

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

search | beta | emsulpt: \$706.77  
 search | alpha | emsulpt: \$517.69

**Total Google Ads Spend: \$1,224.46**  
**Facebook Ads Spend: \$913.96**  
**Total Media Spend: \$2,138.42**

Google Ads | Chris Zelig | Shore Medic... | All campaigns

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

Overview | Campaigns

Recommendations

Ad status: All | Campaign name contains emsulpt | View all | ADD FILTER

| Campaign                 | Budget       | Status   | Clicks | CTR   | Cost       |
|--------------------------|--------------|----------|--------|-------|------------|
| search   beta   emsulpt  | \$18.31/day  | Eligible | 23     | 3.95% | \$706.77   |
| search   alpha   emsulpt | \$22.05/day  | Eligible | 25     | 3.64% | \$517.69   |
| Total: Filtered ca...    |              |          | 48     | 3.78% | \$1,224.46 |
| Total: Account           | \$130.90/day |          | 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.  
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Google Ads | Chris Zelig | Shore Medic... | search | beta | emsulpt

Use optimized ad rotation for 3 ad groups | Use Maximize conversions bidding on this campaign

Overview | Ads

Ad status: All | ADD FILTER

| Ad  | Ad group             | Status   | Clicks | CTR   | Cost     |
|---|----------------------|--|--------|-------|----------|
| #1 Provider in Babylon   New Client Specials   FDA Cleared Safe + Effective<br>www.shoremedaesthetics.com<br>Frustrated By Stubborn Bulges? Melt Them Away and Build Muscle with Emsculpt®. Get Started Today for 20% Off. A Trained Specialist is Waiting to Change Your Life.                   | 0. emsulpt - general | Approved (limited): Restricted medical content +1 more | 2      | 1.94% | \$163.12 |
| Leading Emsculpt® Provider   Let the Fat Melt Away   Equals 20,000 Squats/Crunches<br>www.shoremedaesthetics.com<br>Emsculpt® Is the Natural Looking and Long Lasting Way to a Six Pack or a Better Butt. All It Takes? Sit Back and Relax for 30 Minutes. Book A Free Consult for 20% Off Today! | 0. emsulpt - general | Approved (limited): Restricted medical content +1 more | 5      | 6.10% | \$114.23 |
| Shore Medical Aesthetics   20% Off Emsculpt® Special   Babylon's #1 Provider<br>www.shoremedaesthetics.com<br>Quick, Painless, No Recovery. In a Half Hour, Emsculpt® Does the Work of 20,000 Crunches! Get Rid of Fat. Build Muscle. Emsculpt® Is the Natural Looking Way to Look Incredible.    | 0. emsulpt - general | Approved (limited): Restricted medical content +1 more | 3      | 3.49% | \$103.70 |
| {Keyword:Best Price in Babylon}   Shore Medical Aesthetics   #1 Provider in Babylon   +5 more   |                      | Approved (limited):                                    |        |       |          |

Google Ads | Chris Zelig | Shore Medic... | search | beta | emsulpt

Use optimized ad rotation for 3 ad groups | Use Maximize conversions bidding on this campaign

Overview | Ads

Ad status: All | ADD FILTER

| Ad  | Ad group             | Status   | Clicks | CTR    | Cost    |
|---|----------------------|--|--------|--------|---------|
| {Keyword:Best Price in Babylon}   Shore Medical Aesthetics   #1 Provider in Babylon   +5 more<br>www.shoremedaesthetics.com<br>Sit Back, Relax, and Let the Stubborn Fat Melt Away. Emsculpt® Treatments Take 30 Minutes. Dream of a Six Pack Today!  | 0. emsulpt - general | Approved (limited): Speculative and Experimental Medical Treatment +2 more | 3      | 4.17%  | \$93.34 |
| Best Price in Babylon   Shore Medical Aesthetics   20% Off Emsculpt® Special<br>www.shoremedaesthetics.com<br>Quick, Painless, No Recovery. In a Half Hour, Emsculpt® Does the Work of 20,000 Crunches! Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. | 1. emsulpt - price   | Approved (limited): Restricted medical content +1 more                     | 2      | 11.11% | \$88.04 |
| #1 Provider in Babylon   20% Off All Body Contouring   New Client Special   +6 more<br>www.shoremedaesthetics.com<br>Fast Treatments, No Downtime, Long Lasting, Natural Looking. Book a Free Consult Here. Emsculpt® is Body Contouring.   | 2. body contouring   | Approved (limited): Restricted medical content +1 more                     | 3      | 11.11% | \$56.65 |
| 20% Off Emsculpt® Special   FDA Cleared Safe + Effective   Shore Medical Aesthetics<br>www.shoremedaesthetics.com<br>Frustrated By Stubborn Bulges? Melt Them Away and Build Muscle with Emsculpt®. How Much Is Emsculpt® A Lot Less Than You Might Think. Book A Free Consultation Now!    | 1. emsulpt - price   | Approved (limited): Restricted medical content +1 more                     | 2      | 6.90%  | \$49.88 |

Google Ads | Chris Zelig | Shore Medic... | search | beta | emsulpt

Use optimized ad rotation for 3 ad groups | Use Maximize conversions bidding on this campaign

Overview | Ads

Ad status: All | ADD FILTER

| Ad  | Ad group             | Status  | Clicks | CTR    | Cost    |
|---|----------------------|---|--------|--------|---------|
| Emsculpt® Body Sculpting   Shore Medical Aesthetics   New Client Special<br>www.shoremedaesthetics.com<br>Build 20,000 Crunches/Squats of Muscle, Melt Away Stubborn Fat. Transform Your Physique! Is Emsculpt® Body Contouring Right For You? Book Your Free Consultation for 20% Off Today!       | 2. body contouring   | Approved (limited): Restricted medical content +1 more            | 1      | 3.70%  | \$25.71 |
| #1 Emsculpt® in Babylon   Quick, Painless, Effective.   Get Rid of Fat & Grow Muscle<br>www.shoremedaesthetics.com<br>Emsculpting is Body Contouring in 30 Minutes. No Downtime, Long-Lasting, Natural Looking. Join the Thousands of Emsculpt® Success Stories and Book a Free Consultation Today. | 2. body contouring   | Approved (limited): Restricted medical content +1 more            | 1      | 3.13%  | \$9.35  |
| {Keyword:#1 Emsculpt in Babylon}   Non-Invasive Body Contouring   Save on Emsculpt   +4 more<br>www.shoremedaesthetics.com<br>Burn Fat and Build Muscle to Achieve Your Dream Body Non-Surgical & Minimal Downtime. Emsculpt is the Only...<br>View assets details                                  | 1. emsulpt - price   | Removed<br>Approved (limited): Restricted medical content +2 more | 1      | 20.00% | \$2.75  |
| {Keyword:#1 Emsculpt in Babylon}   Non-Invasive Body Contouring   Save on Emsculpt   +4 more<br>www.shoremedaesthetics.com<br>Burn Fat and Build Muscle to Achieve Your Dream Body Non-Surgical & Minimal Downtime. Emsculpt is the Only...<br>View assets details                                  | 0. emsulpt - general | Removed<br>Approved (limited): Restricted medical content +2 more | 0      | 0.00%  | \$0.00  |

Google Ads | Chris Zelig | Shore Medic... | search | beta | emsulpt

Use optimized ad rotation for 3 ad groups | Use Maximize conversions bidding on this campaign

Overview | Ads

Ad status: All | ADD FILTER

| Ad   | Ad group           | Status   | Clicks | CTR   | Cost     |
|--|--------------------|--|--------|-------|----------|
| Medical Aesthetics<br>www.shoremedaesthetics.com<br>Emsculpt® is the Natural Looking and Long Lasting Way to a Six Pack or a Better Butt. All It Takes? Sit Back and Relax for 30 Minutes. Book A Free Consult for 20% Off Today!  | 1. emsulpt - price | Approved (limited): Restricted medical content +1 more | 0      | 0.00% | \$0.00   |
| Melt Away Fat, Build Muscle.   Emsculpt® Does Both   Transform Your Physique Today<br>www.shoremedaesthetics.com<br>The All-Around Best Non-Surgical Body Contouring is Emsculpt®. Nothing Else Compares. 19% Fat Reduction, 16% Muscle Gains, 20% Off First Treatment When You Book a Free Consult. | 2. body contouring | Approved (limited): Restricted medical content +1 more | 0      | 0.00% | \$0.00   |
| Total Ads  |                    |  | 23     | 3.95% | \$706.77 |
| Total Campaign   |                    |  | 23     | 3.95% | \$706.77 |

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Google Ads | Chris Zelig | Shore Med... | 886-007-8544 | All campaigns | search | beta | emsculpt | Budget: \$18.31/day | Optimization score: 65.5%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$18.31/day, Optimization score: 65.5%

### Extensions

Custom: Oct 1 - Dec 31, 2019

| Extension                | Extension type  | Added to         | Level                    | Status   | Clicks  | CTR | Cost    |
|--------------------------|---|------------------|--------------------------|----------|---|-----|---------|
| Steink extension         |   |                  |                          |          |   |     |         |
| <input type="checkbox"/> | Before and After Photos See EmSculpting Before and After Photos | Steink extension | search   beta   emsculpt | Campaign | Approved (limited): Restricted drug terms                           | 0   | \$0.00  |
| <input type="checkbox"/> | 5 Star Reviews Real EmSculpting Reviews & Patient Testimonials  | Steink extension | search   beta   emsculpt | Campaign | Approved (limited): Restricted drug terms                           | 0   | \$0.00  |
| <input type="checkbox"/> | State-of-the-Art Facility Latest Body Contouring Technology     | Steink extension | search   beta   emsculpt | Campaign | Disapproved: Speculative and Experimental Medical Treatment +1 more | 0   | \$0.00  |
| <input type="checkbox"/> | Save on EmSculpt Save on EmSculpting Limited Time Special       | Steink extension | search   beta   emsculpt | Campaign | Approved (limited): Restricted drug terms                           | 0   | \$0.00  |
| Call extension           |   |                  |                          |          |   |     |         |
| <input type="checkbox"/> | (516) 690-7546  | Call extension   | Account                  | Account  | Approved  | 2   | \$93.69 |

Google Ads | Chris Zelig | Shore Med... | 886-007-8544 | All campaigns | search | beta | emsculpt | Budget: \$18.31/day | Optimization score: 65.5%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$18.31/day, Optimization score: 65.5%

### Extensions

Custom: Oct 1 - Dec 31, 2019

| Extension                | Extension type                               | Added to           | Level                    | Status   | Clicks   | CTR | Cost     |
|--------------------------|--|--------------------|--------------------------|----------|----------|-----|----------|
| Call extension           |  |                    |                          |          |          |     |          |
| <input type="checkbox"/> | (516) 690-7546 (mobile)                      | Call extension     | Account                  | Account  | Approved | 2   | \$93.69  |
| <input type="checkbox"/> | (516) 690-7546                               | Call extension     | Account                  | Account  | Approved | 2   | \$56.21  |
| Location extension       |  |                    |                          |          |          |     |          |
| <input type="checkbox"/> | shoremiaesthetics.com All locations selected | Location extension | Account                  | Account  | -        | -   | -        |
| Callout extension        |  |                    |                          |          |          |     |          |
| <input type="checkbox"/> | Contact Us + Free Con...                     | Callout extension  | search   beta   emsculpt | Campaign | Approved | 8   | \$308.92 |
| <input type="checkbox"/> | New Clients 25% Off                          | Callout extension  | search   beta   emsculpt | Campaign | Approved | 8   | \$261.20 |
| <input type="checkbox"/> | Strengthen/Sculpt Mu...                      | Callout extension  | search   beta   emsculpt | Campaign | Approved | 6   | \$195.66 |
| <input type="checkbox"/> | Highlights: No Surgery                       | Callout extension  | search   beta   emsculpt | Campaign | Approved | 6   | \$189.76 |

Google Ads | Chris Zelig | Shore Med... | 886-007-8544 | All campaigns | search | beta | emsculpt | Budget: \$18.31/day | Optimization score: 65.5%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$18.31/day, Optimization score: 65.5%

### Extensions

Custom: Oct 1 - Dec 31, 2019

| Extension                            | Extension type  | Added to                     | Level                    | Status   | Clicks   | CTR   | Cost     |
|--------------------------------------|---|------------------------------|--------------------------|----------|----------|-------|----------|
| <input type="checkbox"/>             | Highlights: No Surgery                                  | Callout extension            | search   beta   emsculpt | Campaign | Approved | 6     | \$189.76 |
| <input type="checkbox"/>             | Burn Muscle + Build Fat                                 | Callout extension            | search   beta   emsculpt | Campaign | Approved | 8     | \$180.29 |
| Structured snippet extension         |   |                              |                          |          |          |       |          |
| <input type="checkbox"/>             | Service catalog: EmSculpting, Non-Surgical Butt Lift... | Structured snippet extension | search   beta   emsculpt | Campaign | Approved | 0     | \$0.00   |
| Promotion extension                  |   |                              |                          |          |          |       |          |
| <input type="checkbox"/>             | 25% off for New Clients                                 | Promotion extension          | search   beta   emsculpt | Campaign | Approved | 14    | \$528.43 |
| Total: Callout extensions            |   |                              |                          |          | 17       | 4.46% | \$553.84 |
| Total: Structured snippet extensi... |   |                              |                          |          | 0        | 0.00% | \$0.00   |
| Total: Call extensions               |   |                              |                          |          | 4        | 2.61% | \$149.90 |
| Total: Location extensions           |   |                              |                          |          | 7        | 4.49% | \$183.93 |

Google Ads | Chris Zelig | Shore Med... | 886-007-8544 | All campaigns | search | beta | emsculpt | Budget: \$18.31/day | Optimization score: 65.5%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$18.31/day, Optimization score: 65.5%

### Extensions

Custom: Oct 1 - Dec 31, 2019

| Extension                            | Extension type  | Added to                     | Level                    | Status   | Clicks   | CTR   | Cost     |
|--------------------------------------|---|------------------------------|--------------------------|----------|----------|-------|----------|
| <input type="checkbox"/>             | Highlights: No Surgery                                  | Callout extension            | search   beta   emsculpt | Campaign | Approved | 6     | \$189.76 |
| <input type="checkbox"/>             | Burn Muscle + Build Fat                                 | Callout extension            | search   beta   emsculpt | Campaign | Approved | 8     | \$180.29 |
| Structured snippet extension         |   |                              |                          |          |          |       |          |
| <input type="checkbox"/>             | Service catalog: EmSculpting, Non-Surgical Butt Lift... | Structured snippet extension | search   beta   emsculpt | Campaign | Approved | 0     | \$0.00   |
| Promotion extension                  |   |                              |                          |          |          |       |          |
| <input type="checkbox"/>             | 25% off for New Clients                                 | Promotion extension          | search   beta   emsculpt | Campaign | Approved | 14    | \$528.43 |
| Total: Callout extensions            |   |                              |                          |          | 17       | 4.46% | \$553.84 |
| Total: Structured snippet extensi... |   |                              |                          |          | 0        | 0.00% | \$0.00   |
| Total: Call extensions               |   |                              |                          |          | 4        | 2.61% | \$149.90 |
| Total: Location extensions           |   |                              |                          |          | 7        | 4.49% | \$183.93 |
| Total: Promotion extensions          |   |                              |                          |          | 14       | 6.14% | \$528.43 |

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Google Ads | Chris Zelig | Shore Med... | 886-007-8544 | All campaigns | search | alpha | emscu... | Budget: \$22.05/day | Optimization score: 69.6%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$22.05/day, Optimization score: 69.6%

### Ads

Custom: Oct 1 - Dec 31, 2019

| Ad                       | Ad group   | Status   | Clicks | CTR   | Cost     |
|--------------------------|--|--|--------|-------|----------|
| <input type="checkbox"/> | Shore Medical Aesthetics   20% Off EmSculpt® Special   Babylon's #1 Provider www.shoremiaesthetics.com Quick, Painless, No Recovery, In a Half Hour, EmSculpt® Does the Work of 20,000 Crunches! Get Rid of Fat, Build Muscle, EmSculpt® is the Natural Looking Way to Look Incredible     | Disapproved: Punctuation and symbols +3 more           | 5      | 5.21% | \$130.32 |
| <input type="checkbox"/> | Leading EmSculpt® Provider   Let the Fat Melt Away   Equals 20,000 Squats/Crunches www.shoremiaesthetics.com EmSculpt® is the Natural Looking and Long Lasting Way to a Six Pack or a Better Butt, All It Takes? Sit Back and Relax for 30 Minutes. Book A Free Consult for 20% Off Today! | Approved (limited): Restricted medical content +2 more | 4      | 1.70% | \$87.64  |
| <input type="checkbox"/> | #1 Provider in Babylon   New Client Specials   FDA Cleared Safe + Effective www.shoremiaesthetics.com Frustrated By Stubborn Bulges? Melt Them Away and Build Muscle with EmSculpting. Get Started Today for 20% Off. A Trained Specialist is Waiting to Change Your Life.                 | Disapproved: Punctuation and symbols +3 more           | 3      | 2.61% | \$80.86  |
| <input type="checkbox"/> | EmSculpt Body Contouring   Build Muscle and Burn Fat   EmSculpt Before and After   | Removed  |        |       |          |

Google Ads | Chris Zelig | Shore Med... | 886-007-8544 | All campaigns | search | alpha | emscu... | Budget: \$22.05/day | Optimization score: 69.6%

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$22.05/day, Optimization score: 69.6%

### Ads

Custom: Oct 1 - Dec 31, 2019

| Ad                       | Ad group  | Status   | Clicks | CTR    | Cost    |
|--------------------------|---|--|--------|--------|---------|
| <input type="checkbox"/> | EmSculpt Body Contouring   Build Muscle and Burn Fat   EmSculpt Before and After www.shoremiaesthetics.com Body Contouring with EmSculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks. EmSculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. | Approved (limited): Restricted medical content +2 more                     | 2      | 33.33% | \$52.85 |
| <input type="checkbox"/> | {Keyword} #1 EmSculpt in Babylon   Non-Invasive Body Contouring   Save on EmSculpt +4 more www.shoremiaesthetics.com Burn Fat and Build Muscle to Achieve Your Dream Body. Non-Surgical & Minimal Downtime. EmSculpt is the Onl... View assets details  | Approved (limited): Restricted medical content +2 more                     | 3      | 33.33% | \$45.48 |
| <input type="checkbox"/> | {Keyword} Best Price in Babylon   Shore Medical Aesthetics   #1 Provider in Babylon +5 more www.shoremiaesthetics.com Sit Back, Relax, and Let the Stubborn Fat Melt Away. EmSculpt® Treatments Take 30 Minutes. Dream of a Sl... View assets details   | Approved (limited): Speculative and Experimental Medical Treatment +2 more | 3      | 1.97%  | \$28.65 |
| <input type="checkbox"/> | Shore Medical Aesthetics   20% Off EmSculpt® Special   Babylon's #1 Provider www.shoremiaesthetics.com Quick, Painless, No Recovery, In a Half Hour, EmSculpt® Does the Work of 20,000 Crunches! Get Rid of Fat, Build Muscle, EmSculpt® is the Natural Looking Way to Look Incredible.           | Approved (limited): Restricted medical content +1 more                     | 1      | 7.69%  | \$27.43 |

Google Ads | Chris Zelig | Shore Med... | 886-007-8544 | All campaigns | search | alpha | emscu... | Budget: \$22.05/day | Optimization score: 97.6%

Overview: Enabled | Status: Eligible | Type: Search

Recommendations: Ad status: All | ADD FILTER

| Ad   | Ad group              | Status  | Clicks | CTR    | Cost    |
|--|-----------------------|---|--------|--------|---------|
| (Keyword: Best Price in Babylon)   Shore Medical Aesthetics   #1 Provider in Babylon +5 more<br>www.shoremediaesthetics.com<br>Sit Back, Relax, and Let the Stubborn Fat Melt Away. EmSculpt® Treatments Take 30 Minutes. Dream of a Sl...   | 1. emsculpt - price   | Poor ad strength<br>Approved (limited):<br>Speculative and Experimental Medical Treatment +2 more | 1      | 11.11% | \$23.12 |
| Leading EmSculpt® Provider   Let the Fat Melt Away   Equals 20,000 Squats/Crunches<br>www.shoremediaesthetics.com<br>EmSculpt® is the Natural Looking and Long Lasting Way to a Six Pack or a Better Butt. All It Takes? Sit Back and Relax for 30 Minutes. Book A Free Consult for 20% Off Today! | 1. emsculpt - price   | Approved (limited):<br>Restricted medical content +1 more   | 1      | 6.25%  | \$21.58 |
| #1 EmSculpt in Babylon   Non-Invasive Body Contouring   Save on EmSculpt<br>www.shoremediaesthetics.com<br>Burn Fat and Build Muscle to Achieve Your Dream Body. Non-Surgical & Minimal Downtime. EmSculpt is the Only Non-Invasive Body Contouring Treatment that Burns Fat & Builds Muscle       | 0. emsculpt - general | Removed<br>Approved (limited):<br>Restricted medical content +1 more                              | 2      | 33.33% | \$19.96 |
| (Keyword: #1 EmSculpt in Babylon)   Non-Invasive Body Contouring   Save on EmSculpt +4 more<br>www.shoremediaesthetics.com<br>Burn Fat and Build Muscle to Achieve Your Dream Body. Non-Surgical & Minimal Downtime. EmSculpt is the Onl...  | 1. emsculpt - price   | Removed<br>Approved (limited):<br>Restricted medical content +2 more                              | 0      | -      | \$0.00  |

Google Ads | Chris Zelig | Shore Med... | 886-007-8544 | All campaigns | search | alpha | emscu... | Budget: \$22.05/day | Optimization score: 97.6%

Overview: Enabled | Status: Eligible | Type: Search

Recommendations: Ad status: All | ADD FILTER

| Ad   | Ad group           | Status  | Clicks | CTR   | Cost     |
|--|--------------------|---|--------|-------|----------|
| Transform Your Physique Today<br>www.shoremediaesthetics.com<br>The All-Around Best Non-Surgical Body Contouring is EmSculpt®. Nothing Else Comes. 19% Fat Reduction. 18% Muscle Gains. 20% Off First Treatment When You Book A Free Consult.  | 2. body contouring | Approved (limited):<br>Restricted medical content +1 more | 0      | -     | \$0.00   |
| #1 EmSculpt® in Babylon   Quick, Painless, Effective.   Get Rid of Fat & Grow Muscle<br>www.shoremediaesthetics.com<br>EmSculpting is Body Contouring in 30 Minutes. No Downtime. Long-Lasting. Natural Looking. Join the Thousands of EmSculpt® Success Stories and Book a Free Consultation Today. | 2. body contouring | Approved (limited):<br>Restricted medical content +1 more | 0      | 0.00% | \$0.00   |
| Total: Ads   |                    |   | 25     | 3.64% | \$517.69 |
| Total: Campaign  |                    |   | 25     | 3.64% | \$517.69 |

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Google Ads | Chris Zelig | Shore Med... | 886-007-8544 | All campaigns | search | alpha | emscu... | Budget: \$22.05/day | Optimization score: 97.6%

Overview: Enabled | Status: Eligible | Type: Search

Recommendations: Extension type: All | ADD FILTER

Associations view

| Extension   | Extension type     | Added to                  | Level    | Status   | Clicks | CTR   | Cost    |
|---|--------------------|---------------------------|----------|--|--------|-------|---------|
| Sitelink extension  |                    |                           |          |  |        |       |         |
| Before and After Photos See EmSculpting Before and After Photos | Sitelink extension | search   alpha   emsculpt | Campaign | Approved (limited):<br>Restricted drug terms                           | 0      | -     | \$0.00  |
| 5 Star Reviews Real EmSculpting Reviews & Patient Testimonials  | Sitelink extension | search   alpha   emsculpt | Campaign | Approved (limited):<br>Restricted drug terms                           | 0      | -     | \$0.00  |
| State-of-the-Art Facility Latest Body Contouring Technology     | Sitelink extension | search   alpha   emsculpt | Campaign | Disapproved:<br>Speculative and Experimental Medical Treatment +1 more | 0      | -     | \$0.00  |
| Save on EmSculpt Save on EmSculpting - Limited Time Special     | Sitelink extension | search   alpha   emsculpt | Campaign | Approved (limited):<br>Restricted drug terms                           | 0      | -     | \$0.00  |
| Call extension  |                    |                           |          |  |        |       |         |
| (516) 690-7546  | Call extension     | Account                   | Account  | Approved   | 2      | 2.47% | \$29.60 |

Google Ads | Chris Zelig | Shore Med... | 886-007-8544 | All campaigns | search | alpha | emscu... | Budget: \$22.05/day | Optimization score: 97.6%

Overview: Enabled | Status: Eligible | Type: Search

Recommendations: Extension type: All | ADD FILTER

Associations view

| Extension                | Extension type     | Added to                  | Level    | Status   | Clicks | CTR   | Cost     |
|--------------------------|--------------------|---------------------------|----------|----------|--------|-------|----------|
| Call extension           |                    |                           |          |          |        |       |          |
| (516) 690-7546 (mobile)  | Call extension     | Account                   | Account  | Approved | 2      | 2.47% | \$29.60  |
| (516) 690-7546           | Call extension     | Account                   | Account  | Approved | 2      | 6.06% | \$27.50  |
| Location extension       |                    |                           |          |          |        |       |          |
| shoremediaesthetics.com  | Location extension | Account                   | Account  | -        | -      | -     | -        |
| Callout extension        |                    |                           |          |          |        |       |          |
| Burn Muscle + Build Fat  | Callout extension  | search   alpha   emsculpt | Campaign | Approved | 11     | 4.40% | \$220.35 |
| Highlights: No Surgery   | Callout extension  | search   alpha   emsculpt | Campaign | Approved | 4      | 3.36% | \$81.59  |
| New Clients 25% Off!     | Callout extension  | search   alpha   emsculpt | Campaign | Approved | 3      | 2.97% | \$54.16  |
| Contact Us + Free Con... | Callout extension  | search   alpha   emsculpt | Campaign | Approved | 2      | 1.96% | \$42.49  |

Google Ads | Chris Zelig | Shore Med... | 886-007-8544 | All campaigns | search | alpha | emscu... | Budget: \$22.05/day | Optimization score: 97.6%

Overview: Enabled | Status: Eligible | Type: Search

Recommendations: Extension type: All | ADD FILTER

Associations view

| Extension   | Extension type               | Added to                  | Level    | Status   | Clicks | CTR   | Cost     |
|---|------------------------------|---------------------------|----------|----------|--------|-------|----------|
| Contact Us + Free Con...                                | Callout extension            | search   alpha   emsculpt | Campaign | Approved | 2      | 1.96% | \$42.49  |
| Strengthen/Script M...                                  | Callout extension            | search   alpha   emsculpt | Campaign | Approved | 2      | 1.89% | \$39.10  |
| Structured snippet extension                            |                              |                           |          |          |        |       |          |
| Service catalog: EmSculpting, Non-Surgical Butt Lift... | Structured snippet extension | search   alpha   emsculpt | Campaign | Approved | 0      | 0.00% | \$0.00   |
| Promotion extension                                     |                              |                           |          |          |        |       |          |
| 25% off for New Clients                                 | Promotion extension          | search   alpha   emsculpt | Campaign | Approved | 6      | 3.61% | \$126.07 |
| Total: Sitelink extensions                              |                              |                           |          |          | 0      | 0.00% | \$0.00   |
| Total: Callout extensions                               |                              |                           |          |          | 16     | 4.47% | \$329.97 |
| Total: Structured snippet exten...                      |                              |                           |          |          | 0      | 0.00% | \$0.00   |
| Total: Call extensions                                  |                              |                           |          |          | 4      | 3.51% | \$57.10  |

Google Ads | Chris Zelig | Shore Med... | 886-007-8544 | All campaigns | search | alpha | emscu... | Budget: \$22.05/day | Optimization score: 97.6%

Overview: Enabled | Status: Eligible | Type: Search

Recommendations: Extension type: All | ADD FILTER

Associations view

| Extension                          | Extension type      | Added to                  | Level    | Status   | Clicks | CTR   | Cost     |
|------------------------------------|---------------------|---------------------------|----------|----------|--------|-------|----------|
| 25% off for New Clients            | Promotion extension | search   alpha   emsculpt | Campaign | Approved | 6      | 3.61% | \$126.07 |
| Total: Sitelink extensions         |                     |                           |          |          | 0      | 0.00% | \$0.00   |
| Total: Callout extensions          |                     |                           |          |          | 16     | 4.47% | \$329.97 |
| Total: Structured snippet exten... |                     |                           |          |          | 0      | 0.00% | \$0.00   |
| Total: Call extensions             |                     |                           |          |          | 4      | 3.51% | \$57.10  |
| Total: Location extensions         |                     |                           |          |          | 3      | 5.00% | \$55.34  |
| Total: Promotion extensions        |                     |                           |          |          | 6      | 3.31% | \$126.07 |

Show rows: 500 | 1 - 14 of 14

Facebook Ads Manager interface showing a list of ad sets for a campaign. The interface includes a search bar, filters, and a table of ad performance metrics.

| Ad Name   | Bid Strategy            | Budget        | Last Significant Edit            | Results         | Reach  | Impressions | Cost per Result       | Quality Ranking | Engagement Rate | Conversion Rate | Amount Spent         |
|---|-------------------------|---------------|----------------------------------|-----------------|--------|-------------|-----------------------|-----------------|-----------------|-----------------|----------------------|
| 2019-10 IG Emsculpt Version 2 - Image 5             | Lowest cost Link Clicks | Using camp.   | Dec 27, 2019, 5:4... 16 days ago | 238 Link Clicks | 10,488 | 21,989      | \$1.12 Per Link Click | Average         | Below average   | Below average   | \$267.30             |
| 2019-10 FB Emsculpt Version 1 - Image 5             | Lowest cost Conversions | Using camp.   |                                  | View Content    | 1,307  | 1,730       | Per View C...         |                 |                 |                 | \$38.35              |
| High Vis - 2019-10 - Emsculpt - Version 1 - Video 2 | Lowest cost Link Clicks | Using camp.   | Dec 27, 2019, 5:4... 16 days ago | 37 Link Clicks  | 1,656  | 2,612       | \$0.93 Per Link Click |                 |                 |                 | \$34.33              |
| 2019-10 FB Emsculpt Version 1 - Image 6             | Lowest cost Conversions | Using camp.   |                                  | View Content    | 1,152  | 1,392       | Per View C...         |                 |                 |                 | \$26.95              |
| High Vis - 2019-10 - Emsculpt - Version 2 - Video 2 | Lowest cost Link Clicks | Using camp.   | Dec 27, 2019, 5:4... 16 days ago | 20 Link Clicks  | 1,673  | 2,125       | \$1.32 Per Link Click |                 |                 |                 | \$26.38              |
| 2019-10 IG Emsculpt Version 2 - Image 1             | Lowest cost Link Clicks | Using camp.   | Dec 27, 2019, 5:4... 16 days ago | 15 Link Clicks  | 1,413  | 2,128       | \$1.37 Per Link Click | Average         | Below average   | Below average   | \$20.43              |
| 2019-10 IG Emsculpt Version 2 - Image 9             | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 15 Link Clicks  | 1,427  | 2,077       | \$1.39 Per Link Click | Below average   | Below average   | Below average   | \$20.40              |
| High Vis 2019-10 IG Emsculpt Version 2 - Image 7    | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 15 Link Clicks  | 1,131  | 1,692       | \$1.32 Per Link Click | Below average   | Below average   | Below average   | \$19.83              |
| 2019-10 - Emsculpt - Version 1 - Image 9            | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 10 Link Clicks  | 1,272  | 1,791       | \$1.87 Per Link Click |                 |                 |                 | \$16.71              |
| 2019-10 IG Emsculpt Version 2 - Image 3             | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 8 Link Clicks   | 1,287  | 2,064       | \$2.04 Per Link Click | Below average   | Below average   | Below average   | \$16.33              |
| 2019-10 FB Emsculpt Version 1 - Image 2             | Lowest cost Conversions | Using camp... |                                  | View Content    | 506    | 636         | Per View C...         |                 |                 |                 | \$14.70              |
| 2019-10 - Emsculpt - Version 1 - Image 11           | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 10 Link Clicks  | 1,119  | 1,590       | \$1.45 Per Link Click | Below average   | Below average   | Below average   | \$14.47              |
| Results from 191 ads                                |                         |               |                                  |                 |        |             |                       |                 |                 |                 | \$913.96 Total Spent |

Facebook Ads Manager interface showing a list of ad sets for a campaign. The interface includes a search bar, filters, and a table of ad performance metrics.

| Ad Name                                   | Bid Strategy            | Budget        | Last Significant Edit            | Results        | Reach | Impressions | Cost per Result       | Quality Ranking | Engagement Rate | Conversion Rate | Amount Spent         |
|---|-------------------------|---------------|----------------------------------|----------------|-------|-------------|-----------------------|-----------------|-----------------|-----------------|----------------------|
| 2019-10 - Emsculpt - Version 1 - Image 4  | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 12 Link Clicks | 923   | 1,393       | \$1.17 Per Link Click |                 |                 |                 | \$14.04              |
| 2019-10 IG Emsculpt Version 1 - Image 11  | Lowest cost Conversions | Using camp... |                                  | View Content   | 617   | 616         | Per View C...         |                 |                 |                 | \$12.80              |
| 2019-10 - Emsculpt - Version 2 - Image 4  | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 16 Link Clicks | 881   | 1,488       | \$1.22 Per Link Click |                 |                 |                 | \$12.21              |
| 2019-10 FB Emsculpt Version 1 - Image 3   | Lowest cost Conversions | Using camp... |                                  | View Content   | 373   | 457         | Per View C...         |                 |                 |                 | \$11.99              |
| 2019-10 IG Emsculpt Version 1 - Image 4   | Lowest cost Conversions | Using camp... |                                  | View Content   | 611   | 683         | Per View C...         |                 |                 |                 | \$11.97              |
| 2019-10 - Emsculpt - Version 2 - Image 11 | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 11 Link Clicks | 1,085 | 1,642       | \$1.09 Per Link Click | Below average   | Below average   | Below average   | \$11.90              |
| 2019-10 FB Emsculpt Version 1 - Image 4   | Lowest cost Conversions | Using camp... |                                  | View Content   | 618   | 677         | Per View C...         |                 |                 |                 | \$11.80              |
| 2019-10 - Emsculpt - Version 1 - Image 1  | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 11 Link Clicks | 677   | 1,018       | \$1.07 Per Link Click |                 |                 |                 | \$11.75              |
| 2019-10 IG Emsculpt Version 2 - Image 2   | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 8 Link Clicks  | 677   | 1,335       | \$1.44 Per Link Click | Below average   | Below average   | Below average   | \$11.54              |
| 2019-10 IG Emsculpt Version 1 - Image 6   | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 66 days ago  | 13 Link Clicks | 592   | 620         | \$0.88 Per Link Click |                 |                 |                 | \$11.38              |
| 2019-10 FB Emsculpt Version 2 - Image 6   | Lowest cost Conversions | Using camp... |                                  | View Content   | 442   | 497         | Per View C...         |                 |                 |                 | \$10.55              |
| 2019-10 IG Emsculpt Version 2 - Image 6   | Lowest cost Conversions | Using camp... |                                  | View Content   | 504   | 548         | Per View C...         |                 |                 |                 | \$10.57              |
| Results from 191 ads                      |                         |               |                                  |                |       |             |                       |                 |                 |                 | \$913.96 Total Spent |

Facebook Ads Manager interface showing a list of ad sets for a campaign. The interface includes a search bar, filters, and a table of ad performance metrics.

| Ad Name                                   | Bid Strategy            | Budget        | Last Significant Edit            | Results       | Reach | Impressions | Cost per Result       | Quality Ranking | Engagement Rate | Conversion Rate | Amount Spent         |
|---|-------------------------|---------------|----------------------------------|---------------|-------|-------------|-----------------------|-----------------|-----------------|-----------------|----------------------|
| 2019-10 FB Emsculpt Version 1 - Image 9   | Lowest cost Conversions | Using camp... |                                  | View Content  | 329   | 388         | Per View C...         |                 |                 |                 | \$10.42              |
| 2019-10 IG Emsculpt Version 1 - Image 9   | Lowest cost Conversions | Using camp... |                                  | View Content  | 431   | 511         | Per View C...         |                 |                 |                 | \$9.94               |
| 2019-10 - Emsculpt - Version 1 - Image 2  | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 5 Link Clicks | 704   | 1,097       | \$1.91 Per Link Click |                 |                 |                 | \$9.53               |
| 2019-10 IG Emsculpt Version 1 - Image 6   | Lowest cost Conversions | Using camp... |                                  | View Content  | 401   | 438         | Per View C...         |                 |                 |                 | \$8.53               |
| 2019-10 - Emsculpt - Version 1 - Image 10 | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 1 Link Click  | 605   | 620         | \$8.39 Per Link Click |                 |                 |                 | \$8.38               |
| 2019-10 FB Emsculpt Version 1 - Image 7   | Lowest cost Conversions | Using camp... |                                  | View Content  | 283   | 341         | Per View C...         |                 |                 |                 | \$8.24               |
| 2019-10 - Emsculpt - Version 1 - Image 8  | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 3 Link Clicks | 498   | 738         | \$2.62 Per Link Click |                 |                 |                 | \$7.87               |
| 2019-10 IG Emsculpt Version 2 - Image 10  | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 8 Link Clicks | 741   | 1,212       | \$0.98 Per Link Click | Below average   | Below average   | Below average   | \$7.84               |
| 2019-10 FB Emsculpt Version 1 - Image 6   | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 66 days ago  | 8 Link Clicks | 534   | 670         | \$1.39 Per Link Click |                 |                 |                 | \$6.96               |
| 2019-10 FB Emsculpt Version 2 - Image 6   | Lowest cost Conversions | Using camp... |                                  | View Content  | 271   | 391         | Per View C...         |                 |                 |                 | \$6.95               |
| 2019-10 IG Emsculpt Version 2 - Image 1   | Lowest cost Conversions | Using camp... |                                  | View Content  | 374   | 497         | Per View C...         |                 |                 |                 | \$6.73               |
| 2019-10 IG Emsculpt Version 1 - Image 5   | Lowest cost Conversions | Using camp... |                                  | View Content  | 305   | 358         | Per View C...         |                 |                 |                 | \$6.54               |
| Results from 191 ads                      |                         |               |                                  |               |       |             |                       |                 |                 |                 | \$913.96 Total Spent |

Facebook Ads Manager interface showing a list of ad sets for a campaign. The interface includes a search bar, filters, and a table of ad performance metrics.

| Ad Name                                  | Bid Strategy            | Budget        | Last Significant Edit            | Results       | Reach | Impressions | Cost per Result       | Quality Ranking | Engagement Rate | Conversion Rate | Amount Spent         |
|--|-------------------------|---------------|----------------------------------|---------------|-------|-------------|-----------------------|-----------------|-----------------|-----------------|----------------------|
| 2019-10 - Emsculpt - Version 2 - Image 9 | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5:4... 16 days ago | 5 Link Clicks | 527   | 630         | \$1.19 Per Link Click |                 |                 |                 | \$5.01               |
| 2019-10 FB Emsculpt Version 1 - Image 11 | Lowest cost Conversions | Using camp... |                                  | View Content  | 253   | 317         | Per View C...         |                 |                 |                 | \$5.63               |
| 2019-10 FB Emsculpt Version 1 - Image 3  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 66 days ago  | 5 Link Clicks | 386   | 428         | \$1.07 Per Link Click |                 |                 |                 | \$5.37               |
| 2019-10 IG Emsculpt Version 1 - Image 3  | Lowest cost Conversions | Using camp... |                                  | View Content  | 204   | 217         | Per View C...         |                 |                 |                 | \$5.23               |
| 2019-10 FB Emsculpt Version 1 - Image 8  | Lowest cost Conversions | Using camp... |                                  | View Content  | 150   | 163         | Per View C...         |                 |                 |                 | \$5.19               |
| 2019-10 FB Emsculpt Version 1 - Image 11 | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 66 days ago  | 2 Link Clicks | 377   | 418         | \$2.04 Per Link Click |                 |                 |                 | \$4.08               |
| 2019-10 IG Emsculpt Version 2 - Image 9  | Lowest cost Conversions | Using camp... |                                  | View Content  | 148   | 158         | Per View C...         |                 |                 |                 | \$4.04               |
| 2019-10 IG Emsculpt Version 1 - Image 7  | Lowest cost Conversions | Using camp... |                                  | View Content  | 202   | 221         | Per View C...         |                 |                 |                 | \$3.81               |
| 2019-10 FB Emsculpt Version 2 - Image 9  | Lowest cost Conversions | Using camp... |                                  | View Content  | 145   | 171         | Per View C...         |                 |                 |                 | \$3.70               |
| 2019-10 FB Emsculpt Version 1 - Image 10 | Lowest cost Conversions | Using camp... |                                  | View Content  | 148   | 185         | Per View C...         |                 |                 |                 | \$3.44               |
| 2019-10 FB Emsculpt Version 1 - Image 4  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 66 days ago  | 3 Link Clicks | 305   | 327         | \$1.13 Per Link Click |                 |                 |                 | \$3.39               |
| 2019-10 FB Emsculpt Version 2 - Image 4  | Lowest cost Conversions | Using camp... |                                  | View Content  | 132   | 158         | Per View C...         |                 |                 |                 | \$3.25               |
| Results from 191 ads                     |                         |               |                                  |               |       |             |                       |                 |                 |                 | \$913.96 Total Spent |

Facebook Ads Manager interface showing a list of ad sets for a campaign. The interface includes a search bar, filters, and a table of ad performance metrics.

| Ad Name                                  | Bid Strategy            | Budget        | Last Significant Edit           | Results       | Reach | Impressions | Cost per Result       | Quality Ranking | Engagement Rate | Conversion Rate | Amount Spent         |
|--|-------------------------|---------------|---------------------------------|---------------|-------|-------------|-----------------------|-----------------|-----------------|-----------------|----------------------|
| 2019-10 FB Emsculpt Version 1 - Image 10 | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 66 days ago | 4 Link Clicks | 331   | 348         | \$0.81 Per Link Click |                 |                 |                 | \$3.24               |
| 2019-10 IG Emsculpt Version 2 - Image 4  | Lowest cost Conversions | Using camp... |                                 | View Content  | 204   | 210         | Per View C...         |                 |                 |                 | \$3.18               |
| 2019-10 IG Emsculpt Version 2 - Image 3  | Lowest cost Conversions | Using camp... |                                 | View Content  | 99    | 101         | Per View C...         |                 |                 |                 | \$3.16               |
| 2019-10 IG Emsculpt Version 2 - Image 8  | Lowest cost Conversions | Using camp... |                                 | View Content  | 134   | 146         | Per View C...         |                 |                 |                 | \$3.95               |
| 2019-10 FB Emsculpt Version 2 - Image 11 | Lowest cost Conversions | Using camp... |                                 | View Content  | 131   | 150         | Per View C...         |                 |                 |                 | \$3.95               |
| 2019-10 FB Emsculpt Version 1 - Image 6  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 66 days ago | 4 Link Clicks | 321   | 351         | \$0.72 Per Link Click |                 |                 |                 | \$2.88               |
| 2019-10 IG Emsculpt Version 1 - Image 2  | Lowest cost Conversions | Using camp... |                                 | View Content  | 115   | 119         | Per View C...         |                 |                 |                 | \$2.78               |
| 2019-10 FB Emsculpt Version 1 - Image 1  | Lowest cost Conversions | Using camp... |                                 | View Content  | 171   | 205         | Per View C...         |                 |                 |                 | \$2.71               |
| 2019-10 IG Emsculpt Version 1 - Image 10 | Lowest cost Conversions | Using camp... |                                 | View Content  | 117   | 120         | Per View C...         |                 |                 |                 | \$2.90               |
| 2019-10 FB Emsculpt Version 1 - Image 1  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 66 days ago | 3 Link Clicks | 287   | 334         | \$0.85 Per Link Click |                 |                 |                 | \$2.55               |
| 2019-10 IG Emsculpt Version 2 - Image 11 | Lowest cost Conversions | Using camp... |                                 | View Content  | 138   | 140         | Per View C...         |                 |                 |                 | \$2.52               |
| 2019-10 IG Emsculpt Version 1 - Image 8  | Lowest cost Conversions | Using camp... |                                 | View Content  | 182   | 111         | Per View C...         |                 |                 |                 | \$2.52               |
| Results from 191 ads                     |                         |               |                                 |               |       |             |                       |                 |                 |                 | \$913.96 Total Spent |

Facebook Ads Manager interface showing a list of ad sets for a campaign. The interface includes a search bar, filters, and a table of ad performance metrics.

| Ad Name                                  | Bid Strategy Ad Set     | Budget Ad Set | Last Significant Edit | Results      | Reach         | Impressions  | Cost per Result | Quality Ranking Ad Relevance Di... | Engagement Rate Ranking Ad Relevance Di... | Conversion Rate Ranking Ad Relevance Di... | Amount Spent         |
|--|-------------------------|---------------|-----------------------|--------------|---------------|--------------|-----------------|------------------------------------|--|--|----------------------|
| 2019-10 FB Emsculpt Version 2 - Image 10 | Lowest cost Conversions | Using camp... |                       | View Content | 177           | 245          | Per View C...   |                                    |  |  | \$2.47               |
| 2019-10 FB Emsculpt Version 2 - Image 2  | Lowest cost Conversions | Using camp... |                       | View Content | 101           | 127          | Per View C...   |                                    |  |  | \$2.17               |
| 2019-10 FB Emsculpt Version 2 - Image 3  | Lowest cost Conversions | Using camp... |                       | View Content | 119           | 131          | Per View C...   |                                    |  |  | \$2.14               |
| 2019-10 IG Emsculpt Version 3 - Image 11 | Lowest cost Conversions | Using camp... |                       | View Content | 107           | 197          | Per View C...   |                                    |  |  | \$2.09               |
| 2019-10 FB Emsculpt Version 2 - Image 7  | Lowest cost Conversions | Using camp... |                       | View Content | 95            | 119          | Per View C...   |                                    |  |  | \$2.09               |
| 2019-10 FB Emsculpt Version 2 - Image 1  | Lowest cost Conversions | Using camp... |                       | View Content | 116           | 152          | Per View C...   |                                    |  |  | \$2.05               |
| 2019-10 IG Emsculpt Version 1 - Image 11 | Lowest cost Conversions | Using camp... |                       | View Content | 101           | 107          | Per View C...   |                                    |  |  | \$1.96               |
| 2019-10 IG Emsculpt Version 2 - Image 7  | Lowest cost Conversions | Using camp... |                       | View Content | 71            | 75           | Per View C...   |                                    |  |  | \$1.89               |
| 2019-10 IG Emsculpt Version 2 - Image 6  | Lowest cost Conversions | Using camp... |                       | View Content | 112           | 118          | Per View C...   |                                    |  |  | \$1.81               |
| 2019-10 IG Emsculpt Version 2 - Image 11 | Lowest cost Conversions | Using camp... |                       | View Content | 104           | 196          | Per View C...   |                                    |  |  | \$1.79               |
| 2019-10 IG Emsculpt Version 1 - Image 1  | Lowest cost Conversions | Using camp... |                       | View Content | 68            | 70           | Per View C...   |                                    |  |  | \$1.75               |
| 2019-10 FB Emsculpt Version 1 - Image 2  | Lowest cost Conversions | Using camp... |                       | View Content | 81            | 96           | Per View C...   |                                    |  |  | \$1.75               |
| Results from 191 ads                     |                         |               |                       |              | 23,208 People | 70,831 Total |                 |                                    |  |  | \$913.96 Total Spent |

Facebook Ads Manager interface showing a list of ad sets for a campaign. The interface includes a search bar, filters, and a table of ad performance metrics.

| Ad Name                                  | Bid Strategy Ad Set     | Budget Ad Set | Last Significant Edit             | Results      | Reach         | Impressions  | Cost per Result       | Quality Ranking Ad Relevance Di... | Engagement Rate Ranking Ad Relevance Di... | Conversion Rate Ranking Ad Relevance Di... | Amount Spent         |
|--|-------------------------|---------------|-----------------------------------|--------------|---------------|--------------|-----------------------|------------------------------------|--|--|----------------------|
| 2019-10 FB Emsculpt Version 1 - Image 11 | Lowest cost Conversions | Using camp... |                                   | View Content | 45            | 51           | Per View C...         |                                    |  |  | \$1.58               |
| 2019-10 IG Emsculpt Version 1 - Image 19 | Lowest cost Conversions | Using camp... |                                   | View Content | 72            | 76           | Per View C...         |                                    |  |  | \$1.54               |
| 2019-10 FB Emsculpt Version 2 - Image 10 | Lowest cost Conversions | Using camp... |                                   | View Content | 70            | 78           | Per View C...         |                                    |  |  | \$1.51               |
| 2019-10 FB Emsculpt Version 2 - Image 6  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 153           | 173          | Per Link Click        |                                    |  |  | \$1.47               |
| 2019-10 IG Emsculpt Version 2 - Image 2  | Lowest cost Conversions | Using camp... |                                   | View Content | 76            | 78           | Per View C...         |                                    |  |  | \$1.41               |
| 2019-10 IG Emsculpt Version 2 - Image 2  | Lowest cost Conversions | Using camp... |                                   | View Content | 95            | 98           | Per View C...         |                                    |  |  | \$1.35               |
| 2019-10 FB Emsculpt Version 2 - Image 8  | Lowest cost Conversions | Using camp... |                                   | View Content | 90            | 109          | Per View C...         |                                    |  |  | \$1.23               |
| 2019-10 IG Emsculpt Version 2 - Image 4  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 49            | 49           | Per Link Click        |                                    |  |  | \$1.16               |
| 2019-10 IG Emsculpt Version 2 - Image 6  | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5, 4... 16 days ago | Link Click   | 92            | 188          | Per Link Click        |                                    |  |  | \$1.15               |
| 2019-10 IG Emsculpt Version 1 - Image 2  | Lowest cost Conversions | Using camp... |                                   | View Content | 54            | 55           | Per View C...         |                                    |  |  | \$1.15               |
| 2019-10 IG Emsculpt Version 1 - Image 0  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 2             | 68           | \$0.57 Per Link Click |                                    |  |  | \$1.14               |
| 2019-10 IG Emsculpt Version 2 - Image 9  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 1             | 69           | \$1.11 Per Link Click |                                    |  |  | \$1.11               |
| Results from 191 ads                     |                         |               |                                   |              | 23,208 People | 70,831 Total |                       |                                    |  |  | \$913.96 Total Spent |

Facebook Ads Manager interface showing a list of ad sets for a campaign. The interface includes a search bar, filters, and a table of ad performance metrics.

| Ad Name  | Bid Strategy Ad Set     | Budget Ad Set | Last Significant Edit             | Results      | Reach         | Impressions  | Cost per Result       | Quality Ranking Ad Relevance Di... | Engagement Rate Ranking Ad Relevance Di... | Conversion Rate Ranking Ad Relevance Di... | Amount Spent         |
|--|-------------------------|---------------|-----------------------------------|--------------|---------------|--------------|-----------------------|------------------------------------|--|--|----------------------|
| 2019-10 FB Emsculpt Version 2 - Image 10         | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 128           | 137          | Per Link Click        |                                    |  |  | \$1.10               |
| 2019-10 IG Emsculpt Version 2 - Image 19         | Lowest cost Conversions | Using camp... |                                   | View Content | 64            | 64           | Per View C...         |                                    |  |  | \$1.09               |
| 2019-10 IG Emsculpt Version 2 - Image 5          | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 1             | 61           | \$1.07 Per Link Click |                                    |  |  | \$1.07               |
| 2019-10 IG Emsculpt Version 1 - Image 6          | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5, 4... 16 days ago | Link Click   | 3             | 71           | \$0.35 Per Link Click |                                    |  |  | \$1.06               |
| 2019-10 FB Emsculpt Version 3 - Image 7          | Lowest cost Conversions | Using camp... |                                   | View Content | 33            | 36           | Per View C...         |                                    |  |  | \$1.06               |
| 2019-10 IG Emsculpt Version 2 - Image 19         | Lowest cost Conversions | Using camp... |                                   | View Content | 66            | 99           | Per View C...         |                                    |  |  | \$1.06               |
| 2019-10 IG Emsculpt Version 3 - Image 2          | Lowest cost Conversions | Using camp... |                                   | View Content | 46            | 49           | Per View C...         |                                    |  |  | \$1.04               |
| High Via 2019-10 IG Emsculpt Version 1 - Image 5 | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5, 4... 16 days ago | Link Click   | 1             | 64           | \$1.01 Per Link Click |                                    |  |  | \$1.01               |
| 2019-10 FB Emsculpt Version 2 - Image 3          | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 1             | 106          | \$1.00 Per Link Click |                                    |  |  | \$1.00               |
| 2019-10 IG Emsculpt Version 3 - Image 19         | Lowest cost Conversions | Using camp... |                                   | View Content | 37            | 37           | Per View C...         |                                    |  |  | \$1.00               |
| 2019-10 FB Emsculpt Version 1 - Image 6          | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 92            | 193          | Per Link Click        |                                    |  |  | \$0.96               |
| 2019-10 FB Emsculpt Version 1 - Image 7          | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 61            | 124          | Per Link Click        |                                    |  |  | \$0.87               |
| Results from 191 ads                             |                         |               |                                   |              | 23,208 People | 70,831 Total |                       |                                    |  |  | \$913.96 Total Spent |

Facebook Ads Manager interface showing a list of ad sets for a campaign. The interface includes a search bar, filters, and a table of ad performance metrics.

| Ad Name                                  | Bid Strategy Ad Set     | Budget Ad Set | Last Significant Edit           | Results      | Reach         | Impressions  | Cost per Result       | Quality Ranking Ad Relevance Di... | Engagement Rate Ranking Ad Relevance Di... | Conversion Rate Ranking Ad Relevance Di... | Amount Spent         |
|--|-------------------------|---------------|---------------------------------|--------------|---------------|--------------|-----------------------|------------------------------------|--|--|----------------------|
| 2019-10 FB Emsculpt Version 2 - Image 7  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago | Link Click   | 1             | 88           | \$0.87 Per Link Click |                                    |  |  | \$0.87               |
| 2019-10 FB Emsculpt Version 2 - Image 11 | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago | Link Click   | 2             | 96           | \$0.42 Per Link Click |                                    |  |  | \$0.83               |
| 2019-10 FB Emsculpt Version 2 - Image 4  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago | Link Click   | 1             | 79           | \$0.82 Per Link Click |                                    |  |  | \$0.82               |
| 2019-10 FB Emsculpt Version 1 - Image 10 | Lowest cost Conversions | Using camp... |                                 | View Content | 30            | 33           | Per View C...         |                                    |  |  | \$0.77               |
| 2019-10 IG Emsculpt Version 1 - Image 4  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago | Link Click   | 39            | 39           | Per Link Click        |                                    |  |  | \$0.74               |
| 2019-10 FB Emsculpt Version 2 - Image 11 | Lowest cost Conversions | Using camp... |                                 | View Content | 46            | 50           | Per View C...         |                                    |  |  | \$0.74               |
| 2019-10 IG Emsculpt Version 2 - Image 3  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago | Link Click   | 34            | 34           | Per Link Click        |                                    |  |  | \$0.65               |
| 2019-10 FB Emsculpt Version 1 - Image 2  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago | Link Click   | 70            | 95           | Per Link Click        |                                    |  |  | \$0.66               |
| 2019-10 FB Emsculpt Version 2 - Image 9  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago | Link Click   | 62            | 64           | Per Link Click        |                                    |  |  | \$0.65               |
| 2019-10 IG Emsculpt Version 2 - Image 8  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago | Link Click   | 34            | 34           | Per Link Click        |                                    |  |  | \$0.64               |
| 2019-10 FB Emsculpt Version 2 - Image 1  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago | Link Click   | 60            | 68           | Per Link Click        |                                    |  |  | \$0.57               |
| 2019-10 IG Emsculpt Version 1 - Image 7  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago | Link Click   | 1             | 41           | \$0.57 Per Link Click |                                    |  |  | \$0.57               |
| Results from 191 ads                     |                         |               |                                 |              | 23,208 People | 70,831 Total |                       |                                    |  |  | \$913.96 Total Spent |

Facebook Ads Manager interface showing a list of ad sets for a campaign. The interface includes a search bar, filters, and a table of ad performance metrics.

| Ad Name  | Bid Strategy Ad Set     | Budget Ad Set | Last Significant Edit             | Results      | Reach         | Impressions  | Cost per Result       | Quality Ranking Ad Relevance Di... | Engagement Rate Ranking Ad Relevance Di... | Conversion Rate Ranking Ad Relevance Di... | Amount Spent         |
|--|-------------------------|---------------|-----------------------------------|--------------|---------------|--------------|-----------------------|------------------------------------|--|--|----------------------|
| 2019-10 IG Emsculpt Version 1 - Image 11         | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 1             | 42           | \$0.56 Per Link Click |                                    |  |  | \$0.56               |
| 2019-10 IG Emsculpt Version 1 - Image 3          | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 1             | 41           | \$0.55 Per Link Click |                                    |  |  | \$0.55               |
| 2019-10 FB Emsculpt Version 2 - Image 5          | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 84            | 89           | Per Link Click        |                                    |  |  | \$0.55               |
| 2019-10 IG Emsculpt Version 2 - Image 8          | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 1             | 38           | \$0.53 Per Link Click |                                    |  |  | \$0.53               |
| 2019-10 FB Emsculpt Version 2 - Image 2          | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 66            | 76           | Per Link Click        |                                    |  |  | \$0.50               |
| 2019-10 IG Emsculpt Version 1 - Image 2          | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 32            | 33           | Per Link Click        |                                    |  |  | \$0.49               |
| 2019-10 FB Emsculpt Version 1 - Image 9          | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 56            | 60           | Per Link Click        |                                    |  |  | \$0.48               |
| 2019-10 FB Emsculpt Version 2 - Image 2          | Lowest cost Conversions | Using camp... |                                   | View Content | 22            | 24           | Per View C...         |                                    |  |  | \$0.47               |
| 2019-10 IG Emsculpt Version 2 - Image 11         | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 29            | 29           | Per Link Click        |                                    |  |  | \$0.44               |
| High Via 2019-10 IG Emsculpt Version 1 - Image 7 | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 5, 4... 16 days ago | Link Click   | 34            | 39           | Per Link Click        |                                    |  |  | \$0.42               |
| 2019-10 FB Emsculpt Version 2 - Image 0          | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11... 86 days ago   | Link Click   | 95            | 77           | \$0.42 Per Link Click |                                    |  |  | \$0.42               |
| 2019-10 IG Emsculpt Version 3 - Image 0          | Lowest cost Conversions | Using camp... |                                   | View Content | 9             | 9            | Per View C...         |                                    |  |  | \$0.41               |
| Results from 191 ads                             |                         |               |                                   |              | 23,208 People | 70,831 Total |                       |                                    |  |  | \$913.96 Total Spent |

Facebook Ads Manager - Account Overview

Search: [Search business] | Updated 5 minutes ago | Decent Drafts | Review and Publish

Filters: [Save Filter] [Clear] | Date Range: 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         |
|--|-------------------------|---------------|------------------------------|--------------|---------------|--------------|-----------------------|-----------------|-----------------|-----------------|----------------------|
| 2018-10 IG EmSculpt Version 1 - Image 8  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11:06 days ago | Link Click   | 13            | 13           | Per Link Click        | —               | —               | —               | \$0.32               |
| 2018-10 IG EmSculpt Version 1 - Image 3  | Lowest cost Link Clicks | Using camp... | Dec 27, 2019, 54:16 days ago | Link Click   | 1             | 17           | \$0.28 Per Link Click | —               | —               | —               | \$0.28               |
| 2018-10 IG EmSculpt Version 2 - Image 2  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11:06 days ago | Link Click   | —             | 18           | Per Link Click        | —               | —               | —               | \$0.26               |
| 2018-10 IG EmSculpt Version 1 - Image 9  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11:06 days ago | Link Click   | —             | 19           | Per Link Click        | —               | —               | —               | \$0.23               |
| 2018-10 IG EmSculpt Version 2 - Image 10 | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11:06 days ago | Link Click   | —             | 9            | Per Link Click        | —               | —               | —               | \$0.14               |
| 2018-10 IG EmSculpt Version 1 - Image 1  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11:06 days ago | Link Click   | —             | 14           | Per Link Click        | —               | —               | —               | \$0.12               |
| 2018-10 IG EmSculpt Version 1 - Image 10 | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11:06 days ago | Link Click   | —             | 8            | Per Link Click        | —               | —               | —               | \$0.11               |
| 2018-10 IG EmSculpt Version 3 - Image 6  | Lowest cost Conversions | Using camp... | —                            | View Content | —             | 5            | Per View C...         | —               | —               | —               | \$0.10               |
| 2018-10 IG EmSculpt Version 3 - Image 7  | Lowest cost Conversions | Using camp... | —                            | View Content | —             | 1            | Per View C...         | —               | —               | —               | \$0.06               |
| 2018-10 IG EmSculpt Version 2 - Image 7  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11:06 days ago | Link Click   | —             | 8            | Per Link Click        | —               | —               | —               | \$0.05               |
| 2018-10 IG EmSculpt Version 2 - Image 1  | Lowest cost Link Clicks | Using camp... | Nov 13, 2019, 11:06 days ago | Link Click   | —             | 4            | Per Link Click        | —               | —               | —               | \$0.02               |
| 2020-01 - EmSculpt - Image 2             | Lowest cost Link Clicks | Using camp... | Jan 9, 2020, 13:30 days ago  | Lead         | —             | —            | Per Lead              | —               | —               | —               | —                    |
| Results from 191 ads                     |                         |               |                              |              | 23,206 People | 70,851 Total | —                     | —               | —               | —               | \$913.96 Total Spent |

Facebook Ads Manager - Ad Creation

Search: [Search business] | Campaign: EmSculpt - Traffic > EmSculpt - Women > 2019-10 IG EmSculpt Version 2 - Image 5

Identity: Facebook Page (Shore Medical Aesthetics and Anti-Aging), Instagram Account (shoremédicalaesthetics)

Create Ad:  Single Image or Video,  Carousel,  Collection

Format: Single Image or Video

Full Screen Mobile Experience:  Add an Instant Experience

Media:  Add an Instant Experience

Preview: EmSculpt advertisement showing a woman's midsection with text: "BUILD MUSCLE TRIM + TONE", "EMSCULPT", "SHOREMEDAESTHETICS.COM", "EMSCULPT SPECIAL", "Learn more about EmSculpt. Schedule a Free Consultation today."

Buttons: [Discard Draft] [Publish]

Facebook Ads Manager - Ad Creation

Search: [Search business] | Campaign: EmSculpt - Conversion > FD | EmSculpt | Women > 2019-10 FD EmSculpt Version 1 - Image 5

Identity: Facebook Page (Shore Medical Aesthetics and Anti-Aging), Instagram Account (shoremédicalaesthetics)

Create Ad:  Single Image or Video,  Carousel,  Collection

Format: Single Image or Video

Full Screen Mobile Experience:  Add an Instant Experience

Media:  Add an Instant Experience

Preview: EmSculpt advertisement showing a woman's midsection with text: "BUILD MUSCLE TRIM + TONE", "EMSCULPT", "SHOREMEDAESTHETICS.COM", "EMSCULPT", "Learn more about how EmSculpt..."

Buttons: [Discard Draft] [Publish]

Facebook Ads Manager - Ad Creation

Search: [Search business] | Campaign: EmSculpt - Traffic > EmSculpt - Women > High Vie - 2019-10 - EmSculpt - Version 1 - Video 2

Identity: Facebook Page (Shore Medical Aesthetics and Anti-Aging), Instagram Account (shoremédicalaesthetics)

Create Ad:  Single Image or Video,  Carousel,  Collection

Format: Single Image or Video

Full Screen Mobile Experience:  Add an Instant Experience,  Add a Playable Asset

Media:  Add a Playable Asset

Preview: EmSculpt advertisement showing a woman's midsection with text: "EMSCULPT BUILD MUSCLE & BURN FAT", "SHOREMEDAESTHETICS.COM", "EMSCULPT", "Learn more about how EmSculpt..."

Buttons: [Discard Draft] [Publish]

Facebook Ads Manager - Ad Creation

Search: [Search business] | Campaign: EmSculpt - Conversion > FB | EmSculpt | Women > 2019-10 FB EmSculpt Version 1 - Image 6

Identity: Facebook Page (Shore Medical Aesthetics and Anti-Aging), Instagram Account (shoremédicalaesthetics)

Create Ad:  Single Image or Video,  Carousel,  Collection

Format: Single Image or Video

Full Screen Mobile Experience:  Add an Instant Experience

Media:  Add an Instant Experience

Preview: EmSculpt advertisement showing a woman's midsection with text: "BUILD MUSCLE TRIM + TONE", "EMSCULPT", "SHOREMEDAESTHETICS.COM", "EMSCULPT", "Learn more about how EmSculpt..."

Buttons: [Discard Draft] [Publish]

Facebook Ads Manager interface showing a campaign named "Emsculpt - Traffic" targeting "Emsculpt - Women". The selected ad is "High Vio - 2019-10 - Emsculpt - Version 2 - Video 2".

**Identity:**  
 Facebook Page: Shore Medical Aesthetics and Anti-Aging  
 Instagram Account: shoremichaelaesthetics

**Format:** Single Image or Video (selected)

**Full Screen Mobile Experience:** Add an Instant Experience (checked)

**Media:** Video ad showing a woman's midsection with the text "EMSCULPT BUILD MUSCLE & BURN FAT".

Buttons: Discard Draft, Publish

Facebook Ads Manager interface showing the same campaign. The selected ad is "2019-10 IG Emsculpt Version 2 - Image 1".

**Identity:** (Same as above)

**Format:** Single Image or Video (selected)

**Full Screen Mobile Experience:** Add an Instant Experience (checked)

**Media:** Image ad showing a woman lying down with the text "EMSCULPT BUILD MUSCLE TRIM + TONE".

Buttons: Discard Draft, Publish

Facebook Ads Manager interface showing the same campaign. The selected ad is "2019-10 IG Emsculpt Version 2 - Image 9".

**Identity:** (Same as above)

**Format:** Single Image or Video (selected)

**Full Screen Mobile Experience:** Add an Instant Experience (checked)

**Media:** Image ad showing a woman standing with the text "BUILD MUSCLE TRIM + TONE".

Buttons: Discard Draft, Publish

Facebook Ads Manager interface showing the same campaign. The selected ad is "High Vio 2019-10 IG Emsculpt Version 2 - Image 7".

**Identity:** (Same as above)

**Format:** Single Image or Video (selected)

**Full Screen Mobile Experience:** Add an Instant Experience (checked)

**Media:** Image ad showing a woman's midsection with the text "BUILD MUSCLE TRIM + TONE".

Buttons: Discard Draft, Publish

Facebook Ads Manager interface showing the same campaign. The selected ad is "2019-10 - Emsculpt - Version 1 - Image 9".

**Identity:** (Same as above)

**Format:** Single Image or Video (selected)

**Full Screen Mobile Experience:** Add an Instant Experience (checked)

**Media:** Image ad showing a woman's midsection with the text "BUILD MUSCLE TRIM + TONE".

Buttons: Discard Draft, Publish

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic" targeting "Emsculpt - Women". The ad is titled "2019-10 IG Emsculpt Version 2 - Image 3". The ad preview shows a woman in a black sports bra and leggings with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging". The ad is currently in draft status.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Conversion" targeting "Emsculpt - Women". The ad is titled "2019-10 FB Emsculpt Version 1 - Image 2". The ad preview shows a man and a woman in athletic wear with the text "EMSCULPT BUILD MUSCLE TRIM + TONE". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging". The ad is currently in draft status.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic" targeting "Emsculpt - Women". The ad is titled "2019-10 - Emsculpt - Version 1 - Image 11". The ad preview shows a man and a woman in athletic wear with the text "BUILD MUSCLE NO SWEAT REQUIRED" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging". The ad is currently in draft status.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic" targeting "Emsculpt - Women". The ad is titled "2019-10 - Emsculpt - Version 1 - Image 4". The ad preview shows a woman in a white sports bra and leggings with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging". The ad is currently in draft status.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Conversion" targeting "Emsculpt - Women". The ad is titled "2019-10 IG Emsculpt Version 1 - Image 11". The ad preview shows a man and a woman in athletic wear with the text "BUILD MUSCLE NO SWEAT REQUIRED" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging". The ad is currently in draft status.

Facebook Ads Manager interface showing the 'Emsculpt - Traffic' campaign. The left sidebar lists ad names such as '2019-10 IG Emsculpt Version 2 - Image 4'. The main panel displays the 'Identity' section for the Facebook Page 'Shore Medical Aesthetics and ...'. The right panel shows a mobile news feed preview of the ad, featuring a woman in a white bikini and the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'. The ad text reads: 'Shore Medical Aesthetics and Anti-Aging Sponsored. Tone & Sculpt Your Body With EMSculpt. Schedule a Free Consultation today.' A 'LEARN MORE' button is visible.

Facebook Ads Manager interface showing the 'Emsculpt - Conversion' campaign. The left sidebar lists ad names such as '2019-10 FB Emsculpt Version 1 - Image 3'. The main panel displays the 'Identity' section for the Facebook Page 'Shore Medical Aesthetics and ...'. The right panel shows a mobile news feed preview of the ad, featuring a woman in a black sports bra and the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'. The ad text reads: 'Shore Medical Aesthetics and Anti-Aging Sponsored. EMSculpt is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today.' A 'LEARN MORE' button is visible.

Facebook Ads Manager interface showing the 'Emsculpt - Conversion' campaign. The left sidebar lists ad names such as '2019-10 IG Emsculpt Version 1 - Image 4'. The main panel displays the 'Identity' section for the Facebook Page 'Shore Medical Aesthetics and ...'. The right panel shows an Instagram post preview of the ad, featuring a woman in a white bikini and the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'. The ad text reads: 'Shore Medical Aesthetics Sponsored. Tone & Sculpt Your Body With EMSculpt. Schedule a Free Consultation today.' A 'LEARN MORE' button is visible.

Facebook Ads Manager interface showing the 'Emsculpt - Traffic' campaign. The left sidebar lists ad names such as '2019-10 IG Emsculpt Version 2 - Image 11'. The main panel displays the 'Identity' section for the Facebook Page 'Shore Medical Aesthetics and ...'. The right panel shows a mobile news feed preview of the ad, featuring a couple in athletic wear and the text 'BUILD MUSCLE NO SWEAT REQUIRED' and 'EMSCULPT'. The ad text reads: 'Shore Medical Aesthetics and Anti-Aging Sponsored. Tone & Sculpt Your Body With EMSculpt. Schedule a Free Consultation today.' A 'LEARN MORE' button is visible.

Facebook Ads Manager interface showing the 'Emsculpt - Conversion' campaign. The left sidebar lists ad names such as '2019-10 FB Emsculpt Version 1 - Image 4'. The main panel displays the 'Identity' section for the Facebook Page 'Shore Medical Aesthetics and ...'. The right panel shows a mobile news feed preview of the ad, featuring a woman in a white bikini and the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'. The ad text reads: 'Shore Medical Aesthetics and Anti-Aging Sponsored. EMSculpt is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today.' A 'LEARN MORE' button is visible.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic". The ad is titled "2019-10 - Emsculpt - Version 1 - Image 1". The ad preview shows a woman in a white top and shorts with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging". The ad is currently in draft status.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic". The ad is titled "2019-10 IG Emsculpt Version 2 - Image 2". The ad preview shows a man and a woman in athletic wear with the text "EMSCULPT BUILD MUSCLE TRIM + TONE" and "EMSCULPT SPECIAL". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging". The ad is currently in draft status.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic". The ad is titled "2019-10 IG Emsculpt Version 1 - Image 5". The ad preview shows a woman in a white top and blue shorts with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "shoremicalaesthetics". The ad is currently in draft status.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Conversion". The ad is titled "2019-10 FB Emsculpt Version 2 - Image 5". The ad preview shows a woman in a white top and blue shorts with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging". The ad is currently in draft status.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Conversion". The ad is titled "2019-10 IG Emsculpt Version 2 - Image 6". The ad preview shows a woman in a white top and blue shorts with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "shoremicalaesthetics". The ad is currently in draft status.

Facebook Ads Manager interface showing a campaign named "EmSculpt - Conversion" targeting "Women". The selected ad is "2019-10 FB EmSculpt Version 1 - Image 9". The ad preview shows a woman in a white bikini with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad copy includes "Shore Medical Aesthetics and Anti-Aging" and "EmSculpt is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today." The ad is set to use a Facebook Page identity and a single image format.

Facebook Ads Manager interface showing the same campaign, but the selected ad is "2019-10 IG EmSculpt Version 1 - Image 9". The ad preview shows the same woman in a white bikini, but the layout is formatted for an Instagram feed. The ad copy is identical to the previous version, but the "Learn More" link is more prominent.

Facebook Ads Manager interface showing the same campaign, but the selected ad is "2019-10 - EmSculpt - Version 1 - Image 2". The ad preview shows a man and a woman in athletic wear with the text "EMSCULPT BUILD MUSCLE TRIM + TONE". The ad copy includes "Shore Medical Aesthetics and Anti-Aging" and "Tone & Sculpt Your Body With EMSculpt. Schedule a Free Consultation today." The ad is set to use a Facebook Page identity and a single image format.

Facebook Ads Manager interface showing the same campaign, but the selected ad is "2019-10 IG EmSculpt Version 1 - Image 6". The ad preview shows a woman in a white t-shirt and blue bikini bottom with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad copy includes "Shore Medical Aesthetics and Anti-Aging" and "EmSculpt is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today." The ad is set to use an Instagram Account identity and a single image format.

Facebook Ads Manager interface showing the same campaign, but the selected ad is "2019-10 - EmSculpt - Version 1 - Image 10". The ad preview shows a man and a woman in athletic wear with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad copy includes "Shore Medical Aesthetics and Anti-Aging" and "EmSculpt is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today." The ad is set to use a Facebook Page identity and a single image format.

Facebook Ads Manager interface showing the 'Identity' and 'Format' sections for an ad titled '2019-10 FB EmSculpt Version 1 - Image 7'. The 'Identity' section shows the Facebook Page 'Shore Medical Aesthetics and Anti-Aging' and the Instagram account 'shoremédicalaesthetics'. The 'Format' section is set to 'Single Image or Video'. The ad preview shows a woman in a white sports bra with the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'.

Facebook Ads Manager interface showing the 'Identity' and 'Format' sections for an ad titled '2019-10 EmSculpt - Version 1 - Image 8'. The 'Identity' section shows the Facebook Page 'Shore Medical Aesthetics and Anti-Aging' and the Instagram account 'shoremédicalaesthetics'. The 'Format' section is set to 'Single Image or Video'. The ad preview shows a woman in a white sports bra with the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'.

Facebook Ads Manager interface showing the 'Identity' and 'Format' sections for an ad titled '2019-10 IG EmSculpt Version 2 - Image 10'. The 'Identity' section shows the Facebook Page 'Shore Medical Aesthetics and Anti-Aging' and the Instagram account 'shoremédicalaesthetics'. The 'Format' section is set to 'Single Image or Video'. The ad preview shows a couple in athletic wear with the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'.

Facebook Ads Manager interface showing the 'Identity' and 'Format' sections for an ad titled '2019-10 FB EmSculpt Version 1 - Image 6'. The 'Identity' section shows the Facebook Page 'Shore Medical Aesthetics and Anti-Aging' and the Instagram account 'shoremédicalaesthetics'. The 'Format' section is set to 'Single Image or Video'. The ad preview shows a woman in a white sports bra with the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'.

Facebook Ads Manager interface showing the 'Identity' and 'Format' sections for an ad titled '2019-10 FB EmSculpt Version 2 - Image 9'. The 'Identity' section shows the Facebook Page 'Shore Medical Aesthetics and Anti-Aging' and the Instagram account 'shoremédicalaesthetics'. The 'Format' section is set to 'Single Image or Video'. The ad preview shows a woman in a white sports bra with the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'.

Facebook Ads Manager interface for Robert Cahab (369119383). The left sidebar shows a list of ad creatives under the campaign "Emsculpt - Traffic". The main panel displays the configuration for "2019-10 IG Emsculpt Version 2 - Image 1".

**Identity:**  
 Facebook Page: Shore Medical Aesthetics and ...  
 Instagram Account: shoremedicalaesthetics

**Format:**  
 Single Image or Video (selected)  
 Carousel  
 Collection

**Instagram Feed Preview:**  
 Shows a mobile view of the ad featuring a woman in a black bikini. Text overlay: "EMSCULPT BUILD MUSCLE TRIM + TONE".

Facebook Ads Manager interface for Robert Cahab (369119383). The main panel displays the configuration for "2019-10 IG Emsculpt Version 1 - Image 5".

**Identity:**  
 Facebook Page: Shore Medical Aesthetics and ...  
 Instagram Account: shoremedicalaesthetics

**Format:**  
 Single Image or Video (selected)  
 Carousel  
 Collection

**Instagram Feed Preview:**  
 Shows a mobile view of the ad featuring a woman in a white crop top and blue shorts. Text overlay: "BUILD MUSCLE TRIM + TONE".

Facebook Ads Manager interface for Robert Cahab (369119383). The main panel displays the configuration for "2019-10 - Emsculpt - Version 2 - Image 8".

**Identity:**  
 Facebook Page: Shore Medical Aesthetics and ...  
 Instagram Account: shoremedicalaesthetics

**Format:**  
 Single Image or Video (selected)  
 Carousel  
 Collection

**Instagram Feed Preview:**  
 Shows a mobile view of the ad featuring a woman in a white sports bra and shorts. Text overlay: "BUILD MUSCLE TRIM + TONE".

Facebook Ads Manager interface for Robert Cahab (369119383). The main panel displays the configuration for "2019-10 FB Emsculpt Version 1 - Image 11".

**Identity:**  
 Facebook Page: Shore Medical Aesthetics and ...  
 Instagram Account: shoremedicalaesthetics

**Format:**  
 Single Image or Video (selected)  
 Carousel  
 Collection

**Instagram Feed Preview:**  
 Shows a mobile view of the ad featuring a couple. Text overlay: "BUILD MUSCLE NO SWEAT REQUIRED".

Facebook Ads Manager interface for Robert Cahab (369119383). The main panel displays the configuration for "2019-10 FB Emsculpt Version 1 - Image 3".

**Identity:**  
 Facebook Page: Shore Medical Aesthetics and ...  
 Instagram Account: shoremedicalaesthetics

**Format:**  
 Single Image or Video (selected)  
 Carousel  
 Collection

**Instagram Feed Preview:**  
 Shows a mobile view of the ad featuring a woman in a black sports bra. Text overlay: "BUILD MUSCLE TRIM + TONE".

Facebook Ads Manager interface showing the creation of an Instagram ad. The left sidebar displays a list of ad creatives for 'Emsculpt - Women'. The main panel shows the 'Identity' and 'Format' settings for the ad.

**Identity:**

- Facebook Page: Shore Medical Aesthetics and ...
- Instagram Account: shoremedicalaesthetics

**Format:**

- Single Image or Video (Selected)
- Carousel
- Collection

**Full Screen Mobile Experience:**

- Learn More (Link)

**Media:**

- Image: A woman in a black sports bra and leggings.

**Ad Preview:**

Instagram post from shoremedicalaesthetics. Text: "BUILD MUSCLE TRIM + TONE". Call to action: "EMSCULPT".

Facebook Ads Manager interface showing the creation of an Instagram ad. The main panel shows the 'Identity' and 'Format' settings for the ad.

**Identity:**

- Facebook Page: Shore Medical Aesthetics and ...
- Instagram Account: shoremedicalaesthetics

**Format:**

- Single Image or Video (Selected)
- Carousel
- Collection

**Full Screen Mobile Experience:**

- Learn More (Link)

**Media:**

- Image: A woman in a white sports bra and shorts.

**Ad Preview:**

Instagram post from Shore Medical Aesthetics and Anti-Aging. Text: "BUILD MUSCLE TRIM + TONE". Call to action: "EMSCULPT".

Facebook Ads Manager interface showing the creation of an Instagram ad. The main panel shows the 'Identity' and 'Format' settings for the ad.

**Identity:**

- Facebook Page: Shore Medical Aesthetics and ...
- Instagram Account: shoremedicalaesthetics

**Format:**

- Single Image or Video (Selected)
- Carousel
- Collection

**Full Screen Mobile Experience:**

- Learn More (Link)

**Media:**

- Image: A couple in athletic wear.

**Ad Preview:**

Instagram post from Shore Medical Aesthetics and Anti-Aging. Text: "BUILD MUSCLE NO SWEAT REQUIRED". Call to action: "EMSCULPT".

Facebook Ads Manager interface showing the creation of an Instagram ad. The main panel shows the 'Identity' and 'Format' settings for the ad.

**Identity:**

- Facebook Page: Shore Medical Aesthetics and ...
- Instagram Account: shoremedicalaesthetics

**Format:**

- Single Image or Video (Selected)
- Carousel
- Collection

**Full Screen Mobile Experience:**

- Learn More (Link)

**Media:**

- Image: A woman in a white sports bra and leggings.

**Ad Preview:**

Instagram post from shoremedicalaesthetics. Text: "BUILD MUSCLE TRIM + TONE". Call to action: "EMSCULPT".

Facebook Ads Manager interface showing the creation of an Instagram ad. The main panel shows the 'Identity' and 'Format' settings for the ad.

**Identity:**

- Facebook Page: Shore Medical Aesthetics and ...
- Instagram Account: shoremedicalaesthetics

**Format:**

- Single Image or Video (Selected)
- Carousel
- Collection

**Full Screen Mobile Experience:**

- Learn More (Link)

**Media:**

- Image: A woman in a white sports bra and leggings.

**Ad Preview:**

Instagram post from shoremedicalaesthetics. Text: "BUILD MUSCLE TRIM + TONE". Call to action: "EMSCULPT".

Facebook Ads Manager interface showing an advertisement for "Shore Medical Aesthetics and Anti-Aging". The ad is titled "EMSCULPT, The Only Procedure to Reduce Fat & Build Muscle Simultaneously - Free Consult!" and features a woman in a white bikini. The ad is currently in a draft state.

**Advertisement Details:**

- Advertiser:** Shore Medical Aesthetics and Anti-Aging
- Headline:** EMSCULPT, The Only Procedure to Reduce Fat & Build Muscle Simultaneously - Free Consult!
- Image:** A woman in a white bikini posing.
- Text:** BUILD MUSCLE TRIM + TONE
- Call to Action:** SHOREMEDAESTHETICS.COM EMSCULPT SPECIAL. LEARN MORE

**Format Options:**

- Single Image or Video: One image or video, or a slideshow with multiple images.
- Carousel: 2 or more scrollable images or videos.
- Collection: Group of items that opens into a full-screen mobile experience.

**Fullscreen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

**Media:** Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs.

**8 placements are using this image**

Buttons: Close, Dismiss Draft, Publish

Facebook Ads Manager interface showing an advertisement for "Shore Medical Aesthetics and Anti-Aging". The ad is titled "EMSCULPT is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today" and features a man and a woman in athletic wear. The ad is currently in a draft state.

**Advertisement Details:**

- Advertiser:** Shore Medical Aesthetics and Anti-Aging
- Headline:** EMSCULPT is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today
- Image:** A man and a woman in athletic wear.
- Text:** BUILD MUSCLE TRIM + TONE
- Call to Action:** SHOREMEDAESTHETICS.COM EMSCULPT. LEARN MORE

**Format Options:**

- Single Image or Video: One image or video, or a slideshow with multiple images.
- Carousel: 2 or more scrollable images or videos.
- Collection: Group of items that opens into a full-screen mobile experience.

**Fullscreen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

**Media:** Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs.

**8 placements are using this image**

Buttons: Close, Dismiss Draft, Publish

Facebook Ads Manager interface showing an advertisement for "Shore Medical Aesthetics and Anti-Aging". The ad is titled "EMSCULPT is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today" and features a woman in a white bikini. The ad is currently in a draft state.

**Advertisement Details:**

- Advertiser:** Shore Medical Aesthetics and Anti-Aging
- Headline:** EMSCULPT is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today
- Image:** A woman in a white bikini posing.
- Text:** BUILD MUSCLE TRIM + TONE
- Call to Action:** SHOREMEDAESTHETICS.COM EMSCULPT. LEARN MORE

**Format Options:**

- Single Image or Video: One image or video, or a slideshow with multiple images.
- Carousel: 2 or more scrollable images or videos.
- Collection: Group of items that opens into a full-screen mobile experience.

**Fullscreen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

**Media:** Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs.

**8 placements are using this image**

Buttons: Close, Dismiss Draft, Publish

Facebook Ads Manager interface showing an advertisement for "Shore Medical Aesthetics and Anti-Aging". The ad is titled "EMSCULPT, The Only Procedure to Reduce Fat & Build Muscle Simultaneously - Free Consult!" and features a woman in a white bikini. The ad is currently in a draft state.

**Advertisement Details:**

- Advertiser:** Shore Medical Aesthetics and Anti-Aging
- Headline:** EMSCULPT, The Only Procedure to Reduce Fat & Build Muscle Simultaneously - Free Consult!
- Image:** A woman in a white bikini posing.
- Text:** BUILD MUSCLE TRIM + TONE
- Call to Action:** SHOREMEDAESTHETICS.COM EMSCULPT SPECIAL. LEARN MORE

**Format Options:**

- Single Image or Video: One image or video, or a slideshow with multiple images.
- Carousel: 2 or more scrollable images or videos.
- Collection: Group of items that opens into a full-screen mobile experience.

**Fullscreen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

**Media:** Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs.

**8 placements are using this image**

Buttons: Close, Dismiss Draft, Publish

Facebook Ads Manager interface showing an advertisement for "Shore Medical Aesthetics and Anti-Aging". The ad is titled "EMSCULPT is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today" and features a man and a woman in athletic wear. The ad is currently in a draft state.

**Advertisement Details:**

- Advertiser:** Shore Medical Aesthetics and Anti-Aging
- Headline:** EMSCULPT is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today
- Image:** A man and a woman in athletic wear.
- Text:** BUILD MUSCLE TRIM + TONE
- Call to Action:** SHOREMEDAESTHETICS.COM EMSCULPT. LEARN MORE

**Format Options:**

- Single Image or Video: One image or video, or a slideshow with multiple images.
- Carousel: 2 or more scrollable images or videos.
- Collection: Group of items that opens into a full-screen mobile experience.

**Fullscreen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

**Media:** Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs.

**8 placements are using this image**

Buttons: Close, Dismiss Draft, Publish

Facebook Ads Manager interface showing the creation of an Instagram ad. The ad is titled "2019-10 IG EmSculpt Version 2 - Image 4". The ad creative features a woman in a white bikini with the text "BUILD MUSCLE TRIM + TONE" and the "EMSCULPT" logo. The ad is set to be published to the Instagram account "shoremicalaesthetics".

Facebook Ads Manager interface showing the creation of an Instagram ad. The ad is titled "2019-10 IG EmSculpt Version 2 - Image 3". The ad creative features a woman in a black sports bra with the text "BUILD MUSCLE TRIM + TONE" and the "EMSCULPT" logo. The ad is set to be published to the Instagram account "shoremicalaesthetics".

Facebook Ads Manager interface showing the creation of an Instagram ad. The ad is titled "2019-10 IG EmSculpt Version 2 - Image 8". The ad creative features a woman in a grey sports bra and shorts with the text "BUILD MUSCLE TRIM + TONE" and the "EMSCULPT" logo. The ad is set to be published to the Instagram account "shoremicalaesthetics".

Facebook Ads Manager interface showing the creation of an Instagram ad. The ad is titled "2019-10 FB EmSculpt Version 2 - Image 11". The ad creative features a couple with the text "BUILD MUSCLE NO SWEAT REQUIRED" and the "EMSCULPT" logo. The ad is set to be published to the Instagram account "shoremicalaesthetics".

Facebook Ads Manager interface showing the creation of an Instagram ad. The ad is titled "2019-10 FB EmSculpt Version 1 - Image 8". The ad creative features a woman in a grey sports bra and shorts with the text "BUILD MUSCLE TRIM + TONE" and the "EMSCULPT" logo. The ad is set to be published to the Instagram account "shoremicalaesthetics".

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb path is: Enrosulpt - Conversion > IG Enrosulpt - Women > 2019-10 IG Enrosulpt Version 1 - Image 2. The ad is titled "Shore Medical Aesthetics and Anti-Aging".

**Instagram Account:** The Instagram account below is connected to the selected Facebook Page. Manage connections in Page settings.

**Create Ad:** Use Existing Post, Use Mockup.

**Format:** Choose how you'd like to structure your ad.
 

- Single Image or Video: One image or video, or a slideshow with multiple images.
- Carousel: 2 or more scrollable images or videos.
- Collection: Group of items that opens into a fullscreen mobile experience.

**Fullscreen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. [Learn More](#)

**Media:** Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs. [Clear All](#)

**3 placements are using this image:** 2.png

**Instagram Ad Preview:** Shows a post from "shoremicalaesthetics" with the text "EMSCULPT™ BUILD MUSCLE TRIM + TONE" and a "Learn More" link.

Buttons: Close, Dismiss Draft, Publish.

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb path is: Enrosulpt - Conversion > FB | Enrosulpt | Women > 2019-10 FB Enrosulpt Version 1 - Image 1.

**Advertise on Instagram:** Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. [Learn more](#). [Add Instagram Placement](#)

**Create Ad:** Use Existing Post, Use Mockup.

**Format:** Choose how you'd like to structure your ad.
 

- Single Image or Video: One image or video, or a slideshow with multiple images.
- Carousel: 2 or more scrollable images or videos.
- Collection: Group of items that opens into a fullscreen mobile experience.

**Fullscreen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. [Learn More](#)

**Media:** Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs. [Clear All](#)

**8 placements are using this image:** 8.png

**Instagram Ad Preview:** Shows a post from "Shore Medical Aesthetics and Anti-Aging" with the text "EMSCULPT™ BUILD MUSCLE TRIM + TONE" and a "Learn More" button.

Buttons: Close, Dismiss Draft, Publish.

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb path is: Enrosulpt - Conversion > IG Enrosulpt - Women > 2019-10 IG Enrosulpt Version 1 - Image 10.

**Instagram Account:** The Instagram account below is connected to the selected Facebook Page. Manage connections in Page settings.

**Create Ad:** Use Existing Post, Use Mockup.

**Format:** Choose how you'd like to structure your ad.
 

- Single Image or Video: One image or video, or a slideshow with multiple images.
- Carousel: 2 or more scrollable images or videos.
- Collection: Group of items that opens into a fullscreen mobile experience.

**Fullscreen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. [Learn More](#)

**Media:** Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs. [Clear All](#)

**3 placements are using this image:** 10.png

**Instagram Ad Preview:** Shows a post from "shoremicalaesthetics" with the text "EMSCULPT™ BUILD MUSCLE TRIM + TONE" and a "Learn More" link.

Buttons: Close, Dismiss Draft, Publish.

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb path is: Enrosulpt - Traffic > FB | Enrosulpt | Women > 2019-10 FB Enrosulpt Version 1 - Image 1. The ad is titled "Shore Medical Aesthetics and Anti-Aging".

**Advertise on Instagram:** Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. [Learn more](#). [Add Instagram Placement](#)

**Create Ad:** Use Existing Post, Use Mockup.

**Format:** Choose how you'd like to structure your ad.
 

- Single Image or Video: One image or video, or a slideshow with multiple images.
- Carousel: 2 or more scrollable images or videos.
- Collection: Group of items that opens into a fullscreen mobile experience.

**Fullscreen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. [Learn More](#)

**Media:** Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs. [Clear All](#)

**8 placements are using this image:** 8.png

**Instagram Ad Preview:** Shows a post from "Shore Medical Aesthetics and Anti-Aging" with the text "EMSCULPT™ BUILD MUSCLE TRIM + TONE" and a "Learn More" button.

Buttons: Close, Dismiss Draft, Publish.

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb path is: Enrosulpt - Conversion > IG Enrosulpt - Women > 2019-10 IG Enrosulpt Version 2 - Image 11.

**Instagram Account:** The Instagram account below is connected to the selected Facebook Page. Manage connections in Page settings.

**Create Ad:** Use Existing Post, Use Mockup.

**Format:** Choose how you'd like to structure your ad.
 

- Single Image or Video: One image or video, or a slideshow with multiple images.
- Carousel: 2 or more scrollable images or videos.
- Collection: Group of items that opens into a fullscreen mobile experience.

**Fullscreen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. [Learn More](#)

**Media:** Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs. [Clear All](#)

**3 placements are using this image:** 11.png

**Instagram Ad Preview:** Shows a post from "shoremicalaesthetics" with the text "EMSCULPT™ BUILD MUSCLE NO SWEAT REQUIRED" and a "Learn More" link.

Buttons: Close, Dismiss Draft, Publish.

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb path is: Enmsculpt - Conversion > IG | Enmsculpt | Women > 2019-10 IG Enmsculpt Version 1 - Image 8.

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

**Format:** Single Image or Video (Selected)

**Full Screen Mobile Experience:** Add an Instant Experience

**Ad Preview:** Instagram Feed. The ad features a woman in athletic wear with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb path is: Enmsculpt - Conversion > FB | Enmsculpt | Women > 2019-10 FB Enmsculpt Version 2 - Image 10.

**Identity:** Facebook Page: Shore Medical Aesthetics and Anti-Aging

**Format:** Single Image or Video (Selected)

**Full Screen Mobile Experience:** Add an Instant Experience

**Ad Preview:** Facebook Feed. The ad features a man and a woman in athletic wear with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb path is: Enmsculpt - Conversion > FB | Enmsculpt | Women > 2019-10 FB Enmsculpt Version 2 - Image 2.

**Identity:** Facebook Page: Shore Medical Aesthetics and Anti-Aging

**Format:** Single Image or Video (Selected)

**Full Screen Mobile Experience:** Add an Instant Experience

**Ad Preview:** Mobile News Feed. The ad features a man and a woman in athletic wear with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb path is: Enmsculpt - Conversion > FB | Enmsculpt | Women > 2019-10 FB Enmsculpt Version 2 - Image 3.

**Identity:** Facebook Page: Shore Medical Aesthetics and Anti-Aging

**Format:** Single Image or Video (Selected)

**Full Screen Mobile Experience:** Add an Instant Experience

**Ad Preview:** Mobile News Feed. The ad features a woman in athletic wear with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb path is: Enmsculpt - Conversion > IG | Enmsculpt | General Population > 2019-10 IG Enmsculpt Version 3 - Image 11.

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

**Format:** Single Image or Video (Selected)

**Full Screen Mobile Experience:** Add an Instant Experience

**Ad Preview:** Instagram Feed. The ad features a man and a woman in athletic wear with the text "BUILD MUSCLE NO SWEAT REQUIRED" and "EMSCULPT".

Facebook Ads Manager interface showing a campaign named "Emsculpt - Conversion" targeting "Women". The selected ad is "2019-10 FB Emsculpt Version 2 - Image 7".

**Identity:** Facebook Page: Shore Medical Aesthetics and Anti-Aging. Advertisable on Instagram.

**Format:** Single Image or Video (Selected). One image or video, or a slideshow with multiple images.

**Full Screen Mobile Experience:** Captures people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

**Media:** Choose an image or video, or create a new video or slideshow.

**Ad Preview:** Shows the ad on a mobile device. Text: "Shore Medical Aesthetics and Anti-Aging Sponsored. Emsculpt. The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consult! BUILD MUSCLE TRIM + TONE. SHOREMEDAESTHETICS.COM EMSCULPT SPECIAL. Learn more about Emsculpt. See... LEARN MORE".

Facebook Ads Manager interface showing the same campaign. The selected ad is "2019-10 FB Emsculpt Version 2 - Image 1".

**Identity:** Facebook Page: Shore Medical Aesthetics and Anti-Aging. Advertisable on Instagram.

**Format:** Single Image or Video (Selected). One image or video, or a slideshow with multiple images.

**Full Screen Mobile Experience:** Captures people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

**Media:** Choose an image or video, or create a new video or slideshow.

**Ad Preview:** Shows the ad on a mobile device. Text: "Shore Medical Aesthetics and Anti-Aging Sponsored. Emsculpt. The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consult! BUILD MUSCLE TRIM + TONE. SHOREMEDAESTHETICS.COM EMSCULPT SPECIAL. Learn more about Emsculpt. See... LEARN MORE".

Facebook Ads Manager interface showing a campaign named "Emsculpt - Conversion" targeting "General Population". The selected ad is "2019-10 IG Emsculpt Version 1 - Image 11".

**Identity:** Instagram Account: shoremedicaesthetics. The Instagram account below is connected to the selected Facebook Page.

**Format:** Single Image or Video (Selected). One image or video, or a slideshow with multiple images.

**Full Screen Mobile Experience:** Captures people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

**Media:** Choose an image or video, or create a new video or slideshow.

**Ad Preview:** Shows the ad on an Instagram feed. Text: "shoremedicaesthetics Sponsored. BUILD MUSCLE NO SWEAT REQUIRED. Learn More. shoremedicaesthetics Emsculpt is the only body contouring treatment to burn fat & build muscle... more".

Facebook Ads Manager interface showing a campaign named "Emsculpt - Conversion" targeting "Women". The selected ad is "2019-10 IG Emsculpt Version 2 - Image 7".

**Identity:** Facebook Page: Shore Medical Aesthetics and Anti-Aging. Advertisable on Instagram.

**Format:** Single Image or Video (Selected). One image or video, or a slideshow with multiple images.

**Full Screen Mobile Experience:** Captures people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

**Media:** Choose an image or video, or create a new video or slideshow.

**Ad Preview:** Shows the ad on an Instagram feed. Text: "shoremedicaesthetics Sponsored. BUILD MUSCLE TRIM + TONE. Learn More. shoremedicaesthetics Emsculpt. The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free... more".

Facebook Ads Manager interface showing a campaign named "Emsculpt - Conversion" targeting "Women". The selected ad is "2019-10 IG Emsculpt Version 2 - Image 5".

**Identity:** Facebook Page: Shore Medical Aesthetics and Anti-Aging. Advertisable on Instagram.

**Format:** Single Image or Video (Selected). One image or video, or a slideshow with multiple images.

**Full Screen Mobile Experience:** Captures people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.

**Media:** Choose an image or video, or create a new video or slideshow.

**Ad Preview:** Shows the ad on an Instagram feed. Text: "shoremedicaesthetics Sponsored. BUILD MUSCLE TRIM + TONE. Learn More. shoremedicaesthetics Tone & Sculpt Your Body With Emsculpt. Schedule a Free Consultation today".

Facebook Ads Manager interface showing the creation of an Instagram ad for EmSculpt. The ad is titled "2019-10 IG EmSculpt Version 2 - Image 11". The ad creative features a couple in athletic wear with the text "BUILD MUSCLE NO SWEAT REQUIRED". The interface includes a list of ad versions on the left, a central configuration panel with "Identity" and "Format" sections, and a preview of the ad on an Instagram mobile device.

Facebook Ads Manager interface showing the creation of an Instagram ad for EmSculpt. The ad is titled "2019-10 IG EmSculpt Version 1 - Image 1". The ad creative features a woman in athletic wear with the text "BUILD MUSCLE TRIM + TONE". The interface includes a list of ad versions on the left, a central configuration panel with "Identity" and "Format" sections, and a preview of the ad on an Instagram mobile device.

Facebook Ads Manager interface showing the creation of a Facebook ad for EmSculpt. The ad is titled "2019-10 FB EmSculpt Version 1 - Image 2". The ad creative features a couple in athletic wear with the text "EMSCULPT BUILD MUSCLE TRIM + TONE". The interface includes a list of ad versions on the left, a central configuration panel with "Identity" and "Format" sections, and a preview of the ad on a Facebook mobile device.

Facebook Ads Manager interface showing the creation of a Facebook ad for EmSculpt. The ad is titled "2019-10 FB EmSculpt Version 1 - Image 11". The ad creative features a couple in athletic wear with the text "EMSCULPT BUILD MUSCLE TRIM + TONE". The interface includes a list of ad versions on the left, a central configuration panel with "Identity" and "Format" sections, and a preview of the ad on a Facebook mobile device.

Facebook Ads Manager interface showing the creation of an Instagram ad for EmSculpt. The ad is titled "2019-10 IG EmSculpt Version 1 - Image 10". The ad creative features a couple in athletic wear with the text "BUILD MUSCLE TRIM + TONE". The interface includes a list of ad versions on the left, a central configuration panel with "Identity" and "Format" sections, and a preview of the ad on an Instagram mobile device.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Conversion" targeting "FB | Emsculpt | General" with the ad name "2019-10 FB Emsculpt Version 2 - Image 10".

**Identity:** Facebook Page: Shore Medical Aesthetics and Anti-Aging. Advertise on Instagram: Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. Add Instagram Placement.

**Format:** Single Image or Video (Selected). One image or video, or a slideshow with multiple images.

**Full Screen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. Add an Instant Experience.

**Media:** Choose an image or video, or create a new video or slideshow.

**Mobile News Feed:** Preview of the ad showing a couple in athletic wear with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic" targeting "FB | Emsculpt | Women" with the ad name "2019-10 FB Emsculpt Version 2 - Image 6".

**Identity:** Facebook Page: Shore Medical Aesthetics and Anti-Aging. Advertise on Instagram: Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. Add Instagram Placement.

**Format:** Single Image or Video (Selected). One image or video, or a slideshow with multiple images.

**Full Screen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. Add an Instant Experience.

**Media:** Choose an image or video, or create a new video or slideshow.

**Mobile News Feed:** Preview of the ad showing a woman in athletic wear with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Conversion" targeting "IG | Emsculpt | Women" with the ad name "2019-10 IG Emsculpt Version 2 - Image 2".

**Identity:** Instagram Account: shoremedicaesthetics. The Instagram account below is connected to the selected Facebook Page. Manage connections in Page settings.

**Format:** Single Image or Video (Selected). One image or video, or a slideshow with multiple images.

**Full Screen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. Add an Instant Experience.

**Media:** Choose an image or video, or create a new video or slideshow.

**Instagram Feed:** Preview of the ad showing a couple in athletic wear with the text "EMSCULPT BUILD MUSCLE TRIM + TONE".

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Conversion" targeting "IG | Emsculpt | General Population" with the ad name "2019-10 IG Emsculpt Version 2 - Image 2".

**Identity:** Instagram Account: shoremedicaesthetics. The Instagram account below is connected to the selected Facebook Page. Manage connections in Page settings.

**Format:** Single Image or Video (Selected). One image or video, or a slideshow with multiple images.

**Full Screen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. Add an Instant Experience.

**Media:** Choose an image or video, or create a new video or slideshow.

**Instagram Feed:** Preview of the ad showing a couple in athletic wear with the text "EMSCULPT BUILD MUSCLE TRIM + TONE".

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Conversion" targeting "FB | Emsculpt | Women" with the ad name "2019-10 FB Emsculpt Version 2 - Image 0".

**Identity:** Facebook Page: Shore Medical Aesthetics and Anti-Aging. Advertise on Instagram: Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. Add Instagram Placement.

**Format:** Single Image or Video (Selected). One image or video, or a slideshow with multiple images.

**Full Screen Mobile Experience:** Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. Add an Instant Experience.

**Media:** Choose an image or video, or create a new video or slideshow.

**Mobile News Feed:** Preview of the ad showing a woman in athletic wear with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

Facebook Ads Manager interface showing a list of ad creatives on the left and a preview of an Instagram ad on the right. The ad preview shows a woman in a white sports bra and blue shorts, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "shoremicaesthetics".

**Identity**

Facebook Page: Shore Medical Aesthetics and ...

Instagram Account: shoremicaesthetics

**Format**

Single Image or Video

**Fullscreen Mobile Experience**

Media: Choose an image or video, or create a new video or slideshow

Buttons: Close, Discard Draft, Publish

Facebook Ads Manager interface showing a list of ad creatives on the left and a preview of an Instagram ad on the right. The ad preview shows a woman in a white sports bra and blue shorts, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging".

**Identity**

Facebook Page: Shore Medical Aesthetics and ...

Instagram Account: shoremicaesthetics

**Format**

Single Image or Video

**Fullscreen Mobile Experience**

Media: Choose an image or video, or create a new video or slideshow

Buttons: Close, Discard Draft, Publish

Facebook Ads Manager interface showing a list of ad creatives on the left and a preview of an Instagram ad on the right. The ad preview shows a man and a woman in athletic wear, with the text "EMSCULPT BUILD MUSCLE TRIM + TONE". The ad is sponsored by "shoremicaesthetics".

**Identity**

Facebook Page: Shore Medical Aesthetics and ...

Instagram Account: shoremicaesthetics

**Format**

Single Image or Video

**Fullscreen Mobile Experience**

Media: Choose an image or video, or create a new video or slideshow

Buttons: Close, Discard Draft, Publish

Facebook Ads Manager interface showing a list of ad creatives on the left and a preview of an Instagram ad on the right. The ad preview shows a woman in a white sports bra and blue shorts, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "shoremicaesthetics".

**Identity**

Facebook Page: Shore Medical Aesthetics and ...

Instagram Account: shoremicaesthetics

**Format**

Single Image or Video

**Fullscreen Mobile Experience**

Media: Choose an image or video, or create a new video or slideshow

Buttons: Close, Discard Draft, Publish

Facebook Ads Manager interface showing a list of ad creatives on the left and a preview of an Instagram ad on the right. The ad preview shows a woman in a white sports bra and blue shorts, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "shoremicaesthetics".

**Identity**

Facebook Page: Shore Medical Aesthetics and ...

Instagram Account: shoremicaesthetics

**Format**

Single Image or Video

**Fullscreen Mobile Experience**

Media: Choose an image or video, or create a new video or slideshow

Buttons: Close, Discard Draft, Publish

Facebook Ads Manager interface showing the creation of an ad for '2019-10 FB EmSculpt Version 2 - Image 10'. The ad is set to run on Facebook and Instagram. The preview shows a mobile news feed with a couple in athletic wear and the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'. The ad text includes 'EMSCULPT, The Only Procedure to Reduce Fat & Build Muscle Simultaneously - Free Consult!' and 'SHOREMEDAESTHETICS.COM EMSCULPT SPECIAL'.

Facebook Ads Manager interface showing the creation of an ad for '2019-10 IG EmSculpt Version 2 - Image 10'. The ad is set to run on Instagram. The preview shows an Instagram post with a couple in athletic wear and the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'. The ad text includes 'shoremecaesthetics Tone & Sculpt Your Body With EMSCulpt. Schedule a Free Consultation today'.

Facebook Ads Manager interface showing the creation of an ad for '2019-10 IG EmSculpt Version 2 - Image 5'. The ad is set to run on Instagram. The preview shows an Instagram post with a woman in athletic wear and the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'. The ad text includes 'shoremecaesthetics Tone & Sculpt Your Body With EMSCulpt. Schedule a Free Consultation today'.

Facebook Ads Manager interface showing the creation of an ad for '2019-10 IG EmSculpt Version 1 - Image 8'. The ad is set to run on Instagram. The preview shows an Instagram post with a woman in athletic wear and the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'. The ad text includes 'Tone & Sculpt Your Body With EMSCulpt. Schedule a Free Consultation today'.

Facebook Ads Manager interface showing the creation of an ad for '2019-10 FB EmSculpt Version 2 - Image 7'. The ad is set to run on Facebook. The preview shows a mobile news feed with a woman in athletic wear and the text 'BUILD MUSCLE TRIM + TONE' and 'EMSCULPT'. The ad text includes 'The EMSCULPT is the only procedure to help both women and men build muscle and sculpt their body.' and 'SHOREMEDAESTHETICS.COM BURN FAT + BUILD MUSCLE'.

Facebook Ads Manager interface for 'shoremicalaesthetics'. The left sidebar shows a list of ad creatives. The main panel displays the 'Create Ad' configuration for '2019-10 IG EmSculpt Version 2 - Image 10'. The format is set to 'Single Image or Video'. The preview shows an Instagram feed post with a couple and the text 'BUILD MUSCLE TRIM + TONE'.

Facebook Ads Manager interface for 'shoremicalaesthetics'. The left sidebar shows a list of ad creatives. The main panel displays the 'Create Ad' configuration for '2019-10 IG EmSculpt Version 3 - Image 2'. The format is set to 'Single Image or Video'. The preview shows an Instagram feed post with a couple and the text 'EMSCULPT BUILD MUSCLE TRIM + TONE'.

Facebook Ads Manager interface for 'shoremicalaesthetics'. The left sidebar shows a list of ad creatives. The main panel displays the 'Create Ad' configuration for 'High Vio 2019-10 IG EmSculpt Version 1 - Image 5'. The format is set to 'Single Image or Video'. The preview shows a mobile news feed post with a woman's midsection and the text 'BUILD MUSCLE TRIM + TONE'.

Facebook Ads Manager interface for 'shoremicalaesthetics'. The left sidebar shows a list of ad creatives. The main panel displays the 'Create Ad' configuration for '2019-10 FB EmSculpt Version 2 - Image 3'. The format is set to 'Single Image or Video'. The preview shows a Facebook feed post with a woman's midsection and the text 'BUILD MUSCLE TRIM + TONE'.

Facebook Ads Manager interface for 'shoremicalaesthetics'. The left sidebar shows a list of ad creatives. The main panel displays the 'Create Ad' configuration for '2019-10 IG EmSculpt Version 3 - Image 10'. The format is set to 'Single Image or Video'. The preview shows an Instagram feed post with a couple and the text 'BUILD MUSCLE TRIM + TONE'.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic". The ad is titled "2019-10 FB Emsculpt Version 1 - Image 5". The ad preview shows a woman in a white top and blue shorts, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging".

**Identity**

Facebook Page  
Your Facebook Page represents your business in ads. You can also create a Facebook Page.

Shore Medical Aesthetics and ...

Advertise on Instagram  
Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. Learn more.

Add Instagram Placement

**Create Ad** Use Existing Post Use Mockup

**Format**  
Choose how you'd like to structure your ad.

- Single Image or Video  
One image or video, or a slideshow with multiple images
- Carousel  
2 or more scrollable images or videos
- Collection  
Group of items that opens into a fullscreen mobile experience.

**Fullscreen Mobile Experience**  
Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. Learn More

Add an Instant Experience

**Media**  
Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs.

Close

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic". The ad is titled "2019-10 FB Emsculpt Version 1 - Image 7". The ad preview shows a woman in a white sports bra, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging".

**Identity**

Facebook Page  
Your Facebook Page represents your business in ads. You can also create a Facebook Page.

Shore Medical Aesthetics and ...

Advertise on Instagram  
Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. Learn more.

Add Instagram Placement

**Create Ad** Use Existing Post Use Mockup

**Format**  
Choose how you'd like to structure your ad.

- Single Image or Video  
One image or video, or a slideshow with multiple images
- Carousel  
2 or more scrollable images or videos
- Collection  
Group of items that opens into a fullscreen mobile experience.

**Fullscreen Mobile Experience**  
Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. Learn More

Add an Instant Experience

**Media**  
Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs.

Close

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic". The ad is titled "2019-10 FB Emsculpt Version 2 - Image 7". The ad preview shows a woman in a white sports bra, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging".

**Identity**

Facebook Page  
Your Facebook Page represents your business in ads. You can also create a Facebook Page.

Shore Medical Aesthetics and ...

Advertise on Instagram  
Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. Learn more.

Add Instagram Placement

**Create Ad** Use Existing Post Use Mockup

**Format**  
Choose how you'd like to structure your ad.

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One image or video, or a slideshow with multiple images
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2 or more scrollable images or videos
- Collection  
Group of items that opens into a fullscreen mobile experience.

**Fullscreen Mobile Experience**  
Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. Learn More

Add an Instant Experience

**Media**  
Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs.

Close

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic". The ad is titled "2019-10 FB Emsculpt Version 2 - Image 11". The ad preview shows a man and a woman in athletic wear, with the text "BUILD MUSCLE NO SWEAT REQUIRED" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging".

**Identity**

Facebook Page  
Your Facebook Page represents your business in ads. You can also create a Facebook Page.

Shore Medical Aesthetics and ...

Advertise on Instagram  
Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. Learn more.

Add Instagram Placement

**Create Ad** Use Existing Post Use Mockup

**Format**  
Choose how you'd like to structure your ad.

- Single Image or Video  
One image or video, or a slideshow with multiple images
- Carousel  
2 or more scrollable images or videos
- Collection  
Group of items that opens into a fullscreen mobile experience.

**Fullscreen Mobile Experience**  
Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. Learn More

Add an Instant Experience

**Media**  
Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs.

Close

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic". The ad is titled "2019-10 FB Emsculpt Version 2 - Image 4". The ad preview shows a woman in a white sports bra, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging".

**Identity**

Facebook Page  
Your Facebook Page represents your business in ads. You can also create a Facebook Page.

Shore Medical Aesthetics and ...

Advertise on Instagram  
Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. Learn more.

Add Instagram Placement

**Create Ad** Use Existing Post Use Mockup

**Format**  
Choose how you'd like to structure your ad.

- Single Image or Video  
One image or video, or a slideshow with multiple images
- Carousel  
2 or more scrollable images or videos
- Collection  
Group of items that opens into a fullscreen mobile experience.

**Fullscreen Mobile Experience**  
Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. Learn More

Add an Instant Experience

**Media**  
Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs.

Close

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Facebook Ads Manager interface showing the creation of a Facebook ad for EmSculpt. The left sidebar contains a list of ad creatives. The main panel is titled "EmSculpt - Conversion" and "FB | EmSculpt | General". The right panel shows the ad preview for a Facebook feed.

**Facebook Page:** Shore Medical Aesthetics and Anti-Aging

**Ad Text:** EmSculpt is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today.

**Image:** A woman and a man in athletic wear, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

**Buttons:** Like, Comment, Share, Learn More

Facebook Ads Manager interface showing the creation of an Instagram ad for EmSculpt. The left sidebar contains a list of ad creatives. The main panel is titled "EmSculpt - Traffic" and "IG EmSculpt - Women". The right panel shows the ad preview for an Instagram feed.

**Instagram Account:** shoremedicalaesthetics

**Ad Text:** EmSculpt. The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consult!

**Image:** A woman in a white bikini, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

**Buttons:** Like, Comment, Share, Learn More

Facebook Ads Manager interface showing the creation of a Facebook ad for EmSculpt. The left sidebar contains a list of ad creatives. The main panel is titled "EmSculpt - Conversion" and "FB | EmSculpt | General". The right panel shows the ad preview for a mobile news feed.

**Facebook Page:** Shore Medical Aesthetics and Anti-Aging

**Ad Text:** EmSculpt. The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consult!

**Image:** A man and a woman in athletic wear, with the text "BUILD MUSCLE NO SWEAT REQUIRED" and "EMSCULPT".

**Buttons:** Like, Comment, Share, Learn More

Facebook Ads Manager interface showing the creation of an Instagram ad for EmSculpt. The left sidebar contains a list of ad creatives. The main panel is titled "EmSculpt - Traffic" and "IG EmSculpt - Women". The right panel shows the ad preview for an Instagram feed.

**Instagram Account:** shoremedicalaesthetics

**Ad Text:** EmSculpt. The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consult!

**Image:** A woman in a black sports bra, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

**Buttons:** Like, Comment, Share, Learn More

Facebook Ads Manager interface showing the creation of a Facebook ad for EmSculpt. The left sidebar contains a list of ad creatives. The main panel is titled "EmSculpt - Traffic" and "FB | EmSculpt | Women". The right panel shows the ad preview for a mobile news feed.

**Facebook Page:** Shore Medical Aesthetics and Anti-Aging

**Ad Text:** EmSculpt is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today.

**Image:** A woman and a man in athletic wear, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

**Buttons:** Like, Comment, Share, Learn More

Facebook Ads Manager interface showing the creation of an ad for "2019-10 FB EmSculpt Version 2 - Image 9". The left sidebar displays a list of ad versions. The main panel shows the "Identity" section with the Facebook Page "Shore Medical Aesthetics and Anti-Aging" selected. The ad preview on the right features a woman in a white bikini with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

Facebook Ads Manager interface showing the creation of an ad for "2019-10 IG EmSculpt Version 2 - Image 8". The left sidebar displays a list of ad versions. The main panel shows the "Identity" section with the Instagram account "shoremicalaesthetics" selected. The ad preview on the right features a woman in a white bikini with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

Facebook Ads Manager interface showing the creation of an ad for "2019-10 FB EmSculpt Version 2 - Image 1". The left sidebar displays a list of ad versions. The main panel shows the "Identity" section with the Facebook Page "Shore Medical Aesthetics and Anti-Aging" selected. The ad preview on the right features a woman in a black bikini with the text "EMSCULPT BUILD MUSCLE TRIM + TONE" and "SHOREMEDAESTHETICS.COM".

Facebook Ads Manager interface showing the creation of an ad for "2019-10 IG EmSculpt Version 1 - Image 7". The left sidebar displays a list of ad versions. The main panel shows the "Identity" section with the Instagram account "shoremicalaesthetics" selected. The ad preview on the right features a woman in a white bikini with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT".

Facebook Ads Manager interface showing the creation of an ad for "2019-10 IG EmSculpt Version 1 - Image 11". The left sidebar displays a list of ad versions. The main panel shows the "Identity" section with the Instagram account "shoremicalaesthetics" selected. The ad preview on the right features a couple in athletic wear with the text "BUILD MUSCLE NO SWEAT REQUIRED" and "EMSCULPT".

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb trail is: Enmsculpt - Traffic > IG Enmsculpt - Women > 2019-10 IG Enmsculpt Version 1 - Image 3. The ad preview shows a woman in a black sports bra with the text "BUILD MUSCLE TRIM + TONE" and the EMSCULPT logo.

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb trail is: Enmsculpt - Traffic > FB | Enmsculpt | Women > 2019-10 FB Enmsculpt Version 2 - Image 5. The ad preview shows a woman in a white crop top and blue shorts with the text "BUILD MUSCLE TRIM + TONE" and the EMSCULPT logo. The ad text includes "EMSCULPT, The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consultation".

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb trail is: Enmsculpt - Traffic > IG Enmsculpt - Women > 2019-10 IG Enmsculpt Version 2 - Image 6. The ad preview shows a woman in a white crop top and blue shorts with the text "BUILD MUSCLE TRIM + TONE" and the EMSCULPT logo. The ad text includes "EMSCULPT, The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consultation".

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb trail is: Enmsculpt - Traffic > FB | Enmsculpt | Women > 2019-10 FB Enmsculpt Version 2 - Image 2. The ad preview shows a man and a woman standing together with the text "EMSCULPT BUILD MUSCLE TRIM + TONE" and the EMSCULPT logo. The ad text includes "EMSCULPT, The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consultation".

Facebook Ads Manager interface showing the creation of an Instagram ad. The breadcrumb trail is: Enmsculpt - Traffic > IG Enmsculpt - Women > 2019-10 IG Enmsculpt Version 1 - Image 2. The ad preview shows a man and a woman standing together with the text "EMSCULPT BUILD MUSCLE TRIM + TONE" and the EMSCULPT logo. The ad text includes "EMSCULPT, The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consultation".

Facebook Ads Manager interface showing a list of ad creatives on the left and a preview of a Facebook ad on the right. The ad is titled "2019-10 FB EmSculpt Version 1 - Image 9". The preview shows a woman in a white sports bra and shorts, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging".

Facebook Ads Manager interface showing a list of ad creatives on the left and a preview of a Facebook ad on the right. The ad is titled "2019-10 FB EmSculpt Version 2 - Image 2". The preview shows a man and a woman in athletic wear, with the text "EMSCULPT BUILD MUSCLE TRIM + TONE" and "EMSCULPT SPECIAL". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging".

Facebook Ads Manager interface showing a list of ad creatives on the left and a preview of an Instagram ad on the right. The ad is titled "2019-10 IG EmSculpt Version 2 - Image 11". The preview shows a man and a woman in athletic wear, with the text "BUILD MUSCLE NO SWEAT REQUIRED" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics".

Facebook Ads Manager interface showing a list of ad creatives on the left and a preview of a Facebook ad on the right. The ad is titled "High Vie 2019-10 IG EmSculpt Version 1 - Image 7". The preview shows a woman in a white sports bra and shorts, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging".

Facebook Ads Manager interface showing a list of ad creatives on the left and a preview of a Facebook ad on the right. The ad is titled "2019-10 FB EmSculpt Version 2 - Image 0". The preview shows a woman in a white sports bra and shorts, with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT SPECIAL". The ad is sponsored by "Shore Medical Aesthetics and Anti-Aging".

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Conversion". The ad is titled "2019-10 IG Emsculpt Version 3 - Image 8". The ad creative features a woman in a white sports bra and shorts, with the text "BUILD MUSCLE TRIM + TONE" and the Emsculpt logo. The ad is set to target "Emsculpt - Women" and is linked to the Facebook Page "Shore Medical Aesthetics and ...". The ad is currently in a draft state.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic". The ad is titled "2019-10 IG Emsculpt Version 1 - Image 8". The ad creative features a woman in a white sports bra and shorts, with the text "BUILD MUSCLE TRIM + TONE" and the Emsculpt logo. The ad is set to target "Emsculpt - Women" and is linked to the Facebook Page "Shore Medical Aesthetics and ...". The ad is currently in a draft state.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic". The ad is titled "2019-10 IG Emsculpt Version 1 - Image 3". The ad creative features a woman in a black sports bra and shorts, with the text "BUILD MUSCLE TRIM + TONE" and the Emsculpt logo. The ad is set to target "Emsculpt - Women" and is linked to the Facebook Page "Shore Medical Aesthetics and Anti-Aging". The ad is currently in a draft state.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic". The ad is titled "2019-10 IG Emsculpt Version 2 - Image 2". The ad creative features a man and a woman in athletic wear, with the text "EMSCULPT BUILD MUSCLE TRIM + TONE" and the Emsculpt logo. The ad is set to target "Emsculpt - Women" and is linked to the Facebook Page "Shore Medical Aesthetics and ...". The ad is currently in a draft state.

Facebook Ads Manager interface showing the creation of an ad for "Emsculpt - Traffic". The ad is titled "2019-10 IG Emsculpt Version 1 - Image 9". The ad creative features a woman in a white sports bra and shorts, with the text "BUILD MUSCLE TRIM + TONE" and the Emsculpt logo. The ad is set to target "Emsculpt - Women" and is linked to the Facebook Page "Shore Medical Aesthetics and ...". The ad is currently in a draft state.

Facebook Ads Manager interface showing the creation of an Instagram ad. The ad is titled "2019-10 IG EmSculpt Version 2 - Image 10". The ad preview shows a couple in athletic wear with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is associated with the Facebook Page "Shore Medical Aesthetics and ..." and the Instagram Account "shoremedicalaesthetics". The ad format is "Single Image or Video".

Facebook Ads Manager interface showing the creation of an Instagram ad. The ad is titled "2019-10 IG EmSculpt Version 1 - Image 1". The ad preview shows a woman in athletic wear with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is associated with the Facebook Page "Shore Medical Aesthetics and ..." and the Instagram Account "shoremedicalaesthetics". The ad format is "Single Image or Video".

Facebook Ads Manager interface showing the creation of an Instagram ad. The ad is titled "2019-10 IG EmSculpt Version 1 - Image 10". The ad preview shows a couple in athletic wear with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is associated with the Facebook Page "Shore Medical Aesthetics and ..." and the Instagram Account "shoremedicalaesthetics". The ad format is "Single Image or Video".

Facebook Ads Manager interface showing the creation of an Instagram ad. The ad is titled "2019-10 IG EmSculpt Version 3 - Image 6". The ad preview shows a woman in athletic wear with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is associated with the Facebook Page "Shore Medical Aesthetics and ..." and the Instagram Account "shoremedicalaesthetics". The ad format is "Single Image or Video".

Facebook Ads Manager interface showing the creation of an Instagram ad. The ad is titled "2019-10 IG EmSculpt Version 3 - Image 7". The ad preview shows a woman in athletic wear with the text "BUILD MUSCLE TRIM + TONE" and "EMSCULPT". The ad is associated with the Facebook Page "Shore Medical Aesthetics and ..." and the Instagram Account "shoremedicalaesthetics". The ad format is "Single Image or Video".

Facebook Ads Manager interface showing a campaign named "Emsculpt - Traffic" targeting "Emsculpt - Women". The left sidebar displays a list of ad creatives, including "2019-10 IG Emsculpt Version 2 - Image 7", which is currently selected. The main workspace is divided into two panels: "Edit" and "Review".

**Edit Panel:**

- Facebook Page:** Shore Medical Aesthetics and ...
- Instagram Account:** shoremedicalaesthetics
- Create Ad:** Use Existing Post, Use Mockup
- Format:** Single Image or Video (selected), Carousel, Collection
- Fullscreen Mobile Experience:** Add an Instant Experience (checkbox)
- Media:** Choose an image or video, or create a new video or slideshow using a template.

**Review Panel:**

The review panel shows a preview of the Instagram ad. The ad features a woman in a white sports bra and leggings, with the text "BUILD MUSCLE TRIM + TONE" and the "EMSCULPT" logo. The ad is sponsored by "shoremedicalaesthetics".

Buttons at the bottom include "Close", "Discard Draft", and "Publish". A note at the bottom states: "By clicking the 'Publish' button, you agree to Facebook's Terms and Advertising Guidelines."

Facebook Ads Manager interface showing the same campaign and ad selection. The "Review" panel is now active, displaying a different version of the Instagram ad.

**Review Panel:**

The review panel shows a preview of the Instagram ad. The ad features a woman in a black sports bra and leggings, with the text "EMSCULPT BUILD MUSCLE TRIM + TONE" and the "EMSCULPT" logo. The ad is sponsored by "shoremedicalaesthetics".

Buttons at the bottom include "Close", "Discard Draft", and "Publish". A note at the bottom states: "By clicking the 'Publish' button, you agree to Facebook's Terms and Advertising Guidelines."