7 more riversidemedicalsc.com/elite/chicago Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	3. lipo	Eligible (Limited) Policy (Restricted drug terms +1 more)	37	5.35%	\$372.89

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Enabled | Status: All ads limited by policy | Type: Search | Budget: \$119.65/day | Optimization score: 100% | More details

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

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Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
(Keyword: Riverside Medical) CoolSculpting CoolSculpting® Elite +7 more riversidemedicalsc.com/elite/chicago Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	33	7.53%	\$308.67
[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)	8	12.31%	\$121.50
[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)	4	9.30%	\$77.44
(Keyword: Riverside Medical) CoolSculpting CoolSculpting® Elite +7 more riversidemedicalsc.com/elite/chicago Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	3	10.34%	\$27.19
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

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

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$119.65/day | Optimization score: 100% | More details

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

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Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
Surgery. New Clients Receive a Free Consultation + 25% Off Their First CoolSculpting Treatment.					
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.	coolsculpting before and after chicago bra bulge	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	coolsculpting cost chicago face	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.	coolsculpting cost chicago face	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.	coolsculpting cost chicago face	Removed Policy (Restricted drug terms). Ad group removed	0	-	\$0.00
Total: Ads in your current view			700	7.17%	\$9,082.91
Total: Campaign			700	7.17%	\$9,082.91

Show rows: 500 | 1 - 500 of 92,043

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Some inventory may be provided through third party intermediaries.

You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

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Enabled Status: All ads limited by policy Type: Search Budget: \$119.65/day Optimization score: 100%

Responsive search ad

Assets Combinations

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Riverside Medical	Approved (limited)	Headline	None	Pending	0	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	Learning	433	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	Learning	328	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	Good	1,932	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	Learning	130	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	Learning	42	Advertiser
(Keyword:Riverside Medical)	Approved (limited)	Headline	1st position	Good	3,287	Advertiser
Top Provider in Chicago, IL	Approved (limited)	Headline	2nd position	Learning	380	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	Learning	21	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	Learning	746	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	Learning	195	Advertiser
Coolsculpting in Chicago, IL	Approved (limited)	Headline	1st position	Learning	579	Advertiser
CoolSculpting® Elite Chicago	Approved (limited)	Headline	1st position	Learning	43	Advertiser

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more




Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
(Keyword:Riverside Medical)	Approved (limited)	Headline	1st position	Good	3,287	Advertiser
Top Provider in Chicago, IL	Approved (limited)	Headline	2nd position	Learning	380	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	Learning	21	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	Learning	746	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	Learning	195	Advertiser
Coolsculpting in Chicago, IL	Approved (limited)	Headline	1st position	Learning	579	Advertiser
CoolSculpting® Elite Chicago	Approved (limited)	Headline	1st position	Learning	43	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	Learning	75	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	Learning	59	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	None	Learning	74	Advertiser
Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments	Approved (limited)	Description	2nd position	Best	2,949	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	Best	3,966	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	Learning	85	Advertiser

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, CoolMini, Fat...	MS search coolsculpting tcpa	Campaign	Eligible	35	8.18%	\$592.33
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting tcpa	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	464	8.79%	\$6,613.65
5 Star Reviews Top Provider in Arlington Heights Read Real Client Reviews.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	448	8.73%	\$6,336.41
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Chicago.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	387	8.52%	\$5,418.13
About Us Learn More About Our Team of Experienced Physicians.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	327	7.71%	\$4,825.79
Book a Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	253	7.46%	\$3,461.21
FDA Cleared	MS search coolsculpting tcpa	Campaign	Eligible	134	7.68%	\$2,239.73
Nonsurgical Fat Reduction	MS search coolsculpting tcpa	Campaign	Eligible	105	7.82%	\$1,808.78
Highlights: No Surgery	MS search coolsculpting tcpa	Campaign	Eligible	100	7.04%	\$1,787.21

Asset	Added to	Level	Status	Clicks	CTR	Cost
Liposuction Alternative	MS search coolsculpting tcpa	Campaign	Eligible	114	8.05%	\$1,778.68
Freeze Your Fat	MS search coolsculpting tcpa	Campaign	Eligible	110	7.16%	\$1,681.35
Up to 50% Off	MS search coolsculpting tcpa	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
Summer Sale - Up to 50% off 8+ Treatments	MS search coolsculpting tcpa	Campaign	Removed Policy (Restricted medical content +1 more)	176	9.79%	\$2,376.53
Fall Sale - Up to 50% off 8+ Treatments	MS search coolsculpting tcpa	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	136	9.58%	\$1,592.08
Winter Sale - Up to 25% off CoolSculpting	MS search coolsculpting tcpa	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Spring Sale - 50% off 16+ Treatments	MS search coolsculpting tcpa	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Summer Sale - Up to 50% off 16+ Treatments	MS search coolsculpting tcpa	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Fall Sale - Up to 50% off 16+ Treatments	MS search coolsculpting tcpa	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	MS search coolsculpting tcpa	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00

Asset	Added to	Level	Status	Clicks	CTR	Cost
Riverside Medical, S.C	MS search coolsculpting tcpa	Campaign	Eligible	645	7.20%	\$8,475.91
847-577-9300	Account	Account	Eligible	23	7.85%	\$670.98
847-577-9300	Account	Account	Eligible	13	4.64%	\$202.32
Business logo	MS search coolsculpting tcpa	Campaign	Removed Disapproved (Business Logo Blurry)	0	-	\$0.00
Business logo	MS search coolsculpting tcpa	Campaign	Not eligible Disapproved (Business Logo Irrelevance)	0	-	\$0.00
Image	MS search coolsculpting tcpa	Campaign	Eligible	43	7.75%	\$719.93
Total: Images				43	7.75%	\$719.93
Total: Business name				645	7.20%	\$8,475.91
Total: Sitelinks				474	8.84%	\$6,744.01
Total: Callouts				235	7.51%	\$3,638.24

Asset	Added to	Level	Status	Clicks	CTR	Cost
	MS search coolsculpting tcpa	Campaign	Removed Disapproved (Business Logo Blurry)	0	-	\$0.00
	MS search coolsculpting tcpa	Campaign	Not eligible Disapproved (Business Logo Irrelevance)	0	-	\$0.00
Image						
	MS search coolsculpting tcpa	Campaign	Eligible	43	7.75%	\$719.93
Total: Images				43	7.75%	\$719.93
Total: Business name				645	7.20%	\$8,475.91
Total: Sitelinks				474	8.84%	\$6,744.01
Total: Callouts				235	7.51%	\$3,638.24
Total: Structured snippets				35	8.18%	\$592.33
Total: Calls				36	6.28%	\$873.30
Total: Promotions				312	9.70%	\$3,968.61

Show rows: 500 1 - 28 of 28

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_162

Invoice Date: July 1, 2023

Payment Due: July 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

Subtotal: \$1,000.00

Total: \$1,000.00

Payment on July 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_164
Invoice Date: August 1, 2023
Payment Due: August 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

Subtotal: \$1,000.00

Total: \$1,000.00

Payment on August 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_168
Invoice Date: September 1, 2023
Payment Due: September 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

Subtotal: \$1,000.00

Total: \$1,000.00

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

Amount Due (USD): \$0.00