

# Skinney Medspa CoolSculpting Google Adwords & Facebook Ads Q1 2020 (1/1/2020 - 3/31/2020)

search beta coolsculpting: \$25,166.25  
 search alpha coolsculpting: \$ 267.31  
 display prospecting: \$ 208.58  
 search brand: \$ 3,833.23

**Total Google Ads: \$29,475.37**  
**Total facebook Ads: \$10,716.42**  
**Total Media Spend: \$40,191.79**

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

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview | Campaigns | Recommendations | 4 selected | Edit | Label | Add note | Auction insights

Campaign	Budget	Status	Clicks	CTR	Cost
Total: Campaigns			4,449	3.29%	\$45,283.25
search   beta   coolsculpting	\$1,250.00/day	Paused	1,497	4.65%	\$25,166.25
search   beta   emsculpt	\$250.00/day	Paused	471	5.24%	\$7,319.16
search   brand	\$200.00/day	Paused	612	21.50%	\$3,833.23
search   beta   uththerapy	\$100.00/day	Paused	450	5.63%	\$2,111.75
search   beta   thermage	\$100.00/day	Paused	524	5.90%	\$1,843.11
search   beta   laser hair removal	\$100.00/day	Paused	253	1.82%	\$1,821.55
search   beta   clear and brilliant	\$100.00/day	Paused	290	4.14%	\$1,735.36
search   beta   laser skin resurfacing	\$31.24/day	Paused	251	2.97%	\$971.51
search   alpha   coolsculpting	\$452.04/day	Paused	13	7.65%	\$267.31
display   prospecting	\$50.00/day	Paused	87	0.19%	\$208.58
search   alpha   emsculpt	\$117.19/day	Paused	1	3.03%	\$5.44
skin rejuvenation	\$30.00/day	Removed	0	-	\$0.00
Skin Tightening	\$20.00/day	Removed	0	-	\$0.00
Thermage	\$30.00/day	Removed	0	-	\$0.00
Campaign #1	\$45.50/day	Removed	0	-	\$0.00
Photo Facials	\$30.00/day	Removed	0	-	\$0.00

Google Ads | Chris Zelig | Skinny Med Spa 227-156-5025 | search | beta | coolsculpting

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Overview | Paused | Type: Search | Budget: \$446.43/day | More details

Recommendations | Ads | Custom | Jan 1 - Mar 31, 2020

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			1,497	4.65%	\$25,166.25
CoolSculpting in NYC   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.skinnymedspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation.	0. coolsculpting - general	Campaign paused	557	4.69%	\$9,249.00
25% Off All CoolSculpting®   Skinny Med Spa   #1 CoolSculpting Provider NYC www.skinnymedspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in NYC. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Campaign paused	160	3.07%	\$4,229.68
#1 Provider in NYC   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more skinnymedspa.com/coolsculpting/nyc #1 CoolSculpting Deal. Freeze Fat. Top Provider in NYC. Free Consult. Expert. Safe Fat Loss With Quick Results. Minimal... View assets details	0. coolsculpting - general	Campaign paused Approved (limited): Restricted medical content +1 more	253	4.34%	\$4,183.67
#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Skinny Med Spa www.skinnymedspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in NYC. Schedule a Free Consultation	0. coolsculpting - general	Campaign paused	165	4.06%	\$3,270.83
25% Off All CoolSculpting®   Best Price in NYC   Skinny Med Spa +6 more skinnymedspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Campaign paused Approved (limited): Restricted medical content +1 more	184	13.73%	\$1,878.18
#1 Provider in NYC   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more skinnymedspa.com/fat-freezing/nyc #1 CoolSculpting Deal. Top Provider in NYC for Freezing Fat. Free Consult. Expert. Safe Fat Loss With Quick Results...	6. coolsculpting - fat freeze	Campaign paused Approved (limited): Restricted medical content +1 more	25	5.11%	\$330.66

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Total: Ads			1,497	4.65%	\$25,166.25
(Keyword Best Price in NYC)   Skinny Med Spa   Flexible Payment Options skinnymedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Campaign paused	24	10.71%	\$300.22
CoolSculpting in NYC   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.skinnymedspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	3. body sculpting	Campaign paused	16	6.67%	\$232.46
CoolSculpting in NYC   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared. skinnymedspa.com/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free CoolSculpting® Consultation Today	6. coolsculpting - fat freeze	Campaign paused	19	8.92%	\$230.52
Best CoolSculpting Price NYC   Skinny Med Spa   Flexible Payment Options skinnymedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	1. coolsculpting - price	Campaign paused	20	9.85%	\$215.73
CoolSculpting in NYC   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.skinnymedspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	4. lipo	Campaign paused	13	9.29%	\$206.54
25% Off All CoolSculpting®   Skinny Med Spa   #1 CoolSculpting Provider NYC www.skinnymedspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in NYC. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	5. sculpsure	Campaign paused	14	1.90%	\$199.78

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25% Off All Fat Freezing   Skinny Med Spa   #1 Provider in NYC skinnymedspa.com/coolsculpting/fat-freezing #1 CoolSculpting Deal. Top Provider in NYC for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze	Campaign paused	6	1.88%	\$110.49
CoolSculpting in NYC   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.skinnymedspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	2. cryolipolysis	Campaign paused	4	18.18%	\$91.42
25% Off All CoolSculpting®   Affordable & Quick Treatments   Skinny Med Spa skinnymedspa.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now!	1. coolsculpting - price	Campaign paused	5	3.88%	\$81.77
25% Off All CoolSculpting®   Skinny Med Spa   #1 CoolSculpting Provider NYC www.skinnymedspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in NYC. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2. cryolipolysis	Campaign paused	3	8.11%	\$62.54
#1 Provider in NYC   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more skinnymedspa.com/coolsculpting/nyc #1 CoolSculpting Deal. Freeze Fat. Top Provider in NYC. Free Consult. Expert. Safe Fat Loss With Quick Results. Minimal... View assets details	5. sculpsure	Campaign paused Approved (limited): Restricted medical content +1 more	5	4.50%	\$48.64
#1 Provider in NYC   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more skinnymedspa.com/coolsculpting/nyc #1 CoolSculpting Deal. Freeze Fat. Top Provider in NYC. Free Consult. Expert. Safe Fat Loss With Quick Results. Minimal... View assets details	2. cryolipolysis	Campaign paused Approved (limited): Restricted medical content +1 more	4	18.18%	\$45.07

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Overview	Paused	Type: Search	Budget: \$446.43/day	More details																																																												
Recommendations	Ad status: All ADD FILTER				SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE																																																					
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Overview: Paused, Type: Search, Budget: \$446.43/day, More details

Recommendations: Extension type: All, ADD FILTER

Ad groups: Extension, Extension type, Added to, Level, Status, Clicks, CTR, Cost

Ads & extensions:

Ad	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolimini, Fat Reduction	Structured snippet extension	search   beta   coolsculpting	Campaign	Approved		6	6.90%	\$118.56
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Total: Sitelink extensions						0	0.00%	\$0.00
Total: Callout extensions						724	5.40%	\$13,009.71
Total: Structured snippet extensions						6	6.90%	\$118.56
Total: Call extensions						524	3.79%	\$10,168.70
Total: Location extensions						586	3.96%	\$10,429.52
Total: Price extensions						354	5.01%	\$5,999.60
Total: Promotion extensions						170	5.28%	\$2,777.82

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Overview: Paused, Type: Search, Budget: \$452.04/day, More details

Recommendations: Ad status: All, ADD FILTER

Ad groups: Ad, Ad group, Status, Clicks, CTR, Cost

Ads:

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			13	7.65%	\$267.31
25% Off All CoolSculpting®   Skinny Med Spa   #1 CoolSculpting Provider NYC www.skinnymedspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in NYC. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	0. coolsculpting - general	Campaign paused	6	8.33%	\$165.73
CoolSculpting in NYC   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.skinnymedspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	0. coolsculpting - general	Campaign paused	4	8.70%	\$54.83
#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Skinny Med Spa www.skinnymedspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in NYC. Schedule a Free Consultation	0. coolsculpting - general	Campaign paused	1	9.09%	\$18.34
25% Off All CoolSculpting®   Best Price in NYC   Skinny Med Spa +6 more skinnymedspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared. Ready To Say Goodbye	1. coolsculpting - price	Campaign paused Approved (limited): Restricted medical content +1 more	1	33.33%	\$16.48
#1 Provider in NYC   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more skinnymedspa.com/coolsculpting/nyc #1 CoolSculpting Deal. Freeze Fat. Top Provider in NYC. Free Consult. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	0. coolsculpting - general	Campaign paused Approved (limited): Restricted medical content +1 more	1	5.88%	\$11.93
(Keyword Best Price in NYC)   Skinny Med Spa   Flexible Payment Options skinnymedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared. Ready To Say Goodbye	1. coolsculpting - price	Campaign paused	0	0.00%	\$0.00

Google Ads | Chris Zelig | Skinny Med Spa 227-156-5025 | search | alpha | coolsculpting

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Overview: Paused, Type: Search, Budget: \$452.04/day, More details

Recommendations: Ad status: All, ADD FILTER

Ad groups: Ad, Ad group, Status, Clicks, CTR, Cost

Ads:

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads			13	7.65%	\$267.31
#1 Provider in NYC   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more skinnymedspa.com/coolsculpting/nyc #1 CoolSculpting Deal. Freeze Fat. Top Provider in NYC. Free Consult. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	5. sculpsure	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
#1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Skinny Med Spa www.skinnymedspa.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in NYC. Schedule a Free Consultation	5. sculpsure	Campaign paused	0	-	\$0.00
25% Off All CoolSculpting®   Skinny Med Spa   #1 CoolSculpting Provider NYC www.skinnymedspa.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in NYC. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	5. sculpsure	Campaign paused	0	0.00%	\$0.00
CoolSculpting in NYC   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.skinnymedspa.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation	5. sculpsure	Campaign paused	0	0.00%	\$0.00
Total: Ads			13	7.65%	\$267.31
Total: Campaign			13	7.65%	\$267.31

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Google Ads | Chris Zelig | Skinny Med Spa 227-156-5025 | search | alpha | coolsculpting

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Overview: Paused, Type: Search, Budget: \$452.04/day, More details

Recommendations: Extension type: All, ADD FILTER

Ad groups: Extension type: All, ADD FILTER

Ad groups: Extension type: All, ADD FILTER

Ads & extensions:

If your business is affected by COVID-19, update your Google My Business profile to provide the most accurate information to your customers. [LEARN MORE](#)

Extensions:

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00
State-of-the-Art Facility Advanced Fat Freezing Technology Latest Applicators & Dual Sculpting	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00
5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
Before and After Photos See CoolSculpting Before and After Photos	Sitelink extension	search   alpha   coolsculpti...	Campaign	Approved (limited): Restricted drug terms	0	-	\$0.00
(646) 883-8938	Call extension	Account	Account	Approved	4	8.16%	\$113.73
(646) 883-8938 (mobile)	Call extension	Account	Account	Approved	2	11.76%	\$49.28
Location extension							
marisa.martino@gmail.com Selected specific locations (View location...)	Location extension	search   alpha   coolsculpti...	Campaign	-	-	-	-
Liposuction Alternative	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	6	14.63%	\$127.62

Google Ads | Chris Zelig | Skinny Med Spa 227-156-5025 | search | alpha | coolsculpting

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Overview: Paused, Type: Search, Budget: \$452.04/day, More details

Recommendations: Extension type: All, ADD FILTER

Ad groups: Extension type: All, ADD FILTER

Ad groups: Extension type: All, ADD FILTER

Ads & extensions:

Extensions:

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
FDA Approved	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	3	8.82%	\$92.08
Freeze Your Fat	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	4	13.33%	\$87.41
Non-surgical Fat Reduction	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	3	9.09%	\$58.92
Highlights: No Surgery	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	1	2.70%	\$34.48
Contact Us + Free Consult	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	1	4.00%	\$34.48
New Clients 25% Off	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	2	6.25%	\$27.38
Structured snippet extension							
Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolimini, Fat Reduction	Structured snippet extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00
Price extension							
Coolsculpting Lower Abs - From \$66.00 Coolsculpt Love Handles - From \$66.00 + 3 more	Price extension	search   alpha   coolsculpti...	Campaign	Approved	3	4.41%	\$55.76
Promotion extension							
25% off for New Clients	Promotion extension	search   alpha   coolsculpti...	Campaign	Approved	1	2.50%	\$17.74
Total: Callout extensions					7	8.97%	\$179.49
Total: Call extensions					6	9.09%	\$163.01
Total: Location extensions					9	8.91%	\$211.45
Total: Price extensions					3	4.41%	\$55.76

Google Ads | Skinny Med Spa | 227-156-5025 | All campaigns > search | alpha | coolsculpting

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Overview: Paused, Type: Search, Budget: \$452.04/day, More details

Recommendations: Extension type: All, ADD FILTER

Ad groups	Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Ads	New Clients 25% Off	Callout extension	search   alpha   coolsculpti...	Campaign	Approved	2	6.25%	\$27.38
Extensions	Structured snippet extension							
Automated extensions	Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmin, Fat Reduction	Structured snippet extension	search   alpha   coolsculpti...	Campaign	Approved	0	-	\$0.00
Price extensions	Price extension							
Keywords	Coolsculpting Lower Abs - From \$66.00 Coolsculpt Love Handles - From \$66.00 + 3 more	Price extension	search   alpha   coolsculpti...	Campaign	Approved	3	4.41%	\$55.76
Promotion extensions	Promotion extension							
25% off for New Clients	Promotion extension	search   alpha   coolsculpti...	Campaign	Approved	1	2.50%	\$17.74	
Total: Callout extensions						7	8.97%	\$179.49
Total: Call extensions						6	9.09%	\$163.01
Total: Location extensions						9	8.91%	\$211.45
Total: Price extensions						3	4.41%	\$55.76
Total: Promotion extensions						1	2.50%	\$17.74

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Overview: Paused, Type: Display, Budget: \$17.86/day, More details

Recommendations: Ad status: All but removed, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: All but removed ads				87	0.19%	\$208.58
SMS Retarget 300x250_1.png	300 x 250	Coolsculpting - Custom Intent - Keywords	Campaign paused	15	0.21%	\$59.37
SMS Retarget 336x280_2.png	336 x 280	Coolsculpting - Custom Intent - Keywords	Campaign paused	29	0.47%	\$49.76
SMS Retarget 320x100_1.png	320 x 100	Coolsculpting - Custom Intent - Keywords	Campaign paused Approved (limited): Restricted medical content	1	0.15%	\$21.46
SMS Retarget 300x250_5.png	300 x 250	Coolsculpting - Custom Intent - Keywords	Campaign paused Approved (limited): Restricted drug terms	10	0.12%	\$19.45
SMS Retarget 300x250_2.png	300 x 250	Coolsculpting - Custom Intent - Keywords	Campaign paused	4	0.07%	\$12.63
SMS Retarget 300x250_4.png	300 x 250	Coolsculpting - Custom Intent - Keywords	Campaign paused	4	0.09%	\$8.53
SMS Retarget 300x250_3.png	300 x 250	Coolsculpting - Custom Intent - Keywords	Campaign paused	5	0.22%	\$8.38

Google Ads | Skinny Med Spa | 227-156-5025 | All campaigns > display | prospecting

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#) [HIDE](#)

Overview: Paused, Type: Display, Budget: \$17.86/day, More details

Recommendations: Ad status: All but removed, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: All but removed ads				87	0.19%	\$208.58
SMS Retarget 320x100_2.png	320 x 100	Coolsculpting - Custom Intent - Keywords	Campaign paused	2	0.34%	\$6.70
SMS Retarget 336x280_6.png	336 x 280	Coolsculpting - Custom Intent - Keywords	Campaign paused	3	0.23%	\$6.28
SMS Retarget 336x280_3.png	336 x 280	Coolsculpting - Custom Intent - Keywords	Campaign paused	3	0.28%	\$3.33
SMS Retarget 320x100_3.png	320 x 100	Coolsculpting - Custom Intent - Keywords	Campaign paused	1	0.15%	\$3.15
SMS Retarget 300x250_6.png	300 x 250	Coolsculpting - Custom Intent - Keywords	Campaign paused	3	0.23%	\$3.06
SMS Retarget 336x280_4.png	336 x 280	Coolsculpting - Custom Intent - Keywords	Campaign paused	1	0.11%	\$2.87
SMS Retarget 336x280_5.png	336 x 280	Coolsculpting - Custom Intent - Keywords	Campaign paused	3	0.11%	\$1.93

Google Ads | Skinny Med Spa | 227-156-5025 | All campaigns > display | prospecting

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#) [HIDE](#)

Overview: Paused, Type: Display, Budget: \$17.86/day, More details

Recommendations: Ad status: All but removed, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: All but removed ads				87	0.19%	\$208.58
SMS Retarget 336x280_1.png	336 x 280	Coolsculpting - Custom Intent - Keywords	Campaign paused	3	0.32%	\$1.68
SMS Retarget 320x100_4.png	320 x 100	Coolsculpting - Custom Intent - Keywords	Campaign paused	0	0.00%	\$0.00
SMS Retarget 320x100_5.png	320 x 100	Coolsculpting - Custom Intent - Keywords	Campaign paused	0	0.00%	\$0.00
SMS Retarget 336x280_5.png	336 x 280	Coolsculpting - Display Keywords	Campaign paused	0	0.00%	\$0.00
SMS Retarget 336x280_6.png	336 x 280	Coolsculpting - Display Keywords	Campaign paused	0	0.00%	\$0.00
SMS Retarget 320x100_1.png	320 x 100	Coolsculpting - Display Keywords	Campaign paused	0	0.00%	\$0.00
SMS Retarget 336x280_3.png	336 x 280	Coolsculpting - Display Keywords	Campaign paused	0	0.00%	\$0.00

Google Ads | Skinny Med Spa | 227-156-5025 | All campaigns > display | prospecting

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#) [HIDE](#)

Overview: Paused, Type: Display, Budget: \$17.86/day, More details

Recommendations: Ad status: All but removed, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: All but removed ads				87	0.19%	\$208.58
320 x 100	Coolsculpting - Display Keywords	Campaign paused	0	0.00%	\$0.00	
SMS Retarget 320x100_5.png	320 x 100	Coolsculpting - Display Keywords	Campaign paused	0	0.00%	\$0.00
SMS Retarget 300x250_5.png	300 x 250	Coolsculpting - Display Keywords	Campaign paused	0	0.00%	\$0.00
SMS Retarget 300x250_3.png	300 x 250	Coolsculpting - Display Keywords	Campaign paused	0	0.00%	\$0.00
SMS Retarget 336x280_4.png	336 x 280	Coolsculpting - Display Keywords	Campaign paused	0	0.00%	\$0.00
Total: All but removed ads				87	0.19%	\$208.58
Total: Campaign				87	0.19%	\$208.58

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Overview: Paused, Type: Display, Budget: \$17.86/day, More details

Recommendations: Extensions

Ad groups: If your business is affected by COVID-19, update your Google My Business profile to provide the most accurate information to your customers. [LEARN MORE](#)

Ads & extensions: Extension type: All, ADD FILTER, Associations view

Extension type	Added to	Level	Status	Clicks	CTR	Cost
Call extension						
(646) 883-8938	Account	Account	Approved	0	-	\$0.00
(646) 883-8938 (mobile)	Account	Account	Approved	0	-	\$0.00
Location extension						
marisa.martino@gmail.com (View location... All locations selected)	Account	Account	-	-	-	-
<b>Total: Location extensions</b>				<b>9</b>	<b>2.85%</b>	<b>\$1.38</b>

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None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#) [HIDE](#)

Overview: Paused, Type: Search, Budget: \$200.00/day, More details

Recommendations: Ads

Ad groups: Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>612</b>	<b>21.50%</b>	<b>\$3,833.23</b>
Skinney MedSpa & Wellness   Personalized Treatments   #1 in NYC For Good Reason	Skinney MedSpa	Campaign paused	315	22.86%	\$1,796.52
(Keyword:Skinney MedSpa & Wellness)   Skinney MedSpa - 5-Star Rated   Professional Specialists +5 more	Skinney MedSpa	Campaign paused Approved (limited): Restricted medical content +1 more	246	21.62%	\$1,516.36
Skinney MedSpa - 5-Star Rated   Book an Appointment Today	skinney medspa fiatron	Campaign paused Approved (limited): Restricted medical content +1 more	7	14.00%	\$215.24
Skinney MedSpa - 5-Star Rated   Professional Specialists   Testimonials By Real People	Skinney MedSpa	Campaign paused	20	17.70%	\$76.79
Skinney Medspa CoolSculpting   Freeze Away Unwanted Fat   New Clients Get 20% Off	skinney med spa coolsculpting	Campaign paused	5	27.78%	\$57.99
(Keyword:New Clients Get 20% Off)   Best Prices in NYC   Skinney MedSpa & Wellness +4 more	Skinney MedSpa Prices	Campaign paused Approved (limited): Restricted medical content +1 more	3	13.64%	\$42.37

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#) [HIDE](#)

Overview: Paused, Type: Search, Budget: \$200.00/day, More details

Recommendations: Ads

Ad groups: Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>612</b>	<b>21.50%</b>	<b>\$3,833.23</b>
Skinney MedSpa & Wellness   #1 Provider in NYC   "Comprehensive Beauty Haven."	Skinney MedSpa NYC	Campaign paused	5	17.24%	\$40.88
Luxury Services for 20% Off   Skinney MedSpa & Wellness   Treat Your Body Today	Skinney MedSpa	Campaign paused	9	10.47%	\$39.33
NYC's Highest-Rated Treatments   Skinney MedSpa & Wellness   Two Convenient NYC Locations	Skinney MedSpa NYC	Campaign paused	1	25.00%	\$39.22
5-Star Rated CoolSculpting®   Skinney MedSpa & Wellness   Schedule a Free Consultation	skinney med spa coolsculpting	Campaign paused	1	33.33%	\$8.53
Skinney MedSpa - 5-Star Rated   Book an Appointment Today	Skinney MedSpa	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Skinney MedSpa - 5-Star Rated   Schedule a Free Consultation	Skinney MedSpa	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Skinney MedSpa - 5-Star Rated   Two Convenient NYC Locations	Skinney MedSpa NYC	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#) [HIDE](#)

Overview: Paused, Type: Search, Budget: \$200.00/day, More details

Recommendations: Ads

Ad groups: Ad status: All, ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads</b>			<b>612</b>	<b>21.50%</b>	<b>\$3,833.23</b>
Skinney MedSpa - 5-Star Rated   \$0 Down, 0% Interest Financing   New Clients Get 20% Off	Skinney MedSpa Prices	Campaign paused	0	-	\$0.00
#1 Provider in NYC   Skinney MedSpa & Wellness   20% Off All Treatments	Skinney MedSpa NYC	Campaign paused Approved (limited): Restricted medical content +1 more	0	-	\$0.00
(Keyword:#1 CoolSculpting Provider NYC)   Skinney MedSpa CoolSculpting   5-Star Rated CoolSculpting® +5 more	skinney med spa coolsculpting	Campaign paused Approved (limited): Restricted medical content +2 more	0	-	\$0.00
#1 CoolSculpting Provider NYC   New Clients Get 20% Off   Skinney MedSpa - 5-Star Rated	skinney med spa coolsculpting	Campaign paused Approved (limited): Restricted medical content +2 more	0	-	\$0.00
<b>Total: Ads</b>			<b>612</b>	<b>21.50%</b>	<b>\$3,833.23</b>
<b>Total: Campaign</b>			<b>612</b>	<b>21.50%</b>	<b>\$3,833.23</b>

Show rows: 500 | 1 - 54 of 54

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Overview: Paused, Type: Search, Budget: \$200.00/day, More details

Recommendations: Extensions

Ad groups: If your business is affected by COVID-19, update your Google My Business profile to provide the most accurate information to your customers. [LEARN MORE](#)

Ads & extensions: Extension type: All, ADD FILTER, Associations view

Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension						
About Us	search   brand	Campaign	Approved (limited): Restricted medical content +1 more	416	22.02%	\$1,923.20
Specials	search   brand	Campaign	Approved (limited): Restricted medical content +1 more	256	24.02%	\$1,110.81
CoolSculpting Reviews	search   brand	Campaign	Approved (limited): Restricted drug terms	159	21.75%	\$846.40
Free CoolSculpt Consult	search   brand	Campaign	Approved (limited): Restricted drug terms	163	22.06%	\$792.32
Cellulite Reduction	search   brand	Campaign	Approved (limited): Restricted drug terms	114	21.88%	\$517.00
Customer Reviews	search   brand	Campaign	Approved (limited): Restricted medical content +1 more	74	22.29%	\$514.03
Full Range of Services	search   brand	Campaign	Disapproved: Destination not working	0	-	\$0.00
Featured in Vanity Fair	search   brand	Campaign	Disapproved: Misleading content +1 more	0	-	\$0.00
Why Choose Skinney Medspa	search   brand	Campaign	Disapproved: Destination not working	0	-	\$0.00
Call extension						

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#) [HIDE](#)

Overview	Paused	Type: Search	Budget: \$200.00/day	More details						
Recommendations	+ Extension type: All ADD FILTER				Associations view					
Ad groups										
Ads & extensions										
Ads										
Extensions										
Automated extensions										
Landing pages										
Keywords										
Audiences										
Demographics										
Settings										
Often visited										
Change history										
More										

Overview	Paused	Type: Search	Budget: \$200.00/day	More details						
Recommendations	+ Extension type: All ADD FILTER				Associations view					
Ad groups										
Ads & extensions										
Ads										
Extensions										
Automated extensions										
Landing pages										
Keywords										
Audiences										
Demographics										
Settings										
Often visited										
Change history										
More										

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We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.06 on 2020-03-24 to the payment method on your ad account 37253627. We appreciate your accommodation for the inconvenience this refund may have caused.

Account Overview	Campaigns	Ad Sets for 1 Campaign	Ads for 1 Campaign																																																																																																																																													
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<table border="1"> <thead> <tr> <th>Ad Name</th> <th>Budget Ad Set</th> <th>Last Significant Edit</th> <th>Results</th> <th>Reach</th> <th>Impressions</th> <th>Cost per Result</th> <th>Quality Ranking Ad Relevance Di...</th> <th>Engagement Rate Ranking Ad Relevance Di...</th> <th>Conversion Rate Ranking Ad Relevance Di...</th> <th>Amount Spent</th> <th>Ends</th> <th>Link Clicks</th> </tr> </thead> <tbody> <tr> <td>2020-03 - Short Video Clip 1 - Copy</td> <td>ng camp...</td> <td>Mar 12, 2020, 11:...</td> <td>4 Leads</td> <td>2,436</td> <td>2,933</td> <td>\$17.45 Per Lead</td> <td>Average</td> <td>Below average Bottom 20% of ads</td> <td>Average</td> <td>\$69.79</td> <td>Ongoing</td> <td>31</td> </tr> <tr> <td>2020-02 - Coolsculpting - Men - NoManBoobs Img 2</td> <td>ng camp...</td> <td>Mar 12, 2020, 11:...</td> <td>2 Leads</td> <td>3,814</td> <td>4,457</td> <td>\$31.68 Per Lead</td> <td>—</td> <td>—</td> <td>—</td> <td>\$63.36</td> <td>Ongoing</td> <td>27</td> </tr> <tr> <td>2020-03 - Story 2</td> <td>ng camp...</td> <td>Mar 12, 2020, 11:...</td> <td>1 Lead</td> <td>3,228</td> <td>3,279</td> <td>\$59.18 Per Lead</td> <td>—</td> <td>—</td> <td>—</td> <td>\$59.18</td> <td>Ongoing</td> <td>35</td> </tr> <tr> <td>2020-02 - Coolsculpting - Men - NoManBoobs Img 3</td> <td>ng camp...</td> <td>Mar 12, 2020, 11:...</td> <td>1 Lead</td> <td>3,421</td> <td>4,053</td> <td>\$45.26 Per Lead</td> <td>—</td> <td>—</td> <td>—</td> <td>\$45.26</td> <td>Ongoing</td> <td>29</td> </tr> <tr> <td>2020-03 - Short Video Clip 2</td> <td>ng camp...</td> <td>Mar 12, 2020, 11:...</td> <td>1 Lead</td> <td>1,820</td> <td>2,130</td> <td>\$44.32 Per Lead</td> <td>—</td> <td>—</td> <td>—</td> <td>\$44.32</td> <td>Ongoing</td> <td>20</td> </tr> <tr> <td>2020-02 - Coolsculpting - Men - NoManBoobs Img 1</td> <td>ng camp...</td> <td>Mar 4, 2020, 11:3...</td> <td>— Lead</td> <td>1,278</td> <td>1,347</td> <td>Per Lead</td> <td>Below average Bottom 35% of ads</td> <td>Below average Bottom 35% of ads</td> <td>Average</td> <td>\$22.80</td> <td>Ongoing</td> <td>9</td> </tr> <tr> <td>2020-03 - Story 6</td> <td>ng camp...</td> <td>Mar 12, 2020, 11:...</td> <td>— Lead</td> <td>1,200</td> <td>1,213</td> <td>Per Lead</td> <td>—</td> <td>—</td> <td>—</td> <td>\$19.13</td> <td>Ongoing</td> <td>5</td> </tr> <tr> <td>2020-03 - Story 4</td> <td>ng camp...</td> <td>Mar 12, 2020, 11:...</td> <td>— Lead</td> <td>1,040</td> <td>1,085</td> <td>Per Lead</td> <td>—</td> <td>—</td> <td>—</td> <td>\$16.80</td> <td>Ongoing</td> <td>2</td> </tr> <tr> <td>2020-02 - Coolsculpting - Men - NoManBoobs Img 3</td> <td>ng camp...</td> <td>Mar 4, 2020, 11:3...</td> <td>— Lead</td> <td>954</td> <td>983</td> <td>Per Lead</td> <td>Average</td> <td>Below average Bottom 35% of ads</td> <td>Average</td> <td>\$15.63</td> <td>Ongoing</td> <td>4</td> </tr> <tr> <td>2020-03 - Story 8</td> <td>ng camp...</td> <td>Mar 12, 2020, 11:...</td> <td>— Lead</td> <td>1,061</td> <td>1,087</td> <td>Per Lead</td> <td>—</td> <td>—</td> <td>—</td> <td>\$12.73</td> <td>Ongoing</td> <td>5</td> </tr> <tr> <td colspan="3"></td> <td>Multiple C...</td> <td>153,834 People</td> <td>497,399 Total</td> <td>Multiple C...</td> <td>—</td> <td>—</td> <td>—</td> <td>\$10,716.42 Total Spent</td> <td>—</td> <td>2,821 Total</td> </tr> </tbody> </table>													Ad Name	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	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Mar 4, 2020, 11:3...	— Lead	1,278	1,347	Per Lead	Below average Bottom 35% of ads	Below average Bottom 35% of ads	Average	\$22.80	Ongoing	9	2020-03 - Story 6	ng camp...	Mar 12, 2020, 11:...	— Lead	1,200	1,213	Per Lead	—	—	—	\$19.13	Ongoing	5	2020-03 - Story 4	ng camp...	Mar 12, 2020, 11:...	— Lead	1,040	1,085	Per Lead	—	—	—	\$16.80	Ongoing	2	2020-02 - Coolsculpting - Men - NoManBoobs Img 3	ng camp...	Mar 4, 2020, 11:3...	— Lead	954	983	Per Lead	Average	Below average Bottom 35% of ads	Average	\$15.63	Ongoing	4	2020-03 - Story 8	ng camp...	Mar 12, 2020, 11:...	— Lead	1,061	1,087	Per Lead	—	—	—	\$12.73	Ongoing	5				Multiple C...	153,834 People	497,399 Total	Multiple C...	—	—	—	\$10,716.42 Total Spent	—	2,821 Total
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Facebook Ads Manager - Account Overview

Search: [Filters] Ad Delivery: Any X [Save Filter] [Clear] Jan 1, 2020 - Mar 31, 2020

Ad Name	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate	Conversion Rate	Amount Spent	Ends	Link Clicks
2020-03 - Story 5	ng camp...	Mar 12, 2020, 11:...	— Lead	669	700	— Per Lead	Below average	Above average	Above average	\$10.80	Ongoing	5
2020-03 - Short Video Clip 1	ng camp...	Mar 12, 2020, 11:...	— Lead	262	287	— Per Lead	—	—	—	\$5.87	Ongoing	1
2020-03 - Story 1	ng camp...	Mar 12, 2020, 11:...	— Lead	206	211	— Per Lead	—	—	—	\$4.78	Ongoing	1
2020-03 - Story 3	ng camp...	Mar 12, 2020, 11:...	— Lead	97	100	— Per Lead	—	—	—	\$3.12	Ongoing	—
2020-03 - Story 9	ng camp...	Mar 12, 2020, 11:...	— Lead	120	124	— Per Lead	—	—	—	\$3.11	Ongoing	—
2020-03 - Short Video Clip 3	ng camp...	Mar 12, 2020, 11:...	— Lead	101	110	— Per Lead	—	—	—	\$2.34	Ongoing	—
2020-02 - Coolsculpting - Men - NoManBoobs lmg 1	ng camp...	Mar 4, 2020, 11:3...	— Lead	80	86	— Per Lead	—	—	—	\$1.84	Ongoing	1
2020-03 - Story 7	ng camp...	Mar 12, 2020, 11:...	— Lead	63	64	— Per Lead	—	—	—	\$1.48	Ongoing	—
2019-10 - FB - Coolsculpting Women V1 - Logo 1	ng camp...	Mar 12, 2020, 11:...	— Lead	—	—	— Per Lead	—	—	—	—	Ongoing	—
2019-10 - FB - Coolsculpting Women V1 - Logo 3	ng camp...	Mar 12, 2020, 11:...	— Lead	—	—	— Per Lead	—	—	—	—	Ongoing	—
2019-10 - FB - Coolsculpting Women V1 - Logo 2	ng camp...	Mar 12, 2020, 11:...	— Lead	—	—	— Per Lead	—	—	—	—	Ongoing	—
Results from 183 ads				Multiple C...	153,834 People	497,399 Total	Multiple C...	—	—	\$10,716.42 Total Spent	—	2,821 Total

Facebook Ads Manager - Ad Preview: 2019-12 - CS\_4 - Video

Ad Name: 2019-12 - CS\_4 - Video

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

Format: Single Image or Video

11 Placements: Feeds, In-Stream, Search

Ad Preview: Shows a video ad for "CoolSculpting" with a play button overlay. Text: "CoolSculpting is the #1 non-surgical fat reduction treatment. Starting at only \$95 a month." Includes "Like", "Comment", and "Share" buttons.

Facebook Ads Manager - Ad Preview: 2019-11 - CS - Women - lmg 9

Ad Name: 2019-11 - CS - Women - lmg 9

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

Format: Single Image or Video

11 Placements: Feeds, In-Stream, Search

Ad Preview: Shows an image ad for "CoolSculpting" with a play button overlay. Text: "CoolSculpting is the #1 non-surgical fat reduction treatment. Starting at only \$95 a month." Includes "Like", "Comment", and "Share" buttons.

Facebook Ads Manager - Ad Preview: 2019-10 - Coolsculpting Women V3 - Vid 4

Ad Name: 2019-10 - Coolsculpting Women V3 - Vid 4

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

Format: Single Image or Video

11 Placements: Feeds, In-Stream, Search

Ad Preview: Shows a video ad for "CoolSculpting" with a play button overlay. Text: "Freeze away non-surgical fat with CoolSculpting. Book a free consultation and save 25% on all areas." Includes "Like", "Comment", and "Share" buttons.

Facebook Ads Manager - Ad Preview: 2020-03 - Short Video Clip 2 - Copy

Ad Name: 2020-03 - Short Video Clip 2 - Copy

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

Format: Single Image or Video

11 Placements: Feeds, In-Stream, Search

Ad Preview: Shows a video ad for "CoolSculpting" with a play button overlay. Text: "CoolSculpting is the #1 non-surgical fat reduction treatment. Starting at only \$95 a month." Includes "Like", "Comment", and "Share" buttons.

Facebook Ads Manager interface for 'Skinney Medspa (37253627)'. The left sidebar shows a list of ad creatives under 'Coolsculpting - Conversions'. The main panel displays the 'Ad Name' '2020-02 - Coolsculpting - Men - NoManBoobs lmg 2'. The 'Identity' section shows the Facebook Page 'Skinney Medspa' and Instagram Account 'skinneymedspa'. The 'Format' is set to 'Single Image or Video'. The 'Ad Preview' shows a man in a white t-shirt with the text 'Coolsculpting freeze off fat cells'. The 'Placements' section shows 12 placements across various feeds and stories.

Facebook Ads Manager interface for 'Skinney Medspa (37253627)'. The left sidebar shows a list of ad creatives under 'Coolsculpting - Conversions'. The main panel displays the 'Ad Name' '2019-11 - CS - Women - lmg 9 - Copy'. The 'Identity' section shows the Facebook Page 'Skinney Medspa' and Instagram Account 'skinneymedspa'. The 'Format' is set to 'Single Image or Video'. The 'Ad Preview' shows a woman in a white top with the text 'Coolsculpting is the #1 non-surgical fat reduction treatment'. The 'Placements' section shows 11 placements across various feeds and stories.

Facebook Ads Manager interface for 'Skinney Medspa (37253627)'. The left sidebar shows a list of ad creatives under 'Coolsculpting - Conversions'. The main panel displays the 'Ad Name' '2020-03 - Short Video Clip 3 - Copy'. The 'Identity' section shows the Facebook Page 'Skinney Medspa' and Instagram Account 'Use selected Page'. The 'Format' is set to 'Single Image or Video'. The 'Ad Preview' shows a woman in a black top with the text 'Coolsculpting is the #1 non-surgical fat reduction treatment. Starting at only \$66 a month'. The 'Placements' section shows 11 placements across various feeds and stories.

Facebook Ads Manager interface for 'Skinney Medspa (37253627)'. The left sidebar shows a list of ad creatives under 'Coolsculpting - Conversions'. The main panel displays the 'Ad Name' '2020-02 - Coolsculpting - Men - NoMa...'. The 'Identity' section shows the Facebook Page 'Skinney Medspa' and Instagram Account 'skinneymedspa'. The 'Format' is set to 'Single Image or Video'. The 'Ad Preview' shows a man in a white t-shirt with the text 'Coolsculpting freeze off fat cells'. The 'Placements' section shows 11 placements across various feeds and stories.

Facebook Ads Manager interface for 'Skinney Medspa (37253627)'. The left sidebar shows a list of ad creatives under 'Coolsculpting - Conversions'. The main panel displays the 'Ad Name' '2019-10 - Coolsculpting Women V3 - Vid 4 - Copy'. The 'Identity' section shows the Facebook Page 'Skinney Medspa' and Instagram Account 'Use selected Page'. The 'Format' is set to 'Single Image or Video'. The 'Ad Preview' shows a woman in a white top with the text 'Coolsculpting freeze off fat cells'. The 'Placements' section shows 11 placements across various feeds and stories.

Facebook Ads Manager interface for Skinney Medspa (37253627). The left sidebar shows a list of ad sets under 'Coolsculpting - Conversions'. The selected ad set is '2019-12 - CS\_4 - Video - Copy'. The main panel shows the 'Identity' section with 'Skinney Medspa' selected as the Facebook Page and Instagram Account. The 'Create Ad' section is active, showing 'Use dynamic formats and ad creative' as the selected format. The 'Ad Preview' section shows 11 placements, with a preview of the ad in a Facebook Feed. The ad features a woman and the text 'Coolsculpting is the #1 nonsurgical fat reduction treatment. Starting at only \$95 a month.' The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface for Skinney Medspa (37253627). The left sidebar shows a list of ad sets under 'Coolsculpting - Conversions'. The selected ad set is '2020-03 - Short Video Clip 1 - Copy'. The main panel shows the 'Identity' section with 'Skinney Medspa' selected as the Facebook Page and Instagram Account. The 'Create Ad' section is active, showing 'Use dynamic formats and ad creative' as the selected format. The 'Ad Preview' section shows 11 placements, with a preview of the ad in a Facebook Feed. The ad features a woman and the text 'SKINNEY Freeze Fat Now. Pay Later. Learn about Coolsculpting for re...'. The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface for Skinney Medspa (37253627). The left sidebar shows a list of ad sets under 'Coolsculpting - Conversions'. The selected ad set is '2020-02 - Coolsculpting - Men - NoManBoobs Img 2'. The main panel shows the 'Identity' section with 'skinneymedspa' selected as the Facebook Page and Instagram Account. The 'Create Ad' section is active, showing 'Use dynamic formats and ad creative' as the selected format. The 'Ad Preview' section shows 11 placements, with a preview of the ad in a Facebook Feed. The ad features a man and the text 'Coolsculpting freeze off fat cells'. The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface for Skinney Medspa (37253627). The left sidebar shows a list of ad sets under 'Coolsculpting - Conversions'. The selected ad set is '2020-03 - Story 2'. The main panel shows the 'Identity' section with 'skinneymedspa' selected as the Facebook Page and Instagram Account. The 'Create Ad' section is active, showing 'Single Image or Video' as the selected format. The 'Ad Preview' section shows 3 placements, with a preview of the ad in a Facebook Story. The ad features a woman and the text 'SKINNEY Freeze off fat cells'. The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface for Skinney Medspa (37253627). The left sidebar shows a list of ad sets under 'Coolsculpting - Conversions'. The selected ad set is '2020-02 - Coolsculpting - Men - NoManBoobs Img 3'. The main panel shows the 'Ad Name' section with '2020-02 - Coolsculpting - Men - NoManBoobs Img 3' entered. The 'Identity' section shows 'Skinney Medspa' as the Facebook Page and 'skinneymedspa' as the Instagram Account. The 'Create Ad' section is active, showing 'Use dynamic formats and ad creative' as the selected format. The 'Ad Preview' section shows 11 placements, with a preview of the ad in a Facebook Feed. The ad features a man and the text 'Coolsculpting freeze off fat cells'. The 'Publish' button is visible at the bottom right.

Facebook Ads Manager interface showing the creation of an ad for "2020-03 - Short Video Clip 2".

- Ad Name:** 2020-03 - Short Video Clip 2
- Identity:** Facebook Page: Skinney Medspa
- Format:** Single Image or Video
- Placements:** 11 Placements
- Preview:** Shows the ad in a Facebook feed with a video player and text: "SKINNEY Medspa. Coolsculpting is the #1 non-surgical fat reduction treatment. Starting at only \$66 a month."

Facebook Ads Manager interface showing the creation of an ad for "2020-02 - Coolsculpting - Men - NoManBoobs lmg 1".

- Ad Name:** 2020-02 - Coolsculpting - Men - NoManBoobs lmg 1
- Identity:** Facebook Page: Skinney Medspa
- Format:** Single Image or Video
- Placements:** 12 Placements
- Preview:** Shows the ad in a Facebook feed with an image of a man and text: "Coolsculpting freeze off fat cells. SKINNEY Medspa. Press away non-surgical fat with Coolsculpting. Book a free consult and save 25% on all areas."

Facebook Ads Manager interface showing the creation of an ad for "2020-03 - Story 6".

- Ad Name:** 2020-03 - Story 6
- Identity:** Facebook Page: Skinney Medspa
- Format:** Single Image or Video
- Placements:** 3 Placements
- Preview:** Shows the ad in a Facebook story with an image of a woman and text: "SKINNEY Learn More. People can open your link by tapping on it or swiping up. All text and images are subject to change based on device, format and other factors."

Facebook Ads Manager interface showing the creation of an ad for "2020-03 - Story 4".

- Ad Name:** 2020-03 - Story 4
- Identity:** Facebook Page: Skinney Medspa
- Format:** Single Image or Video
- Placements:** 3 Placements
- Preview:** Shows the ad in a Facebook story with an image of a woman and text: "SKINNEY Learn More. SKINNEY comprehensive beauty haven. SKINNEY. People can open your link by tapping on it or swiping up. All text and images are subject to change based on device, format and other factors."

Facebook Ads Manager interface showing the creation of an ad for "2020-02 - Coolsculpting - Men - NoManBoobs lmg 3".

- Ad Name:** 2020-02 - Coolsculpting - Men - NoManBoobs lmg 3
- Identity:** Facebook Page: Skinney Medspa
- Format:** Single Image or Video
- Placements:** 12 Placements
- Preview:** Shows the ad in a Facebook feed with an image of a man and text: "SKINNEY Medspa. Press away non-surgical fat with Coolsculpting. Book a free consult and save 25% on all areas."

Facebook Ads Manager interface for Skinney Medspa (37253627). The left sidebar shows a list of ad sets under 'Coolsculpting - Conversions' and 'CS - Prospecting - Broad - M/F - Stories'. The main panel displays the configuration for '2020-03 - Story 8'. The 'Ad Name' is '2020-03 - Story 8'. The 'Identity' section shows the Facebook Page 'Skinney Medspa' and the Instagram Account 'skinnymedspa'. The 'Format' is set to 'Single Image or Video'. The 'Full Screen Mobile Experience' is selected. The 'Placements' section shows 3 placements for 'Stories' on Facebook. The ad preview shows a woman in a white top with the text 'comprehensive beauty haven' and 'VANITY FAIR'.

Facebook Ads Manager interface for Skinney Medspa (37253627). The left sidebar shows a list of ad sets. The main panel displays the configuration for '2020-03 - Story 5'. The 'Ad Name' is '2020-03 - Story 5'. The 'Identity' section shows the Facebook Page 'Skinney Medspa' and the Instagram Account 'skinnymedspa'. The 'Format' is set to 'Single Image or Video'. The 'Full Screen Mobile Experience' is selected. The 'Placements' section shows 3 placements for 'Stories' on Facebook. The ad preview shows a woman in a white top with the text 'comprehensive beauty haven' and 'VANITY FAIR'.

Facebook Ads Manager interface for Skinney Medspa (37253627). The left sidebar shows a list of ad sets. The main panel displays the configuration for '2020-03 - Short Video Clip 1'. The 'Ad Name' is '2020-03 - Short Video Clip 1'. The 'Identity' section shows the Facebook Page 'Skinney Medspa' and the Instagram Account 'Use selected Page'. The 'Format' is set to 'Single Image or Video'. The 'Full Screen Mobile Experience' is selected. The 'Placements' section shows 11 placements for 'Feeds' on Facebook. The ad preview shows a woman in a white top with the text 'comprehensive beauty haven' and 'VANITY FAIR'.

Facebook Ads Manager interface for Skinney Medspa (37253627). The left sidebar shows a list of ad sets. The main panel displays the configuration for '2020-03 - Story 1'. The 'Ad Name' is '2020-03 - Story 1'. The 'Identity' section shows the Facebook Page 'Skinney Medspa' and the Instagram Account 'skinnymedspa'. The 'Format' is set to 'Single Image or Video'. The 'Full Screen Mobile Experience' is selected. The 'Placements' section shows 3 placements for 'Stories' on Facebook. The ad preview shows a woman in a white top with the text 'comprehensive beauty haven' and 'VANITY FAIR'.

Facebook Ads Manager interface for Skinney Medspa (37253627). The left sidebar shows a list of ad sets. The main panel displays the configuration for '2020-03 - Story 3'. The 'Ad Name' is '2020-03 - Story 3'. The 'Identity' section shows the Facebook Page 'Skinney Medspa' and the Instagram Account 'skinnymedspa'. The 'Format' is set to 'Single Image or Video'. The 'Full Screen Mobile Experience' is selected. The 'Placements' section shows 3 placements for 'Stories' on Facebook. The ad preview shows a woman in a white top with the text 'comprehensive beauty haven' and 'VANITY FAIR'.

Facebook Ads Manager interface for Skinney Medspa (37253627). The breadcrumb trail is: Coolsculpting - Conversions > CS - Prospecting - Broad - M/F - Stories > 2020-03 - Story 9. The ad is titled "2020-03 - Story 9".

**Identity:** Facebook Page: Skinney Medspa; Instagram Account: skinneymedspa.

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

**Placements:** 3 Placements. Preview shows a story ad with the text "Comprehensive beauty haven WAXY FAIR" and the Skinney Medspa logo.

Buttons: Discard Draft, Publish.

Facebook Ads Manager interface for Skinney Medspa (37253627). The breadcrumb trail is: Coolsculpting - Conversions > CS - Prospecting and RT - Women > 2020-03 - Short Video Clip 3. The ad is titled "2020-03 - Short Video Clip 3".

**Identity:** Facebook Page: Skinney Medspa; Instagram Account: Use Selected Page.

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

**Placements:** 11 Placements. Preview shows a video ad in a feed with the text "SKINNEY Medspa Freeze Fat Now. Pay Later. Learn about Coolsculpting for..." and the Skinney Medspa logo.

Buttons: Discard Draft, Publish.

Facebook Ads Manager interface for Skinney Medspa (37253627). The breadcrumb trail is: Coolsculpting - Conversions > Coolsculpting - Prospecting - Male > 2020-02 - Coolsculpting - Men - NoManBoobs Img 1. The ad is titled "2020-02 - Coolsculpting - Men - NoManBoobs Img 1".

**Ad Name:** 2020-02 - Coolsculpting - Men - NoManBoobs Img 1.

**Identity:** Facebook Page: Skinney Medspa; Instagram Account: skinneymedspa.

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

**Placements:** 12 Placements. Preview shows an image ad in a feed with the text "The Coolsculpting procedure is the world's #1 non-invasive fat reduction procedure. Book a free consultation + 25% off." and the Skinney Medspa logo.

Buttons: Discard Draft, Publish.

Facebook Ads Manager interface for Skinney Medspa (37253627). The breadcrumb trail is: Coolsculpting - Conversions > CS - Prospecting - Broad - M/F - Stories > 2020-03 - Story 7. The ad is titled "2020-03 - Story 7".

**Identity:** Facebook Page: Skinney Medspa; Instagram Account: skinneymedspa.

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

**Placements:** 3 Placements. Preview shows a story ad with the text "Comprehensive beauty haven WAXY FAIR" and the Skinney Medspa logo.

Buttons: Discard Draft, Publish.