

Shore Medical Aesthetics Coolsculpting Google Adwords Q4 2019 (10/01/2019 - 12/31/2019)

search | beta | coolsculpting: \$1,408.99
 search | alpha | coolsculpting: \$1,288.88

Total Google Ads Spend: \$2,697.87
Facebook Ads Spend: \$410.65
Total Media Spend: \$3,108.52

Google Ads | Chris Zelig > Shore Medic... | 886-007-8544 | All campaigns

Use optimized ad rotation for 6 ad groups | 2 ads disapproved

Overview | Campaigns | Recommendations | Campaign status: All, Campaign name contains coolsc | View all | ADD FILTER

| Campaign | Budget | Status | Clicks | CTR | Cost |
|--------------------------------|-------------------------------|----------|--------|-------|------------|
| search beta coolsculpting | \$16.47/day | Eligible | 65 | 6.59% | \$1,408.99 |
| search alpha coolsculpting | \$18.29/day | Eligible | 47 | 5.69% | \$1,288.88 |
| CoolSculpting | \$16.45/day \$500.08/month | Paused | 0 | - | \$0.00 |
| Total: Filtered ca... | | | 112 | 6.18% | \$2,697.87 |
| Total: Account | | | 381 | 6.00% | \$6,042.31 |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) 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.
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Google Ads | Chris Zelig > Shore Medic... | 886-007-8544 | All campaigns > search | beta | coolscu...

Enabled | Status: Eligible | Type: Search | Budget: \$16.47/day | Optimization score: 91.4%

Overview | Recommendations | Ad status: All | ADD FILTER

| Ad | Ad group | Status | Clicks | CTR | Cost |
|---|-------------------------------|---|--------|--------|----------|
| Total: Ads | | | | | |
| CoolSculpting in Babylon #1 Fat Reduction Treatment Best Prices. FDA-Cleared. shoremedaesthetics.com/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free CoolSculpting® Consultation Today | 6. coolsculpting - fat freeze | Ad group paused | 10 | 10.00% | \$305.46 |
| CoolSculpting in Babylon #1 Fat Reduction Treatment No Surgery & Minimal Downtime shoremedaesthetics.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation | 0. coolsculpting - general | Approved | 12 | 6.28% | \$225.56 |
| #1 Provider in Babylon Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more shoremedaesthetics.com/coolsculpting/babylon #1 CoolSculpting Deal. Freeze Fat. Top Provider in Babylon, NY. Free Consult. Expert, Safe Fat Loss With... | 0. coolsculpting - general | Approved (limited): Restricted drug terms +1 more | 11 | 8.46% | \$217.02 |

Google Ads | Chris Zelig > Shore Medic... | 886-007-8544 | All campaigns > search | beta | coolscu...

Enabled | Status: Eligible | Type: Search | Budget: \$16.47/day | Optimization score: 91.4%

Overview | Recommendations | Ad status: All | ADD FILTER

| Ad | Ad group | Status | Clicks | CTR | Cost |
|--|----------------------------|--|--------|--------|----------|
| Total: Ads | | | | | |
| 25% Off All CoolSculpting® Best Price in Babylon Shore Medical Aesthetics +6 more shoremedaesthetics.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minim... | 1. coolsculpting - price | Approved (limited): Restricted medical content +1 more | 9 | 13.85% | \$216.90 |
| {Keyword:Best Price in New York} Shore Medical Aesthetics Flexible Payment Options shoremedaesthetics.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today. | 1. coolsculpting - price | Approved | 5 | 15.63% | \$97.40 |
| #1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Shore Medical Aesthetics shoremedaesthetics.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Babylon, NY. Schedule a Free Consultation | 0. coolsculpting - general | Approved | 4 | 6.25% | \$95.85 |
| CoolSculpting in Babylon #1 Fat Reduction Treatment No Surgery & Minimal Downtime shoremedaesthetics.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat | 3. body sculpting | Approved | 3 | 5.00% | \$61.03 |

Google Ads | Chris Zelig > Shore Medic... | 886-007-8544 | All campaigns > search | beta | coolscu...

Enabled | Status: Eligible | Type: Search | Budget: \$16.47/day | Optimization score: 91.4%

Overview | Recommendations | Ad status: All | ADD FILTER

| Ad | Ad group | Status | Clicks | CTR | Cost |
|---|-------------------|---|--------|--------|---------|
| Total: Ads | | | | | |
| CoolSculpting in Babylon #1 Fat Reduction Treatment No Surgery & Minimal Downtime shoremedaesthetics.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation | 3. body sculpting | Approved | 3 | 5.00% | \$61.03 |
| #1 Provider in Babylon Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more shoremedaesthetics.com/coolsculpting/babylon #1 CoolSculpting Deal. Freeze Fat. Top Provider in Babylon, NY. Free Consult. Expert, Safe Fat Loss With... | 2. cryolipolysis | Approved (limited): Restricted drug terms | 2 | 10.53% | \$44.97 |
| #1 Provider in Babylon Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more shoremedaesthetics.com/coolsculpting/babylon #1 CoolSculpting Deal. Freeze Fat. Top Provider in Babylon, NY. Free Consult. Expert, Safe Fat Loss With... | 3. body sculpting | Approved (limited): Restricted drug terms | 2 | 2.99% | \$34.29 |
| #1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Shore Medical Aesthetics shoremedaesthetics.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool | 2. cryolipolysis | Approved | 1 | 20.00% | \$28.26 |

Google Ads | Chris Zelig > Shore Medic... | 886-007-8544 | All campaigns > search | beta | coolscu...

Enabled | Status: Eligible | Type: Search | Budget: \$16.47/day | Optimization score: 91.4%

Overview | Recommendations | Ad status: All | ADD FILTER

| Ad | Ad group | Status | Clicks | CTR | Cost |
|---|----------------------------|----------|--------|--------|---------|
| Total: Ads | | | | | |
| #1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Shore Medical Aesthetics shoremedaesthetics.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Babylon, NY. Schedule a Free Consultation | 2. cryolipolysis | Approved | 1 | 20.00% | \$28.26 |
| 25% Off Coolsculpting® Cost New Client Special Shore Medical Aesthetics shoremedaesthetics.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. How Much Does Coolsculpting Cost? Less Than You Might Think! Book A Free Consultation Now! | 1. coolsculpting - price | Approved | 2 | 14.29% | \$25.31 |
| 25% Off All CoolSculpting® Shore Medical Aesthetics #1 Provider in Babylon shoremedaesthetics.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Babylon, NY. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 0. coolsculpting - general | Approved | 1 | 1.79% | \$24.47 |
| #1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Shore Medical Aesthetics shoremedaesthetics.com/coolsculpting | | | | | |

Google Ads | Chris Zelig > Shore Medic... | 886-007-8544 | All campaigns > search | beta | coolscu... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$16.47/day, Optimization score: 91.4%

Recommendations: Ad status: All, ADD FILTER

| Ad groups | Ad | Ad group | Status | Clicks | CTR | Cost |
|--------------|---|-------------------------------|--|--------|-------|---------|
| Total: Ads 2 | | | | | | |
| | #1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Shore Medical Aesthetics shoremedaesthetics.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Babylon, NY. Schedule a Free Consultation | 3. body sculpting | Approved | 1 | 4.17% | \$24.30 |
| | 25% Off All Fat Freezing Shore Medical Aesthetics #1 Provider in Babylon shoremedaesthetics.com/coolsculpting/fat-freezing #1 CoolSculpting® Deal. Top Provider in Babylon, NY for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 6. coolsculpting - fat freeze | Ad group paused | 1 | 4.55% | \$6.59 |
| | #1 Provider in Babylon Quick & Painless Fat Freezing Fat Freezing for 25% Off +9 more shoremedaesthetics.com/fat-freezing/babylon #1 CoolSculpting Deal. Top Provider In Babylon, NY for Freezing Fat. Free Consult. Expert, Safe Fat Loss With... View assets details | 6. coolsculpting - fat freeze | Ad group paused Approved (limited): Restricted medical content +1 more | 1 | 2.70% | \$1.58 |
| | #1 Cool Sculpting Deal 25% off 25% Off Cool Sculpting in NY CoolSculpting New York +3 more shoremedaesthetics.com/coolsculpting/new_york #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider | 2. cryolipolysis | Removed Approved (limited): | 0 | - | \$0.00 |

Google Ads | Chris Zelig > Shore Medic... | 886-007-8544 | All campaigns > search | beta | coolscu... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$16.47/day, Optimization score: 91.4%

Recommendations: Ad status: All, ADD FILTER

| Ad groups | Ad | Ad group | Status | Clicks | CTR | Cost |
|-------------------|---|-------------------------------|-----------------|--------|-------|--------|
| Total: Ads 2 | | | | | | |
| | Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation | | | | | |
| | Shore Medical Aesthetics Freezing Fat Really Works 25% Off First Treatment shoremedaesthetics.com/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Babylon, NY. Schedule a Free Consultation | 6. coolsculpting - fat freeze | Ad group paused | 0 | 0.00% | \$0.00 |
| Total: Ads 2 | | | | | | |
| Total: Campaign 2 | | | | | | |

Show rows: 500 | 1 - 58 of 58

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Google Ads | Chris Zelig > Shore Medic... | 886-007-8544 | All campaigns > search | beta | coolscu... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$16.47/day, Optimization score: 91.4%

Recommendations: Custom Oct 1 - Dec 31, 2019

Extensions: Extension type: All, ADD FILTER

| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
|---|--------------------|-------------------------------|----------|--|--------|-------|----------|
| Sitelink extension | | | | | | | |
| 25% Off All Fat Areas Save 25% Off on Cools... New Client Special | Sitelink extension | search beta coolsculpting | Campaign | Approved (limited): Restricted drug terms | 0 | - | \$0.00 |
| State-of-the-Art Facility Advanced Fat Freezin... Latest Applicators & D... | Sitelink extension | search beta coolsculpting | Campaign | Approved (limited): Restricted drug terms | 0 | - | \$0.00 |
| 5 Star Reviews Real CoolSculpting Re... & Patient Testimonials | Sitelink extension | search beta coolsculpting | Campaign | Approved (limited): Restricted drug terms | 0 | - | \$0.00 |
| Before and After Photos See Coolsculpting Before and After Photos | Sitelink extension | search beta coolsculpting | Campaign | Approved (limited): Restricted drug terms | 0 | - | \$0.00 |
| Call extension | | | | | | | |
| (516) 690-7546 | Call extension | Account | Account | Approved | 7 | 7.37% | \$217.95 |

Google Ads | Chris Zelig > Shore Medic... | 886-007-8544 | All campaigns > search | beta | coolscu... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$16.47/day, Optimization score: 91.4%

Recommendations: Extension type: All, ADD FILTER

| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
|---|--------------------|-------------------------------|----------|----------|--------|-------|----------|
| Call extension | | | | | | | |
| (516) 690-7546 | Call extension | Account | Account | Approved | 7 | 7.37% | \$217.95 |
| (516) 690-7546 (mobile) | Call extension | Account | Account | Approved | 5 | 4.42% | \$97.95 |
| Location extension | | | | | | | |
| shoremedaesthetics@... All locations selected | Location extension | Account | Account | - | - | - | - |
| Callout extension | | | | | | | |
| Highlights: No Surgery | Callout extension | search beta coolsculpting | Campaign | Approved | 23 | 7.99% | \$543.68 |
| Liposuction Alternative | Callout extension | search beta coolsculpting | Campaign | Approved | 19 | 7.25% | \$532.59 |
| Freeze Your Fat | Callout extension | search beta coolsculpting | Campaign | Approved | 7 | 8.75% | \$200.31 |
| Nonsurgical Fat Reduc... | Callout extension | search beta coolsculpting | Campaign | Approved | 7 | 8.54% | \$132.01 |

Google Ads | Chris Zelig > Shore Medic... | 886-007-8544 | All campaigns > search | beta | coolscu... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$16.47/day, Optimization score: 91.4%

Recommendations: Extension type: All, ADD FILTER

| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost | | |
|--|------------------------------|-------------------------------|----------|----------|--------|-------|----------|-------|----------|
| Call extension | | | | | | | | | |
| (516) 690-7546 | Call extension | Account | Account | Approved | 7 | 7.37% | \$217.95 | | |
| (516) 690-7546 (mobile) | Call extension | Account | Account | Approved | 5 | 4.42% | \$97.95 | | |
| Location extension | | | | | | | | | |
| shoremedaesthetics@... All locations selected | Location extension | Account | Account | - | - | - | - | | |
| Callout extension | | | | | | | | | |
| Highlights: No Surgery | Callout extension | search beta coolsculpting | Campaign | Approved | 23 | 7.99% | \$543.68 | | |
| Liposuction Alternative | Callout extension | search beta coolsculpting | Campaign | Approved | 19 | 7.25% | \$532.59 | | |
| Freeze Your Fat | Callout extension | search beta coolsculpting | Campaign | Approved | 7 | 8.75% | \$200.31 | | |
| Nonsurgical Fat Reduc... | Callout extension | search beta coolsculpting | Campaign | Approved | 7 | 8.54% | \$132.01 | | |
| Structured snippet extension | | | | | | | | | |
| Service catalog: Coolsculpting, Non-Surgical Liposuction,... | Structured snippet extension | search beta coolsculpting | Campaign | Approved | 0 | 0.00% | \$0.00 | | |
| Promotion extension | | | | | | | | | |
| 25% off for New Clients | Promotion extension | search beta coolsculpting | Campaign | Approved | 16 | 7.96% | \$421.68 | | |
| Total: Sitelink extensions | | | | | | | 0 | 0.00% | \$0.00 |
| Total: Callout extensions | | | | | | | 37 | 7.17% | \$822.82 |
| Total: Structured snippet extensi... | | | | | | | 0 | 0.00% | \$0.00 |

Google Ads | Chris Zelig > Shore Medic... | 886-007-8544 | All campaigns > search | beta | coolscu... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$16.47/day, Optimization score: 91.4%

Recommendations: Extension type: All, ADD FILTER

| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost | | |
|--|------------------------------|-------------------------------|----------|----------|--------|-------|----------|-------|----------|
| Call extension | | | | | | | | | |
| (516) 690-7546 | Call extension | Account | Account | Approved | 7 | 7.37% | \$217.95 | | |
| (516) 690-7546 (mobile) | Call extension | Account | Account | Approved | 5 | 4.42% | \$97.95 | | |
| Location extension | | | | | | | | | |
| shoremedaesthetics@... All locations selected | Location extension | Account | Account | - | - | - | - | | |
| Callout extension | | | | | | | | | |
| Highlights: No Surgery | Callout extension | search beta coolsculpting | Campaign | Approved | 23 | 7.99% | \$543.68 | | |
| Liposuction Alternative | Callout extension | search beta coolsculpting | Campaign | Approved | 19 | 7.25% | \$532.59 | | |
| Freeze Your Fat | Callout extension | search beta coolsculpting | Campaign | Approved | 7 | 8.75% | \$200.31 | | |
| Nonsurgical Fat Reduc... | Callout extension | search beta coolsculpting | Campaign | Approved | 7 | 8.54% | \$132.01 | | |
| Structured snippet extension | | | | | | | | | |
| Service catalog: Coolsculpting, Non-Surgical Liposuction,... | Structured snippet extension | search beta coolsculpting | Campaign | Approved | 0 | 0.00% | \$0.00 | | |
| Promotion extension | | | | | | | | | |
| 25% off for New Clients | Promotion extension | search beta coolsculpting | Campaign | Approved | 16 | 7.96% | \$421.68 | | |
| Total: Sitelink extensions | | | | | | | 0 | 0.00% | \$0.00 |
| Total: Callout extensions | | | | | | | 37 | 7.17% | \$822.82 |
| Total: Structured snippet extensi... | | | | | | | 0 | 0.00% | \$0.00 |
| Total: Call extensions | | | | | | | 12 | 5.77% | \$315.90 |
| Total: Location extensions | | | | | | | 15 | 7.04% | \$426.90 |
| Total: Promotion extensions | | | | | | | 16 | 7.80% | \$421.68 |

Show rows: 500 | 1 - 16 of 16

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| Overview | Enabled | Status: Eligible | Type: Search | Budget: \$18.29/day | Optimization score: 91.2% | More details |
|---|----------------------------|---|--------------|---------------------|---------------------------|--------------|
| Ads Custom Oct 1 - Dec 31, 2019 | | | | | | |
| Ad status: All ADD FILTER | | | | | | |
| Ad | Ad group | Status | Clicks | CTR | Cost | |
| #1 Provider in Babylon Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more shoremedaesthetics.com/coolsculpting/babylon #1 CoolSculpting Deal. Freeze Fat. Top Provider in Babylon, NY. Free Consult. Expert, Safe Fat Loss With... View assets details | 0. coolsculpting - general | Approved (limited): Restricted drug terms +1 more | 12 | 5.15% | \$260.34 | |
| 25% Off All CoolSculpting® Shore Medical Aesthetics #1 Provider in Babylon shoremedaesthetics.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Babylon, NY. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 0. coolsculpting - general | Approved | 7 | 5.34% | \$234.71 | |
| CoolSculpting in Babylon #1 Fat Reduction Treatment No Surgery & Minimal Downtime shoremedaesthetics.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation | 0. coolsculpting - general | Approved | 6 | 3.09% | \$233.22 | |
| CoolSculpting in Babylon #1 Fat Reduction Treatment Best Prices. FDA-Cleared. shoremedaesthetics.com/coolsculpting/fat-freezing | 6. coolsculpting - fat | | | | | |

| Overview | Enabled | Status: Eligible | Type: Search | Budget: \$18.29/day | Optimization score: 91.2% | More details |
|---|-------------------------------|--|--------------|---------------------|---------------------------|--------------|
| Ads Custom Oct 1 - Dec 31, 2019 | | | | | | |
| Ad status: All ADD FILTER | | | | | | |
| Ad | Ad group | Status | Clicks | CTR | Cost | |
| CoolSculpting in Babylon #1 Fat Reduction Treatment Best Prices. FDA-Cleared. shoremedaesthetics.com/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book A Free CoolSculpting® Consultation Today | 6. coolsculpting - fat freeze | Approved | 8 | 16.33% | \$195.31 | |
| #1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Shore Medical Aesthetics shoremedaesthetics.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Babylon, NY. Schedule a Free Consultation | 0. coolsculpting - general | Approved | 4 | 3.64% | \$161.03 | |
| 25% Off All CoolSculpting® Best Price in Babylon Shore Medical Aesthetics +6 more shoremedaesthetics.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minim... View assets details | 1. coolsculpting - price | Poor ad strength Approved (limited): Restricted drug terms +1 more | 6 | 20.69% | \$136.75 | |
| 25% Off All Fat Freezing Shore Medical Aesthetics #1 Provider in Babylon shoremedaesthetics.com/coolsculpting/fat-freezing #1 CoolSculpting® Deal. Top Provider in Babylon, NY for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 6. coolsculpting - fat freeze | Approved | 3 | 17.65% | \$48.64 | |

| Overview | Enabled | Status: Eligible | Type: Search | Budget: \$18.29/day | Optimization score: 91.2% | More details |
|--|--------------------------|------------------|--------------|---------------------|---------------------------|--------------|
| Ads Custom Oct 1 - Dec 31, 2019 | | | | | | |
| Ad status: All ADD FILTER | | | | | | |
| Ad | Ad group | Status | Clicks | CTR | Cost | |
| 25% Off All CoolSculpting® Affordable & Quick Treatments Shore Medical Aesthetics shoremedaesthetics.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much Is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now! | 1. coolsculpting - price | Approved | 1 | 11.11% | \$18.88 | |
| Best Price in Babylon Shore Medical Aesthetics Flexible Payment Options shoremedaesthetics.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today. | 1. coolsculpting - price | Approved | 0 | 0.00% | \$0.00 | |
| {Keyword:Best Price in Babylon} Shore Medical Aesthetics Flexible Payment Options shoremedaesthetics.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today. | 1. coolsculpting - price | Approved | 0 | 0.00% | \$0.00 | |
| 25% Off CoolSculpting® Cost New Client Special Shore Medical Aesthetics shoremedaesthetics.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. How Much Does CoolSculpting Cost? Less Than You Might | 1. coolsculpting - price | Approved | 0 | 0.00% | \$0.00 | |

| Overview | Enabled | Status: Eligible | Type: Search | Budget: \$18.29/day | Optimization score: 91.2% | More details |
|--|--------------------|--|--------------|---------------------|---------------------------|--------------|
| Ads Custom Oct 1 - Dec 31, 2019 | | | | | | |
| Ad status: All ADD FILTER | | | | | | |
| Ad | Ad group | Status | Clicks | CTR | Cost | |
| Aesthetics #1 Provider in Babylon shoremedaesthetics.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Babylon, NY. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | coolsculpting face | Approved (limited): Restricted drug terms | 0 | - | \$0.00 | |
| CoolSculpting in Babylon #1 Fat Reduction Treatment No Surgery & Minimal Downtime shoremedaesthetics.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation | coolsculpting face | Approved (limited): Restricted medical content +1 more | 0 | - | \$0.00 | |
| Total: Ads | | | 47 | 5.69% | \$1,288.88 | |
| Total: Campaign | | | 47 | 5.69% | \$1,288.88 | |
| Show rows: 500 1 - 29 of 29 | | | | | | |
| Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) 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. | | | | | | |
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| Overview | Enabled | Status: Eligible | Type: Search | Budget: \$18.29/day | Optimization score: 91.2% | More details | |
|---|--------------------|--------------------------------|--------------|---|---------------------------|--------------|----------|
| Extensions Custom Oct 1 - Dec 31, 2019 | | | | | | | |
| Extension type: All ADD FILTER | | | | | | | |
| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
| Sitelink extension | | | | | | | |
| 25% Off All Fat Areas Save 25% Off on CoolS... New Client Special | Sitelink extension | search alpha coolsculpt... | Campaign | Approved (limited): Restricted drug terms | 0 | - | \$0.00 |
| State-of-the-Art Facility Advanced Fat Freezin... Latest Applicators & D... | Sitelink extension | search alpha coolsculpt... | Campaign | Approved (limited): Restricted drug terms | 0 | - | \$0.00 |
| 5 Star Reviews Real CoolSculpting Re... & Patient Testimonials | Sitelink extension | search alpha coolsculpt... | Campaign | Approved (limited): Restricted drug terms | 0 | - | \$0.00 |
| Before and After Photos See CoolSculpting Before and After Photos | Sitelink extension | search alpha coolsculpt... | Campaign | Approved (limited): Restricted drug terms | 0 | - | \$0.00 |
| Call extension | | | | | | | |
| (516) 690-7546 (mobile) | Call extension | Account | Account | Approved | 5 | 8.06% | \$114.65 |

| Overview | Enabled | Status: Eligible | Type: Search | Budget: \$18.29/day | Optimization score: 91.2% | More details | |
|---|--------------------|--------------------------------|--------------|---------------------|---------------------------|--------------|----------|
| Extensions Custom Oct 1 - Dec 31, 2019 | | | | | | | |
| Extension type: All ADD FILTER | | | | | | | |
| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
| Call extension | | | | | | | |
| (516) 690-7546 (mobile) | Call extension | Account | Account | Approved | 5 | 8.06% | \$114.65 |
| (516) 690-7546 | Call extension | Account | Account | Approved | 1 | 3.33% | \$27.95 |
| Location extension | | | | | | | |
| shoremedaesthetics@... All locations selected | Location extension | Account | Account | - | - | - | - |
| Callout extension | | | | | | | |
| New Clients 25% Off | Callout extension | search alpha coolsculpt... | Campaign | Approved | 9 | 19.15% | \$212.39 |
| FDA Approved | Callout extension | search alpha coolsculpt... | Campaign | Approved | 7 | 12.73% | \$184.57 |
| Liposuction Alternative | Callout extension | search alpha coolsculpt... | Campaign | Approved | 5 | 10.42% | \$134.65 |
| Highlights: No Surgery | Callout extension | search alpha coolsculpt... | Campaign | Approved | 4 | 8.70% | \$96.43 |

Google Ads | Chris Zelig > Shore Medic... | 886-007-8544 | All campaigns > search | alpha | coolsc...

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$18.29/day | Optimization score: 91.2%

| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
|--------------------------------------|--|---------------------------------|----------|----------|--------|--------|----------|
| <input type="checkbox"/> | Freeze Your Fat | search alpha coolsculpti... | Campaign | Approved | 3 | 5.45% | \$83.55 |
| <input type="checkbox"/> | Nonsurgical Fat Reduc... | search alpha coolsculpti... | Campaign | Approved | 3 | 7.32% | \$64.58 |
| <input type="checkbox"/> | Contact Us + Free Con... | search alpha coolsculpti... | Campaign | Approved | 2 | 5.71% | \$52.18 |
| Structured snippet extension | | | | | | | |
| <input type="checkbox"/> | Service catalog: Coolsculpting, Non-Surgical Liposuction,... | search alpha coolsculpti... | Campaign | Approved | 0 | 0.00% | \$0.00 |
| Promotion extension | | | | | | | |
| <input type="checkbox"/> | 25% off for New Clients | search alpha coolsculpti... | Campaign | Approved | 12 | 10.00% | \$257.71 |
| Total: Sitelink extensions | | | | | 0 | 0.00% | \$0.00 |
| Total: Callout extensions | | | | | 25 | 7.84% | \$704.13 |
| Total: Structured snippet extensi... | | | | | 0 | 0.00% | \$0.00 |

Google Ads | Chris Zelig > Shore Medic... | 886-007-8544 | All campaigns > search | alpha | coolsc...

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$18.29/day | Optimization score: 91.2%

| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
|--------------------------------------|-------------------------|---------------------------------|----------|----------|--------|--------|----------|
| <input type="checkbox"/> | 25% off for New Clients | search alpha coolsculpti... | Campaign | Approved | 12 | 10.00% | \$257.71 |
| Total: Sitelink extensions | | | | | 0 | 0.00% | \$0.00 |
| Total: Callout extensions | | | | | 25 | 7.84% | \$704.13 |
| Total: Structured snippet extensi... | | | | | 0 | 0.00% | \$0.00 |
| Total: Call extensions | | | | | 6 | 6.52% | \$142.60 |
| Total: Location extensions | | | | | 13 | 3.85% | \$312.28 |
| Total: Promotion extensions | | | | | 13 | 10.57% | \$291.80 |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) 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.

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Facebook Ads Manager | Robert Caiati (360110383) | Updated just now | Discard Drafts | Review and Publish

Search business | Oct 1, 2019 - Dec 31, 2019

Account Overview | Campaigns (2 selected) | Ad Sets for 2 Campaigns | Ads for 2 Campaigns

| Ad Name | Bid Strategy | Budget | Last Significant Edit | Results | Reach | Impressions | Cost per Result | Quality Ranking | Engagement Rate | Conversion Rate | Amount Spent |
|---|-----------------------------|------------------|-----------------------|----------------|--------------|--------------|-----------------------|-----------------|---------------------------------|---------------------------------|----------------------|
| [09/02/2018] Promoting Shore Medical Aesthetics ... | Lowest cost Page Likes | \$5.00 Daily | | 131 Page Likes | 7,066 | 15,007 | \$3.06 Per Page Li... | Above average | Below average Bottom 10% of ads | Below average Bottom 10% of ads | \$400.29 |
| Event: CoolSculpting Event | Lowest cost Event Respon... | \$40.00 Lifetime | | 4 Event Res... | 330 | 497 | \$2.59 Per Event ... | --- | --- | --- | \$10.36 |
| Results from 2 ads | | | | | 7,340 People | 15,504 Total | --- | --- | --- | --- | \$410.65 Total Spent |

Facebook Ads Manager | Edit | Review

[09/02/2018] Promoting Shore Medical Aesthetics ...

Identity: Facebook Page | Shore Medical Aesthetics and ...

Ad Setup: Media | Primary Text: Robert Caiati, M.D. | Coolsculpting

Mobile News Feed Preview: Suggested Page | Shore Medical Aesthetics and Anti-Aging | 1,697 people like this

Buttons: Discard Draft, Publish

Facebook Ads Manager | Edit | Review

Event: CoolSculpting Event

Identity: Facebook Page | Shore Medical Aesthetics and ...

Create Ad: Media | Primary Text: Join us for a night of demos, giveaways, raffles and exclusive discounts!

Mobile News Feed Preview: CoolSculpting Event | THU OCT 10, 2019 | 21 people interested - 4 going

Buttons: Discard Draft, Publish