

CoolSculpting Marketing Services Riverside Medical Co-Op Q4 2023 Total Marketing Expenses (10/1/2023 - 12/31/2023)

Total Google Ads: \$ 8,925.62
Total Marketing Service Fees: \$ 3,000.00
Total CoolSculpting Marketing Cost: \$11,925.62

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 | Suggested | Dynamic ad targets | Locations

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Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting	\$97.65/day	All ads limited by policy	488	5.90%	\$8,925.62
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			488	5.90%	\$8,925.62
Total: Account	\$97.65/day		488	5.90%	\$8,925.62

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: \$97.65/day | Optimization score: 66.7% | More details | Campaign 5 of 9

Overview | Recommendations | Insights | Ad groups | Ads & assets | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Dynamic ad targets | Locations

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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/coolsculpting/chicago_II 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	Eligible (Limited) Policy (Restricted medical content +1 more)	129	8.48%	\$2,866.69
Riverside Medical CoolSculpting CoolSculpting® Elite +11 more riversidemedicalsc.com/coolsculpting/chicago_II Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treats Fat L. View assets details	3. liposuction	Eligible (Limited) Policy (Restricted drug terms +1 more)	164	6.57%	\$2,734.10
Riverside Medical CoolSculpting CoolSculpting® Elite +11 more riversidemedicalsc.com/coolsculpting/chicago_II Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treats Fat L. View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	63	2.63%	\$994.90
(Keyword Riverside Medical) CoolSculpting CoolSculpting® Elite +7 more riversidemedicalsc.com/coolsculpting/chicago_II 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	Eligible (Limited) Policy (Restricted drug terms +1 more)	38	10.03%	\$733.54
Riverside Medical CoolSculpting CoolSculpting® Elite +11 more riversidemedicalsc.com/coolsculpting/chicago_II 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)	22	6.65%	\$460.23
Riverside Medical CoolSculpting CoolSculpting® Elite +11 more					

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: \$97.65/day | Optimization score: 66.7% | More details | Campaign 5 of 9

Overview | Recommendations | Insights | Ad groups | Ads & assets | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Dynamic ad targets | Locations

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Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
Riverside Medical CoolSculpting CoolSculpting® Elite +11 more riversidemedicalsc.com/coolsculpting/chicago_II 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 - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	25	8.68%	\$419.80
Riverside Medical CoolSculpting CoolSculpting® Elite +6 more riversidemedicalsc.com/coolsculpting/chicago_II Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treats Fat L. View assets details	3. liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	27	5.25%	\$403.13
Riverside Medical CoolSculpting CoolSculpting® Elite +6 more riversidemedicalsc.com/coolsculpting/chicago_II 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)	8	4.94%	\$135.78
[Dynamically generated headline] [Dynamically generated display URL] The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freezes 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	6.35%	\$77.23
[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	11.11%	\$63.84
Riverside Medical CoolSculpting CoolSculpting® Elite +6 more riversidemedicalsc.com/coolsculpting/chicago_II 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 - general	Eligible (Limited) Policy (Restricted medical content +1 more)	3	4.35%	\$19.72
[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)	3	9.09%	\$16.67
Best Fat Reduction Treatment CoolSculpting Fat Freezing Save on CoolSculpting Prices www.riversidemedicalsc.com		Removed Policy (Restricted drug terms)	-	-	\$0.00

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: \$97.65/day | Optimization score: 66.7% | More details | Campaign 5 of 9

Overview | Recommendations | Insights | Ad groups | Ads & assets | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Dynamic ad targets | Locations

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Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
Without Surgery, CoolSculpting Targets Unwanted Fat that Resists Diet & Exercise. Free Consult.					
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.	cool sculpt does it work	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
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.	cool sculpt does it work	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...	cool sculpt results	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.	cool sculpt results	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Total: Ads in your current view					
Total: Campaign					

Show rows: 100 | 1 - 100 of 92,043

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Enabled Status: All ads limited by policy Type: Search Budget: \$97.65/day Optimization score: 66.7%

Responsive search ad

Assets Combinations

Asset status: All Add filter

Ad may be limited by policy: Restricted medical content, Restricted drug terms

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Riverside Medical	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	None	0	Advertiser
Affordable & Quick Treatments	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	127	Advertiser
Flexible Payment Options	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	20	Advertiser
No Surgery & Minimal Downtime	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	304	Advertiser
Fat Reduction Treatment	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	48	Advertiser
Freeze Your Fat Away Today	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	34	Advertiser
(Keyword:Riverside Medical)	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	1st position	634	Advertiser
Top Provider in Chicago, IL	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	17	Advertiser
CoolSculpting® Elite	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	1st position	89	Advertiser
50% Off 8+ Treatments	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	876	Advertiser

Enabled Status: All ads limited by policy Type: Search Budget: \$97.65/day Optimization score: 66.7%

Responsive search ad

Asset status: All Add filter

Ad may be limited by policy: Restricted medical content, Restricted drug terms

Asset	Status	Asset type	Position pinning	Impr.	Asset source
50% Off 8+ Treatments	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	876	Advertiser
Coolscutting	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	1st position	208	Advertiser
Coolscutting in Chicago, IL	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	1st position	427	Advertiser
CoolSculpting® Elite Chicago	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	1st position	163	Advertiser
Freeze Stubborn Fat 2x Faster	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	78	Advertiser
Next-Generation Fat Reduction	Eligible (Limited) Policy (Restricted medical content +1 more)	Headline	2nd position	17	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Eligible (Limited) Policy (Restricted medical content +1 more)	Description	None	20	Advertiser
Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolscutting Elite Treatments	Eligible (Limited) Policy (Restricted medical content +1 more)	Description	2nd position	1,256	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Eligible (Limited) Policy (Restricted medical content +1 more)	Description	None	1,481	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Eligible (Limited) Policy (Restricted medical content +1 more)	Description	None	20	Advertiser

Show rows: 100 1 - 19 of 19

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Enabled Status: All ads limited by policy Type: Search Budget: \$97.65/day Optimization score: 66.7%

Assets

Asset status: All Asset type: All Add filter

Asset	Asset type	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost	
Structured snippet											
Service catalog: CoolSculpting, Non-Surgical Liposuction,...	Structured snippet	MS search coolscutting	Campaign	Eligible	Advertiser	6	113	5.31%	\$16.97	\$101.84	
Sitelink											
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	MS search coolscutting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	308	4,136	7.45%	\$21.32	\$6,565.10	
5 Star Reviews Top Provider in Arlington Heights Read Real Client Reviews.	Sitelink	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	303	4,067	7.45%	\$21.23	\$6,431.91	
About Us Learn More About Our Team of Experienced Physicians.	Sitelink	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	241	3,444	7.00%	\$20.88	\$5,032.98	
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Chicago.	Sitelink	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	212	3,341	6.35%	\$20.43	\$4,330.96	
Book a Free Consultation Contact Us Today to Schedule Your Free Consultation.	Sitelink	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	152	2,706	5.62%	\$23.00	\$3,496.11	
Callout											
FDA Cleared	Callout	MS search coolscutting	Campaign	Eligible	Advertiser	117	1,557	7.51%	\$23.48	\$2,747.19	

Enabled Status: All ads limited by policy Type: Search Budget: \$97.65/day Optimization score: 66.7%

Assets

Asset status: All Asset type: All Add filter

Asset	Asset type	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost	
Callout											
FDA Cleared	Callout	MS search coolscutting	Campaign	Eligible	Advertiser	117	1,557	7.51%	\$23.48	\$2,747.19	
Freeze Your Fat	Callout	MS search coolscutting	Campaign	Eligible	Advertiser	104	1,457	7.14%	\$22.62	\$2,352.36	
Nonsurgical Fat Reduction	Callout	MS search coolscutting	Campaign	Eligible	Advertiser	93	1,258	7.39%	\$23.48	\$2,183.60	
Liposuction Alternative	Callout	MS search coolscutting	Campaign	Eligible	Advertiser	96	1,340	7.16%	\$22.31	\$2,142.09	
Highlights: No Surgery	Callout	MS search coolscutting	Campaign	Eligible	Advertiser	98	1,364	7.18%	\$20.75	\$2,033.96	
Up to 50% Off	Callout	MS search coolscutting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00	
Contact Us + Free Consult	Callout	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00	
5-Star Rated Medspa	Callout	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00	
Promotion											
Fall Sale - Up to 50% off 8+ Treatments	Promotion	MS search coolscutting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	234	3,034	7.71%	\$15.47	\$3,618.81	
Winter Sale - Up to 25% off CoolSculpting	Promotion	MS search coolscutting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00	
Spring Sale - 50% off 16+ Treatments	Promotion	MS search coolscutting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00	




Enabled Status: All ads limited by policy Type: Search Budget: \$97.65/day Optimization score: 66.7%

Assets

Asset status: All Asset type: All Add filter

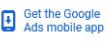
Asset	Asset type	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost	
Business name											
Riverside Medical, S.C	Business name	MS search coolscutting	Campaign	Eligible	Advertiser	452	7,549	5.99%	\$18.24	\$8,246.66	
Call											
847-577-9300	Call	Account	Account	Eligible	Advertiser	13	370	3.51%	\$35.30	\$458.94	
847-577-9300	Call	Account	Account	Removed	Advertiser	10	220	4.55%	\$15.86	\$158.62	
Business logo											
RIVERSIDE MEDICAL, S.C	Business logo	MS search coolscutting	Campaign	Removed Disapproved (Business Logo Blurry)	Advertiser	0	0	-	-	\$0.00	
	Business logo	MS search coolscutting	Campaign	Not eligible Disapproved (Business Logo Irrelevance)	Advertiser	0	0	-	-	\$0.00	
Image											
	Image	MS search coolscutting	Campaign	Eligible	Advertiser	144	2,373	6.07%	\$19.31	\$2,780.27	
Total: Images						144	2,373	6.07%	\$19.31	\$2,780.27	
Total: Business name						452	7,549	5.99%	\$18.24	\$8,246.66	
Total: Sitelinks						315	4,163	7.57%	\$21.41	\$6,745.50	
Total: Callouts						180	2,638	6.82%	\$21.35	\$3,842.30	

Enabled
Status: All ads limited by policy
Type: Search
Budget: \$97.65/day
Optimization score: 66.7%
More details
Campaign 5 of 9

Overview	Asset	Asset type	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost		
Recommendations	<input type="checkbox"/>	Asset											
Insights	<input type="checkbox"/>		Business logo	MS search coolsculpting	Campaign	Disapproved (Business Logo Blurry)	0	0	-	-	\$0.00		
Ad groups	<input type="checkbox"/>		Business logo	MS search coolsculpting	Campaign	Not eligible Disapproved (Business Logo Irrelevance)	0	0	-	-	\$0.00		
Ads & assets	Image												
Ads	<input type="checkbox"/>		Image	MS search coolsculpting	Campaign	Eligible	Advertiser	144	2,373	6.07%	\$19.31	\$2,780.27	
Assets	Image												
Landing pages	Image												
Keywords	Image												
Audiences	Image												
Settings	Image												
Change history	Image												
Suggested	Image												
Dynamic ad targets	Image												
Locations	Image												
Summary								Total: Images	144	2,373	6.07%	\$19.31	\$2,780.27
								Total: Business name	452	7,549	5.99%	\$18.24	\$8,246.66
								Total: Sitelinks	315	4,163	7.57%	\$21.41	\$6,745.50
								Total: Callouts	180	2,638	6.82%	\$21.35	\$3,842.30
								Total: Structured snippets	6	113	5.31%	\$16.97	\$101.84
								Total: Calls	23	590	3.90%	\$26.85	\$617.56
								Total: Promotions	234	3,034	7.71%	\$15.47	\$3,618.81

Show rows: 1 - 28 of 28

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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_171

Invoice Date: October 1, 2023

Payment Due: October 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 October 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_173
Invoice Date: November 1, 2023
Payment Due: November 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 November 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_177
Invoice Date: December 1, 2023
Payment Due: December 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 December 1, 2023 using  ending in 4840: \$1,000.00

Amount Due (USD): \$0.00