

Skinney Medspa Emsculpt Google Adwords & Facebook Ads Q3 2019 (7/1/2019 - 9/30/2019)

search beta emsculpt \$4,458.75
 search alpha emsculpt (old) \$2,625.18
 search beta emsculpt broad \$1,066.18

Google Ad Spend: \$8,150.11
 Facebook Ad Spend: \$3,616.85
Total Media Spend: \$11,766.96

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns

Overview | Campaigns | Custom Jul 1 - Sep 30, 2019

Campaign status: All, Campaign name contains emsculpt

Campaign	Budget	Status	Clicks	CTR	Cost
search beta emsculpt	Emsc... \$99.8...	Eligible	342	8.40%	\$4,458.75
search alpha emsculpt (old)	Emsc... \$99.8...	Paused	139	9.91%	\$2,625.18
search beta emsculpt broad	Emsc... \$99.8...	Paused	66	7.11%	\$1,066.18
search beta emsculpt exact	\$26.0...	Paused	0	-	\$0.00
search beta emsculpt generic	\$26.0...	Paused	0	-	\$0.00
search beta emsculpt generic broad	\$11.0...	Paused	0	-	\$0.00
search beta emsculpt generic exact	\$26.0...	Paused	0	-	\$0.00
search alpha emsculpt	\$150.0...	Eligible	0	-	\$0.00
Total: Filtered campaigns			547	8.54%	\$8,150.11
Total: Account			4,469	3.99%	\$64,110.94
Total: Search campaigns			4,393	5.26%	\$63,991.29
Total: Display campaigns			76	0.27%	\$119.65
Total: Video campaigns			0	-	\$0.00
Total: Smart campaigns			0	-	\$0.00

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsculpt

Overview | Ads | Custom Jul 1 - Sep 30, 2019

Enabled Status: Eligible Optimization score: 85% Type: Search Budget: Emsculpt \$99.80/day

Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: Ads					
{Keyword:Emsculpt Body Contouring} Try Emsculpt for Tighter Abs #1 Body Sculpting Treatment +4 more www.skinnymedspa.com Emsculpt - Shrink Your Waistline. Get Tighter, Stronger Abs. 30 Min Butt Lift. Non-Invasive, No downtime. #1... View assets details	0. emsculpt - general	Removed Approved (limited): Restricted medical content +2 more	104	6.69%	\$1,445.93
Emsculpt Body Contouring Build Muscle and Burn Fat Save on Emsculpt www.skinnymedspa.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.	0. emsculpt - general	Removed Approved (limited): Restricted medical content +1 more	40	9.26%	\$388.98
{Keyword:Emsculpt Body Contouring} Try Emsculpt for Tighter Abs #1 Body Sculpting Treatment +3 more www.skinnymedspa.com Emsculpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1... View assets details	emsculpt price	Ad group paused Approved (limited): Restricted medical content +2 more	32	18.29%	\$280.75
{Keyword:Emsculpt Body Contouring} Try Emsculpt for Tighter Abs #1 Body Sculpting Treatment +4 more www.skinnymedspa.com Emsculpt - Shrink Your Waistline. Get Tighter, Stronger Abs. 30 Min Butt Lift. Non-Invasive, No downtime. #1... View assets details	1. emsculpt - price	Ad group paused Approved (limited): Restricted medical content +2 more	17	15.45%	\$227.58
{Keyword:Emsculpt Body Contouring} Try Emsculpt for Tighter Abs #1 Body Sculpting Treatment +3 more www.skinnymedspa.com Emsculpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1... View assets details	emsculpt results	Ad group paused Approved (limited): Restricted medical content +2 more	17	7.91%	\$201.08

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsculpt

Overview | Ads | Custom Jul 1 - Sep 30, 2019

Enabled Status: Eligible Optimization score: 85% Type: Search Budget: Emsculpt \$99.80/day

Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: Ads					
{Keyword:Emsculpt Body Contouring} #1 Body Sculpting Treatment Non-Invasive, No Downtime www.skinnymedspa.com Emsculpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1... View assets details	emsculpt cost	Ad group paused Approved (limited): Restricted medical content +2 more	14	10.29%	\$160.45
{Keyword:Emsculpt Body Contouring} Try Emsculpt for Tighter Abs #1 Body Sculpting Treatment +3 more www.skinnymedspa.com Emsculpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1... View assets details	emsculpt nyc price	Ad group paused Approved (limited): Restricted medical content +2 more	8	10.81%	\$155.54
{Keyword:Emsculpt Body Contouring} Try Emsculpt for Tighter Abs #1 Body Sculpting Treatment +3 more www.skinnymedspa.com Emsculpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1... View assets details	emsculpt near me	Ad group paused Approved (limited): Restricted medical content +2 more	3	6.00%	\$144.79
{Keyword:Emsculpt Body Contouring} #1 Body Sculpting Treatment Non-Invasive, No Downtime www.skinnymedspa.com 30 Min Butt Lift. Non-Invasive, No downtime. #1 Body Sculpting Treatment. Emsculpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750.	emsculpt manhattan	Ad group paused Approved (limited): Restricted medical content +1 more	4	18.18%	\$142.73
{Keyword:Emsculpt Body Contouring} #1 Body Sculpting Treatment Non-Invasive, No Downtime www.skinnymedspa.com 30 Min Butt Lift. Non-Invasive, No downtime. #1 Body Sculpting Treatment. Emsculpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750.	emsculpt cost	Ad group paused Approved (limited): Restricted medical content +1 more	13	21.31%	\$137.79

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsculpt

Overview | Ads | Custom Jul 1 - Sep 30, 2019

Enabled Status: Eligible Optimization score: 85% Type: Search Budget: Emsculpt \$99.80/day

Ad status: All

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: Ads					
{Keyword:Emsculpt Body Contouring} #1 Body Sculpting Treatment Non-Invasive, No Downtime www.skinnymedspa.com 30 Min Butt Lift. Non-Invasive, No downtime. #1 Body Sculpting Treatment. Emsculpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Non-Surgical & No Downtime.	0. emsculpt - general	Removed Approved (limited): Restricted medical content +2 more	11	5.34%	\$123.25
{Keyword:Emsculpt Body Contouring} Try Emsculpt for Tighter Abs #1 Body Sculpting Treatment +3 more www.skinnymedspa.com Emsculpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1... View assets details	emsculpt reviews	Ad group paused Approved (limited): Restricted medical content +2 more	11	4.68%	\$122.21
#1 Emsculpt in NYC Non-Invasive Body Contouring Emsculpt Before and After www.skinnymedspa.com Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-Surgical & No Downtime. Emsculpt is the Only Non-Invasive Body Contouring Treatment that Burns Fat & Builds Muscle	0. emsculpt - general	Removed Approved (limited): Restricted medical content +1 more	10	4.24%	\$105.99
{Keyword:Emsculpt Body Contouring} Try Emsculpt for Tighter Abs #1 Body Sculpting Treatment +3 more www.skinnymedspa.com Emsculpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1... View assets details	emsculpt nyc cost	Ad group paused Approved (limited): Restricted medical content +2 more	6	30.00%	\$103.00
{Keyword:Emsculpt Body Contouring} Try Emsculpt for Tighter Abs #1 Body Sculpting Treatment +3 more www.skinnymedspa.com Emsculpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1... View assets details	emsculpt new york	Ad group paused Approved (limited): Restricted medical content +2 more	3	5.00%	\$71.05

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsulpt

Overview: Enabled, Status: Eligible, Optimization score: 85%, Type: Search, Budget: Emsulpt \$99.80/day

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 342, 8.40%, \$4,458.75						
Ads	<input type="checkbox"/>	30 Min Butt Lift. Non-Invasive, No downtime. #1 Body Sculpting Treatment. Emsulpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750.	emsulpting near me deal	0	-	\$0.00
Extensions	Restricted medical content +1 more					
Automated extensions	<input type="checkbox"/>	30 Min Butt Lift Non-Invasive, No Downtime #1 Body Sculpting Treatment www.skinnymedspa.com Emsulpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1 Body Sculpting Treatment	emsulpting near me discount	0	-	\$0.00
Extensions	Ad group paused Approved (limited): Restricted medical content +1 more					
Keywords	<input type="checkbox"/>	{Keyword:EmSulpt Body Contouring} #1 Body Sculpting Treatment Non-Invasive, No Downtime www.skinnymedspa.com	emsulpting near me discount	0	-	\$0.00
Extensions	Ad group paused Approved (limited): Restricted medical content +1 more					
Audiences	<input type="checkbox"/>	30 Min Butt Lift. Non-Invasive, No downtime. #1 Body Sculpting Treatment. Emsulpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750.	emsulpting near me discount	0	-	\$0.00
Extensions	Ad group paused Approved (limited): Restricted medical content +1 more					
Total: Ads 342, 8.40%, \$4,458.75						
Total: Experiments 0, -, \$0.00						
Total: Campaign 342, 8.40%, \$4,458.75						

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

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsulpt

Overview: Enabled, Status: Eligible, Optimization score: 85%, Type: Search, Budget: Emsulpt \$99.80/day

Recommendations: Custom Jul 1 - Sep 30, 2019

Extensions: Extension type: All, ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
<input type="checkbox"/>	Customer Reviews	Sitelink extension	search beta emsulp...	Campaign	234	9.28%	\$3,346.70
<input type="checkbox"/>	Specials	Sitelink extension	search beta emsulp...	Campaign	222	9.14%	\$3,248.46
<input type="checkbox"/>	About Us	Sitelink extension	search beta emsulp...	Campaign	224	8.93%	\$3,208.91
Callout extension							
<input type="checkbox"/>	5-Star Rated Spa	Callout extension	search beta emsulp...	Campaign	179	8.42%	\$2,424.43
<input type="checkbox"/>	Four NYC Locations	Callout extension	search beta emsulp...	Campaign	166	8.40%	\$2,336.72
Call extension							
<input type="checkbox"/>	(646) 893-8938	Call extension	Account	Account	157	7.61%	\$2,147.34
Promotion extension							
<input type="checkbox"/>	20% off for New Clients	Promotion extension	Account	Account	92	9.33%	\$1,338.01
Call extension							

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsulpt

Overview: Enabled, Status: Eligible, Optimization score: 85%, Type: Search, Budget: Emsulpt \$99.80/day

Recommendations: Extension type: All, ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Call extension							
<input type="checkbox"/>	(646) 893-8938 (mobile)	Call extension	Account	Account	48	9.30%	\$744.40
Location extension							
<input type="checkbox"/>	marisa.martino@gmail.com (View loc... All locations selected)	Location extension	Account	Account	-	-	-
Sitelink extension							
<input type="checkbox"/>	Featured in Vanity Fair Read about what earned us a feature in the popular fashion magazine.	Sitelink extension	search beta emsulp...	Campaign	0	-	\$0.00
Callout extension							
<input type="checkbox"/>	Burn Muscle + Build Fat	Callout extension	search beta emsulp...	Campaign	0	-	\$0.00
<input type="checkbox"/>	Non-Surgical	Callout extension	search beta emsulp...	Campaign	0	-	\$0.00
<input type="checkbox"/>	Free Consult / Contact	Callout extension	search beta emsulp...	Campaign	0	-	\$0.00
Total: Sitelink extensions					240	9.33%	\$3,429.83
Total: Callout extensions					194	8.51%	\$2,626.79
Total: Call extensions					205	7.95%	\$2,891.74
Total: Location extensions					31	5.08%	\$527.52

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsulpt

Overview: Enabled, Status: Eligible, Optimization score: 85%, Type: Search, Budget: Emsulpt \$99.80/day

Recommendations: Extension type: All, ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
<input type="checkbox"/>	Featured in Vanity Fair Read about what earned us a feature in the popular fashion magazine.	Sitelink extension	search beta emsulp...	Campaign	0	-	\$0.00
Callout extension							
<input type="checkbox"/>	Burn Muscle + Build Fat	Callout extension	search beta emsulp...	Campaign	0	-	\$0.00
<input type="checkbox"/>	Non-Surgical	Callout extension	search beta emsulp...	Campaign	0	-	\$0.00
<input type="checkbox"/>	Free Consult / Contact	Callout extension	search beta emsulp...	Campaign	0	-	\$0.00
Total: Sitelink extensions					240	9.33%	\$3,429.83
Total: Callout extensions					194	8.51%	\$2,626.79
Total: Call extensions					205	7.95%	\$2,891.74
Total: Location extensions					31	5.08%	\$527.52
Total: Promotion extensions					92	9.33%	\$1,338.01

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

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | alpha | emsulpt (...)

Overview: Paused, Type: Search, Budget: Emsulpt \$99.80/day

Recommendations: Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<input type="checkbox"/>	{Keyword:EmSulpt Body Contouring} Try Emsulpt for Tighter Abs #1 Body Sculpting Treatment +3 more www.skinnymedspa.com Emsulpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1 Body Sculpting Treatment	emsulpt nyc	131	10.02%	\$2,505.47
<input type="checkbox"/>	30 Min Butt Lift Non-Invasive, No Downtime #1 Body Sculpting Treatment www.skinnymedspa.com Emsulpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1 Body Sculpting Treatment	emsulpt nyc	5	6.41%	\$86.55
<input type="checkbox"/>	Non-Invasive, No Downtime #1 Body Sculpting Treatment www.skinnymedspa.com 30 Min Butt Lift. Non-Invasive, No downtime. #1 Body Sculpting Treatment. Emsulpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750.	emsulpt nyc	3	17.65%	\$33.16
<input type="checkbox"/>	{Keyword:EmSulpt Body Contouring} Try Emsulpt for Tighter Abs #1 Body Sculpting Treatment +3 more www.skinnymedspa.com Emsulpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1 Body Sculpting Treatment	emsulpt	0	-	\$0.00
<input type="checkbox"/>	30 Min Butt Lift Non-Invasive, No Downtime #1 Body Sculpting Treatment www.skinnymedspa.com Emsulpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1 Body Sculpting Treatment	emsulpt	0	-	\$0.00

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | alpha | emsulpt (...)

Overview: Paused, Type: Search, Budget: EmSulpt \$99.80/day

Recommendations: Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: Experiments					
Total: Campaign					

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

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | alpha | emsulpt (...)

Overview: Paused, Type: Search, Budget: EmSulpt \$99.80/day

Recommendations: Custom Jul 1 - Sep 30, 2019

Extensions: Extension type: All, ADD FILTER

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost	
Promotion extension								
20% off for New Clients	Promotion extension	Account	Account	Approved	93	15.22%	\$1,962.05	
Call extension								
(646) 883-8938	Call extension	Account	Account	Approved	58	12.75%	\$1,223.98	
(646) 883-8938 (mobile)	Call extension	Account	Account	Approved	20	15.63%	\$481.29	
Location extension								
marisa.martino@gmail.com	Location extension	search alpha emsc...	Campaign	-	-	-	-	
Total: Call extensions						78	13.38%	\$1,705.27
Total: Location extensions						41	5.39%	\$762.25
Total: Promotion extensions						93	15.22%	\$1,962.05

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsulpt | b...

Overview: Paused, Type: Search, Budget: EmSulpt \$99.80/day

Recommendations: Custom Jul 1 - Sep 30, 2019

Ads: Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: Experiments					
Total: Campaign					
Total: Experiments					
Total: Campaign					

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsulpt | b...

Overview: Paused, Type: Search, Budget: EmSulpt \$99.80/day

Recommendations: Custom Jul 1 - Sep 30, 2019

Ads: Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: Experiments					
Total: Campaign					
Total: Experiments					
Total: Campaign					

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsulpt | b...

Overview: Paused, Type: Search, Budget: EmSulpt \$99.80/day

Recommendations: Custom Jul 1 - Sep 30, 2019

Ads: Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: Experiments					
Total: Campaign					
Total: Experiments					
Total: Campaign					

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsulpt | b...

Overview: Paused, Type: Search, Budget: EmSulpt \$99.80/day

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 66, 7.11%, \$1,066.18						
Ads	Ad	{Keyword:EmSulpt Body Contouring} Try EmSulpt for Tighter Abs #1 Body Sculpting Treatment +3 more	content +2 more	66	7.11%	\$1,066.18
Extensions	Automated extensions	{Keyword:EmSulpt Body Contouring} Try EmSulpt for Tighter Abs #1 Body Sculpting Treatment +3 more	Campaign paused Approved (limited): Restricted medical content +2 more	1	2.17%	\$4.07
Keywords	Keywords	emsulpting new york results	Campaign paused	0	-	\$0.00
Demographics	Demographics	emsulpting new york reviews	Campaign paused	0	-	\$0.00
Locations	Locations	emsulpting nyc cost	Campaign paused	0	-	\$0.00
Advanced bid adj.	Advanced bid adj.	emsulpting nycgroupon	Campaign paused	0	-	\$0.00

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsulpt | b...

Overview: Paused, Type: Search, Budget: EmSulpt \$99.80/day

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 66, 7.11%, \$1,066.18						
Ads	Ad	www.skinneymedspa.com EmSulpt - Shrink Your Waistline. Get Tighter, Stronger Abs. Starting at \$750. 30 Min Butt Lift. Non-Invasive, No downtime. #1 Body Sculpting Treatment	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Extensions	Automated extensions	{Keyword:EmSulpt Body Contouring} #1 Body Sculpting Treatment Non-Invasive, No Downtime	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Keywords	Keywords	affordable emsulpt	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Total: Ads 66, 7.11%, \$1,066.18						
Total: Experiments 0, -, \$0.00						
Total: Campaign 66, 7.11%, \$1,066.18						

Show rows: 500 | 1 - 500 of 666

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsulpt | b...

Overview: Paused, Type: Search, Budget: EmSulpt \$99.80/day

Recommendations: Extension type: All, ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
Customer Reviews	Sitelink extension	search beta emscu...	Campaign	Approved (limited): Restricted medical content +1 more	48	8.39%	\$794.94
Specials	Sitelink extension	search beta emscu...	Campaign	Approved (limited): Restricted medical content +1 more	47	8.22%	\$790.64
About Us	Sitelink extension	search beta emscu...	Campaign	Approved (limited): Restricted medical content +1 more	45	7.96%	\$754.57
Callout extension							
5-Star Rated Spa	Callout extension	search beta emscu...	Campaign	Approved	43	7.72%	\$699.13
Four NYC Locations	Callout extension	search beta emscu...	Campaign	Approved	35	6.97%	\$546.05
Promotion extension							
20% off for New Clients	Promotion extension	Account	Account	Approved	28	6.75%	\$459.10
Call extension							
(646) 883-8938	Call extension	Account	Account	Approved	18	5.13%	\$292.47
(646) 883-8938	Call extension	Account	Account	Approved	2	3.98%	\$15.27

Google Ads | Chris Zelig > Skinny Med Spa 227-156-5025 | All campaigns > search | beta | emsulpt | b...

Overview: Paused, Type: Search, Budget: EmSulpt \$99.80/day

Recommendations: Extension type: All, ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost		
(646) 883-8938 (mobile)	Call extension	Account	Account	Approved	2	3.08%	\$15.27		
Location extension									
marisa.martino@gmail.com (View loc...)	Location extension	Account	Account	-	-	-	-		
Sitelink extension									
Featured in Vanity Fair Read about what earned us a feature in the popular fashion magazine.	Sitelink extension	search beta emscu...	Campaign	Approved (limited): Restricted drug terms +1 more	0	-	\$0.00		
Total: Sitelink extensions							51	8.60%	\$848.47
Total: Callout extensions							43	7.28%	\$699.13
Total: Call extensions							20	4.81%	\$307.74
Total: Location extensions							5	3.25%	\$62.88
Total: Promotion extensions							28	6.75%	\$459.10

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Facebook Ads Manager | Search business | Medstar Media

Skinner Medspa (37253627) | Updated just now | Discard Drafts | Review and Publish

Search: Filters | Add filters to narrow the data you are seeing. | Jul 1, 2019 - Sep 30, 2019

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

+ Create | Duplicate | Edit | Preview | Rules | View Setup | Columns: Custom | Breakdown | Reports

Ad Name	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent	Ends
2019-05 - New EmSulpting Creative - Image 1	45,644	108,833	\$19.23 Per Lead	-	-	-	\$2,211.50	Ongoing
ES_3	7,113	9,566	\$37.13 Per Lead	-	-	-	\$259.89	Ongoing
ES_4	9,804	12,054	\$31.21 Per Lead	-	-	-	\$218.49	Ongoing
ES_2	8,648	11,096	\$35.44 Per Lead	-	-	-	\$212.61	Ongoing
ES_6	6,592	8,363	\$23.20 Per Lead	-	-	-	\$185.58	Ongoing
2019-05 - New EmSulpt Creative - Image 2	4,199	5,847	\$14.95 Per Lead	-	-	-	\$149.54	Ongoing
2019-05 - New EmSulpt Creative - Image 1	3,069	4,531	\$23.16 Per Lead	-	-	-	\$92.65	Ongoing
ES_1	2,206	2,504	\$22.06 Per Lead	-	-	-	\$44.12	Ongoing
ES_6	1,249	1,579	\$42.09 Per Lead	-	-	-	\$42.09	Ongoing
Results from 78 ads							\$3,616.85 Total Spent	

Ads Manager | Search business | Medstar Media | Updated just now | Discard Drafts | Review and Publish

Search | Filters | Add filters to narrow the data you are seeing. | Jul 1, 2019 - Sep 30, 2019

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

+ Create | Duplicate | Edit | Preview | Rules | View Setup | Columns: Custom | Breakdown | Reports

Ad Name	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent	Ends
ES_2	1,033	1,256	—	—	—	—	\$31.55	Ongoing
2019-05 - New Emsculpting Creative - Image 2	1,037	1,262	\$28.82 Per Lead	—	—	—	\$28.82	Ongoing
2019-05 - New Emsculpt Creative - Image 3	995	1,282	—	—	—	—	\$27.39	Ongoing
ES_5	945	1,132	—	—	—	—	\$26.07	Ongoing
2019-05 - New Emsculpting Creative - Image 3	854	1,032	\$20.44 Per Lead	—	—	—	\$20.44	Ongoing
ES_1	898	1,040	\$17.86 Per Lead	—	—	—	\$17.86	Ongoing
ES_4	469	540	—	—	—	—	\$15.85	Ongoing
ES_5	684	759	—	—	—	—	\$11.91	Ongoing
ES_3	559	612	—	—	—	—	\$11.15	Ongoing
Results from 78 ads	64,306 People	173,718 Total	\$22.19 Per Lead				\$3,616.85 Total Spent	

Ads Manager | Search business | Medstar Media | Updated just now | Discard Drafts | Review and Publish

Search | Filters | Add filters to narrow the data you are seeing. | Jul 1, 2019 - Sep 30, 2019

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

+ Create | Duplicate | Edit | Preview | Rules | View Setup | Columns: Custom | Breakdown | Reports

Ad Name	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent	Ends
2019-05 - New Emsculpting Creative - Image 4	377	430	—	—	—	—	\$9.34	Ongoing
2019-10 - IG - EMSculpting Women - V1 - Logo 4	—	—	—	—	—	—	\$0.00	Ongoing
2019-10 - FB - EMSculpting Women - V1 - Logo 4	—	—	—	—	—	—	\$0.00	Ongoing
2019-10 - FB - EMSculpting Women - V2 - Logo 4	—	—	—	—	—	—	\$0.00	Ongoing
2019-10 - IG - EMSculpting Women - V2 - Logo 4	—	—	—	—	—	—	\$0.00	Ongoing
2019-10 - IG - EMSculpting Women - V2 - Logo 1	—	—	—	—	—	—	\$0.00	Ongoing
2019-10 - FB - EMSculpting Women - V2 - Logo 2	—	—	—	—	—	—	\$0.00	Ongoing
2019-10 - IG - EMSculpting Women - V1 - Logo 1	—	—	—	—	—	—	\$0.00	Ongoing
2019-10 - FB - EMSculpting Women - V3 - Logo 2	—	—	—	—	—	—	\$0.00	Ongoing
Results from 78 ads	64,306 People	173,718 Total	\$22.19 Per Lead				\$3,616.85 Total Spent	

Ads Manager | Search business | Medstar Media | Not Delivering

Prospecting - Emsculpt > IG | EMSculpting | Women > 2019-05 - New Emsculpting Creative - Image 1

2019-05 - New Emsculpting Creative - Image 1

Identity

Facebook Page
Your Facebook Page or Instagram account represents your business in ads. You can also Create a Facebook Page
Skinney Medspa

Instagram Account
Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. To manage available Instagram accounts, contact your Business Manager admin.
skinneymedspa

Create Ad Use Existing Post

Format
Choose how you'd like to structure your ad.
Single Image or Video
One image or video, or a slideshow with multiple images

Close

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

Ads Manager | Search business | Medstar Media | Inactive

Prospecting - Emsculpt > FB | EMSculpting | Women > ES_3

ES_3

Identity

Facebook Page
Your Facebook Page represents your business in ads. You can also Create a Facebook Page
Skinney Medspa

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

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

Close

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

Ads Manager | Search business | Medstar Media | Inactive

Prospecting - Emsculpt > IG | EMSculpting | Women > ES_4

ES_4

Identity

Facebook Page
Your Facebook Page or Instagram account represents your business in ads. You can also Create a Facebook Page
Skinney Medspa

Instagram Account
Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. To manage available Instagram accounts, contact your Business Manager admin.
skinneymedspa

Create Ad Use Existing Post

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

Close

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

Facebook Ads Manager interface showing the setup for an Instagram ad. The left sidebar lists various ad creatives under the campaign "Prospecting - Emsculpt". The main panel shows the "Identity" section with "Skinney Medspa" selected as the Facebook Page and "skinneymedspa" as the Instagram Account. The "Format" section is set to "Single Image or Video". The ad preview shows a woman sitting on a treatment bed with an Emsculpt device on her abdomen. The ad text includes "Learn More" and a "Publish" button.

Facebook Ads Manager interface showing the setup for an Instagram ad. The left sidebar lists various ad creatives under the campaign "Prospecting - Emsculpt". The main panel shows the "Identity" section with "Skinney Medspa" selected as the Facebook Page and "skinneymedspa" as the Instagram Account. The "Format" section is set to "Single Image or Video". The ad preview shows a woman lying on a treatment bed with an Emsculpt device on her abdomen. The ad text includes "Learn More" and a "Publish" button.

Facebook Ads Manager interface showing the setup for an Instagram ad. The left sidebar lists various ad creatives under the campaign "Prospecting - Emsculpt". The main panel shows the "Identity" section with "Skinney Medspa" selected as the Facebook Page and "Add Instagram Placement" selected. The "Format" section is set to "Single Image or Video". The ad preview shows a woman sitting on a treatment bed with an Emsculpt device on her abdomen. The ad text includes "Emsculpt removes stubborn fat, builds muscle, adds definition without surgery or downtime." and "EmSculpt Special 25% OFF". The ad has 25 likes and 2 shares. The "Publish" button is visible.

Facebook Ads Manager interface showing the setup for an Instagram ad. The left sidebar lists various ad creatives under the campaign "Prospecting - Emsculpt". The main panel shows the "Identity" section with "Skinney Medspa" selected as the Facebook Page and "Add Instagram Placement" selected. The "Format" section is set to "Single Image or Video". The ad preview shows a woman sitting on a treatment bed with an Emsculpt device on her abdomen. The ad text includes "Emsculpt removes stubborn fat, builds muscle, adds definition without surgery or downtime." and "EmSculpt Special 25% OFF". The ad has 25 likes and 2 shares. The "Publish" button is visible.

Facebook Ads Manager interface showing the setup for an Instagram ad. The left sidebar lists various ad creatives under the campaign "Prospecting - Emsculpt". The main panel shows the "Identity" section with "Skinney Medspa" selected as the Facebook Page and "skinneymedspa" as the Instagram Account. The "Format" section is set to "Single Image or Video". The ad preview shows a woman sitting on a treatment bed with an Emsculpt device on her abdomen. The ad text includes "Learn More" and a "Publish" button.

Facebook Ads Manager interface for ad ES_6. The ad is titled "EmSculpt removes stubborn fat, builds muscle, adds definition without surgery or downtime." It features a video thumbnail showing a woman on a treatment bed. The ad text includes "SKINNEYMEDSPA.COM" and "EmSculpt Special 25% OFF". The ad is sponsored by Skinney Medspa and has received 13 likes from Karla Silva and 13 others.

Facebook Ads Manager interface for ad ES_2. The ad is titled "EmSculpt removes stubborn fat, builds muscle, adds definition without surgery or downtime." It features a video thumbnail showing a woman on a treatment bed. The ad text includes "SKINNEYMEDSPA.COM" and "EmSculpt Special 25% OFF". The ad is sponsored by Skinney Medspa and has received 1 share from Lucy Rivera and 3 others.

Facebook Ads Manager interface for ad "2019-05 - New EmSculpt Creative - Image 2". The ad is titled "EMSCULPT BURN FAT BUILD MUSCLE 25% OFF". It features a static image of a woman on a treatment bed. The ad text includes "skinneymedspa" and "EmSculpt removes stubborn fat, builds muscle, adds definition without surgery or downtime." The ad is sponsored by skinneymedspa and has received 9 likes from Sherry Karabin and 9 others.

Facebook Ads Manager interface for ad "2019-05 - New EmSculpt Creative - Image 3". The ad is titled "EMSCULPT burn fat, build muscle, 25% OFF". It features a static image of a woman on a treatment bed. The ad text includes "SKINNEYMEDSPA.COM" and "EmSculpt Special 25% OFF". The ad is sponsored by Skinney Medspa and has received 9 likes from Sherry Karabin and 9 others.

Facebook Ads Manager interface for ad ES_5. The ad is titled "EmSculpt removes stubborn fat, builds muscle, adds definition without surgery or downtime." It features a video thumbnail showing a woman on a treatment bed. The ad text includes "SKINNEYMEDSPA.COM" and "EmSculpt Special 25% OFF". The ad is sponsored by Skinney Medspa and has received 10 likes from Maris Dikranis and 10 others, along with 1 comment and 1 share.

Ads Manager Search business Medstar Media

Prospecting - Emsculpt > IG | Emsculpting | Women > 2019-05 - New Emsculpting Creative - Image 3

Identity: Facebook Page (Skinney Medspa), Instagram Account (skinneymedspa)

Format: Single Image or Video

Instagram Preview: **EMSCULPT BURN FAT BUILD MUSCLE 25% OFF**

Buttons: Discard Draft, Publish

Ads Manager Search business Medstar Media

Prospecting - Emsculpt > FB | Emsculpting | Women > ES_1

Identity: Facebook Page (Skinney Medspa)

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

Format: Single Image or Video

Instagram Preview: **EmSculpt Special 25% OFF**

Buttons: Discard Draft, Publish

Ads Manager Search business Medstar Media

Prospecting - Emsculpt > FB | Emsculpting | Women > ES_4

Identity: Facebook Page (Skinney Medspa)

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

Format: Single Image or Video

Instagram Preview: **EmSculpt Special 25% OFF**

Buttons: Discard Draft, Publish

Ads Manager Search business Medstar Media

Prospecting - Emsculpt > IG | Emsculpting | Women > ES_5

Identity: Facebook Page (Skinney Medspa), Instagram Account (skinneymedspa)

Format: Single Image or Video

Instagram Preview: **SKINNEY**

Buttons: Discard Draft, Publish

Ads Manager Search business Medstar Media

Prospecting - Emsculpt > IG | Emsculpting | Women > ES_3

Identity: Instagram Account (skinneymedspa)

Format: Single Image or Video

Fullscreen Mobile Experience: Add an Instant Experience, Add a Playable Asset

Instagram Preview: **SKINNEY**

Buttons: Discard Draft, Publish

- Prospecting - Emsculpt
- FB | Emsculpting | Emsculpt_2
 - FB | Emsculpt_2 | Image | CopyV3
 - FB | Emsculpt_2 | Image | CopyV2
 - FB | Emsculpt_2 | Image
- FB | Emsculpting | Emsculpt_6
 - FB | Emsculpt_6 | Image | CopyV3
 - FB | Emsculpt_6 | Image
 - FB | Emsculpt_6 | Image | CopyV2
- FB | Emsculpting | Emsculpt_9
 - FB | Emsculpt_9 | Image | CopyV3
 - FB | Emsculpt_9 | Image
 - FB | Emsculpt_9 | Image | CopyV2
- FB | Emsculpting | Emsculpt_1
 - FB | Emsculpt_1 | Image | CopyV3
 - FB | Emsculpt_1 | Image
 - FB | Emsculpt_1 | Image | CopyV2
- FB | Emsculpting | Emsculpt_3
 - FB | Emsculpt_3 | Image | CopyV3

Prospecting - Emsculpt > IG | Emsculpting | Women > 2019-05 - New Emsculpting Creative - Image 4

Edit **Review**

Facebook Page

Your Facebook Page or Instagram account represents your business in ads. You can also Create a Facebook Page

Skinney Medspa

Instagram Account

Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. To manage available Instagram accounts, contact your Business Manager admin.

skinneymedspa

Create Ad Use Existing Post

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

skinneymedspa Sponsored

EMSCULPT BURN FAT BUILD MUSCLE 25% OFF

Learn More

skinneymedspa Emsculpt removes stubborn fat, builds muscle, adds definition without surgery or downtime.

Close Discard Draft Publish

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