

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

|                                       |             |
|---------------------------------------|-------------|
| search beta coolsculpting salt lake:  | \$ 6,010.26 |
| search beta coolsculpting draper:     | \$ 5,276.55 |
| search beta coolsculpting orem:       | \$ 5,065.44 |
| search beta coolsculpting highland:   | \$ 4,174.92 |
| search alpha coolsculpting salt lake: | \$ 912.82   |
| search alpha coolsculpting draper:    | \$ 394.09   |
| search alpha coolsculpting orem:      | \$ 275.32   |
| search alpha coolsculpting highland:  | \$ 163.95   |

|                            |                    |
|----------------------------|--------------------|
| <b>Total Google Ads:</b>   | <b>\$22,273.35</b> |
| <b>Total Facebook Ads:</b> | <b>\$ 5,596.47</b> |
| <b>Total Media Spend:</b>  | <b>\$27,869.82</b> |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns

Overview | Campaigns

Recommendations: Campaign status: All; Campaign name contains coolsculpting

| Campaign                                   | Budget              | Status   | Clicks     | CTR          | Cost               |
|--|---------------------|----------|------------|--------------|--------------------|
| search   beta   coolsculpting   salt lake  | \$96.49/day         | Eligible | 426        | 7.59%        | \$6,010.26         |
| search   beta   coolsculpting   draper     | \$179.66/day        | Eligible | 155        | 8.72%        | \$5,276.55         |
| search   beta   coolsculpting   orem       | \$95.07/day         | Eligible | 195        | 10.56%       | \$5,065.44         |
| search   beta   coolsculpting   highland   | \$123.80/day        | Eligible | 115        | 9.17%        | \$4,174.92         |
| search   alpha   coolsculpting   salt lake | \$44.44/day         | Paused   | 36         | 5.26%        | \$912.82           |
| search   alpha   coolsculpting   draper    | \$48.41/day         | Paused   | 16         | 6.93%        | \$394.09           |
| search   alpha   coolsculpting   orem      | \$52.37/day         | Paused   | 17         | 9.60%        | \$275.32           |
| search   alpha   coolsculpting   highland  | \$53.36/day         | Paused   | 9          | 7.14%        | \$163.95           |
| <b>Total: Filtered campaigns</b>           |                     |          | <b>969</b> | <b>8.27%</b> | <b>\$22,273.35</b> |
| <b>Total: Account</b>                      | <b>\$495.02/day</b> |          | <b>969</b> | <b>8.27%</b> | <b>\$22,273.35</b> |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | beta | coolscu...

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$96.49/day | Optimization score: 90.9%

Recommendations: Ad status: All

| Ad  | Ad group | Status   | Clicks | CTR   | Cost       |
|---|----------|--|--------|-------|------------|
| <b>Total: Ads</b>   |          |  |        |       |            |
| <p>#1 Provider in Salt Lake City   Safe &amp; Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br/> <a href="#">spatrouve.com/coolsculpting/salt_lake_city</a><br/>           #1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult. Expert, Safe Fat Los...<br/> <a href="#">View assets details</a></p> |          |  |        |       |            |
| 0. coolsculpting - general  |          | Approved (limited): Restricted medical content +1 more           | 166    | 7.79% | \$2,329.41 |
| <p>25% Off All CoolSculpting   Spa Trouvé   Fat Reduction Treatment<br/> <a href="#">www.spatrouve.com/coolsculpting</a><br/>           #1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>                             |          |  |        |       |            |
| 0. coolsculpting - general  |          | Paused<br>Approved (limited): Restricted medical content +1 more | 58     | 5.77% | \$1,061.54 |
| <p>CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Spa Trouvé<br/> <a href="#">www.spatrouve.com/coolsculpting</a><br/>           Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Salt Lake City, UT. Schedule a Free Consultation</p>                        |          |  |        |       |            |
| 0. coolsculpting - general  |          | Paused<br>Approved (limited): Restricted medical content +1 more | 34     | 8.19% | \$594.34   |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | beta | coolscu...

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$96.49/day | Optimization score: 90.9%

Recommendations: Ad status: All

| Ad   | Ad group | Status   | Clicks | CTR    | Cost     |
|--|----------|--|--------|--------|----------|
| <b>Total: Ads</b>  |          |  |        |        |          |
| <p>CoolSculpting in Salt Lake   Freeze Away Stubborn Fat   Spa Trouvé<br/> <a href="#">www.spatrouve.com/coolsculpting</a><br/>           Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation</p>  |          |  |        |        |          |
| 0. coolsculpting - general   |          | Paused<br>Approved (limited): Restricted medical content +1 more | 45     | 7.87%  | \$564.96 |
| <p>25% Off All CoolSculpting®   Best Price in Salt Lake City   Spa Trouvé +6 more<br/> <a href="#">spatrouve.com/coolsculpting/special</a><br/>           Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting...<br/> <a href="#">View assets details</a></p>                    |          |  |        |        |          |
| 1. coolsculpting - price   |          | Approved (limited): Restricted medical content +1 more           | 48     | 10.17% | \$429.45 |
| <p>25% Off All CoolSculpting®   Affordable Treatments   Spa Trouvé<br/> <a href="#">spatrouve.com/coolsculpting/special</a><br/>           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.</p> |          |  |        |        |          |
| 1. coolsculpting - price   |          | Paused<br>Approved (limited): Restricted medical content +1 more | 12     | 15.19% | \$198.28 |
| <p>25% Off CoolSculpting® Cost   New Client Special   Spa Trouvé<br/> <a href="#">spatrouve.com/coolsculpting/special</a></p>  |          |  |        |        |          |
|  |          | Paused<br>Approved (limited):                                    |        |        |          |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | beta | coolscu...

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$96.49/day | Optimization score: 90.9%

Recommendations: Ad status: All

| Ad  | Ad group | Status   | Clicks | CTR    | Cost     |
|---|----------|--|--------|--------|----------|
| <b>Total: Ads</b>   |          |  |        |        |          |
| <p>25% Off CoolSculpting® Cost   New Client Special   Spa Trouvé<br/> <a href="#">spatrouve.com/coolsculpting/special</a><br/>           Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.</p>                     |          |  |        |        |          |
| 1. coolsculpting - price  |          | Paused<br>Approved (limited): Restricted medical content +1 more | 10     | 14.93% | \$165.67 |
| <p>CoolSculpting in Salt Lake   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared.<br/> <a href="#">spatrouve.com/coolsculpting/fat-freezing</a><br/>           No Surgery. Minimal Downtime. Clinically Proven Safe &amp; Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free CoolSculpting® Consultation Today</p> |          |  |        |        |          |
| 6. coolsculpting - fat freeze   |          | Paused<br>Approved (limited): Restricted medical content +1 more | 5      | 15.63% | \$141.79 |
| <p>25% Off All CoolSculpting®   Spa Trouvé   Flexible Payment Options<br/> <a href="#">spatrouve.com/coolsculpting/special</a><br/>           Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule A Free Consultation Today.</p>                                 |          |  |        |        |          |
| 1. coolsculpting - price  |          | Paused<br>Approved (limited): Restricted medical content +1 more | 11     | 10.28% | \$118.86 |
| <p>#1 Provider in Salt Lake City   Safe &amp; Effective Fat Reduction   25% Off All CoolSculpting® +9 more</p>  |          |  |        |        |          |
|   |          | Approved (limited):  |        |        |          |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | beta | coolscu...

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$96.49/day | Optimization score: 90.9%

Recommendations: Ad status: All

| Ad   | Ad group | Status   | Clicks | CTR    | Cost    |
|--|----------|--|--------|--------|---------|
| <b>Total: Ads</b>  |          |  |        |        |         |
| <p>#1 Provider in Salt Lake City   Safe &amp; Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br/> <a href="#">spatrouve.com/coolsculpting/salt_lake_city</a><br/>           #1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult. Expert, Safe Fat Los...<br/> <a href="#">View assets details</a></p>          |          |  |        |        |         |
| 3. body sculpting  |          | Approved (limited): Restricted medical content +1 more           | 8      | 5.80%  | \$86.34 |
| <p>#1 Provider in Salt Lake City   Quick &amp; Painless Fat Freezing   Fat Freezing for 25% Off +9 more<br/> <a href="#">spatrouve.com/fat-freezing/salt_lake_city</a><br/>           #1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT for Freezing Fat. Free Consult. Expert, Safe Fat...<br/> <a href="#">View assets details</a></p> |          |  |        |        |         |
| 6. coolsculpting - fat freeze  |          | Approved (limited): Restricted medical content +1 more           | 4      | 10.53% | \$42.97 |
| <p>#1 Provider in Salt Lake City   Safe &amp; Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br/> <a href="#">spatrouve.com/coolsculpting/salt_lake_city</a><br/>           #1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult. Expert, Safe Fat Los...<br/> <a href="#">View assets details</a></p>          |          |  |        |        |         |
| 4. lipo  |          | Approved (limited): Restricted medical content +1 more           | 3      | 7.50%  | \$35.00 |
| <p>Spa Trouvé   Freezing Fat Really Works!   25% Off First Treatment<br/> <a href="#">spatrouve.com/coolsculpting/fat-freezing</a><br/>           Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading</p>  |          |  |        |        |         |
| 6. coolsculpting - fat freeze  |          | Paused<br>Approved (limited): Restricted medical content +1 more | 2      | 6.45%  | \$34.81 |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$96.49/day, Optimization score: 90.9%

| Ad  | Ad group          | Status  | Clicks | CTR   | Cost    |
|---|-------------------|---|--------|-------|---------|
| Total: Ads 426, 7.59%, \$6,010.26   |                   |   |        |       |         |
| 25% Off All CoolSculpting®   Spa Trouvé   #1 Provider in Salt Lake City<br>www.spatrouve.com/coolsculpting<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 5. sculpsure      | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 2      | 5.13% | \$33.47 |
| CoolSculpting in Salt Lake   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation        | 3. body sculpting | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 2      | 4.35% | \$25.10 |
| 25% Off All CoolSculpting®   Spa Trouvé   #1 Provider in Salt Lake City<br>www.spatrouve.com/coolsculpting<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 3. body sculpting | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1      | 1.54% | \$21.59 |
| #1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting  |                   | Paused  |        |       |         |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$96.49/day, Optimization score: 90.9%

| Ad   | Ad group                   | Status  | Clicks | CTR    | Cost    |
|--|----------------------------|---|--------|--------|---------|
| Total: Ads 426, 7.59%, \$6,010.26  |                            |   |        |        |         |
| #1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Salt Lake City, UT. Schedule a Free Consultation                          | 3. body sculpting          | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1      | 2.94%  | \$20.52 |
| CoolSculpting in Salt Lake   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime<br>www.spatrouve.com/coolsculpting<br>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                    | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1      | 4.55%  | \$19.65 |
| CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Virtual Consultation Available<br>www.spatrouve.com/coolsculpting<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Salt Lake City, UT. Schedule a Free Virtual Consultation | 0. coolsculpting - general | Approved (limited):<br>Restricted medical content +1 more           | 2      | 10.00% | \$19.58 |
| CoolSculpting in Salt Lake   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime  |                            | Paused  |        |        |         |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$96.49/day, Optimization score: 90.9%

| Ad   | Ad group                      | Status  | Clicks | CTR    | Cost    |
|--|-------------------------------|---|--------|--------|---------|
| Total: Ads 426, 7.59%, \$6,010.26  |                               |   |        |        |         |
| CoolSculpting in Salt Lake   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime<br>www.spatrouve.com/coolsculpting<br>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                  | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1      | 3.33%  | \$14.11 |
| #1 Provider in Salt Lake City   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>spatrouve.com/coolsculpting/salt_lake_city<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult. Expert, Safe Fat Los...<br>View assets details                                 | 5. sculpsure                  | Approved (limited):<br>Restricted medical content +1 more           | 2      | 3.92%  | \$13.24 |
| #1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Salt Lake City, UT. Schedule a Free Consultation                                | 4. lipo                       | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1      | 16.67% | \$7.79  |
| Freezing Fat Really Works   Virtual Consultation Available   25% Off First Treatment<br>spatrouve.com/coolsculpting/fat-freezing<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Salt Lake City, UT. Schedule a Free Virtual Consultation | 6. coolsculpting - fat freeze | Approved (limited):<br>Restricted medical content +1 more           | 1      | 50.00% | \$7.76  |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$96.49/day, Optimization score: 90.9%

| Ad   | Ad group                      | Status  | Clicks | CTR    | Cost   |
|--|-------------------------------|---|--------|--------|--------|
| Total: Ads 426, 7.59%, \$6,010.26  |                               |   |        |        |        |
| Freezing Fat Really Works   Virtual Consultation Available   25% Off First Treatment<br>spatrouve.com/coolsculpting/fat-freezing<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in Salt Lake City, UT. Schedule a Free Virtual Consultation | 6. coolsculpting - fat freeze | Approved (limited):<br>Restricted medical content +1 more           | 1      | 50.00% | \$7.76 |
| 25% Off All CoolSculpting®   Spa Trouvé   #1 Provider in Salt Lake City<br>www.spatrouve.com/coolsculpting<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.                                | 2. cryolipolysis              | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1      | 6.67%  | \$6.50 |
| #1 Provider in Salt Lake City   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>spatrouve.com/coolsculpting/salt_lake_city<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult. Expert, Safe Fat Los...<br>View assets details                                 | coolsculpting face            | Approved (limited):<br>Restricted medical content +1 more           | 1      | 14.29% | \$6.09 |
| CoolSculpting in Salt Lake   Freeze Away Stubborn Fat   Book A Virtual Consultation<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat  | 0. coolsculpting - general    | Approved (limited):<br>Restricted medical                           | 2      | 10.53% | \$4.82 |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$96.49/day, Optimization score: 90.9%

| Ad  | Ad group                   | Status  | Clicks | CTR    | Cost   |
|---|----------------------------|---|--------|--------|--------|
| Total: Ads 426, 7.59%, \$6,010.26   |                            |   |        |        |        |
| CoolSculpting in Salt Lake   Freeze Away Stubborn Fat   Book A Virtual Consultation<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Virtual Consultation | 0. coolsculpting - general | Approved (limited):<br>Restricted medical content +1 more           | 2      | 10.53% | \$4.82 |
| CoolSculpting in Salt Lake   Fat Reduction Treatment   No Surgery & Minimal Downtime<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation        | 2. cryolipolysis           | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1      | 9.09%  | \$4.45 |
| 25% Off All CoolSculpting   Virtual Consultation Available   Fat Reduction Treatment<br>www.spatrouve.com/coolsculpting<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City. Free Virtual Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.  | 0. coolsculpting - general | Approved (limited):<br>Restricted medical content +1 more           | 1      | 6.67%  | \$2.17 |
| CoolSculpting in Salt Lake   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime   |                            | Removed   |        |        |        |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$96.49/day, Optimization score: 90.9%

| Ad   | Ad group                      | Status  | Clicks | CTR   | Cost       |
|--|-------------------------------|---|--------|-------|------------|
| Total: Ads 426, 7.59%, \$6,010.26  |                               |   |        |       |            |
| City for Fat Freezing. Free Virtual Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.  |                               | content +1 more   |        |       |            |
| CoolSculpting in Salt Lake   Top Fat Reduction Treatment   Virtual Consultation Available<br>spatrouve.com/coolsculpting/fat-freezing<br>No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting® Consultation Today | 6. coolsculpting - fat freeze | Approved (limited):<br>Restricted medical content +1 more | 0      | -     | \$0.00     |
| Total: Ads 426   |                               |   | 426    | 7.59% | \$6,010.26 |
| Total: Campaign 426  |                               |   | 426    | 7.59% | \$6,010.26 |

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Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$96.49/day, Optimization score: 90.9%

### 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](#)

| Extension                | Extension type  | Added to                | Level    | Status                         | Clicks | CTR    | Cost    |
|--------------------------|---|-------------------------|----------|--------------------------------|--------|--------|---------|
| Sitelink extension       |   |                         |          |                                |        |        |         |
| <input type="checkbox"/> | 25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special                         | search   beta   cool... | Campaign | Approved                       | 1      | 14.29% | \$21.41 |
| <input type="checkbox"/> | 5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials                                | search   beta   cool... | Campaign | Approved                       | 1      | 50.00% | \$4.44  |
| <input type="checkbox"/> | State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting | search   beta   cool... | Campaign | Approved                       | 0      | 0.00%  | \$0.00  |
| <input type="checkbox"/> | Before and After Photos See CoolSculpting Before and After Photos                               | search   beta   cool... | Campaign | Approved                       | 0      | 0.00%  | \$0.00  |
| <input type="checkbox"/> | Book A Virtual Consult Why Wait? Book a Virtual Consult   | search   beta   cool... | Campaign | Approved (limited): Restricted | 0      | -      | \$0.00  |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$96.49/day, Optimization score: 90.9%

### Extensions

| Extension                | Extension type  | Added to                | Level    | Status   | Clicks | CTR    | Cost       |
|--------------------------|---|-------------------------|----------|--|--------|--------|------------|
| <input type="checkbox"/> | Book A Virtual Consult Why Wait? Book a Virtual Consult With a #1 Salt Lake City Provider | search   beta   cool... | Campaign | Approved (limited): Restricted medical content +1 more | 0      | -      | \$0.00     |
| Call extension           |   |                         |          |  |        |        |            |
| <input type="checkbox"/> | (801) 997-8199 (mobile)   | search   beta   cool... | Campaign | Approved   | 112    | 9.62%  | \$1,972.51 |
| <input type="checkbox"/> | (801) 997-8199  | search   beta   cool... | Campaign | Approved   | 53     | 8.52%  | \$828.59   |
| Location extension       |   |                         |          |  |        |        |            |
| <input type="checkbox"/> | katie.b.englund@gmail.com (View L... All locations selected)                              | Account                 | Account  | -  | -      | -      | -          |
| Callout extension        |   |                         |          |  |        |        |            |
| <input type="checkbox"/> | Freeze Your Fat   | search   beta   cool... | Campaign | Approved   | 131    | 9.71%  | \$2,010.93 |
| <input type="checkbox"/> | FDA Approved  | search   beta   cool... | Campaign | Approved   | 137    | 10.34% | \$1,927.32 |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$96.49/day, Optimization score: 90.9%

### Extensions

| Extension                    | Extension type   | Added to                | Level    | Status   | Clicks | CTR    | Cost       |
|------------------------------|--|-------------------------|----------|----------|--------|--------|------------|
| <input type="checkbox"/>     | Highlights: No Surgery   | search   beta   cool... | Campaign | Approved | 122    | 9.94%  | \$1,715.09 |
| <input type="checkbox"/>     | Contact Us + Free Consult  | search   beta   cool... | Campaign | Approved | 96     | 8.16%  | \$1,579.76 |
| <input type="checkbox"/>     | Liposuction Alternative  | search   beta   cool... | Campaign | Approved | 102    | 8.37%  | \$1,564.96 |
| <input type="checkbox"/>     | New Clients 25% Off  | search   beta   cool... | Campaign | Approved | 102    | 8.24%  | \$1,553.03 |
| <input type="checkbox"/>     | Nonsurgical Fat Reduction  | search   beta   cool... | Campaign | Approved | 96     | 8.44%  | \$1,375.06 |
| <input type="checkbox"/>     | Free Virtual Consultation  | search   beta   cool... | Campaign | Approved | 6      | 16.67% | \$32.43    |
| <input type="checkbox"/>     | Virtual Consult Available  | search   beta   cool... | Campaign | Approved | 8      | 18.60% | \$21.37    |
| Structured snippet extension |  |                         |          |          |        |        |            |
| <input type="checkbox"/>     | Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | search   beta   cool... | Campaign | Approved | 6      | 13.64% | \$72.10    |
| Promotion extension          |  |                         |          |          |        |        |            |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$96.49/day, Optimization score: 90.9%

### Extensions

| Extension                            | Extension type          | Added to                | Level    | Status   | Clicks | CTR    | Cost       |
|--------------------------------------|-------------------------|-------------------------|----------|----------|--------|--------|------------|
| <input type="checkbox"/>             | 25% off for New Clients | search   beta   cool... | Campaign | Approved | 303    | 8.87%  | \$4,608.96 |
| Total: Sitelink extensions           |                         |                         |          |          | 2      | 12.50% | \$25.85    |
| Total: Callout extensions            |                         |                         |          |          | 281    | 9.11%  | \$4,079.98 |
| Total: Structured snippet extensions |                         |                         |          |          | 6      | 13.64% | \$72.10    |
| Total: Call extensions               |                         |                         |          |          | 165    | 9.24%  | \$2,801.10 |
| Total: Location extensions           |                         |                         |          |          | 107    | 7.27%  | \$1,393.91 |
| Total: Promotion extensions          |                         |                         |          |          | 303    | 8.87%  | \$4,608.96 |

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Mountain Time. Learn more

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$179.66/day, Optimization score: 73.2%

### Ads

| Ad                       | Ad group  | Status                     | Clicks  | CTR | Cost  |            |
|--------------------------|---|----------------------------|---|-----|-------|------------|
| Total: Ads               |   |                            |   |     |       |            |
| 155                      |   |                            |   |     |       |            |
| 8.72%                    |   |                            |   |     |       |            |
| \$5,276.55               |   |                            |   |     |       |            |
| <input type="checkbox"/> | #1 Provider in Draper   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more spatrouve.com/coolsculpting/draper #1 CoolSculpting Deal. Freeze Fat. Top Provider in Draper, UT. Free Consult. Expert, Safe Fat Loss With... View assets details                 | 0. coolsculpting - general | Approved (limited): Restricted medical content +1 more        | 51  | 9.62% | \$1,748.52 |
| <input type="checkbox"/> | CoolSculpting in Draper   Freeze Away Stubborn Fat   Spa Trouvé www.spatrouve.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation | 0. coolsculpting - general | Paused Approved (limited): Restricted medical content +1 more | 30  | 8.33% | \$1,064.95 |
| <input type="checkbox"/> | 25% Off All CoolSculpting   Spa Trouvé   Fat Reduction Treatment www.spatrouve.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Draper, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.          | 0. coolsculpting - general | Paused Approved (limited): Restricted medical content +1 more | 18  | 6.12% | \$674.69   |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$179.66/day, Optimization score: 73.2%

### Ads

| Ad                       | Ad group  | Status                     | Clicks  | CTR | Cost   |          |
|--------------------------|---|----------------------------|---|-----|--------|----------|
| Total: Ads               |   |                            |   |     |        |          |
| 155                      |   |                            |   |     |        |          |
| 8.72%                    |   |                            |   |     |        |          |
| \$5,276.55               |   |                            |   |     |        |          |
| <input type="checkbox"/> | CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Spa Trouvé www.spatrouve.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Draper, UT. Schedule a Free Consultation | 0. coolsculpting - general | Paused Approved (limited): Restricted medical content +1 more | 14  | 8.75%  | \$564.51 |
| <input type="checkbox"/> | {Keyword: Best Price in Draper}   Spa Trouvé   spatrouve.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   | Paused Approved (limited): Restricted medical content +1 more | 14  | 20.00% | \$441.25 |
| <input type="checkbox"/> | 25% Off All CoolSculpting®   Best Price in Draper   Spa Trouvé +6 more spatrouve.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting... View assets details   | 1. coolsculpting - price   | Approved (limited): Restricted medical content +1 more        | 8   | 16.67% | \$188.41 |
| <input type="checkbox"/> | 25% Off All CoolSculpting®   Spa Trouvé   Flexible Payment Options spatrouve.com/coolsculpting/special  |                            | Paused Approved (limited):                                    |     |        |          |

| Google Ads           |   |                  |              |                      |                           |              | Chris Zelig > Spa Trouvé C... 551-140-8791 |                               | All campaigns > search   beta   coolscu...             |  | SEARCH REPORTS TOOLS & SETTINGS |        | 259-215-0574 Chris Zelig support@medstarmedia.com |         |         |          |        |      |
|----------------------|---|------------------|--------------|----------------------|---------------------------|--------------|--|-------------------------------|--|--|---------------------------------|--------|---|---------|---------|----------|--------|------|
| Overview             | Enabled   | Status: Eligible | Type: Search | Budget: \$179.66/day | Optimization score: 73.2% | More details |  |                               |  |  |                                 |        |   |         |         |          |        |      |
| Recommendations      | Ad status: All ADD FILTER   |                  |              |                      |                           |              |  |                               |  |  |                                 | SEARCH | SEGMENT   | COLUMNS | REPORTS | DOWNLOAD | EXPAND | MORE |
| Ad groups            |   |                  |              |                      |                           |              |  | Clicks                        | CTR  |  |                                 |        |   |         |         |          |        |      |
| Ads & extensions     | Total: Ads  |                  |              |                      |                           |              |  | 155                           | 8.72%  | \$5,276.55   |                                 |        |   |         |         |          |        |      |
| Ads                  | 25% Off All CoolSculpting®   Spa Trouvé   Flexible Payment Options<br>spatrouve.com/coolsculpting/special<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye To Stubborn Fat? Schedule A Free Consultation Today.                          |                  |              |                      |                           |              |  | 1. coolsculpting - price      | Paused   | Approved (limited): Restricted medical content +1 more | 2                               | 6.25%  | \$172.68  |         |         |          |        |      |
| Extensions           | 25% Off All CoolSculpting®   Affordable Treatments   Spa Trouvé<br>spatrouve.com/coolsculpting/special<br>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      | Paused   | Approved (limited): Restricted medical content +1 more | 4                               | 12.12% | \$129.50  |         |         |          |        |      |
| Automated extensions | CoolSculpting in Draper   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared.<br>spatrouve.com/coolsculpting/fat-freezing<br>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 | Paused   | Approved (limited): Restricted medical content +1 more | 2                               | 11.76% | \$44.70   |         |         |          |        |      |
| Landing pages        | CoolSculpting in Draper   Freeze Away Stubborn Fat   Book A Virtual Consultation<br>www.spatrouve.com/coolsculpting   |                  |              |                      |                           |              |  |                               | Approved (limited): Restricted medical content +1 more |  |                                 |        |   |         |         |          |        |      |

| Google Ads           |  |                  |              |                      |                           |              | Chris Zelig > Spa Trouvé C... 551-140-8791 |                            | All campaigns > search   beta   coolscu...                                 |            | SEARCH REPORTS TOOLS & SETTINGS |         | 259-215-0574 Chris Zelig support@medstarmedia.com |         |         |          |        |      |
|----------------------|--|------------------|--------------|----------------------|---------------------------|--------------|--|----------------------------|--|------------|---------------------------------|---------|---|---------|---------|----------|--------|------|
| Overview             | Enabled  | Status: Eligible | Type: Search | Budget: \$179.66/day | Optimization score: 73.2% | More details |  |                            |  |            |                                 |         |   |         |         |          |        |      |
| Recommendations      | Ad status: All ADD FILTER  |                  |              |                      |                           |              |  |                            |  |            |                                 | SEARCH  | SEGMENT   | COLUMNS | REPORTS | DOWNLOAD | EXPAND | MORE |
| Ad groups            |  |                  |              |                      |                           |              |  | Clicks                     | CTR  |            |                                 |         |   |         |         |          |        |      |
| Ads & extensions     | Total: Ads   |                  |              |                      |                           |              |  | 155                        | 8.72%  | \$5,276.55 |                                 |         |   |         |         |          |        |      |
| Ads                  | CoolSculpting in Draper   Freeze Away Stubborn Fat   Book A Virtual Consultation<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Virtual Consultation |                  |              |                      |                           |              |  | 0. coolsculpting - general | Approved (limited): Restricted medical content +1 more                     | 2          | 22.22%                          | \$43.42 |   |         |         |          |        |      |
| Extensions           | #1 Provider in Draper   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>spatrouve.com/coolsculpting/draper<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Draper, UT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details                                   |                  |              |                      |                           |              |  | 5. sculpsure               | Poor ad strength<br>Approved (limited): Restricted medical content +1 more | 1          | 7.14%                           | \$34.00 |   |         |         |          |        |      |
| Automated extensions | #1 Provider in Draper   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>spatrouve.com/coolsculpting/draper<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Draper, UT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details                                   |                  |              |                      |                           |              |  | 3. body sculpting          | Approved (limited): Restricted medical content +1 more                     | 2          | 3.51%                           | \$33.49 |   |         |         |          |        |      |
| Landing pages        | 25% Off All CoolSculpting®   Spa Trouvé   #1 Provider in Draper<br>www.spatrouve.com/coolsculpting<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in   |                  |              |                      |                           |              |  | 5. sculpsure               | Paused<br>Approved (limited): Restricted medical content +1 more           | 1          | 12.50%                          | \$32.37 |   |         |         |          |        |      |

| Google Ads           |   |                  |              |                      |                           |              | Chris Zelig > Spa Trouvé C... 551-140-8791 |                               | All campaigns > search   beta   coolscu...                                 |            | SEARCH REPORTS TOOLS & SETTINGS |         | 259-215-0574 Chris Zelig support@medstarmedia.com |         |         |          |        |      |
|----------------------|---|------------------|--------------|----------------------|---------------------------|--------------|--|-------------------------------|--|------------|---------------------------------|---------|---|---------|---------|----------|--------|------|
| Overview             | Enabled   | Status: Eligible | Type: Search | Budget: \$179.66/day | Optimization score: 73.2% | More details |  |                               |  |            |                                 |         |   |         |         |          |        |      |
| Recommendations      | Ad status: All ADD FILTER   |                  |              |                      |                           |              |  |                               |  |            |                                 | SEARCH  | SEGMENT   | COLUMNS | REPORTS | DOWNLOAD | EXPAND | MORE |
| Ad groups            |   |                  |              |                      |                           |              |  | Clicks                        | CTR  |            |                                 |         |   |         |         |          |        |      |
| Ads & extensions     | Total: Ads  |                  |              |                      |                           |              |  | 155                           | 8.72%  | \$5,276.55 |                                 |         |   |         |         |          |        |      |
| Ads                  | CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Virtual Consultation Available<br>www.spatrouve.com/coolsculpting<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Draper, UT. Schedule a Free Virtual Consultation |                  |              |                      |                           |              |  | 0. coolsculpting - general    | Approved (limited): Restricted medical content +1 more                     | 1          | 20.00%                          | \$29.45 |   |         |         |          |        |      |
| Extensions           | CoolSculpting in Draper   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation                             |                  |              |                      |                           |              |  | 3. body sculpting             | Paused<br>Approved (limited): Restricted medical content +1 more           | 2          | 6.45%                           | \$28.82 |   |         |         |          |        |      |
| Automated extensions | #1 Provider in Draper   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more<br>spatrouve.com/fat-freezing/draper<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Draper, UT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details  |                  |              |                      |                           |              |  | 6. coolsculpting - fat freeze | Approved (limited): Restricted medical content +1 more                     | 1          | 11.11%                          | \$17.93 |   |         |         |          |        |      |
| Landing pages        | #1 Provider in Draper   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>spatrouve.com/coolsculpting/draper   |                  |              |                      |                           |              |  |                               | Poor ad strength<br>Approved (limited): Restricted medical content +1 more |            |                                 |         |   |         |         |          |        |      |

| Google Ads           |  |                  |              |                      |                           |              | Chris Zelig > Spa Trouvé C... 551-140-8791 |                            | All campaigns > search   beta   coolscu...                                 |            | SEARCH REPORTS TOOLS & SETTINGS |         | 259-215-0574 Chris Zelig support@medstarmedia.com |         |         |          |        |      |
|----------------------|--|------------------|--------------|----------------------|---------------------------|--------------|--|----------------------------|--|------------|---------------------------------|---------|---|---------|---------|----------|--------|------|
| Overview             | Enabled  | Status: Eligible | Type: Search | Budget: \$179.66/day | Optimization score: 73.2% | More details |  |                            |  |            |                                 |         |   |         |         |          |        |      |
| Recommendations      | Ad status: All ADD FILTER  |                  |              |                      |                           |              |  |                            |  |            |                                 | SEARCH  | SEGMENT   | COLUMNS | REPORTS | DOWNLOAD | EXPAND | MORE |
| Ad groups            |  |                  |              |                      |                           |              |  | Clicks                     | CTR  |            |                                 |         |   |         |         |          |        |      |
| Ads & extensions     | Total: Ads   |                  |              |                      |                           |              |  | 155                        | 8.72%  | \$5,276.55 |                                 |         |   |         |         |          |        |      |
| Ads                  | #1 Provider in Draper   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>spatrouve.com/coolsculpting/draper<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Draper, UT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details                                   |                  |              |                      |                           |              |  | 2. cryolipolysis           | Poor ad strength<br>Approved (limited): Restricted medical content +1 more | 1          | 50.00%                          | \$16.06 |   |         |         |          |        |      |
| Extensions           | Best Coolsculpting Price   Virtual Consultation Available   Flexible Payment Options<br>spatrouve.com/coolsculpting/special<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye To Stubborn Fat? Schedule A Free Virtual Consultation Today. |                  |              |                      |                           |              |  | 1. coolsculpting - price   | Approved (limited): Restricted medical content +1 more                     | 1          | 33.33%                          | \$11.80 |   |         |         |          |        |      |
| Automated extensions | #1 Provider in Draper   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>spatrouve.com/coolsculpting/draper<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Draper, UT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details                                   |                  |              |                      |                           |              |  | 0. coolsculpting - general | Removed<br>Approved (limited): Restricted medical content +1 more          | 0          | -                               | \$0.00  |   |         |         |          |        |      |
| Landing pages        | CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting<br>Expert, Safe Fat Loss With Quick Results. Minimal  |                  |              |                      |                           |              |  | 0. coolsculpting - general | Removed<br>Disapproved: Speculative and                                    | 0          | -                               | \$0.00  |   |         |         |          |        |      |

| Google Ads           |  |                  |              |                      |                           |              | Chris Zelig > Spa Trouvé C... 551-140-8791 |                               | All campaigns > search   beta   coolscu...             |            | SEARCH REPORTS TOOLS & SETTINGS |        | 259-215-0574 Chris Zelig support@medstarmedia.com |         |         |          |        |      |
|----------------------|--|------------------|--------------|----------------------|---------------------------|--------------|--|-------------------------------|--|------------|---------------------------------|--------|---|---------|---------|----------|--------|------|
| Overview             | Enabled  | Status: Eligible | Type: Search | Budget: \$179.66/day | Optimization score: 73.2% | More details |  |                               |  |            |                                 |        |   |         |         |          |        |      |
| Recommendations      | Ad status: All ADD FILTER  |                  |              |                      |                           |              |  |                               |  |            |                                 | SEARCH | SEGMENT   | COLUMNS | REPORTS | DOWNLOAD | EXPAND | MORE |
| Ad groups            |  |                  |              |                      |                           |              |  | Clicks                        | CTR  |            |                                 |        |   |         |         |          |        |      |
| Ads & extensions     | Total: Ads   |                  |              |                      |                           |              |  | 155                           | 8.72%  | \$5,276.55 |                                 |        |   |         |         |          |        |      |
| Ads                  | Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Draper, UT. Schedule a Free Virtual Consultation Today  |                  |              |                      |                           |              |  |                               | content +1 more  |            |                                 |        |   |         |         |          |        |      |
| Extensions           | 25% Off All Fat Freezing   Spa Trouvé   Virtual Consultation Available<br>spatrouve.com/coolsculpting/fat-freezing<br>Top CoolSculpting® Deal. Top Provider in Draper, UT for Fat Freezing. Free Virtual Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. |                  |              |                      |                           |              |  | 6. coolsculpting - fat freeze | Approved (limited): Restricted medical content +1 more | 0          | -                               | \$0.00 |   |         |         |          |        |      |
| Automated extensions | Total: Ads   |                  |              |                      |                           |              |  | 155                           | 8.72%  | \$5,276.55 |                                 |        |   |         |         |          |        |      |
| Landing pages        | Total: Campaign  |                  |              |                      |                           |              |  | 155                           | 8.72%  | \$5,276.55 |                                 |        |   |         |         |          |        |      |
| Keywords             |  |                  |              |                      |                           |              |  | Show rows: 100 1 - 91 of 91   |  |            |                                 |        |   |         |         |          |        |      |
| Audiences            | Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Mountain Time. Learn more   |                  |              |                      |                           |              |  |                               |  |            |                                 |        |   |         |         |          |        |      |
| Demographics         | Some inventory may be provided through third party intermediaries.   |                  |              |                      |                           |              |  |                               |  |            |                                 |        |   |         |         |          |        |      |
| Settings             | You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.  |                  |              |                      |                           |              |  |                               |  |            |                                 |        |   |         |         |          |        |      |
| Locations            | © 2020 Google  |                  |              |                      |                           |              |  |                               |  |            |                                 |        |   |         |         |          |        |      |

| Google Ads           |   |                  |              |                      |                           |              | Chris Zelig > Spa Trouvé C... 551-140-8791 |                    | All campaigns > search   beta   coolscu... |          | SEARCH REPORTS TOOLS & SETTINGS |                             | 259-215-0574 Chris Zelig support@medstarmedia.com |        |  |  |
|----------------------|---|------------------|--------------|----------------------|---------------------------|--------------|--|--------------------|--|----------|---------------------------------|-----------------------------|---|--------|--|--|
| Overview             | Enabled   | Status: Eligible | Type: Search | Budget: \$179.66/day | Optimization score: 73.2% | More details |  |                    |  |          |                                 |                             |   |        |  |  |
| Recommendations      | Extensions  |                  |              |                      |                           |              |  |                    |  |          |                                 | Custom Jan 1 - Mar 31, 2020 |   |        |  |  |
| Ad groups            | If your business is cooled 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           |   |        |  |  |
| Ads                  |   |                  |              |                      |                           |              |  | Clicks             | CTR  |          |                                 |                             |   |        |  |  |
| Extensions           | Sitelink extension  |                  |              |                      |                           |              |  |                    |  |          |                                 |                             |   |        |  |  |
| Automated extensions | 25% Off All Fat Areas<br>Save 25% Off on Coolsculpting.<br>New Client Special   |                  |              |                      |                           |              |  | Sitelink extension | search   beta   cool...                    | Campaign | Approved                        | 0                           | -   | \$0.00 |  |  |
| Landing pages        | State-of-the-Art Facility<br>Advanced Fat Freezing Technology.<br>Latest Applicators & Dual Sculpting.  |                  |              |                      |                           |              |  | Sitelink extension | search   beta   cool...                    | Campaign | Approved                        | 0                           | -   | \$0.00 |  |  |
| Keywords             | 5 Star Reviews<br>Real CoolSculpting Reviews<br>& Patient Testimonials  |                  |              |                      |                           |              |  | Sitelink extension | search   beta   cool...                    | Campaign | Approved                        | 0                           | -   | \$0.00 |  |  |
| Audiences            | Before and After Photos<br>See Coolsculpting<br>Before and After Photos   |                  |              |                      |                           |              |  | Sitelink extension | search   beta   cool...                    | Campaign | Approved                        | 0                           | -   | \$0.00 |  |  |
| Demographics         | Book A Virtual Consult<br>Why Wait? Book a Virtual  |                  |              |                      |                           |              |  | Sitelink extension | search   beta   cool...                    | Campaign | Approved (limited): Restricted  | 0                           | -   | \$0.00 |  |  |

| Extension   | Extension type     | Added to                | Level    | Status   | Clicks | CTR    | Cost       |
|---|--------------------|-------------------------|----------|--|--------|--------|------------|
| <input type="checkbox"/> Book A Virtual Consult Why Wait? Book a Virtual Consult with the #1 Provider in Draper | Sitelink extension | search   beta   cool... | Campaign | Approved (limited): Restricted medical content +1 more | 0      | -      | \$0.00     |
| Call extension  |                    |                         |          |  |        |        |            |
| <input type="checkbox"/> (801) 849-1385 (mobile)  | Call extension     | search   beta   cool... | Campaign | Approved   | 51     | 11.02% | \$2,398.95 |
| <input type="checkbox"/> (801) 849-1385   | Call extension     | search   beta   cool... | Campaign | Approved   | 19     | 6.13%  | \$556.81   |
| Location extension  |                    |                         |          |  |        |        |            |
| <input type="checkbox"/> katie.b.englund@gmail.com (View l... All locations selected)                           | Location extension | Account                 | Account  | -  | -      | -      | -          |
| Callout extension   |                    |                         |          |  |        |        |            |
| <input type="checkbox"/> Highlights: No Surgery   | Callout extension  | search   beta   cool... | Campaign | Approved   | 52     | 13.44% | \$2,125.43 |
| <input type="checkbox"/> FDA Approved   | Callout extension  | search   beta   cool... | Campaign | Approved   | 46     | 10.15% | \$1,718.09 |

| Extension   | Extension type               | Added to                | Level    | Status   | Clicks | CTR    | Cost       |
|---|------------------------------|-------------------------|----------|----------|--------|--------|------------|
| <input type="checkbox"/> New Clients 25% Off  | Callout extension            | search   beta   cool... | Campaign | Approved | 47     | 11.55% | \$1,693.73 |
| <input type="checkbox"/> Liposuction Alternative  | Callout extension            | search   beta   cool... | Campaign | Approved | 44     | 11.00% | \$1,640.44 |
| <input type="checkbox"/> Nonsurgical Fat Reduction  | Callout extension            | search   beta   cool... | Campaign | Approved | 34     | 9.32%  | \$1,385.64 |
| <input type="checkbox"/> Contact Us + Free Consult  | Callout extension            | search   beta   cool... | Campaign | Approved | 38     | 10.16% | \$1,364.37 |
| <input type="checkbox"/> Freeze Your Fat  | Callout extension            | search   beta   cool... | Campaign | Approved | 37     | 9.54%  | \$1,343.21 |
| <input type="checkbox"/> Free Virtual Consultation  | Callout extension            | search   beta   cool... | Campaign | Approved | 1      | 11.11% | \$17.46    |
| <input type="checkbox"/> Virtual Consult Available  | Callout extension            | search   beta   cool... | Campaign | Approved | 0      | 0.00%  | \$0.00     |
| Structured snippet extension  |                              |                         |          |          |        |        |            |
| <input type="checkbox"/> Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | Structured snippet extension | search   beta   cool... | Campaign | Approved | 3      | 33.33% | \$80.32    |
| Promotion extension   |                              |                         |          |          |        |        |            |

| Extension  | Extension type      | Added to                | Level    | Status   | Clicks | CTR    | Cost       |
|--|---------------------|-------------------------|----------|----------|--------|--------|------------|
| <input type="checkbox"/> 25% off for New Clients | Promotion extension | search   beta   cool... | Campaign | Approved | 110    | 9.68%  | \$4,217.14 |
| Total: Callout extensions                        |                     |                         |          |          | 99     | 10.00% | \$3,745.10 |
| Total: Structured snippet extensions             |                     |                         |          |          | 3      | 33.33% | \$80.32    |
| Total: Call extensions                           |                     |                         |          |          | 70     | 9.06%  | \$2,955.76 |
| Total: Location extensions                       |                     |                         |          |          | 40     | 6.13%  | \$1,006.09 |
| Total: Promotion extensions                      |                     |                         |          |          | 110    | 9.68%  | \$4,217.14 |

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| Ad  | Ad group                   | Status   | Clicks | CTR    | Cost       |
|---|----------------------------|--|--------|--------|------------|
| Total: Ads  |                            |  |        |        |            |
| <input type="checkbox"/> #1 Provider in Orem   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more spatrouve.com/coolsculpting/orem | 0. coolsculpting - general | Approved (limited): Restricted medical content +1 more           | 54     | 10.44% | \$1,610.10 |
| <input type="checkbox"/> CoolSculpting in Orem   Freeze Away Stubborn Fat   Spa Trouvé  | 0. coolsculpting - general | Paused<br>Approved (limited): Restricted medical content +1 more | 49     | 9.23%  | \$1,138.31 |
| <input type="checkbox"/> 25% Off All CoolSculpting®   Best Price in Orem   Spa Trouvé   | 1. coolsculpting - price   | Approved (limited): Restricted medical content +1 more           | 23     | 17.29% | \$701.13   |
| 25% Off All CoolSculpting   Spa Trouvé   Fat  |                            |  |        |        |            |

| Ad   | Ad group                   | Status   | Clicks | CTR    | Cost     |
|--|----------------------------|--|--------|--------|----------|
| Total: Ads   |                            |  |        |        |          |
| <input type="checkbox"/> 25% Off All CoolSculpting   Spa Trouvé   Fat Reduction Treatment      | 0. coolsculpting - general | Paused<br>Approved (limited): Restricted medical content +1 more | 10     | 6.17%  | \$355.83 |
| <input type="checkbox"/> CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Spa Trouvé   | 0. coolsculpting - general | Paused<br>Approved (limited): Restricted medical content +1 more | 9      | 7.69%  | \$248.75 |
| <input type="checkbox"/> (Keyword: Best Price in Orem)   Spa Trouvé   Flexible Payment Options | 1. coolsculpting - price   | Paused<br>Approved (limited): Restricted medical content +1 more | 17     | 29.31% | \$233.09 |
| 25% Off CoolSculpting® Cost   New Client Special   Spa Trouvé                                  |                            |  |        |        |          |

| Ad  | Ad group                        | Status   | Clicks | CTR    | Cost     |
|---|---------------------------------|--|--------|--------|----------|
| Total: Ads  |                                 |  |        |        |          |
| <input type="checkbox"/> 25% Off CoolSculpting® Cost   New Client Special   Spa Trouvé  | 1. coolsculpting - price        | Paused<br>Approved (limited): Restricted medical content +1 more | 4      | 22.22% | \$149.77 |
| <input type="checkbox"/> #1 Provider in Orem   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more spatrouve.com/coolsculpting/orem | 3. body sculpting               | Approved (limited): Restricted medical content +1 more           | 6      | 8.96%  | \$140.40 |
| <input type="checkbox"/> 25% Off All CoolSculpting®   Spa Trouvé   Flexible Payment Options   | 1. coolsculpting - price        | Paused<br>Approved (limited): Restricted medical content +1 more | 4      | 23.53% | \$135.89 |
| <input type="checkbox"/> CoolSculpting in Orem   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared, spatrouve.com/coolsculpting/fat-freezing    | 6. coolsculpting - fat freez... | Paused<br>Approved (limited):                                    | 4      | 12.50% | \$97.40  |

| Google Ads           |   |                  |              |                     |                           |              | Chris Zelig > Spa Trouvé C... 551-140-8791          |   | All campaigns > search   beta   coolscu... |        | SEARCH REPORTS TOOLS & SETTINGS |  | 259-215-0574 Chris Zelig support@medstarmedia.com |  |  |
|----------------------|---|------------------|--------------|---------------------|---------------------------|--------------|---|---|--|--------|---------------------------------|--|---|--|--|
| Overview             | Enabled   | Status: Eligible | Type: Search | Budget: \$95.07/day | Optimization score: 73.2% | More details |   |   |  |        |                                 |  |   |  |  |
| Recommendations      | + Ad status: All ADD FILTER   |                  |              |                     |                           |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |  |        |                                 |  |   |  |  |
| Ad groups            | Ad  |                  |              |                     |                           |              | Ad group  | Status  | Clicks                                     | CTR    | Cost                            |  |   |  |  |
| Ads & extensions     | Total: Ads  |                  |              |                     |                           |              |   |   | 195  | 10.56% | \$5,065.44                      |  |   |  |  |
| Ads                  | CoolSculpting in Orem   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared. spatrouve.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                       | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 4  | 16.67% | \$77.40                         |  |   |  |  |
| Extensions           | 25% Off All Fat Freezing   Spa Trouvé   Top Provider in Orem<br>spatrouve.com/coolsculpting/fat-freezing Top CoolSculpting® Deal. Top Provider in Orem, UT for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.               |                  |              |                     |                           |              | 6. coolsculpting - fat freeze                       | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1  | 12.50% | \$44.45                         |  |   |  |  |
| Automated extensions | 25% Off All CoolSculpting®   Spa Trouvé   #1 Provider in Orem<br>www.spatrouve.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Orem, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.                              |                  |              |                     |                           |              | 2. cryolipolysis                                    | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1  | 25.00% | \$43.87                         |  |   |  |  |
| Landing pages        | #1 Provider in Orem   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more  |                  |              |                     |                           |              |   | Approved (limited):   |  |        |                                 |  |   |  |  |

| Google Ads           |   |                  |              |                     |                           |              | Chris Zelig > Spa Trouvé C... 551-140-8791          |   | All campaigns > search   beta   coolscu... |        | SEARCH REPORTS TOOLS & SETTINGS |  | 259-215-0574 Chris Zelig support@medstarmedia.com |  |  |
|----------------------|---|------------------|--------------|---------------------|---------------------------|--------------|---|---|--|--------|---------------------------------|--|---|--|--|
| Overview             | Enabled   | Status: Eligible | Type: Search | Budget: \$95.07/day | Optimization score: 73.2% | More details |   |   |  |        |                                 |  |   |  |  |
| Recommendations      | + Ad status: All ADD FILTER   |                  |              |                     |                           |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |  |        |                                 |  |   |  |  |
| Ad groups            | Ad  |                  |              |                     |                           |              | Ad group  | Status  | Clicks                                     | CTR    | Cost                            |  |   |  |  |
| Ads & extensions     | Total: Ads  |                  |              |                     |                           |              |   |   | 195  | 10.56% | \$5,065.44                      |  |   |  |  |
| Ads                  | #1 Provider in Orem   Quick & Painless Fat Freezing   Fat Freezing for 25% Off +9 more<br>www.spatrouve.com/fat-freezing/orem #1 CoolSculpting Deal. Top Provider In Orem, UT for Freezing Fat. Free Consult. Expert, Safe Fat Loss Wi...<br>View assets details                                    |                  |              |                     |                           |              | 6. coolsculpting - fat freeze                       | Approved (limited):<br>Restricted medical content +1 more           | 2  | 28.57% | \$36.05                         |  |   |  |  |
| Extensions           | CoolSculpting in Orem   Freeze Away Stubborn Fat   Book A Virtual Consultation<br>www.spatrouve.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Virtual Consultation |                  |              |                     |                           |              | 0. coolsculpting - general                          | Approved (limited):<br>Restricted medical content +1 more           | 3  | 11.54% | \$33.04                         |  |   |  |  |
| Automated extensions | CoolSculpting in Orem   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation                          |                  |              |                     |                           |              | 3. body sculpting                                   | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 2  | 5.71%  | \$29.95                         |  |   |  |  |
| Landing pages        | 25% Off All CoolSculpting®   Affordable Treatments   Spa Trouvé<br>spatrouve.com/coolsculpting/special  |                  |              |                     |                           |              |   | Paused<br>Approved (limited):                                       |  |        |                                 |  |   |  |  |

| Google Ads           |  |                  |              |                     |                           |              | Chris Zelig > Spa Trouvé C... 551-140-8791          |   | All campaigns > search   beta   coolscu... |        | SEARCH REPORTS TOOLS & SETTINGS |  | 259-215-0574 Chris Zelig support@medstarmedia.com |  |  |
|----------------------|--|------------------|--------------|---------------------|---------------------------|--------------|---|---|--|--------|---------------------------------|--|---|--|--|
| Overview             | Enabled  | Status: Eligible | Type: Search | Budget: \$95.07/day | Optimization score: 73.2% | More details |   |   |  |        |                                 |  |   |  |  |
| Recommendations      | + Ad status: All ADD FILTER  |                  |              |                     |                           |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |  |        |                                 |  |   |  |  |
| Ad groups            | Ad   |                  |              |                     |                           |              | Ad group  | Status  | Clicks                                     | CTR    | Cost                            |  |   |  |  |
| Ads & extensions     | Total: Ads   |                  |              |                     |                           |              |   |   | 195  | 10.56% | \$5,065.44                      |  |   |  |  |
| Ads                  | 25% Off All CoolSculpting®   Affordable Treatments   Spa Trouvé<br>spatrouve.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                            | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1  | 6.67%  | \$23.41                         |  |   |  |  |
| Extensions           | Spa Trouvé   Freezing Fat Really Works   25% Off First Treatment<br>spatrouve.com/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Orem, UT. Schedule a Free Consultation                           |                  |              |                     |                           |              | 6. coolsculpting - fat freeze                       | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1  | 16.67% | \$19.08                         |  |   |  |  |
| Automated extensions | (Keyword: Best Price in Orem)   Book A Virtual Consultation   Flexible Payment Options<br>spatrouve.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 Virtual Consultation Today. |                  |              |                     |                           |              | 1. coolsculpting - price                            | Approved (limited):<br>Restricted medical content +1 more           | 1  | 33.33% | \$14.27                         |  |   |  |  |
| Landing pages        | #1 Provider in Orem   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more  |                  |              |                     |                           |              |   | Approved (limited):   |  |        |                                 |  |   |  |  |

| Google Ads           |  |                  |              |                     |                           |              | Chris Zelig > Spa Trouvé C... 551-140-8791          |   | All campaigns > search   beta   coolscu... |        | SEARCH REPORTS TOOLS & SETTINGS |  | 259-215-0574 Chris Zelig support@medstarmedia.com |  |  |
|----------------------|--|------------------|--------------|---------------------|---------------------------|--------------|---|---|--|--------|---------------------------------|--|---|--|--|
| Overview             | Enabled  | Status: Eligible | Type: Search | Budget: \$95.07/day | Optimization score: 73.2% | More details |   |   |  |        |                                 |  |   |  |  |
| Recommendations      | + Ad status: All ADD FILTER  |                  |              |                     |                           |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |  |        |                                 |  |   |  |  |
| Ad groups            | Ad   |                  |              |                     |                           |              | Ad group  | Status  | Clicks                                     | CTR    | Cost                            |  |   |  |  |
| Ads & extensions     | Total: Ads   |                  |              |                     |                           |              |   |   | 195  | 10.56% | \$5,065.44                      |  |   |  |  |
| Ads                  | #1 Provider in Orem   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>spatrouve.com/coolsculpting/orem #1 CoolSculpting Deal. Freeze Fat. Top Provider in Orem, UT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details                                |                  |              |                     |                           |              | 4. lipso  | Approved (limited):<br>Restricted medical content +1 more           | 1  | 10.00% | \$11.72                         |  |   |  |  |
| Extensions           | 25% Off All CoolSculpting®   Spa Trouvé   #1 Provider in Orem<br>www.spatrouve.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Orem, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.                           |                  |              |                     |                           |              | 5. sculpsure  | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1  | 25.00% | \$9.71                          |  |   |  |  |
| Automated extensions | CoolSculpting in Orem   Fat Reduction Treatment   No Surgery & Minimal Downtime<br>www.spatrouve.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation |                  |              |                     |                           |              | 2. cryolipolysis                                    | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1  | 7.14%  | \$9.22                          |  |   |  |  |
| Landing pages        | #1 Provider in Orem   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>spatrouve.com/coolsculpting/orem  |                  |              |                     |                           |              | 2. cryolipolysis                                    | Removed<br>Approved (limited):                                      | 0  | -      | \$0.00                          |  |   |  |  |

| Google Ads  |  |                  |              |                     |                           |              | Chris Zelig > Spa Trouvé C... 551-140-8791          |   | All campaigns > search   beta   coolscu... |        | SEARCH REPORTS TOOLS & SETTINGS |  | 259-215-0574 Chris Zelig support@medstarmedia.com                  |  |  |
|---|--|------------------|--------------|---------------------|---------------------------|--------------|---|---|--|--------|---------------------------------|--|--|--|--|
| Overview  | Enabled  | Status: Eligible | Type: Search | Budget: \$95.07/day | Optimization score: 73.2% | More details |   |   |  |        |                                 |  |  |  |  |
| Recommendations   | + Ad status: All ADD FILTER  |                  |              |                     |                           |              | SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE |   |  |        |                                 |  |  |  |  |
| Ad groups   | Ad   |                  |              |                     |                           |              | Ad group  | Status  | Clicks                                     | CTR    | Cost                            |  |  |  |  |
| Ads & extensions  | Total: Ads   |                  |              |                     |                           |              |   |   | 195  | 10.56% | \$5,065.44                      |  |  |  |  |
| Ads   | Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting® Consultation Today  |                  |              |                     |                           |              |   | content +1 more   |  |        |                                 |  |  |  |  |
| Extensions  | Freezing Fat Really Works   Virtual Consultation Available   25% Off First Treatment<br>spatrouve.com/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in Orem, UT. Schedule a Free Virtual Consultation |                  |              |                     |                           |              | 6. coolsculpting - fat freeze                       | Approved (limited):<br>Restricted medical content +1 more | 0  | -      | \$0.00                          |  |  |  |  |
| Automated extensions  | Total: Ads   |                  |              |                     |                           |              |   |   | 195  | 10.56% | \$5,065.44                      |  |  |  |  |
| Landing pages   | Total: Campaign  |                  |              |                     |                           |              |   |   | 195  | 10.56% | \$5,065.44                      |  |  |  |  |
| Keywords  |  |                  |              |                     |                           |              |   |   |  |        |                                 |  |  |  |  |
| Audiences   |  |                  |              |                     |                           |              |   |   |  |        |                                 |  |  |  |  |
| Demographics  |  |                  |              |                     |                           |              |   |   |  |        |                                 |  |  |  |  |
| Settings  |  |                  |              |                     |                           |              |   |   |  |        |                                 |  |  |  |  |
| Locations   |  |                  |              |                     |                           |              |   |   |  |        |                                 |  |  |  |  |
| Ad schedule   |  |                  |              |                     |                           |              |   |   |  |        |                                 |  |  |  |  |
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| Google Ads           |   |                  |              |                     |                           |              | Chris Zelig > Spa Trouvé C... 551-140-8791 |                         | All campaigns > search   beta   coolscu... |                                   | SEARCH REPORTS TOOLS & SETTINGS |     | 259-215-0574 Chris Zelig support@medstarmedia.com |  |  |
|----------------------|---|------------------|--------------|---------------------|---------------------------|--------------|--|-------------------------|--|-----------------------------------|---------------------------------|-----|---|--|--|
| Overview             | Enabled   | Status: Eligible | Type: Search | Budget: \$95.07/day | Optimization score: 73.2% | More details |  |                         |  |                                   |                                 |     |   |  |  |
| Recommendations      | Extensions  |                  |              |                     |                           |              | Custom Jan 1 - Mar 31, 2020                |                         |  |                                   |                                 |     |   |  |  |
| Ad groups            | + Ad status: All ADD FILTER   |                  |              |                     |                           |              | Associations view                          |                         |  |                                   |                                 |     |   |  |  |
| Ads & extensions     | Extension type: All ADD FILTER  |                  |              |                     |                           |              | SEGMENT COLUMNS DOWNLOAD EXPAND            |                         |  |                                   |                                 |     |   |  |  |
| Ads                  | Extension   |                  |              |                     |                           |              | Extension type                             | Added to                | Level                                      | Status                            | Clicks                          | CTR | Cost  |  |  |
| Extensions           | Sitelink extension  |                  |              |                     |                           |              |  |                         |  |                                   |                                 |     |   |  |  |
| Automated extensions | 25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special                         |                  |              |                     |                           |              | Sitelink extension                         | search   beta   cool... | Campaign                                   | Approved                          | 0                               | -   | \$0.00  |  |  |
| Landing pages        | State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting |                  |              |                     |                           |              | Sitelink extension                         | search   beta   cool... | Campaign                                   | Approved                          | 0                               | -   | \$0.00  |  |  |
| Keywords             | 5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials                                |                  |              |                     |                           |              | Sitelink extension                         | search   beta   cool... | Campaign                                   | Approved                          | 0                               | -   | \$0.00  |  |  |
| Audiences            | Before and After Photos See CoolSculpting Before and After Photos                               |                  |              |                     |                           |              | Sitelink extension                         | search   beta   cool... | Campaign                                   | Approved                          | 0                               | -   | \$0.00  |  |  |
| Demographics         | Book A Virtual Consult Why Wait? Book A Virtual Consult   |                  |              |                     |                           |              | Sitelink extension                         | search   beta   cool... | Campaign                                   | Approved (limited):<br>Restricted | 0                               | -   | \$0.00  |  |  |

| Extension   | Extension type     | Added to                   | Level    | Status   | Clicks | CTR    | Cost       |
|---|--------------------|----------------------------|----------|--|--------|--------|------------|
| <input type="checkbox"/> Book A Virtual Consult<br>Why Wait? Book a Virtual Consult<br>With the #1 Provider in Orem | Sitelink extension | search   beta   coolscu... | Campaign | Approved (limited):<br>Restricted medical content<br>+1 more | 0      | -      | \$0.00     |
| Call extension  |                    |                            |          |  |        |        |            |
| <input type="checkbox"/> (801) 229-2229<br>(mobile)   | Call extension     | search   beta   coolscu... | Campaign | Approved   | 41     | 9.81%  | \$1,299.19 |
| <input type="checkbox"/> (801) 229-2229   | Call extension     | search   beta   coolscu... | Campaign | Approved   | 23     | 8.33%  | \$680.33   |
| Location extension  |                    |                            |          |  |        |        |            |
| <input type="checkbox"/> katie.b.englund@gmail.com (View L...<br>All locations selected                             | Location extension | Account                    | Account  | -  | -      | -      | -          |
| Callout extension   |                    |                            |          |  |        |        |            |
| <input type="checkbox"/> FDA Approved   | Callout extension  | search   beta   coolscu... | Campaign | Approved   | 61     | 11.87% | \$1,796.14 |
| <input type="checkbox"/> Freeze Your Fat  | Callout extension  | search   beta   coolscu... | Campaign | Approved   | 55     | 11.04% | \$1,519.42 |

| Extension   | Extension type               | Added to                   | Level    | Status   | Clicks | CTR    | Cost       |
|---|------------------------------|----------------------------|----------|----------|--------|--------|------------|
| <input type="checkbox"/> Highlights: No Surgery   | Callout extension            | search   beta   coolscu... | Campaign | Approved | 45     | 10.20% | \$1,497.20 |
| <input type="checkbox"/> New Clients 25% Off  | Callout extension            | search   beta   coolscu... | Campaign | Approved | 41     | 8.87%  | \$1,373.61 |
| <input type="checkbox"/> Liposuction Alternative  | Callout extension            | search   beta   coolscu... | Campaign | Approved | 48     | 10.86% | \$1,365.87 |
| <input type="checkbox"/> Contact Us + Free Consult  | Callout extension            | search   beta   coolscu... | Campaign | Approved | 52     | 12.12% | \$1,354.57 |
| <input type="checkbox"/> Nonsurgical Fat Reduction  | Callout extension            | search   beta   coolscu... | Campaign | Approved | 45     | 11.31% | \$1,124.29 |
| Structured snippet extension  |                              |                            |          |          |        |        |            |
| <input type="checkbox"/> Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | Structured snippet extension | search   beta   coolscu... | Campaign | Approved | 1      | 14.29% | \$50.32    |
| Promotion extension   |                              |                            |          |          |        |        |            |
| <input type="checkbox"/> 25% off for New Clients  | Promotion extension          | search   beta   coolscu... | Campaign | Approved | 150    | 12.99% | \$4,242.62 |
| Total: Callout extensions   |                              |                            |          |          | 134    | 12.05% | \$3,694.87 |

| Extension  | Extension type      | Added to                   | Level    | Status   | Clicks | CTR    | Cost       |
|--|---------------------|----------------------------|----------|----------|--------|--------|------------|
| <input type="checkbox"/> 25% off for New Clients | Promotion extension | search   beta   coolscu... | Campaign | Approved | 150    | 12.99% | \$4,242.62 |
| Total: Callout extensions                        |                     |                            |          |          | 134    | 12.05% | \$3,694.87 |
| Total: Structured snippet extensions             |                     |                            |          |          | 1      | 14.29% | \$50.32    |
| Total: Call extensions                           |                     |                            |          |          | 64     | 9.22%  | \$1,979.52 |
| Total: Location extensions                       |                     |                            |          |          | 47     | 6.49%  | \$995.13   |
| Total: Promotion extensions                      |                     |                            |          |          | 150    | 12.99% | \$4,242.62 |

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| Ad  | Ad group                   | Status  | Clicks | CTR   | Cost     |
|---|----------------------------|---|--------|-------|----------|
| Total: Ads  |                            |   |        |       |          |
| 115   |                            |   |        |       |          |
| 9.17%   |                            |   |        |       |          |
| \$4,174.92  |                            |   |        |       |          |
| <input type="checkbox"/> #1 Provider in Highland   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more spatrouve.com/coolsculpting/highland #1 CoolSculpting Deal. Freeze Fat. Top Provider in Highland, UT. Free Consult. Expert, Safe Fat Loss...<br>View assets details              | 0. coolsculpting - general | Approved (limited):<br>Restricted medical content +1 more           | 21     | 9.86% | \$956.60 |
| <input type="checkbox"/> CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Highland, UT. Schedule a Free Consultation | 0. coolsculpting - general | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 17     | 8.37% | \$932.76 |
| <input type="checkbox"/> 25% Off All CoolSculpting   Spa Trouvé   Fat Reduction Treatment<br>www.spatrouve.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in Highland, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.      | 0. coolsculpting - general | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 21     | 7.14% | \$613.22 |

| Ad   | Ad group                   | Status  | Clicks | CTR    | Cost     |
|--|----------------------------|---|--------|--------|----------|
| Total: Ads   |                            |   |        |        |          |
| 115  |                            |   |        |        |          |
| 9.17%  |                            |   |        |        |          |
| \$4,174.92   |                            |   |        |        |          |
| <input type="checkbox"/> 25% Off All CoolSculpting®   Best Price in Highland   Spa Trouvé +6 more spatrouve.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting...<br>View assets details  | 1. coolsculpting - price   | Approved (limited):<br>Restricted medical content +1 more           | 19     | 23.17% | \$608.65 |
| <input type="checkbox"/> CoolSculpting in Highland   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation    | 0. coolsculpting - general | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 16     | 7.37%  | \$546.23 |
| <input type="checkbox"/> {Keyword: Best Price in Highland}   Spa Trouvé   Flexible Payment Options<br>spatrouve.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   | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 5      | 10.00% | \$97.14  |
| <input type="checkbox"/> 25% Off All CoolSculpting®   Affordable Treatments   Spa Trouvé<br>spatrouve.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   | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 5      | 27.27% | \$96.38  |

| Ad   | Ad group                   | Status  | Clicks | CTR    | Cost    |
|--|----------------------------|---|--------|--------|---------|
| Total: Ads   |                            |   |        |        |         |
| 115  |                            |   |        |        |         |
| 9.17%  |                            |   |        |        |         |
| \$4,174.92   |                            |   |        |        |         |
| <input type="checkbox"/> 25% Off All CoolSculpting®   Affordable Treatments   Spa Trouvé<br>spatrouve.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   | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 5      | 27.27% | \$96.38 |
| <input type="checkbox"/> #1 Provider in Highland   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more spatrouve.com/coolsculpting/highland #1 CoolSculpting Deal. Freeze Fat. Top Provider in Highland, UT. Free Consult. Expert, Safe Fat Loss...<br>View assets details                                       | 3. body sculpting          | Approved (limited):<br>Restricted medical content +1 more           | 1      | 3.45%  | \$83.36 |
| <input type="checkbox"/> CoolSculpting in Highland   Freeze Away Stubborn Fat   Book A Virtual Consultation<br>www.spatrouve.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Virtual Consultation | 0. coolsculpting - general | Approved (limited):<br>Restricted medical content +1 more           | 1      | 14.29% | \$59.60 |
| <input type="checkbox"/> 25% Off CoolSculpting® Cost   New Client Special   Spa Trouvé<br>spatrouve.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal   | 1. coolsculpting - price   | Paused<br>Approved (limited):<br>Restricted medical content +1 more | 1      | 5.26%  | \$50.06 |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$123.80/day, Optimization score: 73.2%

| Ad   | Ad group                 | Status   | Clicks | CTR    | Cost    |
|--|--------------------------|--|--------|--------|---------|
| Total: Ads ②   |                          |  |        |        |         |
| 25% Off CoolSculpting® Cost   New Client Special   Spa Trouvé spatrouve.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now. | 1. coolsculpting - price | Paused<br>Approved (limited): Restricted medical content +1 more | 1      | 5.26%  | \$58.96 |
| 25% Off All CoolSculpting®   Spa Trouvé   Flexible Payment Options spatrouve.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule A Free Consultation Today.             | 1. coolsculpting - price | Paused<br>Approved (limited): Restricted medical content +1 more | 2      | 7.69%  | \$43.83 |
| CoolSculpting in Highland   Freeze Away Stubborn Fat   Spa Trouvé www.spatrouve.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation          | 3. body sculpting        | Paused<br>Approved (limited): Restricted medical content +1 more | 3      | 13.64% | \$34.99 |
| #1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Spa Trouvé  |                          | Paused   |        |        |         |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$123.80/day, Optimization score: 73.2%

| Ad  | Ad group                 | Status   | Clicks | CTR     | Cost    |
|---|--------------------------|--|--------|---------|---------|
| Total: Ads ②  |                          |  |        |         |         |
| #1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Spa Trouvé www.spatrouve.com/coolsculpting Expert. Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Highland, UT. Schedule a Free Consultation                       | 3. body sculpting        | Paused<br>Approved (limited): Restricted medical content +1 more | 1      | 9.09%   | \$23.14 |
| 25% Off CoolSculpting® Cost   New Client Special   Book A Virtual Consultation spatrouve.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. How Much Does CoolSculpting Cost? Less Than You May Think. Book A Free Virtual Consult!  | 1. coolsculpting - price | Approved (limited): Restricted medical content +1 more           | 1      | 100.00% | \$10.98 |
| CoolSculpting in Highland   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime www.spatrouve.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             | Paused<br>Approved (limited): Restricted medical content +1 more | 1      | 20.00%  | \$9.08  |
| #1 Provider in Highland   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more   |                          | Removed<br>Approved (limited):                                   |        |         |         |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$123.80/day, Optimization score: 73.2%

| Ad   | Ad group          | Status   | Clicks | CTR   | Cost       |
|--|-------------------|--|--------|-------|------------|
| Total: Ads ②   |                   |  |        |       |            |
| Highland, UT. Free Virtual Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.   |                   | content +1 more  |        |       |            |
| CoolSculpting in Highland   Fat Reduction Treatment   Virtual Consultation Available www.spatrouve.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Virtual Consultation | 3. body sculpting | Approved (limited): Restricted medical content +1 more | 0      | 0.00% | \$0.00     |
| Total: Ads ②   |                   |  |        |       |            |
| Total: Campaign ②  |                   |  | 115    | 9.17% | \$4,174.92 |
| Total: Campaign ②  |                   |  | 115    | 9.17% | \$4,174.92 |

Show rows: 100 | 1 - 91 of 91

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Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$123.80/day, Optimization score: 73.2%

### Extensions

Custom Jan 1 - Mar 31, 2020

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](#)

| Extension   | Extension type     | Added to                | Level    | Status                         | Clicks | CTR | Cost   |
|---|--------------------|-------------------------|----------|--------------------------------|--------|-----|--------|
| Sitelink extension  |                    |                         |          |                                |        |     |        |
| 25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special                         | Sitelink extension | search   beta   cool... | Campaign | Approved                       | 0      | -   | \$0.00 |
| State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting | Sitelink extension | search   beta   cool... | Campaign | Approved                       | 0      | -   | \$0.00 |
| 5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials                                | Sitelink extension | search   beta   cool... | Campaign | Approved                       | 0      | -   | \$0.00 |
| Before and After Photos See CoolSculpting Before and After Photos                               | Sitelink extension | search   beta   cool... | Campaign | Approved                       | 0      | -   | \$0.00 |
| Book A Virtual Consult Why Wait? Book A Virtual Consult   | Sitelink extension | search   beta   cool... | Campaign | Approved (limited): Restricted | 0      | -   | \$0.00 |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$123.80/day, Optimization score: 73.2%

| Extension  | Extension type     | Added to                | Level    | Status   | Clicks | CTR    | Cost       |
|--|--------------------|-------------------------|----------|--|--------|--------|------------|
| Book A Virtual Consult Why Wait? Book A Virtual Consult With the #1 Provider in Highland | Sitelink extension | search   beta   cool... | Campaign | Approved (limited): Restricted medical content +1 more | 0      | -      | \$0.00     |
| Call extension   |                    |                         |          |  |        |        |            |
| (801) 756-3366 (mobile)  | Call extension     | search   beta   cool... | Campaign | Approved   | 32     | 11.47% | \$1,429.42 |
| (801) 756-3366   | Call extension     | search   beta   cool... | Campaign | Approved   | 9      | 4.09%  | \$410.43   |
| Location extension   |                    |                         |          |  |        |        |            |
| katie.b.englund@gmail.com (View l... All locations selected)                             | Location extension | Account                 | Account  | -  | -      | -      | -          |
| Callout extension  |                    |                         |          |  |        |        |            |
| Contact Us + Free Consult  | Callout extension  | search   beta   cool... | Campaign | Approved   | 27     | 10.51% | \$1,440.73 |
| FDA Approved   | Callout extension  | search   beta   cool... | Campaign | Approved   | 30     | 8.75%  | \$1,271.71 |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolscu... | 259-215-0574 Chris Zelig support@medstarmedia.com

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$123.80/day, Optimization score: 73.2%

| Extension  | Extension type               | Added to                | Level    | Status   | Clicks | CTR    | Cost       |
|--|------------------------------|-------------------------|----------|----------|--------|--------|------------|
| Highlights: No Surgery   | Callout extension            | search   beta   cool... | Campaign | Approved | 28     | 9.43%  | \$1,208.70 |
| Nonsurgical Fat Reduction  | Callout extension            | search   beta   cool... | Campaign | Approved | 25     | 9.33%  | \$1,122.01 |
| Freeze Your Fat  | Callout extension            | search   beta   cool... | Campaign | Approved | 31     | 11.40% | \$1,044.07 |
| New Clients 25% Off  | Callout extension            | search   beta   cool... | Campaign | Approved | 26     | 8.87%  | \$863.81   |
| Liposuction Alternative  | Callout extension            | search   beta   cool... | Campaign | Approved | 17     | 6.46%  | \$525.20   |
| Free Virtual Consultation  | Callout extension            | search   beta   cool... | Campaign | Approved | 2      | 28.57% | \$78.19    |
| Virtual Consult Available  | Callout extension            | search   beta   cool... | Campaign | Approved | 1      | 25.00% | \$18.59    |
| Structured snippet extension   |                              |                         |          |          |        |        |            |
| Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | Structured snippet extension | search   beta   cool... | Campaign | Approved | 1      | 25.00% | \$18.59    |
| Promotion extension  |                              |                         |          |          |        |        |            |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | beta | coolsc...

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$123.80/day | Optimization score: 73.2%

Recommendations: Extension type: All | ADD FILTER

| Extension                            | Extension type          | Added to            | Level                   | Status   | Clicks   | CTR | Cost       |
|--------------------------------------|-------------------------|---------------------|-------------------------|----------|----------|-----|------------|
| Promotion extension                  |                         |                     |                         |          |          |     |            |
| <input type="checkbox"/>             | 25% off for New Clients | Promotion extension | search   beta   cool... | Campaign | Approved | 78  | \$3,338.62 |
| Total: Callout extensions            |                         |                     |                         |          |          | 67  | \$2,898.96 |
| Total: Structured snippet extensions |                         |                     |                         |          |          | 1   | \$18.59    |
| Total: Call extensions               |                         |                     |                         |          |          | 41  | \$1,839.85 |
| Total: Location extensions           |                         |                     |                         |          |          | 25  | \$556.50   |
| Total: Promotion extensions          |                         |                     |                         |          |          | 78  | \$3,338.62 |

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Mountain Time. Learn more

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | alpha | coolsc...

Overview: Paused | Type: Search | Budget: \$44.44/day

Recommendations: Custom Jan 1 - Mar 31, 2020

Ad status: All | ADD FILTER

| Ad                       | Ad group   | Status   | Clicks | CTR   | Cost     |
|--------------------------|--|--|--------|-------|----------|
| Total: Ads               |  |  |        |       |          |
| 36                       |  |  |        |       |          |
| 5.26%                    |  |  |        |       |          |
| \$912.82                 |  |  |        |       |          |
| <input type="checkbox"/> | CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Salt Lake City, UT. Schedule a Free Consultation  | Campaign paused<br>Approved (limited);<br>Restricted medical content +1 more | 7      | 4.64% | \$300.07 |
| <input type="checkbox"/> | #1 Provider in Salt Lake City   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>spatrouve.com/coolsculpting/salt_lake_city<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult. Expert, Safe Fat Los...<br>View assets details | Campaign paused<br>Approved (limited);<br>Restricted medical content +1 more | 9      | 6.12% | \$206.06 |
| <input type="checkbox"/> | CoolSculpting in Salt Lake   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation   | Campaign paused<br>Approved (limited);<br>Restricted medical content +1 more | 7      | 4.83% | \$158.82 |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | alpha | coolsc...

Overview: Paused | Type: Search | Budget: \$44.44/day

Ad status: All | ADD FILTER

| Ad                       | Ad group  | Status   | Clicks | CTR    | Cost     |
|--------------------------|---|--|--------|--------|----------|
| Total: Ads               |   |  |        |        |          |
| 36                       |   |  |        |        |          |
| 5.26%                    |   |  |        |        |          |
| \$912.82                 |   |  |        |        |          |
| <input type="checkbox"/> | 25% Off All CoolSculpting®   Spa Trouvé   Top Provider in Salt Lake City<br>www.spatrouve.com/coolsculpting<br>Best CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.    | Campaign paused<br>Approved (limited);<br>Restricted medical content +1 more | 6      | 3.73%  | \$140.76 |
| <input type="checkbox"/> | 25% Off All CoolSculpting®   Best Price in Salt Lake City   Spa Trouvé +6 more<br>spatrouve.com/coolsculpting/special<br>Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting...<br>View assets details  | Campaign paused<br>Approved (limited);<br>Restricted medical content +1 more | 3      | 14.29% | \$31.45  |
| <input type="checkbox"/> | 25% Off All CoolSculpting®   Affordable & Quick Treatments   Spa Trouvé<br>spatrouve.com/coolsculpting/special<br>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! | Campaign paused<br>Approved (limited);<br>Restricted medical content +1 more | 1      | 7.69%  | \$30.38  |
| <input type="checkbox"/> | CoolSculpting in Salt Lake   Top Fat Reduction Treatment   Freeze Away Stubborn Fat<br>spatrouve.com/coolsculpting/fat-freezing<br>No Surgery. Minimal Downtime. Clinically Proven  | Campaign paused<br>Approved (limited);                                       | 1      | 25.00% | \$24.71  |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | alpha | coolsc...

Overview: Paused | Type: Search | Budget: \$44.44/day

Ad status: All | ADD FILTER

| Ad                       | Ad group   | Status   | Clicks | CTR    | Cost    |
|--------------------------|--|--|--------|--------|---------|
| Total: Ads               |  |  |        |        |         |
| 36                       |  |  |        |        |         |
| 5.26%                    |  |  |        |        |         |
| \$912.82                 |  |  |        |        |         |
| <input type="checkbox"/> | CoolSculpting in Salt Lake   Top Fat Reduction Treatment   Freeze Away Stubborn Fat<br>spatrouve.com/coolsculpting/fat-freezing<br>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   | Campaign paused<br>Approved (limited);<br>Restricted medical content +1 more | 1      | 25.00% | \$24.71 |
| <input type="checkbox"/> | 25% Off All CoolSculpting®   Spa Trouvé   Top Provider in Salt Lake City<br>www.spatrouve.com/coolsculpting<br>Best CoolSculpting Deal. Freeze Fat. Leading Provider in Salt Lake City, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.             | Campaign paused<br>Approved (limited);<br>Restricted medical content +1 more | 1      | 25.00% | \$15.30 |
| <input type="checkbox"/> | CoolSculpting in Salt Lake   Top Fat Reduction Treatment   No Surgery & Minimal Downtime<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation | Campaign paused<br>Approved (limited);<br>Restricted medical content +1 more | 1      | 33.33% | \$5.27  |
| <input type="checkbox"/> | Top Provider in Salt Lake City   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more   | Campaign paused<br>Approved (limited);                                       | 1      | 25.00% | \$15.30 |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | alpha | coolsc...

Overview: Paused | Type: Search | Budget: \$44.44/day

Ad status: All | ADD FILTER

| Ad                       | Ad group   | Status   | Clicks | CTR    | Cost    |
|--------------------------|--|--|--------|--------|---------|
| Total: Ads               |  |  |        |        |         |
| 36                       |  |  |        |        |         |
| 5.26%                    |  |  |        |        |         |
| \$912.82                 |  |  |        |        |         |
| <input type="checkbox"/> | Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Salt Lake City, UT. Schedule a Free Consultation  | Restricted medical content +1 more   | 1      | 25.00% | \$24.71 |
| <input type="checkbox"/> | CoolSculpting in Salt Lake   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation | Campaign paused<br>Approved (limited);<br>Restricted medical content +1 more | 0      | 0.00%  | \$0.00  |
| Total: Ads               |  |  |        |        |         |
| 36                       |  |  |        |        |         |
| 5.26%                    |  |  |        |        |         |
| \$912.82                 |  |  |        |        |         |
| Total: Campaign          |  |  |        |        |         |
| 36                       |  |  |        |        |         |
| 5.26%                    |  |  |        |        |         |
| \$912.82                 |  |  |        |        |         |

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Mountain Time. Learn more

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | alpha | coolsc...

Overview: Paused | Type: Search | Budget: \$44.44/day

Extensions

Custom Jan 1 - Mar 31, 2020

Extension type: All | ADD FILTER

Associations view

| Extension                | Extension type  | Added to           | Level                    | Status   | Clicks   | CTR | Cost   |
|--------------------------|---|--------------------|--------------------------|----------|----------|-----|--------|
| Sitelink extension       |   |                    |                          |          |          |     |        |
| <input type="checkbox"/> | 25% Off All Fat Areas<br>Save 25% Off on CoolSculpting.<br>New Client Special                         | Sitelink extension | search   alpha   cool... | Campaign | Approved | 0   | \$0.00 |
| <input type="checkbox"/> | State-of-the-Art Facility<br>Advanced Fat Freezing Technology.<br>Latest Applicators & Dual Sculpting | Sitelink extension | search   alpha   cool... | Campaign | Approved | 0   | \$0.00 |
| <input type="checkbox"/> | 5 Star Reviews<br>Real CoolSculpting Reviews<br>& Patient Testimonials                                | Sitelink extension | search   alpha   cool... | Campaign | Approved | 0   | \$0.00 |
| <input type="checkbox"/> | Before and After Photos<br>See CoolSculpting<br>Before and After Photos                               | Sitelink extension | search   alpha   cool... | Campaign | Approved | 0   | \$0.00 |
| Call extension           |   |                    |                          |          |          |     |        |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$44.44/day

Recommendations: Extension type: All

| Extension                | Extension type                        | Added to           | Level                    | Status   | Clicks   | CTR | Cost  |          |
|--------------------------|---------------------------------------|--------------------|--------------------------|----------|----------|-----|-------|----------|
| Call extension           |                                       |                    |                          |          |          |     |       |          |
| <input type="checkbox"/> | (801) 997-8199 (mobile)               | Call extension     | search   alpha   cool... | Campaign | Approved | 12  | 7.27% | \$298.45 |
| <input type="checkbox"/> | (801) 997-8199                        | Call extension     | search   alpha   cool... | Campaign | Approved | 2   | 2.60% | \$58.49  |
| Location extension       |                                       |                    |                          |          |          |     |       |          |
| <input type="checkbox"/> | katie.b.englund@gmail.com (View I...) | Location extension | Account                  | Account  | -        | -   | -     | -        |
| Callout extension        |                                       |                    |                          |          |          |     |       |          |
| <input type="checkbox"/> | Highlights: No Surgery                | Callout extension  | search   alpha   cool... | Campaign | Approved | 14  | 8.09% | \$411.78 |
| <input type="checkbox"/> | Contact Us + Free Consult             | Callout extension  | search   alpha   cool... | Campaign | Approved | 13  | 9.77% | \$345.91 |
| <input type="checkbox"/> | New Clients 25% Off                   | Callout extension  | search   alpha   cool... | Campaign | Approved | 11  | 7.05% | \$315.82 |
| <input type="checkbox"/> | FDA Approved                          | Callout extension  | search   alpha   cool... | Campaign | Approved | 11  | 6.51% | \$287.93 |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$44.44/day

Recommendations: Extension type: All

| Extension                            | Extension type   | Added to                     | Level                    | Status   | Clicks   | CTR | Cost  |          |
|--------------------------------------|--|------------------------------|--------------------------|----------|----------|-----|-------|----------|
| Callout extension                    |  |                              |                          |          |          |     |       |          |
| <input type="checkbox"/>             | Liposuction Alternative  | Callout extension            | search   alpha   cool... | Campaign | Approved | 12  | 7.10% | \$281.49 |
| <input type="checkbox"/>             | Nonsurgical Fat Reduction  | Callout extension            | search   alpha   cool... | Campaign | Approved | 10  | 5.75% | \$267.79 |
| <input type="checkbox"/>             | Freeze Your Fat  | Callout extension            | search   alpha   cool... | Campaign | Approved | 11  | 5.70% | \$176.41 |
| Structured snippet extension         |  |                              |                          |          |          |     |       |          |
| <input type="checkbox"/>             | Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | Structured snippet extension | search   alpha   cool... | Campaign | Approved | 0   | 0.00% | \$0.00   |
| Promotion extension                  |  |                              |                          |          |          |     |       |          |
| <input type="checkbox"/>             | 25% off for New Clients  | Promotion extension          | search   alpha   cool... | Campaign | Approved | 32  | 6.13% | \$846.11 |
| Total: Callout extensions            |  |                              |                          |          |          | 28  | 6.75% | \$748.29 |
| Total: Structured snippet extensions |  |                              |                          |          |          | 0   | 0.00% | \$0.00   |
| Total: Call extensions               |  |                              |                          |          |          | 14  | 5.79% | \$356.94 |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$44.44/day

Recommendations: Extension type: All

| Extension                            | Extension type          | Added to            | Level                    | Status   | Clicks   | CTR | Cost  |          |
|--------------------------------------|-------------------------|---------------------|--------------------------|----------|----------|-----|-------|----------|
| Promotion extension                  |                         |                     |                          |          |          |     |       |          |
| <input type="checkbox"/>             | 25% off for New Clients | Promotion extension | search   alpha   cool... | Campaign | Approved | 32  | 6.13% | \$846.11 |
| Total: Callout extensions            |                         |                     |                          |          |          | 28  | 6.75% | \$748.29 |
| Total: Structured snippet extensions |                         |                     |                          |          |          | 0   | 0.00% | \$0.00   |
| Total: Call extensions               |                         |                     |                          |          |          | 14  | 5.79% | \$356.94 |
| Total: Location extensions           |                         |                     |                          |          |          | 7   | 3.20% | \$117.22 |
| Total: Promotion extensions          |                         |                     |                          |          |          | 32  | 6.13% | \$846.11 |

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Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$48.41/day

Recommendations: Ad status: All

| Ad                       | Ad group  | Status  | Clicks | CTR    | Cost     |
|--------------------------|---|---|--------|--------|----------|
| Total: Ads               |   |   |        |        |          |
| 16                       |   |   |        |        |          |
| 6.93%                    |   |   |        |        |          |
| \$394.09                 |   |   |        |        |          |
| <input type="checkbox"/> | CoolSculpting in Draper   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation | Campaign paused<br>Approved (limited)<br>Restricted medical content +1 more | 10     | 11.36% | \$293.42 |
| <input type="checkbox"/> | CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Draper, UT. Schedule a Free Consultation     | Campaign paused<br>Approved (limited)<br>Restricted medical content +1 more | 4      | 6.45%  | \$86.83  |
| <input type="checkbox"/> | Top Provider in Draper   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>spatrouve.com/coolsculpting/draper<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Draper, UT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details             | Campaign paused<br>Approved (limited)<br>Restricted medical content +1 more | 1      | 50.00% | \$7.83   |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$48.41/day

Recommendations: Ad status: All

| Ad                       | Ad group  | Status  | Clicks | CTR    | Cost   |
|--------------------------|---|---|--------|--------|--------|
| Total: Ads               |   |   |        |        |        |
| 16                       |   |   |        |        |        |
| 6.93%                    |   |   |        |        |        |
| \$394.09                 |   |   |        |        |        |
| <input type="checkbox"/> | 25% Off Coolsculpting Cost   New Client Special   Spa Trouvé<br>spatrouve.com/coolsculpting/special<br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. How Much Does Coolsculpting Cost? Less Than You Might Think! Book A Free Consultation Now! | Campaign paused<br>Approved (limited)<br>Restricted medical content +1 more               | 1      | 25.00% | \$6.01 |
| <input type="checkbox"/> | #1 Provider in Draper   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>spatrouve.com/coolsculpting/draper<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Draper, UT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details                    | Campaign paused<br>Approved (limited)<br>Restricted medical content +1 more               | 0      | -      | \$0.00 |
| <input type="checkbox"/> | 25% Off All CoolSculpting®   Spa Trouvé   Top Provider in Draper<br>www.spatrouve.com/coolsculpting<br>Best CoolSculpting Deal. Freeze Fat. Top Provider in Draper, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.              | Campaign paused<br>Disapproved:<br>Speculative and Experimental Medical Treatment +2 more | 0      | -      | \$0.00 |
| <input type="checkbox"/> | CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting  | Campaign paused<br>Disapproved:   | -      | -      | -      |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$48.41/day

Recommendations: Ad status: All

| Ad                       | Ad group  | Status  | Clicks | CTR   | Cost   |       |          |
|--------------------------|---|---|--------|-------|--------|-------|----------|
| Total: Ads               |   |   |        |       |        |       |          |
| 16                       |   |   |        |       |        |       |          |
| 6.93%                    |   |   |        |       |        |       |          |
| \$394.09                 |   |   |        |       |        |       |          |
| <input type="checkbox"/> | Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation   | Restricted medical content +1 more  | -      | -     | -      |       |          |
| <input type="checkbox"/> | 25% Off All CoolSculpting   Spa Trouvé   Top Provider in Draper<br>www.spatrouve.com/coolsculpting<br>Best CoolSculpting Deal. Freeze Fat. Leading Provider in Draper, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | Campaign paused<br>Approved (limited)<br>Restricted medical content +1 more | 0      | 0.00% | \$0.00 |       |          |
| Total: Ads               |   |   |        |       | 16     | 6.93% | \$394.09 |
| Total: Campaign          |   |   |        |       | 16     | 6.93% | \$394.09 |

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Overview: Paused, Type: Search, Budget: \$48.41/day

### Extensions

Custom Jan 1 - Mar 31, 2020

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](#)

| Extension type  | Added to                 | Level    | Status   | Clicks | CTR | Cost   |
|---|--------------------------|----------|----------|--------|-----|--------|
| Sitelink extension  |                          |          |          |        |     |        |
| 25% Off All Fat Areas<br>Save 25% Off on CoolSculpting.<br>New Client Special                         | search   alpha   cool... | Campaign | Approved | 0      | -   | \$0.00 |
| State-of-the-Art Facility<br>Advanced Fat Freezing Technology.<br>Latest Applicators & Dual Sculpting | search   alpha   cool... | Campaign | Approved | 0      | -   | \$0.00 |
| 5 Star Reviews<br>Real CoolSculpting Reviews<br>& Patient Testimonials                                | search   alpha   cool... | Campaign | Approved | 0      | -   | \$0.00 |
| Before and After Photos<br>See CoolSculpting<br>Before and After Photos                               | search   alpha   cool... | Campaign | Approved | 0      | -   | \$0.00 |
| Call extension  |                          |          |          |        |     |        |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$48.41/day

### Extensions

| Extension type                                      | Added to                 | Level    | Status   | Clicks | CTR    | Cost     |
|---|--------------------------|----------|----------|--------|--------|----------|
| Call extension                                      |                          |          |          |        |        |          |
| (801) 849-1385<br>(mobile)                          | search   alpha   cool... | Campaign | Approved | 5      | 6.85%  | \$135.76 |
| (801) 849-1385                                      | search   alpha   cool... | Campaign | Approved | 1      | 3.70%  | \$71.54  |
| Location extension                                  |                          |          |          |        |        |          |
| katie.b.englund@gmail.com<br>All locations selected | Account                  | Account  | -        | -      | -      | -        |
| Callout extension                                   |                          |          |          |        |        |          |
| Contact Us + Free Consult                           | search   alpha   cool... | Campaign | Approved | 6      | 9.23%  | \$229.03 |
| Freeze Your Fat                                     | search   alpha   cool... | Campaign | Approved | 8      | 10.26% | \$225.88 |
| FDA Approved  | search   alpha   cool... | Campaign | Approved | 6      | 7.41%  | \$198.86 |
| Nonsurgical Fat Reduction                           | search   alpha   cool... | Campaign | Approved | 5      | 7.81%  | \$172.90 |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$48.41/day

### Extensions

| Extension type   | Added to                 | Level    | Status   | Clicks | CTR   | Cost     |
|--|--------------------------|----------|----------|--------|-------|----------|
| Callout extension  |                          |          |          |        |       |          |
| New Clients 25% Off  | search   alpha   cool... | Campaign | Approved | 4      | 6.15% | \$135.95 |
| Highlights: No Surgery   | search   alpha   cool... | Campaign | Approved | 5      | 6.76% | \$133.30 |
| Liposuction Alternative  | search   alpha   cool... | Campaign | Approved | 4      | 6.15% | \$93.43  |
| Structured snippet extension   |                          |          |          |        |       |          |
| Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | search   alpha   cool... | Campaign | Approved | 0      | -     | \$0.00   |
| Promotion extension  |                          |          |          |        |       |          |
| 25% off for New Clients  | search   alpha   cool... | Campaign | Approved | 12     | 6.35% | \$297.90 |
| Total: Callout extensions  |                          |          |          | 13     | 7.83% | \$369.44 |
| Total: Call extensions   |                          |          |          | 6      | 6.00% | \$207.30 |
| Total: Location extensions   |                          |          |          | 3      | 5.08% | \$81.00  |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$48.41/day

### Extensions

| Extension type   | Added to                 | Level    | Status   | Clicks | CTR   | Cost     |
|--|--------------------------|----------|----------|--------|-------|----------|
| Structured snippet extension   |                          |          |          |        |       |          |
| Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | search   alpha   cool... | Campaign | Approved | 0      | -     | \$0.00   |
| Promotion extension  |                          |          |          |        |       |          |
| 25% off for New Clients  | search   alpha   cool... | Campaign | Approved | 12     | 6.35% | \$297.90 |
| Total: Callout extensions  |                          |          |          | 13     | 7.83% | \$369.44 |
| Total: Call extensions   |                          |          |          | 6      | 6.00% | \$207.30 |
| Total: Location extensions   |                          |          |          | 3      | 5.08% | \$81.00  |
| Total: Promotion extensions  |                          |          |          | 12     | 6.35% | \$297.90 |

Show rows: 100 | 1 - 16 of 16

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Overview: Paused, Type: Search, Budget: \$52.37/day

### Ads

Custom Jan 1 - Mar 31, 2020

| Ad  | Ad group                   | Status   | Clicks | CTR    | Cost    |
|---|----------------------------|--|--------|--------|---------|
| Total: Ads  |                            |  |        |        |         |
| 17  |                            |  |        |        |         |
| 9.60%   |                            |  |        |        |         |
| \$275.32  |                            |  |        |        |         |
| 25% Off All CoolSculpting®   Spa Trouvé   Top Provider in Orem<br>www.spatrouve.com/coolsculpting<br>Best CoolSculpting Deal. Freeze Fat. Top Provider in Orem, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.                        | 0. coolsculpting - general | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more | 4      | 19.05% | \$66.29 |
| #1 Provider in Orem   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>spatrouve.com/coolsculpting/orem<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Orem, UT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details                                | 0. coolsculpting - general | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more | 3      | 7.89%  | \$50.98 |
| 25% Off All CoolSculpting®   Affordable & Quick Treatments   Spa Trouvé<br>spatrouve.com/coolsculpting/special<br>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<br>Approved (limited):<br>Restricted medical content +1 more | 1      | 50.00% | \$48.38 |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$52.37/day

### Ads

| Ad   | Ad group                      | Status   | Clicks | CTR     | Cost    |
|--|-------------------------------|--|--------|---------|---------|
| Total: Ads   |                               |  |        |         |         |
| 17   |                               |  |        |         |         |
| 9.60%  |                               |  |        |         |         |
| \$275.32   |                               |  |        |         |         |
| 25% Off All Fat Freezing   Spa Trouvé   Top Provider in Orem<br>spatrouve.com/coolsculpting/fat-freezing<br>Best CoolSculpting Deal. Freeze Fat. Top Provider in Orem, UT for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 6. coolsculpting - fat freeze | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more | 1      | 100.00% | \$34.50 |
| 25% Off All CoolSculpting®   Best Price in Orem   Spa Trouvé +6 more<br>spatrouve.com/coolsculpting/special<br>Personalized Treatments. Long-Setting. Trained Specialists. Easy And Convenient. Long-Lasting...<br>View assets details   | 1. coolsculpting - price      | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more | 2      | 40.00%  | \$25.51 |
| (KeyWord: Best Price in Orem)   Spa Trouvé   Flexible Payment Options<br>spatrouve.com/coolsculpting/special<br>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<br>Approved (limited):<br>Restricted medical content +1 more | 1      | 16.67%  | \$16.77 |
| CoolSculpting in Orem   Freeze Away Stubborn Fat   No Surgery & Minimal Downtime<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat   | 2. coolsculpting              | Campaign paused<br>Approved (limited):                                       | 1      | 100.00% | \$10.26 |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$52.37/day

Recommendations: Ad status: All, ADD FILTER

| Ad   | Ad group                   | Status   | Clicks | CTR     | Cost    |
|--|----------------------------|--|--------|---------|---------|
| Total: Ads 17  |                            |  |        |         |         |
| Total: Campaign 17   |                            |  |        |         |         |
| CoolSculpting in Orem   Freeze Away Stubborn Fat   No Surgery & Minimal Downtime<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation | 2. cryolipolysis           | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more | 1      | 100.00% | \$10.26 |
| CoolSculpting in Orem   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation                    | 0. coolsculpting - general | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more | 2      | 4.88%   | \$10.09 |
| 25% Off All CoolSculpting   Spa Trouvé   Top Provider in Orem<br>www.spatrouve.com/coolsculpting<br>Best CoolSculpting Deal. Freeze Fat. Leading Provider in Orem, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.                          | 3. body sculpting          | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more | 1      | 14.29%  | \$6.96  |
| Top Provider in Orem   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>www.spatrouve.com/coolsculpting/orem   |                            | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more |        |         |         |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$52.37/day

Recommendations: Ad status: All, ADD FILTER

| Ad   | Ad group                   | Status  | Clicks | CTR    | Cost   |
|--|----------------------------|---|--------|--------|--------|
| Total: Ads 17  |                            |   |        |        |        |
| Total: Campaign 17   |                            |   |        |        |        |
| Top Provider in Orem   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>www.spatrouve.com/coolsculpting/orem<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Orem, UT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details    | 3. body sculpting          | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more              | 1      | 12.50% | \$5.58 |
| #1 Provider in Orem   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more<br>www.spatrouve.com/coolsculpting/orem<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Orem, UT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details     | 0. coolsculpting - general | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more              | 0      | -      | \$0.00 |
| 25% Off All CoolSculpting®   Spa Trouvé   Top Provider in Orem<br>www.spatrouve.com/coolsculpting<br>Best CoolSculpting Deal. Freeze Fat. Top Provider in Orem, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 0. coolsculpting - general | Campaign paused<br>Disapproved:<br>Speculative and Experimental Medical Treatment +2 more | 0      | -      | \$0.00 |
| CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting<br>Expert, Safe Fat Loss With Quick Results. Minimal  | 0. coolsculpting - general | Campaign paused<br>Disapproved:<br>Speculative and  | 0      | -      | \$0.00 |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$52.37/day

Recommendations: Ad status: All, ADD FILTER

| Ad  | Ad group          | Status   | Clicks | CTR   | Cost   |
|---|-------------------|--|--------|-------|--------|
| Total: Ads 17   |                   |  |        |       |        |
| Total: Campaign 17  |                   |  |        |       |        |
| Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Orem, UT. Schedule a Free Consultation   |                   | restricted medical content +1 more   |        |       |        |
| CoolSculpting in Orem   Freeze Away Stubborn Fat   Spa Trouvé<br>www.spatrouve.com/coolsculpting<br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation | 3. body sculpting | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more | 0      | 0.00% | \$0.00 |
| Total: Ads 17   |                   |  |        |       |        |
| Total: Campaign 17  |                   |  |        |       |        |

Show rows: 100 | 1 - 49 of 49

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Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$52.37/day

Recommendations: Extension type: All, ADD FILTER

Extensions

Custom Jan 1 - Mar 31, 2020

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

Associations view

| Extension   | Extension type     | Added to                 | Level    | Status   | Clicks | CTR | Cost   |
|---|--------------------|--------------------------|----------|----------|--------|-----|--------|
| Sitelink extension  |                    |                          |          |          |        |     |        |
| 25% Off All Fat Areas<br>Save 25% Off on CoolSculpting.<br>New Client Special                         | Sitelink extension | search   alpha   cool... | Campaign | Approved | 0      | -   | \$0.00 |
| State-of-the-Art Facility<br>Advanced Fat Freezing Technology.<br>Latest Applicators & Dual Sculpting | Sitelink extension | search   alpha   cool... | Campaign | Approved | 0      | -   | \$0.00 |
| 5 Star Reviews<br>Real CoolSculpting Reviews<br>& Patient Testimonials                                | Sitelink extension | search   alpha   cool... | Campaign | Approved | 0      | -   | \$0.00 |
| Before and After Photos<br>See CoolSculpting<br>Before and After Photos                               | Sitelink extension | search   alpha   cool... | Campaign | Approved | 0      | -   | \$0.00 |
| Call extension  |                    |                          |          |          |        |     |        |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$52.37/day

Recommendations: Extension type: All, ADD FILTER

Associations view

| Extension  | Extension type     | Added to                 | Level    | Status   | Clicks | CTR    | Cost     |
|--|--------------------|--------------------------|----------|----------|--------|--------|----------|
| Call extension   |                    |                          |          |          |        |        |          |
| (801) 229-2229 (mobile)  | Call extension     | search   alpha   cool... | Campaign | Approved | 6      | 12.77% | \$130.56 |
| (801) 229-2229   | Call extension     | search   alpha   cool... | Campaign | Approved | 0      | 0.00%  | \$0.00   |
| Location extension   |                    |                          |          |          |        |        |          |
| katie.b.englund@gmail.com (View l...<br>All locations selected | Location extension | Account                  | Account  | -        | -      | -      | -        |
| Callout extension  |                    |                          |          |          |        |        |          |
| Liposuction Alternative  | Callout extension  | search   alpha   cool... | Campaign | Approved | 7      | 12.96% | \$135.65 |
| FDA Approved   | Callout extension  | search   alpha   cool... | Campaign | Approved | 6      | 9.84%  | \$92.28  |
| Highlights: No Surgery   | Callout extension  | search   alpha   cool... | Campaign | Approved | 6      | 9.84%  | \$90.41  |
| New Clients 25% Off  | Callout extension  | search   alpha   cool... | Campaign | Approved | 6      | 11.32% | \$88.05  |

Google Ads | Chris Zelig > Spa Trouvé C... 551-140-8791 | All campaigns > search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$52.37/day

Recommendations: Extension type: All, ADD FILTER

Associations view

| Extension  | Extension type               | Added to                 | Level    | Status   | Clicks | CTR    | Cost     |
|--|------------------------------|--------------------------|----------|----------|--------|--------|----------|
| Call extension   |                              |                          |          |          |        |        |          |
| Freeze Your Fat  | Callout extension            | search   alpha   cool... | Campaign | Approved | 5      | 9.80%  | \$81.71  |
| Contact Us + Free Consult  | Callout extension            | search   alpha   cool... | Campaign | Approved | 4      | 9.76%  | \$56.32  |
| Nonsurgical Fat Reduction  | Callout extension            | search   alpha   cool... | Campaign | Approved | 2      | 4.35%  | \$22.71  |
| Structured snippet extension   |                              |                          |          |          |        |        |          |
| Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | Structured snippet extension | search   alpha   cool... | Campaign | Approved | 0      | 0.00%  | \$0.00   |
| Promotion extension  |                              |                          |          |          |        |        |          |
| 25% off for New Clients  | Promotion extension          | search   alpha   cool... | Campaign | Approved | 14     | 10.53% | \$259.67 |
| Total: Callout extensions  |                              |                          |          |          | 14     | 11.67% | \$230.71 |
| Total: Structured snippet extensions   |                              |                          |          |          | 0      | 0.00%  | \$0.00   |
| Total: Call extensions   |                              |                          |          |          | 6      | 9.09%  | \$130.56 |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | search | alpha | coolsc...

Overview | Paused | Type: Search | Budget: \$52.37/day | More details

Recommendations | Extension type: All | ADD FILTER | Associations view

| Extension                            | Extension type          | Added to            | Level                    | Status   | Clicks   | CTR | Cost   |          |
|--------------------------------------|-------------------------|---------------------|--------------------------|----------|----------|-----|--------|----------|
| Promotion extension                  |                         |                     |                          |          |          |     |        |          |
| <input type="checkbox"/>             | 25% off for New Clients | Promotion extension | search   alpha   cool... | Campaign | Approved | 14  | 10.53% | \$259.67 |
| Total: Callout extensions            |                         |                     |                          |          |          | 14  | 11.67% | \$230.71 |
| Total: Structured snippet extensions |                         |                     |                          |          |          | 0   | 0.00%  | \$0.00   |
| Total: Call extensions               |                         |                     |                          |          |          | 6   | 9.09%  | \$130.56 |
| Total: Location extensions           |                         |                     |                          |          |          | 3   | 5.56%  | \$44.61  |
| Total: Promotion extensions          |                         |                     |                          |          |          | 14  | 10.53% | \$259.67 |

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Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | search | alpha | coolsc...

Overview | Paused | Type: Search | Budget: \$53.36/day | More details

Recommendations | Ad status: All | ADD FILTER | Custom Jan 1 - Mar 31, 2020

| Ad  | Ad group   | Status   | Clicks | CTR    | Cost    |   |       |          |
|---|--|--|--------|--------|---------|---|-------|----------|
| Total: Ads                                |  |  |        |        |         | 9 | 7.14% | \$163.95 |
| <input type="checkbox"/>                  | #1 Provider in Highland   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more spatrouve.com/coolsculpting/highland #1 CoolSculpting Deal. Freeze Fat. Top Provider in Highland, UT. Free Consult. Expert, Safe Fat Loss... View assets details             | Campaign paused Approved (limited): Restricted medical content +1 more | 4      | 11.11% | \$75.45 |   |       |          |
| <input type="checkbox"/>                  | 25% Off All CoolSculpting®   Best Price in Highland   Spa Trouvé +6 more spatrouve.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting... View assets details  | Campaign paused Approved (limited): Restricted medical content +1 more | 3      | 60.00% | \$54.07 |   |       |          |
| <input type="checkbox"/>                  | 25% Off All CoolSculpting®   Spa Trouvé   Top Provider in Highland www.spatrouve.com/coolsculpting Best CoolSculpting Deal. Freeze Fat. Top Provider in Highland, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | Campaign paused Approved (limited): Restricted medical content +1 more | 1      | 3.57%  | \$22.63 |   |       |          |
| CoolSculpting Deal: 25% Off   Freeze Away |  |  |        |        |         |   |       |          |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | search | alpha | coolsc...

Overview | Paused | Type: Search | Budget: \$53.36/day | More details

Recommendations | Ad status: All | ADD FILTER | Custom Jan 1 - Mar 31, 2020

| Ad                       | Ad group  | Status  | Clicks | CTR   | Cost    |   |       |          |
|--------------------------|---|---|--------|-------|---------|---|-------|----------|
| Total: Ads               |   |   |        |       |         | 9 | 7.14% | \$163.95 |
| <input type="checkbox"/> | CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Spa Trouvé www.spatrouve.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Highland, UT. Schedule a Free Consultation | Campaign paused Approved (limited): Restricted medical content +1 more              | 1      | 5.26% | \$11.80 |   |       |          |
| <input type="checkbox"/> | #1 Provider in Highland   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +9 more spatrouve.com/coolsculpting/highland #1 CoolSculpting Deal. Freeze Fat. Top Provider in Highland, UT. Free Consult. Expert, Safe Fat Loss... View assets details              | Campaign paused Approved (limited): Restricted medical content +1 more              | 0      | -     | \$0.00  |   |       |          |
| <input type="checkbox"/> | 25% Off All CoolSculpting®   Spa Trouvé   Top Provider in Highland www.spatrouve.com/coolsculpting Best CoolSculpting Deal. Freeze Fat. Top Provider in Highland, UT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.  | Campaign paused Disapproved: Speculative and Experimental Medical Treatment +2 more | 0      | -     | \$0.00  |   |       |          |
| <input type="checkbox"/> | CoolSculpting Deal: 25% Off   Freeze Away Stubborn Fat   Spa Trouvé www.spatrouve.com/coolsculpting   | Campaign paused Disapproved: Speculative and Experimental Medical Treatment +2 more | 0      | -     | \$0.00  |   |       |          |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | search | alpha | coolsc...

Overview | Paused | Type: Search | Budget: \$53.36/day | More details

Recommendations | Ad status: All | ADD FILTER | Custom Jan 1 - Mar 31, 2020

| Ad                       | Ad group   | Status   | Clicks | CTR | Cost   |   |       |          |
|--------------------------|--|--|--------|-----|--------|---|-------|----------|
| Total: Ads               |  |  |        |     |        | 9 | 7.14% | \$163.95 |
| <input type="checkbox"/> | Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in Highland, UT. Schedule a Free Consultation  | Restricted medical content +1 more                                     | 0      | -   | \$0.00 |   |       |          |
| <input type="checkbox"/> | CoolSculpting in Highland   Freeze Away Stubborn Fat   No Surgery & Minimal Downtime www.spatrouve.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Top Fat Reduction Treatment. Target Belly Fat + Love Handles. Book A Free Consultation | Campaign paused Approved (limited): Restricted medical content +1 more | 0      | -   | \$0.00 |   |       |          |
| Total: Ads               |  |  |        |     |        | 9 | 7.14% | \$163.95 |
| Total: Campaign          |  |  |        |     |        | 9 | 7.14% | \$163.95 |

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Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | search | alpha | coolsc...

Overview | Paused | Type: Search | Budget: \$53.36/day | More details

Recommendations | Extension type: All | ADD FILTER | Associations view

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

| Extension                | Extension type  | Added to           | Level                    | Status   | Clicks   | CTR | Cost |        |
|--------------------------|---|--------------------|--------------------------|----------|----------|-----|------|--------|
| Sitelink extension       |   |                    |                          |          |          |     |      |        |
| <input type="checkbox"/> | 25% Off All Fat Areas Save 25% Off on CoolSculpting, New Client Special                         | Sitelink extension | search   alpha   cool... | Campaign | Approved | 0   | -    | \$0.00 |
| <input type="checkbox"/> | State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting | Sitelink extension | search   alpha   cool... | Campaign | Approved | 0   | -    | \$0.00 |
| <input type="checkbox"/> | 5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials                                | Sitelink extension | search   alpha   cool... | Campaign | Approved | 0   | -    | \$0.00 |
| <input type="checkbox"/> | Before and After Photos See CoolSculpting Before and After Photos                               | Sitelink extension | search   alpha   cool... | Campaign | Approved | 0   | -    | \$0.00 |
| Call extension           |   |                    |                          |          |          |     |      |        |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | search | alpha | coolsc...

Overview | Paused | Type: Search | Budget: \$53.36/day | More details

Recommendations | Extension type: All | ADD FILTER | Associations view

| Extension                | Extension type   | Added to           | Level                    | Status   | Clicks   | CTR | Cost  |         |
|--------------------------|--|--------------------|--------------------------|----------|----------|-----|-------|---------|
| Call extension           |  |                    |                          |          |          |     |       |         |
| <input type="checkbox"/> | (801) 756-3366   | Call extension     | search   alpha   cool... | Campaign | Approved | 0   | 0.00% | \$0.00  |
| <input type="checkbox"/> | (801) 756-3366 (mobile)                                      | Call extension     | search   alpha   cool... | Campaign | Approved | 0   | 0.00% | \$0.00  |
| Location extension       |  |                    |                          |          |          |     |       |         |
| <input type="checkbox"/> | katie.b.englund@gmail.com (View l... All locations selected) | Location extension | Account                  | Account  | -        | -   | -     | -       |
| Callout extension        |  |                    |                          |          |          |     |       |         |
| <input type="checkbox"/> | Liposuction Alternative                                      | Callout extension  | search   alpha   cool... | Campaign | Approved | 2   | 6.67% | \$49.07 |
| <input type="checkbox"/> | FDA Approved   | Callout extension  | search   alpha   cool... | Campaign | Approved | 3   | 8.82% | \$44.84 |
| <input type="checkbox"/> | Freeze Your Fat  | Callout extension  | search   alpha   cool... | Campaign | Approved | 1   | 3.45% | \$37.27 |
| <input type="checkbox"/> | Nonsurgical Fat Reduction                                    | Callout extension  | search   alpha   cool... | Campaign | Approved | 2   | 8.33% | \$33.04 |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$53.36/day

Recommendations: Extension type: All

| Extension  | Extension type               | Added to                 | Level    | Status   | Clicks | CTR   | Cost    |
|--|------------------------------|--------------------------|----------|----------|--------|-------|---------|
| Contact Us + Free Consult  | Callout extension            | search   alpha   cool... | Campaign | Approved | 2      | 6.25% | \$22.87 |
| New Clients 25% Off  | Callout extension            | search   alpha   cool... | Campaign | Approved | 1      | 3.13% | \$11.80 |
| Highlights: No Surgery   | Callout extension            | search   alpha   cool... | Campaign | Approved | 0      | 0.00% | \$0.00  |
| Structured snippet extension   |                              |                          |          |          |        |       |         |
| Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | Structured snippet extension | search   alpha   cool... | Campaign | Approved | 0      | -     | \$0.00  |
| Promotion extension  |                              |                          |          |          |        |       |         |
| 25% off for New Clients  | Promotion extension          | search   alpha   cool... | Campaign | Approved | 4      | 4.60% | \$82.11 |
| Total: Callout extensions  |                              |                          |          |          | 4      | 5.33% | \$82.11 |
| Total: Call extensions   |                              |                          |          |          | 0      | 0.00% | \$0.00  |
| Total: Location extensions   |                              |                          |          |          | 1      | 2.38% | \$5.14  |

Google Ads | Chris Zelig | Spa Trouvé C... | 551-140-8791 | All campaigns | search | alpha | coolsc...

Overview: Paused, Type: Search, Budget: \$53.36/day

Recommendations: Extension type: All

| Extension  | Extension type               | Added to                 | Level    | Status   | Clicks | CTR   | Cost    |
|--|------------------------------|--------------------------|----------|----------|--------|-------|---------|
| Service catalog: Coolsculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction,... | Structured snippet extension | search   alpha   cool... | Campaign | Approved | 0      | -     | \$0.00  |
| Promotion extension  |                              |                          |          |          |        |       |         |
| 25% off for New Clients  | Promotion extension          | search   alpha   cool... | Campaign | Approved | 4      | 4.60% | \$82.11 |
| Total: Callout extensions  |                              |                          |          |          | 4      | 5.33% | \$82.11 |
| Total: Call extensions   |                              |                          |          |          | 0      | 0.00% | \$0.00  |
| Total: Location extensions   |                              |                          |          |          | 1      | 2.38% | \$5.14  |
| Total: Promotion extensions  |                              |                          |          |          | 4      | 4.60% | \$82.11 |

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Ads Manager | Spa Trouvé (257151823) | Updated just now

Search business | Medstar Media

Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns (4 selected) | Ad Sets for 4 Campaigns | Ads for 4 Campaigns

| Campaign Name                           | Results            | Reach         | Impressions   | Cost per Result       | Amount Spent           | Ends         | Website Leads | Frequency       | Unique Link Clicks |
|---|--------------------|---------------|---------------|-----------------------|------------------------|--------------|---------------|-----------------|--------------------|
| Coolsculpting - Draper - Conversions    | 30 Leads           | 23,416        | 95,382        | \$46.97 Per Lead      | \$1,409.10             | Ongoing      | 30            | 4.07            | 1,079              |
| March 2020                              | 11,329 Link Clicks | 86,801        | 200,095       | \$0.12 Per Link Click | \$1,400.00             | Mar 31, 2020 | 8             | 2.31            | 9,756              |
| Coolsculpting - Highland - Conversions  | 31 Leads           | 21,736        | 90,799        | \$44.94 Per Lead      | \$1,393.06             | Ongoing      | 31            | 4.18            | 942                |
| Coolsculpting - Salt Lake - Conversions | 55 Leads           | 24,872        | 104,910       | \$25.33 Per Lead      | \$1,393.03             | Ongoing      | 55            | 4.22            | 1,330              |
| Coolsculpting - Orem - Conversions      | 27 Leads           | 18,124        | 110,792       | \$51.58 Per Lead      | \$1,392.63             | Ongoing      | 27            | 6.11            | 1,011              |
| February 2020                           | 4,363 Link Clicks  | 91,152 People | 177,511 Total | \$0.28 Per Link Click | \$1,100.89 Total Spent | Feb 27, 2020 | 14 Total      | 1.05 Per Person | 4,088 Total        |
| Results from 144 campaigns              |                    |               |               |                       |                        |              |               |                 |                    |

Ads Manager | Spa Trouvé (257151823) | Updated just now

Search business | Medstar Media

Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns (4 selected) | Ad Sets for 4 Campaigns | Ads for 4 Campaigns

| Ad Name   | Results  | Reach  | Impressions | Cost per Result  | Quality Ranking | Engagement Rate Ranking | Conversion Rate Ranking | Amount Spent |
|---|----------|--------|-------------|------------------|-----------------|-------------------------|-------------------------|--------------|
| 2020-01 - FB - CS - Salt Lake Women - Video 2                                     | 27 Leads | 16,252 | 43,390      | \$22.40 Per Lead | —               | —                       | —                       | \$604.76     |
| 2020-01 - FB - CS - Draper Women - Video 2  | 12 Leads | 15,440 | 38,551      | \$50.25 Per Lead | —               | —                       | —                       | \$603.03     |
| 2020-01 - FB - CS - Salt Lake Women - Video 2                                     | 17 Leads | 13,396 | 33,176      | \$33.80 Per Lead | —               | —                       | —                       | \$574.61     |
| 2020-01 - FB - CS - Orem Women - Video 2  | 8 Leads  | 12,008 | 41,734      | \$69.84 Per Lead | —               | —                       | —                       | \$558.75     |
| 2020-01 - FB - CS - Salt Lake Women - Video 1                                     | 13 Leads | 8,088  | 21,184      | \$20.55 Per Lead | —               | —                       | —                       | \$267.12     |
| 2020-01 - FB - CS - Orem Women - Video 1  | 8 Leads  | 7,044  | 18,270      | \$29.70 Per Lead | —               | —                       | —                       | \$237.63     |
| Results from 107 ads  |          |        |             |                  |                 |                         |                         |              |
| 143 Leads, 65,664 People, 401,883 Total, \$39.08 Per Lead, \$5,587.82 Total Spent |          |        |             |                  |                 |                         |                         |              |

Ads Manager | Spa Trouvé (257151823) | Updated just now

Search business | Medstar Media

Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns (4 selected) | Ad Sets for 4 Campaigns | Ads for 4 Campaigns

| Ad Name   | Results | Reach | Impressions | Cost per Result  | Quality Ranking | Engagement Rate Ranking | Conversion Rate Ranking | Amount Spent |
|---|---------|-------|-------------|------------------|-----------------|-------------------------|-------------------------|--------------|
| 2020-01 - FB - CS - Orem Women - Video 1  | 8 Leads | 7,044 | 18,270      | \$29.70 Per Lead | —               | —                       | —                       | \$237.63     |
| 2020-01 - FB - CS - Highland Women - Video 1                                      | 6 Leads | 7,060 | 14,838      | \$38.03 Per Lead | —               | —                       | —                       | \$228.18     |
| 2020-01 - FB - CS - Women - Video 1   | 8 Leads | 7,104 | 15,269      | \$27.55 Per Lead | —               | —                       | —                       | \$220.40     |
| 2019-12 - FB - CS - Women - Image 7   | 2 Leads | 4,003 | 7,800       | \$61.68 Per Lead | —               | —                       | —                       | \$123.35     |
| 2020-01 - FB - CS - Salt Lake Women - Video 1 - T...                              | 3 Leads | 5,842 | 9,935       | \$31.24 Per Lead | —               | —                       | —                       | \$93.71      |
| Results from 107 ads  |         |       |             |                  |                 |                         |                         |              |
| 143 Leads, 65,664 People, 401,883 Total, \$39.08 Per Lead, \$5,587.82 Total Spent |         |       |             |                  |                 |                         |                         |              |

Ads Manager | Spa Trouvé (257151823) | Updated just now

Search business | Medstar Media

Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns (4 selected) | Ad Sets for 4 Campaigns | Ads for 4 Campaigns

| Ad Name   | Results | Reach | Impressions | Cost per Result  | Quality Ranking                 | Engagement Rate Ranking         | Conversion Rate Ranking         | Amount Spent |
|---|---------|-------|-------------|------------------|---------------------------------|---------------------------------|---------------------------------|--------------|
| 2020-01 - FB - CS - Salt Lake Women - Video 2 - T...                              | 1 Lead  | 4,061 | 5,736       | \$92.72 Per Lead | Below average Bottom 35% of ads | Average                         | Below average Bottom 20% of ads | \$92.72      |
| 2020-01 - FB - CS - Orem Women - Video 1 - Temp                                   | 1 Lead  | 3,878 | 8,047       | \$92.40 Per Lead | Average                         | Below average Bottom 35% of ads | Below average Bottom 20% of ads | \$92.40      |
| 2020-01 - FB - CS - Women - Image 2   | 3 Leads | 3,679 | 6,304       | \$30.75 Per Lead | —                               | —                               | —                               | \$92.25      |
| 2020-01 - FB - CS - Women - Image 1   | 3 Leads | 3,607 | 6,838       | \$30.67 Per Lead | —                               | —                               | —                               | \$92.00      |
| 2020-01 - FB - CS - Draper Women - Video 2 - Temp                                 | — Lead  | 4,480 | 6,225       | — Per Lead       | Average                         | Average                         | Below average Bottom 35% of ads | \$91.13      |
| Results from 107 ads  |         |       |             |                  |                                 |                                 |                                 |              |
| 143 Leads, 65,664 People, 401,883 Total, \$39.08 Per Lead, \$5,587.82 Total Spent |         |       |             |                  |                                 |                                 |                                 |              |

Spa Trouve (257151823) Updated just now Discard Drafts Review and Publish

Q Search Filters + Add filters to narrow the data you are seeing. Jan 1, 2020 - Mar 31, 2020

Account Overview Campaigns 4 selected Ad Sets for 4 Campaigns Ads for 4 Campaigns

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Custom Breakdown Reports

| Ad Name  | 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           |
|--|-----------|---------------|---------------|------------------|------------------------------------|--|--|------------------------|
| 2020-01 - FB - CS - Draper Women - Video 2 - Temp    | — Lead    | 4,480         | 6,225         | — Per Lead       | Average                            | Average                                    | Below average Bottom 35% of ads            | \$91.13                |
| 2020-01 - FB - CS - Women - Valentine Img 3          | 3 Leads   | 3,231         | 6,007         | \$26.93 Per Lead | —                                  | —  | —  | \$80.78                |
| 2020-01 - FB - CS - Women - Image 1                  | 3 Leads   | 3,067         | 4,693         | \$25.56 Per Lead | —                                  | —  | —  | \$76.69                |
| 2020-01 - FB - CS - Highland Women - Valentine Im... | 2 Leads   | 2,947         | 6,205         | \$35.35 Per Lead | —                                  | —  | —  | \$70.69                |
| 2020-01 - FB - CS - Orem Women - Valentine Img 3...  | 3 Leads   | 2,608         | 5,591         | \$22.32 Per Lead | —                                  | —  | —  | \$66.95                |
| 2019-12 - FB - CS - Women - Image 8                  | — Lead    | 2,523         | 3,968         | — Per Lead       | —                                  | —  | —  | \$60.06                |
| > Results from 107 ads                               | 143 Leads | 65,664 People | 401,883 Total | \$39.08 Per Lead |                                    |  |  | \$5,587.82 Total Spent |

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Account Overview Campaigns 4 selected Ad Sets for 4 Campaigns Ads for 4 Campaigns

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Custom Breakdown Reports

| Ad Name   | 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           |
|---|-----------|---------------|---------------|------------------|------------------------------------|--|--|------------------------|
| 2019-12 - FB - CS - Women - Image 8                 | — Lead    | 2,523         | 3,968         | — Per Lead       | —                                  | —  | —  | \$60.06                |
| 2019-12 - IG - CS - Women - Image 7                 | — Lead    | 3,408         | 5,478         | — Per Lead       | —                                  | —  | —  | \$58.57                |
| 2020-01 - FB - CS - Women - Valentine Img 1         | 2 Leads   | 2,617         | 4,577         | \$24.91 Per Lead | —                                  | —  | —  | \$49.81                |
| 2020-01 - FB - CS - Orem Women - Valentine Img 4... | 1 Lead    | 1,932         | 4,133         | \$48.10 Per Lead | —                                  | —  | —  | \$48.10                |
| 2019-12 - FB - CS - Women - Image 7 - Copy          | 1 Lead    | 1,630         | 2,611         | \$44.86 Per Lead | —                                  | —  | —  | \$44.86                |
| > Results from 107 ads                              | 143 Leads | 65,664 People | 401,883 Total | \$39.08 Per Lead |                                    |  |  | \$5,587.82 Total Spent |

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Account Overview Campaigns 4 selected Ad Sets for 4 Campaigns Ads for 4 Campaigns

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| Ad Name   | 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           |
|---|-----------|---------------|---------------|------------------|------------------------------------|--|--|------------------------|
| 2019-12 - FB - CS - Women - Image 8                 | — Lead    | 1,870         | 3,128         | — Per Lead       | —                                  | —  | —  | \$44.67                |
| 2020-01 - FB - CS - Orem Women - Valentine Img 1... | — Lead    | 2,430         | 4,999         | — Per Lead       | —                                  | —  | —  | \$44.54                |
| 2019-12 - IG - CS - Women - Image 8                 | — Lead    | 2,585         | 3,262         | — Per Lead       | —                                  | —  | —  | \$44.42                |
| 2019-12 - FB - CS - Women - Image 8                 | — Lead    | 1,809         | 2,638         | — Per Lead       | —                                  | —  | —  | \$43.22                |
| 2020-01 - FB - CS - Women - Image 4                 | — Lead    | 1,981         | 2,896         | — Per Lead       | —                                  | —  | —  | \$42.95                |
| > Results from 107 ads                              | 143 Leads | 65,664 People | 401,883 Total | \$39.08 Per Lead |                                    |  |  | \$5,587.82 Total Spent |

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Account Overview Campaigns 4 selected Ad Sets for 4 Campaigns Ads for 4 Campaigns

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Custom Breakdown Reports

| Ad Name                                    | 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           |
|--|-----------|---------------|---------------|------------------|------------------------------------|--|--|------------------------|
| 2020-01 - FB - CS - Women - Image 4        | — Lead    | 1,981         | 2,896         | — Per Lead       | —                                  | —  | —  | \$42.95                |
| 2019-12 - IG - CS - Women - Image 7        | — Lead    | 2,369         | 3,387         | — Per Lead       | —                                  | —  | —  | \$42.10                |
| 2019-12 - FB - CS - Women - Image 8 - Copy | — Lead    | 1,594         | 2,182         | — Per Lead       | —                                  | —  | —  | \$42.02                |
| 2020-01 - FB - CS - Women - Image 1        | 1 Lead    | 1,600         | 2,315         | \$41.08 Per Lead | —                                  | —  | —  | \$41.08                |
| 2020-01 - FB - CS - Women - Image 2        | — Lead    | 1,964         | 2,841         | — Per Lead       | —                                  | —  | —  | \$40.99                |
| > Results from 107 ads                     | 143 Leads | 65,664 People | 401,883 Total | \$39.08 Per Lead |                                    |  |  | \$5,587.82 Total Spent |

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Account Overview Campaigns 4 selected Ad Sets for 4 Campaigns Ads for 4 Campaigns

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| Ad Name  | 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           |
|--|-----------|---------------|---------------|------------------|------------------------------------|--|--|------------------------|
| 2020-01 - FB - CS - Salt Lake Women - Valentine I... | — Lead    | 1,829         | 2,870         | — Per Lead       | —                                  | —  | —  | \$40.23                |
| 2019-12 - IG - CS - Women - Image 7                  | 1 Lead    | 2,290         | 3,393         | \$40.10 Per Lead | —                                  | —  | —  | \$40.10                |
| 2019-12 - IG - CS - Women - Image 7                  | 1 Lead    | 2,325         | 3,566         | \$39.77 Per Lead | —                                  | —  | —  | \$39.77                |
| 2019-12 - IG - CS - Women - Image 8                  | — Lead    | 2,409         | 3,172         | — Per Lead       | —                                  | —  | —  | \$38.62                |
| 2019-12 - IG - CS - Women - Image 8                  | 1 Lead    | 2,279         | 2,880         | \$38.49 Per Lead | —                                  | —  | —  | \$38.49                |
| > Results from 107 ads                               | 143 Leads | 65,664 People | 401,883 Total | \$39.08 Per Lead |                                    |  |  | \$5,587.82 Total Spent |

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Account Overview Campaigns 4 selected Ad Sets for 4 Campaigns Ads for 4 Campaigns

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Custom Breakdown Reports

| Ad Name                             | 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           |
|-------------------------------------|-----------|---------------|---------------|------------------|------------------------------------|--|--|------------------------|
| 2019-12 - IG - CS - Women - Image 8 | — Lead    | 2,100         | 2,636         | — Per Lead       | —                                  | —  | —  | \$38.23                |
| 2020-01 - FB - CS - Women - Image 1 | 3 Leads   | 1,720         | 2,433         | \$12.47 Per Lead | —                                  | —  | —  | \$37.41                |
| 2019-12 - FB - CS - Women - Image 7 | 2 Leads   | 1,265         | 1,994         | \$18.53 Per Lead | —                                  | —  | —  | \$37.06                |
| 2020-01 - FB - CS - Women - Image 2 | 1 Lead    | 1,836         | 3,012         | \$36.94 Per Lead | —                                  | —  | —  | \$36.94                |
| 2019-12 - FB - CS - Women - Image 7 | — Lead    | 1,533         | 2,735         | — Per Lead       | —                                  | —  | —  | \$36.02                |
| > Results from 107 ads              | 143 Leads | 65,664 People | 401,883 Total | \$39.08 Per Lead |                                    |  |  | \$5,587.82 Total Spent |

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+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Custom Breakdown Reports

| Ad Name  | 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           |
|--|-----------|---------------|---------------|------------------|------------------------------------|--|--|------------------------|
| 2020-01 - FB - CS - Women - Image 2                  | 1 Lead    | 1,740         | 2,469         | \$35.99 Per Lead | —                                  | —  | —  | \$35.99                |
| 2020-01 - FB - CS - Salt Lake Women - Valentine I... | 1 Lead    | 1,669         | 2,540         | \$34.61 Per Lead | —                                  | —  | —  | \$34.61                |
| 2020-01 - FB - CS - Salt Lake Women - Valentine I... | 1 Lead    | 1,566         | 2,675         | \$28.87 Per Lead | —                                  | —  | —  | \$28.87                |
| 2020-01 - FB - CS - Highland Women - Valentine Im... | —         | 1,487         | 2,257         | — Per Lead       | —                                  | —  | —  | \$27.76                |
| 2020-01 - FB - CS - Women - Image 4                  | 1 Lead    | 1,444         | 2,049         | \$27.55 Per Lead | —                                  | —  | —  | \$27.55                |
| 2020-01 - FB - CS - Orem Women - Valentine Img 2     | —         | 1,478         | 2,317         | — Per Lead       | —                                  | —  | —  | \$27.76                |
| > Results from 107 ads                               | 143 Leads | 65,664 People | 401,883 Total | \$39.08 Per Lead |                                    |  |  | \$5,587.82 Total Spent |

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| Ad Name   | 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           |
|---|-----------|---------------|---------------|------------------|------------------------------------|--|--|------------------------|
| 2020-01 - FB - CS - Orem Women - Valentine Img 2... | 1 Lead    | 1,176         | 2,217         | \$22.70 Per Lead | —                                  | —  | —  | \$22.70                |
| 2020-01 - FB - CS - Women - Image 4                 | —         | 1,239         | 1,928         | — Per Lead       | —                                  | —  | —  | \$22.46                |
| 2020-01 - FB - CS - Women - Valentine Img 4         | —         | 870           | 1,246         | — Per Lead       | —                                  | —  | —  | \$15.87                |
| 2020-01 - FB - CS - Women - Image 3                 | —         | 947           | 1,422         | — Per Lead       | —                                  | —  | —  | \$14.43                |
| 2020-01 - FB - CS - Women - Image 4                 | —         | 818           | 1,032         | — Per Lead       | —                                  | —  | —  | \$12.15                |
| > Results from 107 ads                              | 143 Leads | 65,664 People | 401,883 Total | \$39.08 Per Lead |                                    |  |  | \$5,587.82 Total Spent |

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| Ad Name  | 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           |
|--|-----------|---------------|---------------|------------------|------------------------------------|--|--|------------------------|
| 2020-01 - FB - CS - Highland Women - Valentine Im... | 1 Lead    | 675           | 890           | \$11.48 Per Lead | —                                  | —  | —  | \$11.48                |
| 2020-01 - FB - CS - Women - Image 3                  | —         | 854           | 1,422         | — Per Lead       | —                                  | —  | —  | \$11.08                |
| 2020-01 - FB - CS - Highland Women - Image 3         | —         | 617           | 858           | — Per Lead       | —                                  | —  | —  | \$7.63                 |
| 2020-01 - FB - CS - Women - Image 3                  | —         | 436           | 621           | — Per Lead       | —                                  | —  | —  | \$5.80                 |
| 2020-01 - FB - CS - Highland Women - Valentine Im... | —         | 425           | 525           | — Per Lead       | —                                  | —  | —  | \$5.30                 |
| > Results from 107 ads                               | 143 Leads | 65,664 People | 401,883 Total | \$39.08 Per Lead |                                    |  |  | \$5,587.82 Total Spent |

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| Ad Name  | 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           |
|--|-----------|---------------|---------------|------------------|------------------------------------|--|--|------------------------|
| 2020-01 - FB - CS - Women - Valentine Img 2          | —         | 455           | 585           | — Per Lead       | —                                  | —  | —  | \$4.62                 |
| 2020-01 - FB - CS - Salt Lake Women - Valentine I... | —         | 179           | 248           | — Per Lead       | —                                  | —  | —  | \$2.11                 |
| 2020-01 - FB - CS - Women - Image 4 - Copy           | —         | —             | —             | — Per Lead       | —                                  | —  | —  | \$0.00                 |
| 2019-12 - IG - CS - Women - Image 2                  | —         | —             | —             | — Per Lead       | —                                  | —  | —  | \$0.00                 |
| 2019-12 - Coolsculpting - Women - Image 5            | —         | —             | —             | — Per Lead       | —                                  | —  | —  | \$0.00                 |
| > Results from 107 ads                               | 143 Leads | 65,664 People | 401,883 Total | \$39.08 Per Lead |                                    |  |  | \$5,587.82 Total Spent |

Search

Coolsculpting - Salt Lake - Conversions > Coolsculpting - FB and IG - Salt Lake - Women > 2020-01 - FB - CS - Salt Lake Women - Video 2 Off

Edit Review

Ad Name 2020-01 - FB - CS - Salt Lake Women - Vi

Identity

Facebook Page  
Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

Spa Trouvé

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. Manage your available Instagram accounts in Business Manager.

spatrouve

Close

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

Facebook Feeds

Spa Trouvé Sponsored  
Coolsculpting® safely freezes away stubborn fat that resists diet and exercise.

Feeds

Stories

Discard Draft Publish

Search

Coolsculpting - Draper - Conversions > Coolsculpting - FB and IG - Draper - Women > 2020-01 - FB - CS - Draper Women - Video 2 Off

Edit Review

Ad Name 2020-01 - FB - CS - Draper Women - Vide

Identity

Facebook Page  
Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

Spa Trouvé

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. Manage your available Instagram accounts in Business Manager.

spatrouve

Close

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

Facebook Feeds

Spa Trouvé Sponsored  
Coolsculpting® safely freezes away stubborn fat that resists diet and exercise.

Feeds

Stories

Discard Draft Publish

Facebook Ads Manager interface for ad ID 2020-01 - FB - CS - Salt Lake Women - Video 2. The left sidebar shows a list of ad sets under the campaign 'Coolsculpting - Highland - Conversions'. The main content area is the 'Edit' view for this ad. The 'Identity' section shows the Facebook Page 'Spa Trouvé' and the Instagram Account 'spatrouve'. The ad creative is a video showing a woman in a black bodysuit being treated by a practitioner in a blue uniform. The text of the ad reads: 'Coolsculpting® safely freezes away stubborn fat that resists diet and exercise.' The right sidebar shows a preview of the ad in various placements: Feeds, Stories, and Reels. At the bottom, there are buttons for 'Close', 'Discard Draft', and 'Publish'.

Facebook Ads Manager interface for ad ID 2020-01 - FB - CS - Orem Women - Video 2. The left sidebar shows a list of ad sets under the campaign 'Coolsculpting - Orem - Conversions'. The main content area is the 'Edit' view for this ad. The 'Identity' section shows the Facebook Page 'Spa Trouvé' and the Instagram Account 'spatrouve'. The ad creative is a video showing a woman in a black bodysuit being treated by a practitioner in a blue uniform. The text of the ad reads: 'Coolsculpting® safely freezes away stubborn fat that resists diet and exercise.' The right sidebar shows a preview of the ad in various placements: Feeds, Stories, and Reels. At the bottom, there are buttons for 'Close', 'Discard Draft', and 'Publish'.

Facebook Ads Manager interface for ad ID 2020-01 - FB - CS - Salt Lake Women - Video 1. The left sidebar shows a list of ad sets under the campaign 'Coolsculpting - Salt Lake - Conversions'. The main content area is the 'Edit' view for this ad. The 'Identity' section shows the Facebook Page 'Spa Trouvé' and the Instagram Account 'spatrouve'. The ad creative is a video showing a woman in a blue gown being treated by a practitioner in a blue uniform. The text of the ad reads: 'Coolsculpting® safely freezes away stubborn fat that resists diet and exercise.' The right sidebar shows a preview of the ad in various placements: Feeds, Stories, and Reels. At the bottom, there are buttons for 'Close', 'Discard Draft', and 'Publish'.

Facebook Ads Manager interface for ad ID 2020-01 - FB - CS - Orem Women - Video 1. The left sidebar shows a list of ad sets under the campaign 'Coolsculpting - Orem - Conversions'. The main content area is the 'Edit' view for this ad. The 'Identity' section shows the Facebook Page 'Spa Trouvé' and the Instagram Account 'spatrouve'. The ad creative is a video showing a woman's abdomen being treated by a practitioner in a blue uniform. The text of the ad reads: 'Coolsculpting® safely freezes away stubborn fat that resists diet and exercise.' The right sidebar shows a preview of the ad in various placements: Feeds, Stories, and Reels. At the bottom, there are buttons for 'Close', 'Discard Draft', and 'Publish'.

Facebook Ads Manager interface for ad ID 2020-01 - FB - CS - Orem Women - Video 1. The left sidebar shows a list of ad sets under the campaign 'Coolsculpting - Orem - Conversions'. The main content area is the 'Edit' view for this ad. The 'Identity' section shows the Facebook Page 'Spa Trouvé' and the Instagram Account 'spatrouve'. The ad creative is a video showing a woman in a black bodysuit being treated by a practitioner in a blue uniform. The text of the ad reads: 'Coolsculpting® safely freezes away stubborn fat that resists diet and exercise.' The right sidebar shows a preview of the ad in various placements: Feeds, Stories, and Reels. At the bottom, there are buttons for 'Close', 'Discard Draft', and 'Publish'.

Facebook Ads Manager interface for ad ID 2020-01 - FB - CS - Highland Women - Video 1. The left sidebar shows a list of ad sets under the campaign 'Coolsculpting - Highland - Conversions'. The main content area is the 'Edit' view for this ad. The 'Identity' section shows the Facebook Page 'Spa Trouvé' and the Instagram Account 'spatrouve'. The ad creative is a video showing a woman's abdomen being treated by a practitioner in a blue uniform. The text of the ad reads: 'Coolsculpting® safely freezes away stubborn fat that resists diet and exercise.' The right sidebar shows a preview of the ad in various placements: Feeds, Stories, and Reels. At the bottom, there are buttons for 'Close', 'Discard Draft', and 'Publish'.

Facebook Ads Manager interface for ad ID 2019-12 - FB - CS - Women - Image 7. The ad is titled "Coolsculpting - Highland - Conversions" and is currently "Ad Set Off". The identity section shows the Facebook Page "Spa Trouvé". The ad creative features a woman in a white bikini sitting on the floor, with text: "Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime. FREEZE AWAY FAT CELLS SALE: 25% OFF". The right-hand panel displays a preview of the ad in a Facebook Feed, along with "Feeds" and "Stories" sections.

Facebook Ads Manager interface for ad ID 2020-01 - FB - CS - Salt Lake Women - VI. The ad is titled "Coolsculpting - Salt Lake - Conversions" and is "Learning Limited". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative is a video showing a woman in a blue gown being treated by a professional. The right-hand panel displays a preview of the ad in a Facebook Feed, along with "Feeds" and "Stories" sections.

Facebook Ads Manager interface for ad ID 2020-01 - FB - CS - Salt Lake Women - VI. The ad is titled "Coolsculpting - Highland - Conversions" and is "Learning Limited". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative is a video showing a woman in a black bikini being treated by a professional. The right-hand panel displays a preview of the ad in a Facebook Feed, along with "Feeds" and "Stories" sections.

Facebook Ads Manager interface for ad ID 2020-01 - FB - CS - Orem Women - VI. The ad is titled "Coolsculpting - Orem - Conversions" and is "Learning Limited". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative is a video showing a woman's abdomen being treated. The right-hand panel displays a preview of the ad in a Facebook Feed, along with "Feeds" and "Stories" sections.

Facebook Ads Manager interface for ad ID 2020-01 - FB - CS - Women - Image 2. The ad is titled "Coolsculpting - Salt Lake - Conversions" and is "Off". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative features a woman in a white bikini sitting on the floor, with text: "Coolsculpting safely freezes away stubborn fat that resists diet and exercise. FREEZE AWAY FAT 25% OFF". The right-hand panel displays a preview of the ad in a Facebook Feed, along with "Feeds" and "Stories" sections.

Facebook Ads Manager interface for ad ID 2020-01 - FB - CS - Women - Image 1. The ad is titled "Coolsculpting - Orem - Conversions" and is "Off". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative features a woman in a white bikini sitting on the floor, with text: "Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime. FREEZE AWAY FAT CELLS SALE: 25% OFF". The right-hand panel displays a preview of the ad in a Facebook Feed, along with "Feeds" and "Stories" sections.

Facebook Ads Manager interface showing the setup for an ad named "2020-01 - FB - CS - Draper Women - Vide". The ad is associated with the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad content features a video of a woman in a black bikini being examined by a professional. The interface includes a left-hand navigation menu, a top search bar, and a right-hand preview area showing the ad in a Facebook feed and stories.

Facebook Ads Manager interface showing the setup for an ad named "2020-01 - FB - CS - Women -Valentine Img 3". The ad is associated with the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad content features a woman in a white bikini lying down on a red background with the text "love YOUR BODY" and the "coolsculpting" logo. The interface includes a left-hand navigation menu, a top search bar, and a right-hand preview area showing the ad in a Facebook feed and stories.

Facebook Ads Manager interface showing the setup for an ad named "2020-01 - FB - CS - Women - Image 1". The ad is associated with the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad content features a woman in a white bikini sitting on the floor. The text on the ad includes "coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime." and "FREEZE AWAY FAT CELLS SALE: 25% OFF". The interface includes a left-hand navigation menu, a top search bar, and a right-hand preview area showing the ad in a Facebook feed and stories.

Facebook Ads Manager interface showing the setup for an ad named "2020-01 - FB - CS - Highland Women -Valenti...". The ad is associated with the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad content features a woman in a black top and white bikini bottom. The text on the ad includes "coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime." and "25% OFF". The interface includes a left-hand navigation menu, a top search bar, and a right-hand preview area showing the ad in a Facebook feed and stories.

Facebook Ads Manager interface showing the setup for an ad named "2020-01 - FB - CS - Orem Women -Valenti...". The ad is associated with the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad content features a woman in a white bikini lying down on a red background with the text "love YOUR BODY" and the "coolsculpting" logo. The interface includes a left-hand navigation menu, a top search bar, and a right-hand preview area showing the ad in a Facebook feed and stories.

Facebook Ads Manager interface showing the setup for an ad named "2019-12 - FB - CS - Women - Image 8". The ad is associated with the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad content features a woman in a white bikini. The text on the ad includes "coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime." and "FREEZE AWAY FAT CELLS 25% OFF". The interface includes a left-hand navigation menu, a top search bar, and a right-hand preview area showing the ad in a Facebook feed and stories.

Facebook Ads Manager interface for ad: 2019-12 - IG - CS - Women - Image 7

**Ad Name:** 2019-12 - IG - CS - Women - Image 7

**Identity:**  
 Facebook Page: Spa Trouvé  
 Instagram Account: spatrouve

**Facebook Feed Preview:**  
 Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime.  
 FREEZE AWAY FAT CELLS SALE: 25% OFF

**Feeds:** Shows a grid of ad placements across various feeds.

**Stories:** Shows ad placements in the story format.

**Buttons:** Close, Discard Draft, Publish

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

Facebook Ads Manager interface for ad: 2020-01 - FB - CS - Women - Valentine Img 1

**Ad Name:** 2020-01 - FB - CS - Women - Valentine Im

**Identity:**  
 Facebook Page: Spa Trouvé  
 Instagram Account: spatrouve

**Facebook Feeds Preview:**  
 Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime.  
 25% OFF

**Feeds:** Shows a grid of ad placements across various feeds.

**Stories:** Shows ad placements in the story format.

**Buttons:** Close, Discard Draft, Publish

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

Facebook Ads Manager interface for ad: 2020-01 - FB - CS - Orem Women - Valentine img 4 - ...

**Ad Name:** 2020-01 - FB - CS - Orem Women - Valent

**Identity:**  
 Facebook Page: Spa Trouvé  
 Instagram Account: spatrouve

**Facebook Feeds Preview:**  
 Coolsculpting® safely freezes away stubborn fat that resists diet and exercise.  
 LOVE YOUR BODY

**Feeds:** Shows a grid of ad placements across various feeds.

**Stories:** Shows ad placements in the story format.

**Buttons:** Close, Discard Draft, Publish

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

Facebook Ads Manager interface for ad: 2019-12 - FB - CS - Women - Image 7 - Copy

**Ad Name:** 2019-12 - FB - CS - Women - Image 7 - C

**Identity:**  
 Facebook Page: Spa Trouvé  
 Instagram Account: spatrouve

**Facebook Feeds Preview:**  
 Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime.  
 FREEZE AWAY FAT CELLS SALE: 25% OFF

**Feeds:** Shows a grid of ad placements across various feeds.

**Stories:** Shows ad placements in the story format.

**Buttons:** Close, Discard Draft, Publish

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

Facebook Ads Manager interface for ad: 2019-12 - FB - CS - Women - Image 8

**Ad Name:** 2019-12 - FB - CS - Women - Image 8

**Identity:**  
 Facebook Page: Spa Trouvé  
 Instagram Account: spatrouve

**Facebook Feeds Preview:**  
 Coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime.  
 FREEZE AWAY FAT CELLS 25% OFF

**Feeds:** Shows a grid of ad placements across various feeds.

**Stories:** Shows ad placements in the story format.

**Buttons:** Close, Discard Draft, Publish

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

Facebook Ads Manager interface for ad: 2020-01 - FB - CS - Orem Women - Valentine img 1 - ...

**Ad Name:** 2020-01 - FB - CS - Orem Women - Valent

**Identity:**  
 Facebook Page: Spa Trouvé  
 Instagram Account: spatrouve

**Facebook Feeds Preview:**  
 Coolsculpting® safely freezes away stubborn fat that resists diet and exercise.  
 25% OFF

**Feeds:** Shows a grid of ad placements across various feeds.

**Stories:** Shows ad placements in the story format.

**Buttons:** Close, Discard Draft, Publish

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

Facebook Ads Manager interface for ad set: Coolsculpting - Draper - Conversions > Coolsculpting - IG - Draper - Women > 2019-12 - IG - CS - Women - Image 8. The ad is currently set to "Ad Set Off".

**Ad Name:** 2019-12 - IG - CS - Women - Image 8

**Identity:** Facebook Page: Spa Trouvé; Instagram Account: spatrouve

**Instagram Feed Preview:** Shows a woman in white underwear with text: "coolsculpting FREEZE AWAY FAT CELLS 25% OFF".

**Feeds and Stories:** Preview of the ad placement in a social media feed and stories.

Buttons: Edit, Review, Discard Draft, Publish.

Facebook Ads Manager interface for ad set: Coolsculpting - Salt Lake - Conversions > Coolsculpting - FB - Salt Lake Women > 2019-12 - FB - CS - Women - Image 8. The ad is currently set to "Ad Set Off".

**Ad Name:** 2019-12 - FB - CS - Women - Image 8

**Identity:** Facebook Page: Spa Trouvé; Add Instagram Placement button is visible.

**Facebook Feeds Preview:** Shows a woman in white underwear with text: "coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime. FREEZE AWAY FAT CELLS 25% OFF".

**Feeds and Stories:** Preview of the ad placement in a social media feed and stories.

Buttons: Edit, Review, Discard Draft, Publish.

Facebook Ads Manager interface for ad set: Coolsculpting - Draper - Conversions > Coolsculpting - FB and IG - Draper - Women > 2020-01 - FB - CS - Women - Image 4. The ad is currently set to "Off".

**Ad Name:** 2020-01 - FB - CS - Women - Image 4

**Identity:** Facebook Page: Spa Trouvé; Instagram Account: spatrouve

**Facebook Feeds Preview:** Shows a woman in white underwear with text: "coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime. FREEZE AWAY FAT CELLS 25% OFF".

**Feeds and Stories:** Preview of the ad placement in a social media feed and stories.

Buttons: Edit, Review, Discard Draft, Publish.

Facebook Ads Manager interface for ad set: Coolsculpting - Draper - Conversions > Coolsculpting - IG - Draper - Women > 2019-12 - IG - CS - Women - Image 7. The ad is currently set to "Ad Set Off".

**Ad Name:** 2019-12 - IG - CS - Women - Image 7

**Identity:** Facebook Page: Spa Trouvé; Instagram Account: spatrouve

**Instagram Feed Preview:** Shows a woman in white underwear with text: "coolsculpting FREEZE AWAY FAT CELLS SALE : 25% OFF".

**Feeds and Stories:** Preview of the ad placement in a social media feed and stories.

Buttons: Edit, Review, Discard Draft, Publish.

Facebook Ads Manager interface for ad set: Coolsculpting - Draper - Conversions > Coolsculpting - FB - Draper - Women > 2019-12 - FB - CS - Women - Image 8 - Copy. The ad is currently set to "Ad Set Off".

**Ad Name:** 2019-12 - FB - CS - Women - Image 8 - C

**Identity:** Facebook Page: Spa Trouvé; Add Instagram Placement button is visible.

**Facebook Feeds Preview:** Shows a woman in white underwear with text: "coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime. FREEZE AWAY FAT CELLS 25% OFF".

**Feeds and Stories:** Preview of the ad placement in a social media feed and stories.

Buttons: Edit, Review, Discard Draft, Publish.

Facebook Ads Manager interface for ad set: Coolsculpting - Highland - Conversions > Coolsculpting - FB and IG - Highland - Women > 2020-01 - FB - CS - Women - Image 1. The ad is currently set to "Off".

**Ad Name:** 2020-01 - FB - CS - Women - Image 1

**Identity:** Facebook Page: Spa Trouvé; Instagram Account: spatrouve

**Facebook Feeds Preview:** Shows a woman in white underwear with text: "coolsculpting safely freezes away stubborn fat that resists diet and exercise. FREEZE AWAY FAT CELLS SALE : 25% OFF".

**Feeds and Stories:** Preview of the ad placement in a social media feed and stories.

Buttons: Edit, Review, Discard Draft, Publish.

Facebook Ads Manager interface showing an ad for "Coolsculpting - Highland - Conversions". The ad name is "2020-01 - FB - CS - Women - Image 2". The identity is set to "Spa Trouvé". The ad creative features a woman in a bikini with the text "coolsculpting FREEZE AWAY FAT 25% OFF". The ad is currently in draft status.

Facebook Ads Manager interface showing an ad for "Coolsculpting - Salt Lake - Conversions". The ad name is "2020-01 - FB - CS - Salt Lake Women - Valent...". The identity is set to "Spa Trouvé". The ad creative features a woman in a bikini with the text "coolsculpting LOVE YOUR BODY". The ad is currently in draft status.

Facebook Ads Manager interface showing an ad for "Coolsculpting - Salt Lake - Conversions". The ad name is "2019-12 - IG - CS - Women - Image 7". The identity is set to "Spa Trouvé". The ad creative features a woman in a bikini with the text "coolsculpting FREEZE AWAY FAT CELLS SALE : 25% OFF". The ad is currently in draft status.

Facebook Ads Manager interface showing an ad for "Coolsculpting - Orem - Conversions". The ad name is "2019-12 - IG - CS - Women - Image 7". The identity is set to "Spa Trouvé". The ad creative features a woman in a bikini with the text "coolsculpting FREEZE AWAY FAT CELLS SALE : 25% OFF". The ad is currently in draft status.

Facebook Ads Manager interface showing an ad for "Coolsculpting - Orem - Conversions". The ad name is "2019-12 - IG - CS - Women - Image 8". The identity is set to "Spa Trouvé". The ad creative features a woman in a bikini with the text "coolsculpting FREEZE AWAY FAT CELLS 25% OFF". The ad is currently in draft status.

Facebook Ads Manager interface showing an ad for "Coolsculpting - Highland - Conversions". The ad name is "2019-12 - IG - CS - Women - Image 8". The identity is set to "Spa Trouvé". The ad creative features a woman in a bikini with the text "coolsculpting FREEZE AWAY FAT CELLS 25% OFF". The ad is currently in draft status.

Facebook Ads Manager interface for ad ID 2019-12-IG-CS-Women-Image 8. The ad is titled "Coolsculpting - Salt Lake - Conversions" and is currently in the "Review" stage. The ad name is "2019-12-IG-CS-Women-Image 8". The identity section shows the Facebook Page as "Spa Trouvé" and the Instagram Account as "spatrouve". The ad creative features a woman in a white bikini with the text "coolsculpting FREEZE AWAY FAT CELLS 25% OFF". The ad is set to be published on the Instagram Feed. The interface includes a left-hand navigation menu, a top search bar, and a right-hand preview area showing the ad in a mobile feed context.

Facebook Ads Manager interface for ad ID 2020-01-FB-CS-Women-Image 1. The ad is titled "Coolsculpting - Salt Lake - Conversions" and is currently in the "Review" stage. The ad name is "2020-01-FB-CS-Women-Image 1". The identity section shows the Facebook Page as "Spa Trouvé" and the Instagram Account as "spatrouve". The ad creative features a woman in a white bikini with the text "coolsculpting FREEZE AWAY FAT CELLS SALE: 25% OFF". The ad is set to be published on the Facebook Feeds. The interface includes a left-hand navigation menu, a top search bar, and a right-hand preview area showing the ad in a mobile feed context.

Facebook Ads Manager interface for ad ID 2019-12-FB-CS-Women-Image 7. The ad is titled "Coolsculpting - Salt Lake - Conversions" and is currently in the "Review" stage. The ad name is "2019-12-FB-CS-Women-Image 7". The identity section shows the Facebook Page as "Spa Trouvé" and the Instagram Account as "spatrouve". The ad creative features a woman in a white bikini with the text "coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime. FREEZE AWAY FAT CELLS SALE: 25% OFF". The ad is set to be published on the Facebook Feeds. The interface includes a left-hand navigation menu, a top search bar, and a right-hand preview area showing the ad in a mobile feed context.

Facebook Ads Manager interface for ad ID 2020-01-FB-CS-Women-Image 2. The ad is titled "Coolsculpting - Orem - Conversions" and is currently in the "Review" stage. The ad name is "2020-01-FB-CS-Women-Image 2". The identity section shows the Facebook Page as "Spa Trouvé" and the Instagram Account as "spatrouve". The ad creative features a woman in a white bikini with the text "coolsculpting FREEZE AWAY FAT 25% OFF". The ad is set to be published on the Facebook Feeds. The interface includes a left-hand navigation menu, a top search bar, and a right-hand preview area showing the ad in a mobile feed context.

Facebook Ads Manager interface for ad ID 2019-12-FB-CS-Women-Image 7. The ad is titled "Coolsculpting - Orem - Conversions" and is currently in the "Review" stage. The ad name is "2019-12-FB-CS-Women-Image 7". The identity section shows the Facebook Page as "Spa Trouvé" and the Instagram Account as "spatrouve". The ad creative features a woman in a white bikini with the text "coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime. FREEZE AWAY FAT CELLS SALE: 25% OFF". The ad is set to be published on the Facebook Feeds. The interface includes a left-hand navigation menu, a top search bar, and a right-hand preview area showing the ad in a mobile feed context.

Facebook Ads Manager interface for ad ID 2020-01-FB-CS-Women-Image 2. The ad is titled "Coolsculpting - Draper - Conversions" and is currently in the "Review" stage. The ad name is "2020-01-FB-CS-Women-Image 2". The identity section shows the Facebook Page as "Spa Trouvé" and the Instagram Account as "spatrouve". The ad creative features a woman in a white bikini with the text "coolsculpting FREEZE AWAY FAT 25% OFF". The ad is set to be published on the Facebook Feeds. The interface includes a left-hand navigation menu, a top search bar, and a right-hand preview area showing the ad in a mobile feed context.

Facebook Ads Manager interface for the ad "2020-01 - FB - CS - Salt Lake Women -Valent...". The ad name is "2020-01 - FB - CS - Salt Lake Women -Va". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative features a woman in a white bodysuit with the text "love YOUR BODY" and the Coolsculpting logo. The ad is currently in a review state, with "Discard Draft" and "Publish" buttons visible.

Facebook Ads Manager interface for the ad "2020-01 - FB - CS - Salt Lake Women -Valent...". The ad name is "2020-01 - FB - CS - Salt Lake Women -Va". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative features a woman in a black dress with the text "25% OFF" and the Coolsculpting logo. The ad is currently in a review state, with "Discard Draft" and "Publish" buttons visible.

Facebook Ads Manager interface for the ad "2020-01 - FB - CS - Highland Women -Valenti...". The ad name is "2020-01 - FB - CS - Highland Women -Val". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative features a woman in a white bodysuit with the text "love YOUR BODY" and the Coolsculpting logo. The ad is currently in a review state, with "Discard Draft" and "Publish" buttons visible.

Facebook Ads Manager interface for the ad "2020-01 - FB - CS - Women - Image 4". The ad name is "2020-01 - FB - CS - Women - Image 4". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative features a woman in a white bodysuit with the text "coolsculpting FREEZE AWAY STUBBORN FAT 25% OFF". The ad is currently in a review state, with "Discard Draft" and "Publish" buttons visible.

Facebook Ads Manager interface for the ad "2020-01 - FB - CS - Orem Women -Valentine img 2...". The ad name is "2020-01 - FB - CS - Orem Women -Valent". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative features a woman in a floral dress holding a red heart with the text "LOVE YOUR BODY" and the Coolsculpting logo. The ad is currently in a review state, with "Discard Draft" and "Publish" buttons visible.

Facebook Ads Manager interface for the ad "2020-01 - FB - CS - Women - Image 4". The ad name is "2020-01 - FB - CS - Women - Image 4". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative features a woman in a white bodysuit with the text "coolsculpting #1 Non Surgical Fat Reduction Procedure. Great results. No surgery & minimal downtime." and "coolsculpting FREEZE AWAY STUBBORN FAT 25% OFF". The ad is currently in a review state, with "Discard Draft" and "Publish" buttons visible.

Facebook Ads Manager interface for ad "2020-01 - FB - CS - Women -Valentine Img 4". The left sidebar shows a list of ad creatives under "Coolsculpting - Draper - Convers...". The main panel shows the ad identity and a preview of the ad creative. The ad creative features a woman in a purple dress and the text "Spa Trouvé" and "coolsculpting LOVE YOUR BODY". The right sidebar shows a preview of the ad in a Facebook feed and stories.

Facebook Ads Manager interface for ad "2020-01 - FB - CS - Women - Image 3". The left sidebar shows a list of ad creatives under "Coolsculpting - FB and IG - D...". The main panel shows the ad identity and a preview of the ad creative. The ad creative features a woman in a white bikini and the text "coolsculpting FREEZE AWAY STUBBORN FAT 25% OFF". The right sidebar shows a preview of the ad in a Facebook feed and stories.

Facebook Ads Manager interface for ad "2020-01 - FB - CS - Women - Image 4". The left sidebar shows a list of ad creatives under "Coolsculpting - Highland - Conve...". The main panel shows the ad identity and a preview of the ad creative. The ad creative features a woman in a white bikini and the text "coolsculpting FREEZE AWAY STUBBORN FAT 25% OFF". The right sidebar shows a preview of the ad in a Facebook feed and stories.

Facebook Ads Manager interface for ad "2020-01 - FB - CS - Highland Women -Valenti...". The left sidebar shows a list of ad creatives under "Coolsculpting - FB and IG - Hi...". The main panel shows the ad identity and a preview of the ad creative. The ad creative features a woman in a purple dress and the text "Spa Trouvé" and "coolsculpting LOVE YOUR BODY". The right sidebar shows a preview of the ad in a Facebook feed and stories.

Facebook Ads Manager interface for ad "2020-01 - FB - CS - Women - Image 3". The left sidebar shows a list of ad creatives under "Coolsculpting - Orem - Conversi...". The main panel shows the ad identity and a preview of the ad creative. The ad creative features a woman in a white bikini and the text "coolsculpting FREEZE AWAY STUBBORN FAT 25% OFF". The right sidebar shows a preview of the ad in a Facebook feed and stories.

Facebook Ads Manager interface for ad "2020-01 - FB - CS - Highland Women - Image 3". The left sidebar shows a list of ad creatives under "Coolsculpting - Highland - Conve...". The main panel shows the ad identity and a preview of the ad creative. The ad creative features a woman in a white bikini and the text "coolsculpting FREEZE AWAY STUBBORN FAT 25% OFF". The right sidebar shows a preview of the ad in a Facebook feed and stories.

Facebook Ads Manager interface for the ad "2020-01 - FB - CS - Highland Women -Valenti...". The ad name is "2020-01 - FB - CS - Highland Women -Val...". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative features a woman holding a red heart with the text "LOVE YOUR BODY" and "coolsculpting". The ad is currently in a review state.

Facebook Ads Manager interface for the ad "2020-01 - FB - CS - Women -Valentine Img 2". The ad name is "2020-01 - FB - CS - Women -Valentine Im...". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative features a woman holding a red heart with the text "LOVE YOUR BODY" and "coolsculpting". The ad is currently in a review state.

Facebook Ads Manager interface for the ad "2020-01 - FB - CS - Salt Lake Women -Valent...". The ad name is "2020-01 - FB - CS - Salt Lake Women -Va...". The identity section shows the Facebook Page "Spa Trouvé" and the Instagram Account "spatrouve". The ad creative features a woman holding a red heart with the text "LOVE YOUR BODY" and "coolsculpting". The ad is currently in a review state.

Facebook Ads Manager interface showing a table of ad performance data for the campaign "CoolSculpting Men". The table includes columns for Ad Name, Results, Reach, Impressions, Cost per Result, Quality Ranking, Engagement Rate, Conversion Rate, and Amount Spent.

| Ad Name                   | Results               | Reach               | Impressions        | Cost per Result              | Quality Ranking | Engagement Rate | Conversion Rate | Amount Spent              |
|---------------------------|-----------------------|---------------------|--------------------|------------------------------|-----------------|-----------------|-----------------|---------------------------|
| CoolSculpting Men         | 22 Link Clicks        | 1,127               | 1,528              | \$0.35 Per Link Click        | —               | —               | —               | \$7.66                    |
| CoolSculpting Men - Copy  | 3 Link Clicks         | 51                  | 58                 | \$0.17 Per Link Click        | —               | —               | —               | \$0.52                    |
| <b>Results from 2 ads</b> | <b>25 Link Clicks</b> | <b>1,176 People</b> | <b>1,586 Total</b> | <b>\$0.33 Per Link Click</b> |                 |                 |                 | <b>\$8.18 Total Spent</b> |

Facebook Ads Manager interface for the ad "CoolSculpting Men - Copy". The ad name is "CoolSculpting Men - Copy". The identity section shows the Facebook Page "Spa Trouvé". The ad creative features a video of a woman and a man in a spa setting. The ad is currently in a review state.

Facebook Ads Manager interface for the ad "CoolSculpting Men". The ad name is "CoolSculpting Men". The identity section shows the Facebook Page "Spa Trouvé". The ad creative features a video of a woman and a man in a spa setting. The ad is currently in a review state.

Spa Trouve (257151823) Updated just now Discard Drafts Review and Publish

Search Filters Ad Name: coolsculpting Save Filter Clear Jan 1, 2020 - Mar 31, 2020

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads 1 selected

Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Custom Breakdown Reports

| Ad Name                  | Results       | Reach      | Impressions | Cost per Result       | Quality Ranking | Engagement Rate Ranking | Conversion Rate Ranking | Amount Spent       |
|--------------------------|---------------|------------|-------------|-----------------------|-----------------|-------------------------|-------------------------|--------------------|
| CoolSculpting Men - Copy | 4 Link Clicks | 65         | 75          | \$0.09 Per Link Click | —               | —                       | —                       | \$0.35             |
| CoolSculpting Men        | 1 Link Click  | 133        | 152         | \$0.12 Per Link Click | —               | —                       | —                       | \$0.12             |
| Results from 2 ads       | 5 Link Clicks | 197 People | 227 Total   | \$0.09 Per Link Click |                 |                         |                         | \$0.47 Total Spent |

March 2020 > Mailchimp Lookalike 9-2-18 > CoolSculpting Men - Copy Completed

Edit Review

You can't edit this ad because it's part of a scheduled ad set that has reached its end date. Please go to the Budget & Schedule section of the ad set and change the end date to a date in the future and then try your edits again.

Ad Name: CoolSculpting Men - Copy

Identity: Facebook Page (Spa Trouvé)

Facebook Feeds: CoolSculpting is for men too! Men in Utah are loving their results.

Feeds, Stories, In-Stream

Discard Draft Publish

March 2020 > Draper Men 33+ > CoolSculpting Men Completed

Edit Review

You can't edit this ad because it's part of a scheduled ad set that has reached its end date. Please go to the Budget & Schedule section of the ad set and change the end date to a date in the future and then try your edits again.

Ad Name: CoolSculpting Men

Identity: Facebook Page (Spa Trouvé)

Facebook Feeds: CoolSculpting is for men too! Men in Utah are loving their results.

Feeds, Stories, In-Stream

Discard Draft Publish