

# The Medspa CoolSculpting Google Adwords Q3 2019 (7/1/2019 - 9/30/2019)

search beta coolsculpting OLD \$6,650.66  
 search beta coolsculpting \$3,269.62  
 search alpha coolsculpting \$119.77

Google Ad Spend: **\$10,040.05**

Google Ads | Chris Zelig > Delamar Medspa 753-428-4923 | All campaigns

Overview | CAMPAIGNS | AUCTION INSIGHTS | Custom Jul 1 - Sep 30, 2019

Recommendations: Campaign status: All, Campaign name contains Cool | View all | ADD FILTER

| Campaign  | Budget              | Status   | Clicks | CTR   | Cost        |
|---|---------------------|----------|--------|-------|-------------|
| search   beta   coolsculpting OLD               | \$90.0...           | Paused   | 420    | 7.32% | \$6,650.66  |
| search   beta   coolsculpting                   | \$67.7...           | Eligible | 233    | 7.32% | \$3,269.62  |
| search   alpha   coolsculpting                  | \$30.0...           | Eligible | 18     | 5.83% | \$119.77    |
| search   beta   coolsculpting   generic         | Cools... \$20.00... | Removed  | 0      | -     | \$0.00      |
| search   beta   coolsculpting   purchase        | Cools... \$20.00... | Removed  | 0      | -     | \$0.00      |
| search   beta   coolsculpting   research        | Cools... \$20.00... | Removed  | 0      | -     | \$0.00      |
| search   beta   coolsculpting   BMM             | Cools... \$20.0...  | Paused   | 0      | -     | \$0.00      |
| search   beta   coolsculpting   broad           | \$60.0...           | Paused   | 0      | -     | \$0.00      |
| search   beta   coolsculpting   exact           | Cools... \$20.0...  | Paused   | 0      | -     | \$0.00      |
| search   beta   coolsculpting   generic   BMM   | Cools... \$20.0...  | Paused   | 0      | -     | \$0.00      |
| search   beta   coolsculpting   generic   broad | \$60.0...           | Paused   | 0      | -     | \$0.00      |
| search   beta   coolsculpting   generic   exact | Cools... \$20.0...  | Paused   | 0      | -     | \$0.00      |
| search   beta   coolsculpting   generic         | \$99.0...           | Paused   | 0      | -     | \$0.00      |
| Total: Filtered campaigns                       |                     |          | 671    | 7.27% | \$10,040.05 |

Google Ads | Chris Zelig > Delamar Medspa 753-428-4923 | All campaigns

Overview | Campaign status: All, Campaign name contains Cool | View all | ADD FILTER

| Campaign  | Budget              | Status  | Clicks | CTR   | Cost        |
|---|---------------------|---------|--------|-------|-------------|
| search   beta   coolsculpting   generic         | Cools... \$20.00... | Removed | 0      | -     | \$0.00      |
| search   beta   coolsculpting   purchase        | Cools... \$20.00... | Removed | 0      | -     | \$0.00      |
| search   beta   coolsculpting   research        | Cools... \$20.00... | Removed | 0      | -     | \$0.00      |
| search   beta   coolsculpting   BMM             | Cools... \$20.0...  | Paused  | 0      | -     | \$0.00      |
| search   beta   coolsculpting   broad           | \$60.0...           | Paused  | 0      | -     | \$0.00      |
| search   beta   coolsculpting   exact           | Cools... \$20.0...  | Paused  | 0      | -     | \$0.00      |
| search   beta   coolsculpting   generic   BMM   | Cools... \$20.0...  | Paused  | 0      | -     | \$0.00      |
| search   beta   coolsculpting   generic   broad | \$60.0...           | Paused  | 0      | -     | \$0.00      |
| search   beta   coolsculpting   generic   exact | Cools... \$20.0...  | Paused  | 0      | -     | \$0.00      |
| search   beta   coolsculpting   generic         | \$99.0...           | Paused  | 0      | -     | \$0.00      |
| Total: Filtered campaigns                       |                     |         | 671    | 7.27% | \$10,040.05 |
| Total: Account                                  |                     |         | 677    | 7.22% | \$10,130.56 |

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Google Ads | Chris Zelig > Delamar Medspa 753-428-4923 | All campaigns > search | beta | coolsculpti...

Overview | Paused | Type: Search | Budget: \$90.00/day | More details

Recommendations: ADS | EXTENSIONS | AUTOMATED EXTENSIONS | Custom Jul 1 - Sep 30, 2019

Ad groups: Ad status: All | ADD FILTER

| Ad  | Ad group                  | Status  | Clicks | CTR    | Cost     |
|---|---------------------------|---|--------|--------|----------|
| Total: Ads  |                           |   |        |        |          |
| 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com | coolsculpting connecticut | Campaign paused<br>Approved (limited):<br>Restricted drug terms | 25     | 9.58%  | \$438.73 |
| 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com | coolsculpting reviews     | Campaign paused<br>Disapproved: Destination mismatch +1 more    | 21     | 8.50%  | \$435.91 |
| 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com | cool sculpting ct         | Campaign paused<br>Disapproved: Destination mismatch +1 more    | 23     | 10.95% | \$342.22 |
| 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com | coolsculpting cost        | Campaign paused<br>Disapproved: Destination mismatch +1 more    | 13     | 6.99%  | \$220.77 |
| 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat                          |                           |   |        |        |          |

Google Ads | Chris Zelig > Delamar Medspa 753-428-4923 | All campaigns > search | beta | coolsculpti...

Overview | Paused | Type: Search | Budget: \$90.00/day | More details

Recommendations: Ad status: All | ADD FILTER

| Ad  | Ad group               | Status   | Clicks | CTR    | Cost     |
|---|------------------------|--|--------|--------|----------|
| Total: Ads  |                        |  |        |        |          |
| enrecovery  |                        |  |        |        |          |
| 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com | laser fat removal ct   | Campaign paused<br>Disapproved: Destination mismatch +1 more | 14     | 8.43%  | \$204.09 |
| 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com | coolsculpting deal     | Campaign paused<br>Disapproved: Destination mismatch +1 more | 5      | 12.20% | \$198.92 |
| 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com | cool sculpting results | Campaign paused<br>Disapproved: Destination mismatch +1 more | 12     | 9.52%  | \$196.60 |
| 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com | cryolipolysis cost     | Campaign paused<br>Disapproved: Destination mismatch +1 more | 13     | 15.12% | \$192.29 |
| 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com | coolsculpting ct cost  | Campaign paused<br>Disapproved: Destination                  | 10     | 8.40%  | \$181.85 |

| Google Ads           |  |              |                             |   |        |        | Chris Zelig > Delamar Medspa 753-428-4923 |  | All campaigns > search   beta   coolsculpti... |  | 259-215-0574 Chris Zelig christopherzelig@gmail.com |  |
|----------------------|--|--------------|-----------------------------|---|--------|--------|---|--|--|--|---|--|
| Overview             | ● Paused   | Type: Search | Budget: \$90.00/day         | More details  |        |        |   |  |  |  |   |  |
| Recommendations      | + Ad status: All   |              | ADD FILTER                  |   |        |        |   |  |  |  |   |  |
| Ad groups            | <input type="checkbox"/>   | Ad           | Ad group                    | Status  | Clicks | CTR    | Cost                                      |  |  |  |   |  |
| Ads & extensions     | Total: Ads   |              |                             |   | 420    | 7.32%  | \$6,650.66                                |  |  |  |   |  |
| Landing pages        | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                             |   |        |        |   |  |  |  |   |  |
| Keywords             | <input type="checkbox"/>   | ●            | coolsculpting ct cost       | Campaign paused<br>Disapproved: Destination mismatch +1 more    | 10     | 8.40%  | \$181.85                                  |  |  |  |   |  |
| Audiences            | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                             |   |        |        |   |  |  |  |   |  |
| Demographics         | <input type="checkbox"/>   | ●            | cool sculpt reviews         | Campaign paused<br>Disapproved: Destination mismatch +1 more    | 11     | 15.49% | \$158.23                                  |  |  |  |   |  |
| Settings             | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  |              |                             |   |        |        |   |  |  |  |   |  |
| Locations            | <input type="checkbox"/>   | ●            | coolsculpting west hartford | Campaign paused<br>Approved (limited):<br>Restricted drug terms | 3      | 7.50%  | \$150.53                                  |  |  |  |   |  |
| Ad schedule          | CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime |              |                             |   |        |        |   |  |  |  |   |  |
| Devices              | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                             |   |        |        |   |  |  |  |   |  |
| Advanced bid adj.    | <input type="checkbox"/>   | ●            | what is coolsculpting       | Campaign paused<br>Disapproved: Destination mismatch +1 more    | 12     | 7.02%  | \$140.72                                  |  |  |  |   |  |
| Change history       | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         |              |                             |   |        |        |   |  |  |  |   |  |
| Drafts & experiments | <input type="checkbox"/>   | ●            | cool sculpting does it work | Campaign paused<br>Disapproved: Destination mismatch +1 more    | 9      | 9.09%  | \$133.70                                  |  |  |  |   |  |

| Google Ads        |  |              |                             |  |        |        | Chris Zelig > Delamar Medspa 753-428-4923 |  | All campaigns > search   beta   coolsculpti... |  | 259-215-0574 Chris Zelig christopherzelig@gmail.com |  |
|-------------------|--|--------------|-----------------------------|--|--------|--------|---|--|--|--|---|--|
| Overview          | ● Paused   | Type: Search | Budget: \$90.00/day         | More details   |        |        |   |  |  |  |   |  |
| Recommendations   | + Ad status: All   |              | ADD FILTER                  |  |        |        |   |  |  |  |   |  |
| Ad groups         | <input type="checkbox"/>   | Ad           | Ad group                    | Status   | Clicks | CTR    | Cost                                      |  |  |  |   |  |
| Ads & extensions  | Total: Ads   |              |                             |  | 420    | 7.32%  | \$6,650.66                                |  |  |  |   |  |
| Landing pages     | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                             |  |        |        |   |  |  |  |   |  |
| Keywords          | <input type="checkbox"/>   | ●            | cool sculpting does it work | Campaign paused<br>Disapproved: Destination mismatch +1 more | 9      | 9.09%  | \$133.70                                  |  |  |  |   |  |
| Audiences         | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                             |  |        |        |   |  |  |  |   |  |
| Demographics      | <input type="checkbox"/>   | ●            | coolsculpting price         | Campaign paused<br>Disapproved: Destination mismatch +1 more | 11     | 10.00% | \$128.24                                  |  |  |  |   |  |
| Settings          | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively |              |                             |  |        |        |   |  |  |  |   |  |
| Locations         | <input type="checkbox"/>   | ●            | what is cool sculpt         | Campaign paused<br>Disapproved: Destination mismatch +1 more | 10     | 7.63%  | \$117.86                                  |  |  |  |   |  |
| Ad schedule       | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                             |  |        |        |   |  |  |  |   |  |
| Devices           | <input type="checkbox"/>   | ●            | cool sculpting cost         | Campaign paused<br>Disapproved: Destination mismatch +1 more | 8      | 12.12% | \$114.00                                  |  |  |  |   |  |
| Advanced bid adj. | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively |              |                             |  |        |        |   |  |  |  |   |  |
| Change history    | <input type="checkbox"/>   | ●            | coolsculpting west hartford | Campaign paused<br>Approved (limited):                       | 2      | 2.11%  | \$112.78                                  |  |  |  |   |  |

| Google Ads        |  |              |                             |   |        |        | Chris Zelig > Delamar Medspa 753-428-4923 |  | All campaigns > search   beta   coolsculpti... |  | 259-215-0574 Chris Zelig christopherzelig@gmail.com |  |
|-------------------|--|--------------|-----------------------------|---|--------|--------|---|--|--|--|---|--|
| Overview          | ● Paused   | Type: Search | Budget: \$90.00/day         | More details  |        |        |   |  |  |  |   |  |
| Recommendations   | + Ad status: All   |              | ADD FILTER                  |   |        |        |   |  |  |  |   |  |
| Ad groups         | <input type="checkbox"/>   | Ad           | Ad group                    | Status  | Clicks | CTR    | Cost                                      |  |  |  |   |  |
| Ads & extensions  | Total: Ads   |              |                             |   | 420    | 7.32%  | \$6,650.66                                |  |  |  |   |  |
| Landing pages     | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                             |   |        |        |   |  |  |  |   |  |
| Keywords          | <input type="checkbox"/>   | ●            | coolsculpting west hartford | Campaign paused<br>Approved (limited):<br>Restricted drug terms | 2      | 2.11%  | \$112.78                                  |  |  |  |   |  |
| Audiences         | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                             |   |        |        |   |  |  |  |   |  |
| Demographics      | <input type="checkbox"/>   | ●            | coolsculpting results       | Campaign paused<br>Approved (limited):<br>Restricted drug terms | 6      | 18.18% | \$111.49                                  |  |  |  |   |  |
| Settings          | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively |              |                             |   |        |        |   |  |  |  |   |  |
| Locations         | <input type="checkbox"/>   | ●            | what is cool sculpting      | Campaign paused<br>Disapproved: Destination mismatch +1 more    | 8      | 5.88%  | \$106.92                                  |  |  |  |   |  |
| Ad schedule       | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                             |   |        |        |   |  |  |  |   |  |
| Devices           | <input type="checkbox"/>   | ●            | laser fat removal reviews   | Campaign paused<br>Disapproved: Destination mismatch +1 more    | 5      | 7.46%  | \$104.59                                  |  |  |  |   |  |
| Advanced bid adj. | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively |              |                             |   |        |        |   |  |  |  |   |  |
| Change history    | <input type="checkbox"/>   | ●            |                             | Campaign paused   |        |        |   |  |  |  |   |  |

| Google Ads        |  |              |                       |  |        |        | Chris Zelig > Delamar Medspa 753-428-4923 |  | All campaigns > search   beta   coolsculpti... |  | 259-215-0574 Chris Zelig christopherzelig@gmail.com |  |
|-------------------|--|--------------|-----------------------|--|--------|--------|---|--|--|--|---|--|
| Overview          | ● Paused   | Type: Search | Budget: \$90.00/day   | More details   |        |        |   |  |  |  |   |  |
| Recommendations   | + Ad status: All   |              | ADD FILTER            |  |        |        |   |  |  |  |   |  |
| Ad groups         | <input type="checkbox"/>   | Ad           | Ad group              | Status   | Clicks | CTR    | Cost                                      |  |  |  |   |  |
| Ads & extensions  | Total: Ads   |              |                       |  | 420    | 7.32%  | \$6,650.66                                |  |  |  |   |  |
| Landing pages     | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                       |  |        |        |   |  |  |  |   |  |
| Keywords          | <input type="checkbox"/>   | ●            | best cool sculpting   | Campaign paused<br>Disapproved: Destination mismatch +1 more | 8      | 9.20%  | \$101.87                                  |  |  |  |   |  |
| Audiences         | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                       |  |        |        |   |  |  |  |   |  |
| Demographics      | <input type="checkbox"/>   | ●            | fat freeze ct         | Campaign paused<br>Disapproved: Destination mismatch +1 more | 5      | 12.82% | \$99.59                                   |  |  |  |   |  |
| Settings          | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         |              |                       |  |        |        |   |  |  |  |   |  |
| Locations         | <input type="checkbox"/>   | ●            | coolsculpting reviews | Campaign paused<br>Disapproved: Destination mismatch +1 more | 7      | 10.14% | \$98.99                                   |  |  |  |   |  |
| Ad schedule       | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  |              |                       |  |        |        |   |  |  |  |   |  |
| Devices           | <input type="checkbox"/>   | ●            | cryolipolysis results | Campaign paused<br>Disapproved: Destination mismatch +1 more | 8      | 6.96%  | \$98.21                                   |  |  |  |   |  |
| Advanced bid adj. | CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime |              |                       |  |        |        |   |  |  |  |   |  |
| Change history    | <input type="checkbox"/>   | ●            |                       | Campaign paused  |        |        |   |  |  |  |   |  |

| Google Ads        |  |              |                            |  |        |        | Chris Zelig > Delamar Medspa 753-428-4923 |  | All campaigns > search   beta   coolsculpti... |  | 259-215-0574 Chris Zelig christopherzelig@gmail.com |  |
|-------------------|--|--------------|----------------------------|--|--------|--------|---|--|--|--|---|--|
| Overview          | ● Paused   | Type: Search | Budget: \$90.00/day        | More details   |        |        |   |  |  |  |   |  |
| Recommendations   | + Ad status: All   |              | ADD FILTER                 |  |        |        |   |  |  |  |   |  |
| Ad groups         | <input type="checkbox"/>   | Ad           | Ad group                   | Status   | Clicks | CTR    | Cost                                      |  |  |  |   |  |
| Ads & extensions  | Total: Ads   |              |                            |  | 420    | 7.32%  | \$6,650.66                                |  |  |  |   |  |
| Landing pages     | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                            |  |        |        |   |  |  |  |   |  |
| Keywords          | <input type="checkbox"/>   | ●            | best coolsculpting near me | Campaign paused<br>Disapproved: Destination mismatch +1 more | 5      | 12.50% | \$97.03                                   |  |  |  |   |  |
| Audiences         | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                            |  |        |        |   |  |  |  |   |  |
| Demographics      | <input type="checkbox"/>   | ●            | laser fat removal near me  | Campaign paused<br>Disapproved: Destination mismatch +1 more | 9      | 8.91%  | \$93.22                                   |  |  |  |   |  |
| Settings          | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively |              |                            |  |        |        |   |  |  |  |   |  |
| Locations         | <input type="checkbox"/>   | ●            | cryolipolysis price        | Campaign paused<br>Disapproved: Destination mismatch +1 more | 5      | 12.20% | \$92.60                                   |  |  |  |   |  |
| Ad schedule       | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |              |                            |  |        |        |   |  |  |  |   |  |
| Devices           | <input type="checkbox"/>   | ●            | coolsculpting near me      | Campaign paused<br>Disapproved: Destination mismatch +1 more | 2      | 6.67%  | \$77.61                                   |  |  |  |   |  |
| Advanced bid adj. | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively |              |                            |  |        |        |   |  |  |  |   |  |
| Change history    | <input type="checkbox"/>   | ●            | best coolsculpting         | Campaign paused<br>Disapproved: Destination mismatch +1 more | 6      | 4.55%  | \$75.24                                   |  |  |  |   |  |

Google Ads | Chris Zelig | Delamar Medspa | 753-428-4923 | All campaigns > search | beta | coolsculpti...

Overview: Paused, Type: Search, Budget: \$90.00/day, More details

Recommendations: Ad status: All, ADD FILTER

| Ad groups                                  | Ad   | Ad group                   | Status   | Clicks | CTR   | Cost    |
|--|--|----------------------------|--|--------|-------|---------|
| Total: Ads 420, CTR 7.32%, Cost \$6,650.66 |  |                            |  |        |       |         |
| Landing pages                              | Effectively  |                            |  |        |       |         |
| Keywords                                   | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | best coolsculpting         | Campaign paused<br>Disapproved: Destination mismatch +1 more | 6      | 4.55% | \$75.24 |
| Audiences                                  | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively |                            |  |        |       |         |
| Demographics                               | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | cool sculpt results        | Campaign paused<br>Disapproved: Destination mismatch +1 more | 3      | 2.31% | \$72.57 |
| Settings                                   | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively |                            |  |        |       |         |
| Locations                                  | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                            |  |        |       |         |
| Ad schedule                                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | fat freeze cost            | Campaign paused<br>Disapproved: Destination mismatch +1 more | 5      | 5.88% | \$70.08 |
| Devices                                    | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively |                            |  |        |       |         |
| Advanced bid adj.                          | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | laser fat removal cost     | Campaign paused<br>Disapproved: Destination mismatch +1 more | 5      | 6.67% | \$68.18 |
| Change history                             | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively |                            |  |        |       |         |
| Drafts & experiments                       | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | cryolipolysis does it work | Campaign paused<br>Disapproved: Destination mismatch +1 more | 5      | 4.81% | \$67.12 |

Google Ads | Chris Zelig | Delamar Medspa | 753-428-4923 | All campaigns > search | beta | coolsculpti...

Overview: Paused, Type: Search, Budget: \$90.00/day, More details

Recommendations: Ad status: All, ADD FILTER

| Ad groups                                  | Ad   | Ad group                    | Status  | Clicks | CTR    | Cost    |
|--|--|-----------------------------|---|--------|--------|---------|
| Total: Ads 420, CTR 7.32%, Cost \$6,650.66 |  |                             |   |        |        |         |
| Landing pages                              | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                             |   |        |        |         |
| Keywords                                   | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively | cryolipolysis does it work  | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 5      | 4.81%  | \$67.12 |
| Audiences                                  | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                             |   |        |        |         |
| Demographics                               | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively | cryolipolysis near me       | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 4      | 11.76% | \$66.91 |
| Settings                                   | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                             |   |        |        |         |
| Locations                                  | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                             |   |        |        |         |
| Ad schedule                                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively | coolsculpting near me price | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 4      | 25.00% | \$59.77 |
| Devices                                    | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       |                             |   |        |        |         |
| Advanced bid adj.                          | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       | best coolsculpting          | Campaign paused<br>Approved (limited): Restricted medical content +1 more | 3      | 7.50%  | \$54.84 |
| Change history                             | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       |                             |   |        |        |         |
| Drafts & experiments                       | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       | what is cool sculpt         | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 4      | 9.30%  | \$51.64 |

Google Ads | Chris Zelig | Delamar Medspa | 753-428-4923 | All campaigns > search | beta | coolsculpti...

Overview: Paused, Type: Search, Budget: \$90.00/day, More details

Recommendations: Ad status: All, ADD FILTER

| Ad groups                                  | Ad   | Ad group                   | Status   | Clicks | CTR    | Cost    |
|--|--|----------------------------|--|--------|--------|---------|
| Total: Ads 420, CTR 7.32%, Cost \$6,650.66 |  |                            |  |        |        |         |
| Landing pages                              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   |                            |  |        |        |         |
| Keywords                                   | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | what is coolsculpting      | Campaign paused<br>Disapproved: Destination mismatch +2 more | 2      | 3.03%  | \$50.33 |
| Audiences                                  | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                            |  |        |        |         |
| Demographics                               | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | what is non invasive lipos | Campaign paused<br>Disapproved: Destination mismatch +1 more | 3      | 7.89%  | \$48.75 |
| Settings                                   | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                            |  |        |        |         |
| Locations                                  | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                            |  |        |        |         |
| Ad schedule                                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | fat freeze results         | Campaign paused<br>Disapproved: Destination mismatch +1 more | 2      | 2.78%  | \$47.80 |
| Devices                                    | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                            |  |        |        |         |
| Advanced bid adj.                          | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | cool sculpt price          | Campaign paused<br>Disapproved: Destination mismatch +1 more | 3      | 21.43% | \$43.50 |
| Change history                             | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   |                            |  |        |        |         |
| Drafts & experiments                       | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   | cool sculpting chin        | Campaign paused<br>Disapproved: Destination mismatch +2 more | 3      | 30.00% | \$42.87 |

Google Ads | Chris Zelig | Delamar Medspa | 753-428-4923 | All campaigns > search | beta | coolsculpti...

Overview: Paused, Type: Search, Budget: \$90.00/day, More details

Recommendations: Ad status: All, ADD FILTER

| Ad groups                                  | Ad   | Ad group                      | Status   | Clicks | CTR    | Cost    |
|--|--|-------------------------------|--|--------|--------|---------|
| Total: Ads 420, CTR 7.32%, Cost \$6,650.66 |  |                               |  |        |        |         |
| Landing pages                              | Surgery Or Downtime  |                               |  |        |        |         |
| Keywords                                   | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | coolsculpting abdomen reviews | Campaign paused<br>Disapproved: Destination mismatch +1 more | 3      | 9.09%  | \$42.50 |
| Audiences                                  | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       |                               |  |        |        |         |
| Demographics                               | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       | laser fat removal near me     | Campaign paused<br>Disapproved: Destination mismatch +2 more | 3      | 11.54% | \$41.84 |
| Settings                                   | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                               |  |        |        |         |
| Locations                                  | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                               |  |        |        |         |
| Ad schedule                                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively | coolsculpting double chin     | Campaign paused<br>Approved (limited): Restricted drug terms | 2      | 6.06%  | \$41.11 |
| Devices                                    | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       |                               |  |        |        |         |
| Advanced bid adj.                          | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       | laser fat removal results     | Campaign paused<br>Disapproved: Destination mismatch +2 more | 2      | 6.67%  | \$41.07 |
| Change history                             | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                               |  |        |        |         |
| Drafts & experiments                       | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | fat freeze rings it work      | Campaign paused<br>Disapproved: Destination mismatch +1 more | 4      | 4.88%  | \$38.05 |

Google Ads | Chris Zelig | Delamar Medspa | 753-428-4923 | All campaigns > search | beta | coolsculpti...

Overview: Paused, Type: Search, Budget: \$90.00/day, More details

Recommendations: Ad status: All, ADD FILTER

| Ad groups                                  | Ad   | Ad group                  | Status  | Clicks | CTR    | Cost    |
|--|--|---------------------------|---|--------|--------|---------|
| Total: Ads 420, CTR 7.32%, Cost \$6,650.66 |  |                           |   |        |        |         |
| Landing pages                              | Surgery Or Downtime  |                           |   |        |        |         |
| Keywords                                   | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | fat freeze does it work   | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 4      | 4.88%  | \$38.05 |
| Audiences                                  | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       |                           |   |        |        |         |
| Demographics                               | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       | coolsculpting ct cost     | Campaign paused<br>Approved (limited): Restricted medical content +1 more | 1      | 4.17%  | \$36.71 |
| Settings                                   | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                           |   |        |        |         |
| Locations                                  | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |                           |   |        |        |         |
| Ad schedule                                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively | cool sculpting reviews    | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 3      | 2.78%  | \$35.06 |
| Devices                                    | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       |                           |   |        |        |         |
| Advanced bid adj.                          | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       | coolsculpting double chin | Campaign paused<br>Disapproved: Destination mismatch +2 more              | 3      | 20.00% | \$34.67 |
| Change history                             | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       |                           |   |        |        |         |
| Drafts & experiments                       | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com                                       | cool sculpt results       | Campaign paused<br>Approved (limited):                                    | 2      | 7.41%  | \$32.24 |

| Google Ads           |                  | Chris Zelig > Delamar Medspa 753-428-4923  | All campaigns > search   beta   coolsculpti... | SEARCH          | REPORTS                                      | TOOLS & SETTINGS | 259-215-0574 Chris Zelig christopherzelig@gmail.com |
|----------------------|------------------|--|--|-----------------|--|------------------|---|
| Overview             | ● Paused         | Type: Search   | Budget: \$90.00/day                            | More details    |  |                  |   |
| Recommendations      | + Ad status: All | ADD FILTER   |  | SEARCH          | SEGMENT                                      | COLUMNS          | REPORTS   |
| Ad groups            | Ad               | Ad group   | Status   | Clicks          | CTR  | Cost             |   |
| Ads & extensions     | Total: Ads       |  |  | 420             | 7.32%  | \$6,650.66       |   |
| Landing pages        | ●                | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   | cool sculpt results                            | Campaign paused | Approved (limited):<br>Restricted drug terms | 2                | 7.41%   |
| Keywords             | ●                | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime |  |                 |  |                  | \$32.24   |
| Audiences            | ●                | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   | cryolipolysis near me                          | Campaign paused | Approved (limited):<br>Restricted drug terms | 1                | 25.00%  |
| Demographics         | ●                | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime |  |                 |  |                  | \$30.73   |
| Settings             | ●                | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   | sculpture does it work                         | Campaign paused | Approved (limited):<br>Restricted drug terms | 1                | 14.29%  |
| Locations            | ●                | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime |  |                 |  |                  | \$29.87   |
| Ad schedule          | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | how much is cryolipolysis                      | Campaign paused | Approved (limited):<br>Restricted drug terms | 1                | 100.00%   |
| Devices              | ●                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         |  |                 |  |                  | \$28.94   |
| Advanced bid adj.    | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | cool sculpting abdomen results                 | Campaign paused | Approved (limited):<br>Restricted drug terms | 2                | 33.33%  |
| Change history       | ●                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         |  |                 |  |                  | \$28.01   |
| Drafts & experiments | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |  |                 |  |                  |   |

| Google Ads           |                  | Chris Zelig > Delamar Medspa 753-428-4923  | All campaigns > search   beta   coolsculpti... | SEARCH          | REPORTS                                      | TOOLS & SETTINGS | 259-215-0574 Chris Zelig christopherzelig@gmail.com |
|----------------------|------------------|--|--|-----------------|--|------------------|---|
| Overview             | ● Paused         | Type: Search   | Budget: \$90.00/day                            | More details    |  |                  |   |
| Recommendations      | + Ad status: All | ADD FILTER   |  | SEARCH          | SEGMENT                                      | COLUMNS          | REPORTS   |
| Ad groups            | Ad               | Ad group   | Status   | Clicks          | CTR  | Cost             |   |
| Ads & extensions     | Total: Ads       |  |  | 420             | 7.32%  | \$6,650.66       |   |
| Landing pages        | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | cool sculpting near me                         | Campaign paused | Approved (limited):<br>Restricted drug terms | 2                | 50.00%  |
| Keywords             | ●                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         |  |                 |  |                  | \$27.82   |
| Audiences            | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | laser fat removal price                        | Campaign paused | Disapproved: Destination mismatch +1 more    | 2                | 5.26%   |
| Demographics         | ●                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         |  |                 |  |                  | \$27.56   |
| Settings             | ●                | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   | laser fat removal price                        | Campaign paused | Disapproved: Destination mismatch +2 more    | 2                | 8.70%   |
| Locations            | ●                | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime |  |                 |  |                  | \$27.53   |
| Ad schedule          | ●                | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   | laser fat removal cost                         | Campaign paused | Disapproved: Destination mismatch +2 more    | 4                | 12.50%  |
| Devices              | ●                | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime |  |                 |  |                  | \$26.66   |
| Advanced bid adj.    | ●                | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   | cryolipolysis results                          | Campaign paused | Disapproved: Destination                     | 3                | 7.50%   |
| Change history       | ●                | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime |  |                 |  |                  | \$26.34   |
| Drafts & experiments | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |  |                 |  |                  |   |

| Google Ads           |                  | Chris Zelig > Delamar Medspa 753-428-4923  | All campaigns > search   beta   coolsculpti... | SEARCH          | REPORTS   | TOOLS & SETTINGS | 259-215-0574 Chris Zelig christopherzelig@gmail.com |
|----------------------|------------------|--|--|-----------------|---|------------------|---|
| Overview             | ● Paused         | Type: Search   | Budget: \$90.00/day                            | More details    |   |                  |   |
| Recommendations      | + Ad status: All | ADD FILTER   |  | SEARCH          | SEGMENT   | COLUMNS          | REPORTS   |
| Ad groups            | Ad               | Ad group   | Status   | Clicks          | CTR   | Cost             |   |
| Ads & extensions     | Total: Ads       |  |  | 420             | 7.32%   | \$6,650.66       |   |
| Landing pages        | ●                | Alternative To Liposuction Reduces Fat Without Surgery Or Downtime   |  |                 |   |                  |   |
| Keywords             | ●                | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   | cryolipolysis results                          | Campaign paused | Disapproved: Destination mismatch +1 more                 | 3                | 7.50%   |
| Audiences            | ●                | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime |  |                 |   |                  | \$26.34   |
| Demographics         | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | cool sculpt arms                               | Campaign paused | Approved (limited):<br>Restricted drug terms              | 2                | 12.50%  |
| Settings             | ●                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         |  |                 |   |                  | \$25.23   |
| Locations            | ●                | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   | non surgical lipo connecticut                  | Campaign paused | Approved (limited):<br>Restricted drug terms              | 1                | 100.00%   |
| Ad schedule          | ●                | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime |  |                 |   |                  | \$24.39   |
| Devices              | ●                | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   | coolsculpting special                          | Campaign paused | Approved (limited):<br>Restricted medical content +1 more | 1                | 50.00%  |
| Advanced bid adj.    | ●                | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime |  |                 |   |                  | \$24.23   |
| Change history       | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |  |                 |   |                  |   |
| Drafts & experiments | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |  |                 |   |                  |   |

| Google Ads           |                  | Chris Zelig > Delamar Medspa 753-428-4923  | All campaigns > search   beta   coolsculpti... | SEARCH          | REPORTS                                      | TOOLS & SETTINGS | 259-215-0574 Chris Zelig christopherzelig@gmail.com |
|----------------------|------------------|--|--|-----------------|--|------------------|---|
| Overview             | ● Paused         | Type: Search   | Budget: \$90.00/day                            | More details    |  |                  |   |
| Recommendations      | + Ad status: All | ADD FILTER   |  | SEARCH          | SEGMENT                                      | COLUMNS          | REPORTS   |
| Ad groups            | Ad               | Ad group   | Status   | Clicks          | CTR  | Cost             |   |
| Ads & extensions     | Total: Ads       |  |  | 420             | 7.32%  | \$6,650.66       |   |
| Landing pages        | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | coolsculpting abdomen results                  | Campaign paused | Disapproved: Destination mismatch +1 more    | 1                | 7.14%   |
| Keywords             | ●                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         |  |                 |  |                  | \$24.09   |
| Audiences            | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | coolsculpting abdomen price                    | Campaign paused | Disapproved: Destination mismatch +1 more    | 3                | 11.54%  |
| Demographics         | ●                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         |  |                 |  |                  | \$23.82   |
| Settings             | ●                | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   | best laser fat removal                         | Campaign paused | Disapproved: Destination mismatch +2 more    | 2                | 28.57%  |
| Locations            | ●                | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime |  |                 |  |                  | \$23.34   |
| Ad schedule          | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | non invasive liposuction near me               | Campaign paused | Approved (limited):<br>Restricted drug terms | 1                | 33.33%  |
| Devices              | ●                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         |  |                 |  |                  | \$22.39   |
| Advanced bid adj.    | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | affordable coolsculpting                       | Campaign paused | Disapproved: Destination mismatch +1 more    | 2                | 6.67%   |
| Change history       | ●                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         |  |                 |  |                  | \$22.13   |
| Drafts & experiments | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |  |                 |  |                  |   |

| Google Ads           |                  | Chris Zelig > Delamar Medspa 753-428-4923  | All campaigns > search   beta   coolsculpti... | SEARCH          | REPORTS   | TOOLS & SETTINGS | 259-215-0574 Chris Zelig christopherzelig@gmail.com |
|----------------------|------------------|--|--|-----------------|---|------------------|---|
| Overview             | ● Paused         | Type: Search   | Budget: \$90.00/day                            | More details    |   |                  |   |
| Recommendations      | + Ad status: All | ADD FILTER   |  | SEARCH          | SEGMENT   | COLUMNS          | REPORTS   |
| Ad groups            | Ad               | Ad group   | Status   | Clicks          | CTR   | Cost             |   |
| Ads & extensions     | Total: Ads       |  |  | 420             | 7.32%   | \$6,650.66       |   |
| Landing pages        | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | cryolipolysis cost                             | Campaign paused | Approved (limited):<br>Restricted medical content +1 more | 1                | 5.00%   |
| Keywords             | ●                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime |  |                 |   |                  | \$21.81   |
| Audiences            | ●                | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   | cool sculpting reviews                         | Campaign paused | Disapproved: Destination mismatch +2 more                 | 1                | 6.25%   |
| Demographics         | ●                | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime                   |  |                 |   |                  | \$21.64   |
| Settings             | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | coolsculpting near me cost                     | Campaign paused | Approved (limited):<br>Restricted drug terms              | 1                | 10.00%  |
| Locations            | ●                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively                           |  |                 |   |                  | \$21.48   |
| Ad schedule          | ●                | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com   | cool sculpting does it work                    | Campaign paused | Disapproved: Destination mismatch +2 more                 | 2                | 8.70%   |
| Devices              | ●                | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime                   |  |                 |   |                  | \$21.39   |
| Advanced bid adj.    | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  | best laser fat removal                         | Campaign paused | Disapproved: Destination                                  | 3                | 9.68%   |
| Change history       | ●                | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively                           |  |                 |   |                  | \$21.39   |
| Drafts & experiments | ●                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com  |  |                 |   |                  |   |

Google Ads | Chris Zelig | Delamar Medspa | 753-428-4923 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Paused, Type: Search, Budget: \$90.00/day, More details

Recommendations: Ad status: All, ADD FILTER

| Ad groups                                  | Ad   | Ad group                | Status  | Clicks | CTR    | Cost    |
|--|--|-------------------------|---|--------|--------|---------|
| Total: Ads 420, CTR 7.32%, Cost \$6,650.66 |  |                         |   |        |        |         |
| Landing pages                              | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                         |   |        |        |         |
| Keywords                                   | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | best laser fat removal  | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 3      | 9.68%  | \$21.39 |
| Audiences                                  | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  |                         |   |        |        |         |
| Demographics                               | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | fat freeze ct           | Campaign paused<br>Approved (limited): Restricted medical content +1 more | 1      | 20.00% | \$20.61 |
| Settings                                   | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  |                         |   |        |        |         |
| Locations                                  | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | cool sculpt reviews     | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 2      | 9.09%  | \$17.98 |
| Ad schedule                                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                         |   |        |        |         |
| Devices                                    | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | how much is cool sculpt | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 1      | 8.33%  | \$17.71 |
| Advanced bid adj.                          | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                         |   |        |        |         |
| Change history                             | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | fat freeze price        | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 1      | 3.70%  | \$16.75 |
| Drafts & experiments                       | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  |                         |   |        |        |         |

Google Ads | Chris Zelig | Delamar Medspa | 753-428-4923 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Paused, Type: Search, Budget: \$90.00/day, More details

Recommendations: Ad status: All, ADD FILTER

| Ad groups                                  | Ad   | Ad group                | Status  | Clicks | CTR    | Cost    |
|--|--|-------------------------|---|--------|--------|---------|
| Total: Ads 420, CTR 7.32%, Cost \$6,650.66 |  |                         |   |        |        |         |
| Landing pages                              | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                         |   |        |        |         |
| Keywords                                   | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | fat freeze price        | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 1      | 3.70%  | \$16.75 |
| Audiences                                  | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  |                         |   |        |        |         |
| Demographics                               | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | fat freeze does it work | Campaign paused<br>Disapproved: Destination mismatch +2 more              | 1      | 5.56%  | \$15.95 |
| Settings                                   | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                         |   |        |        |         |
| Locations                                  | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | cool sculpting abdomen  | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 1      | 50.00% | \$15.90 |
| Ad schedule                                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                         |   |        |        |         |
| Devices                                    | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | cool sculpting price    | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 1      | 3.57%  | \$15.81 |
| Advanced bid adj.                          | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                         |   |        |        |         |
| Change history                             | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | cool sculpting ct       | Campaign paused<br>Approved (limited): Restricted medical content +1 more | 1      | 5.88%  | \$15.72 |
| Drafts & experiments                       | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  |                         |   |        |        |         |

Google Ads | Chris Zelig | Delamar Medspa | 753-428-4923 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Paused, Type: Search, Budget: \$90.00/day, More details

Recommendations: Ad status: All, ADD FILTER

| Ad groups                                  | Ad   | Ad group                       | Status  | Clicks | CTR    | Cost    |
|--|--|--------------------------------|---|--------|--------|---------|
| Total: Ads 420, CTR 7.32%, Cost \$6,650.66 |  |                                |   |        |        |         |
| Landing pages                              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  |                                |   |        |        |         |
| Keywords                                   | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | cool sculpting ct              | Campaign paused<br>Approved (limited): Restricted medical content +1 more | 1      | 5.88%  | \$15.72 |
| Audiences                                  | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                                |   |        |        |         |
| Demographics                               | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | how much is laser fat removal  | Campaign paused<br>Approved (limited): Restricted drug terms              | 2      | 33.33% | \$15.59 |
| Settings                                   | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                                |   |        |        |         |
| Locations                                  | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | laser fat removal does it work | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 1      | 2.00%  | \$14.44 |
| Ad schedule                                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                                |   |        |        |         |
| Devices                                    | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  | coolsculpting connecticut      | Campaign paused<br>Approved (limited): Restricted drug terms              | 1      | 20.00% | \$14.43 |
| Advanced bid adj.                          | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                                |   |        |        |         |
| Change history                             | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | cool sculpt cost               | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 1      | 1.64%  | \$14.37 |
| Drafts & experiments                       | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  |                                |   |        |        |         |

Google Ads | Chris Zelig | Delamar Medspa | 753-428-4923 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Paused, Type: Search, Budget: \$90.00/day, More details

Recommendations: Ad status: All, ADD FILTER

| Ad groups                                  | Ad   | Ad group                      | Status  | Clicks | CTR    | Cost    |
|--|--|-------------------------------|---|--------|--------|---------|
| Total: Ads 420, CTR 7.32%, Cost \$6,650.66 |  |                               |   |        |        |         |
| Landing pages                              | Reduction, Freezes Away Unwanted Fat Safely and Effectively  |                               |   |        |        |         |
| Keywords                                   | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   | best fat freeze               | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 1      | 2.78%  | \$13.88 |
| Audiences                                  | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                               |   |        |        |         |
| Demographics                               | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively | coolsculpting face            | Campaign paused<br>Approved (limited): Restricted drug terms              | 1      | 14.29% | \$12.59 |
| Settings                                   | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                               |   |        |        |         |
| Locations                                  | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively | non surgical lipo connecticut | Campaign paused<br>Disapproved: Destination mismatch +1 more              | 1      | 5.88%  | \$12.03 |
| Ad schedule                                | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                               |   |        |        |         |
| Devices                                    | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  | coolsculpting abdomen results | Campaign paused<br>Approved (limited): Restricted medical content +1 more | 1      | 50.00% | \$11.71 |
| Advanced bid adj.                          | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                               |   |        |        |         |
| Change history                             | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively |                               | Campaign paused   |        |        |         |
| Drafts & experiments                       | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  |                               |   |        |        |         |

Google Ads | Chris Zelig | Delamar Medspa | 753-428-4923 | All campaigns > search | beta | coolsculpti... | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview: Paused, Type: Search, Budget: \$90.00/day, More details

Recommendations: Ad status: All, ADD FILTER

| Ad groups                                  | Ad   | Ad group                         | Status   | Clicks | CTR    | Cost    |
|--|--|----------------------------------|--|--------|--------|---------|
| Total: Ads 420, CTR 7.32%, Cost \$6,650.66 |  |                                  |  |        |        |         |
| Landing pages                              | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                                  |  |        |        |         |
| Keywords                                   | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | coolsculpting discount           | Campaign paused<br>Approved (limited): Restricted drug terms | 1      | 50.00% | \$11.03 |
| Audiences                                  | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                                  |  |        |        |         |
| Demographics                               | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | coolsculpting back               | Campaign paused<br>Disapproved: Destination mismatch +1 more | 1      | 6.25%  | \$10.46 |
| Settings                                   | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  |                                  |  |        |        |         |
| Locations                                  | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | non invasive liposuction reviews | Campaign paused<br>Disapproved: Destination mismatch +2 more | 1      | 20.00% | \$10.28 |
| Ad schedule                                | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  |                                  |  |        |        |         |
| Devices                                    | Coolsculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | cool sculpt cost                 | Campaign paused<br>Disapproved: Destination mismatch +2 more | 1      | 8.33%  | \$10.19 |
| Advanced bid adj.                          | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat www.delamarmedspa.com   |                                  |  |        |        |         |
| Change history                             | #1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively         | laser fat removal results        | Campaign paused<br>Disapproved: Destination mismatch +1 more | 1      | 3.23%  | \$9.76  |
| Drafts & experiments                       | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime www.delamarmedspa.com  |                                  |  |        |        |         |

| Overview             | ● Paused                 | Type: Search   | Budget: \$90.00/day  | More details               |  |         |         |         |          |        |      |
|----------------------|--------------------------|----------------|--|----------------------------|--|---------|---------|---------|----------|--------|------|
| Recommendations      |                          | Ad status: All | ADD FILTER   |                            | SEARCH   | SEGMENT | COLUMNS | REPORTS | DOWNLOAD | EXPAND | MORE |
| Ad groups            | <input type="checkbox"/> | ● Ad           | Ad group   | Status                     |  | Clicks  | CTR     | ↓ Cost  |          |        |      |
| Ads & extensions     | Total: Ads ②             |                |  |                            |  |         |         |         |          |        |      |
| Landing pages        | <input type="checkbox"/> | ●              | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com<br>#1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction. Freezes Away Unwanted Fat Safely and Effectively            | how much is cool sculpting | Campaign paused<br>Disapproved: Destination mismatch +1 more                 | 1       | 14.29%  | \$9.63  |          |        |      |
| Keywords             |                          |                |  |                            |  |         |         |         |          |        |      |
| Audiences            |                          |                |  |                            |  |         |         |         |          |        |      |
| Demographics         | <input type="checkbox"/> | ●              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | cryolipolysis reviews      | Campaign paused<br>Approved (limited):<br>Restricted drug terms              | 1       | 14.29%  | \$9.37  |          |        |      |
| Settings             |                          |                |  |                            |  |         |         |         |          |        |      |
| Locations            |                          |                |  |                            |  |         |         |         |          |        |      |
| Ad schedule          | <input type="checkbox"/> | ●              | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com<br>#1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction. Freezes Away Unwanted Fat Safely and Effectively            | sculpture ct               | Campaign paused<br>Disapproved: Destination mismatch +1 more                 | 1       | 4.76%   | \$8.89  |          |        |      |
| Devices              |                          |                |  |                            |  |         |         |         |          |        |      |
| Advanced bid adj.    | <input type="checkbox"/> | ●              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | laser fat removal reviews  | Campaign paused<br>Disapproved: Destination mismatch +1 more                 | 1       | 9.09%   | \$8.12  |          |        |      |
| Change history       |                          |                |  |                            |  |         |         |         |          |        |      |
| Drafts & experiments | <input type="checkbox"/> | ●              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without                     | cool sculpting price       | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more | 1       | 20.00%  | \$7.68  |          |        |      |

| Overview             | ● Paused                 | Type: Search   | Budget: \$90.00/day  | More details                   |  |         |         |         |          |        |      |
|----------------------|--------------------------|----------------|--|--------------------------------|--|---------|---------|---------|----------|--------|------|
| Recommendations      |                          | Ad status: All | ADD FILTER   |                                | SEARCH   | SEGMENT | COLUMNS | REPORTS | DOWNLOAD | EXPAND | MORE |
| Ad groups            | <input type="checkbox"/> | ● Ad           | Ad group   | Status                         |  | Clicks  | CTR     | ↓ Cost  |          |        |      |
| Ads & extensions     | Total: Ads ②             |                |  |                                |  |         |         |         |          |        |      |
| Landing pages        | <input type="checkbox"/> | ●              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | what is cool sculpting         | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more | 1       | 3.57%   | \$7.60  |          |        |      |
| Keywords             |                          |                |  |                                |  |         |         |         |          |        |      |
| Audiences            |                          |                |  |                                |  |         |         |         |          |        |      |
| Demographics         | <input type="checkbox"/> | ●              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | fat freeze price               | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more | 1       | 100.00% | \$7.51  |          |        |      |
| Settings             |                          |                |  |                                |  |         |         |         |          |        |      |
| Locations            |                          |                |  |                                |  |         |         |         |          |        |      |
| Ad schedule          | <input type="checkbox"/> | ●              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | coolsculpting abdomen          | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more | 1       | 7.14%   | \$6.61  |          |        |      |
| Devices              |                          |                |  |                                |  |         |         |         |          |        |      |
| Advanced bid adj.    | <input type="checkbox"/> | ●              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | laser fat removal does it work | Campaign paused<br>Disapproved: Destination mismatch +2 more                 | 1       | 5.88%   | \$6.31  |          |        |      |
| Change history       |                          |                |  |                                |  |         |         |         |          |        |      |
| Drafts & experiments | <input type="checkbox"/> | ●              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical  | fat freeze results             | Campaign paused<br>Disapproved: Destination mismatch +2 more                 | 1       | 4.55%   | \$5.47  |          |        |      |

| Overview             | ● Paused                 | Type: Search   | Budget: \$90.00/day  | More details                  |  |         |         |         |          |        |      |
|----------------------|--------------------------|----------------|--|-------------------------------|--|---------|---------|---------|----------|--------|------|
| Recommendations      |                          | Ad status: All | ADD FILTER   |                               | SEARCH   | SEGMENT | COLUMNS | REPORTS | DOWNLOAD | EXPAND | MORE |
| Ad groups            | <input type="checkbox"/> | ● Ad           | Ad group   | Status                        |  | Clicks  | CTR     | ↓ Cost  |          |        |      |
| Ads & extensions     | Total: Ads ②             |                |  |                               |  |         |         |         |          |        |      |
| Landing pages        | <input type="checkbox"/> | ●              | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com<br>#1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction. Freezes Away Unwanted Fat Safely and Effectively            | cool sculpting deal           | Campaign paused<br>Disapproved: Destination mismatch +1 more                 | 1       | 33.33%  | \$4.91  |          |        |      |
| Keywords             |                          |                |  |                               |  |         |         |         |          |        |      |
| Audiences            |                          |                |  |                               |  |         |         |         |          |        |      |
| Demographics         | <input type="checkbox"/> | ●              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | best fat freeze               | Campaign paused<br>Disapproved: Destination mismatch +2 more                 | 1       | 7.69%   | \$4.54  |          |        |      |
| Settings             |                          |                |  |                               |  |         |         |         |          |        |      |
| Locations            |                          |                |  |                               |  |         |         |         |          |        |      |
| Ad schedule          | <input type="checkbox"/> | ●              | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com<br>#1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction. Freezes Away Unwanted Fat Safely and Effectively            | non invasive liposuction cost | Campaign paused<br>Disapproved: Destination mismatch +1 more                 | 1       | 16.67%  | \$3.63  |          |        |      |
| Devices              |                          |                |  |                               |  |         |         |         |          |        |      |
| Advanced bid adj.    | <input type="checkbox"/> | ●              | 25% Off CoolSculpting   #1 Non-surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com<br>#1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction. Freezes Away Unwanted Fat Safely and Effectively            | coolsculpting chin reviews    | Campaign paused<br>Approved (limited):<br>Restricted drug terms              | 0       | -       | \$0.00  |          |        |      |
| Change history       |                          |                |  |                               |  |         |         |         |          |        |      |
| Drafts & experiments | <input type="checkbox"/> | ●              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without                     | coolsculpting chin reviews    | Campaign paused<br>Approved (limited):<br>Restricted medical content +1 more | 0       | -       | \$0.00  |          |        |      |

| Overview  | ● Paused                 | Type: Search   | Budget: \$90.00/day  | More details                   |   |                   |         |         |            |        |      |
|---|--------------------------|----------------|--|--------------------------------|---|-------------------|---------|---------|------------|--------|------|
| Recommendations   |                          | Ad status: All | ADD FILTER   |                                | SEARCH  | SEGMENT           | COLUMNS | REPORTS | DOWNLOAD   | EXPAND | MORE |
| Ad groups   | <input type="checkbox"/> | ● Ad           | Ad group   | Status                         |   | Clicks            | CTR     | ↓ Cost  |            |        |      |
| Ads & extensions  | Total: Ads ②             |                |  |                                |   |                   |         |         |            |        |      |
| Landing pages   | <input type="checkbox"/> | ●              | Reduction   Freeze Off Your Stubborn Fat<br>www.delamarmedspa.com<br>#1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% off. Non-surgical Fat Reduction. Freezes Away Unwanted Fat Safely and Effectively  | cryolipolysis before and after | Campaign paused<br>Approved (limited):<br>Restricted drug terms | 0                 | -       | \$0.00  |            |        |      |
| Keywords  |                          |                |  |                                |   |                   |         |         |            |        |      |
| Audiences   |                          |                |  |                                |   |                   |         |         |            |        |      |
| Demographics  | <input type="checkbox"/> | ●              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | cryolipolysis does it work     | Campaign paused<br>Disapproved: Destination mismatch +2 more    | 0                 | 0.00%   | \$0.00  |            |        |      |
| Settings  |                          |                |  |                                |   |                   |         |         |            |        |      |
| Locations   |                          |                |  |                                |   |                   |         |         |            |        |      |
| Ad schedule   | <input type="checkbox"/> | ●              | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery, Pain Or Downtime<br>www.delamarmedspa.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-surgical Alternative To Liposuction Reduces Fat Without Surgery Or Downtime | cryolipolysis price            | Campaign paused<br>Disapproved: Destination mismatch +2 more    | 0                 | 0.00%   | \$0.00  |            |        |      |
| Devices   |                          |                |  |                                |   |                   |         |         |            |        |      |
| Advanced bid adj.   |                          |                |  |                                |   |                   |         |         |            |        |      |
| Change history  |                          |                |  |                                |   |                   |         |         |            |        |      |
| Drafts & experiments  |                          |                |  |                                |   |                   |         |         |            |        |      |
|   |                          |                |  |                                |   | Total: Ads ①      |         |         |            |        |      |
|   |                          |                |  |                                |   | Total: Campaign ② |         |         |            |        |      |
|   |                          |                |  |                                |   |                   | 420     | 7.32%   | \$6,650.66 |        |      |
|   |                          |                |  |                                |   |                   | 420     | 7.32%   | \$6,650.66 |        |      |
| Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. <a href="#">Learn more</a><br>Some inventory may be provided through third party intermediaries.<br>You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.<br>© 2019 Google |                          |                |  |                                |   |                   |         |         |            |        |      |

| Overview             | ● Paused                 | Type: Search                         | Budget: \$90.00/day            | More details         |  |          |         |            |                             |        |      |
|----------------------|--------------------------|--------------------------------------|--------------------------------|----------------------|--|----------|---------|------------|-----------------------------|--------|------|
| Recommendations      |                          | ADS                                  | EXTENSIONS                     | AUTOMATED EXTENSIONS |  |          |         |            | Custom Jul 1 - Sep 30, 2019 |        |      |
| Ad groups            |                          | Extension type: All                  | ADD FILTER                     |                      | Associations view                            | SEARCH   | SEGMENT | COLUMNS    | DOWNLOAD                    | EXPAND | MORE |
| Ads & extensions     | <input type="checkbox"/> | Extension                            | Added to                       | Level                | Status                                       | ↓ Clicks | CTR     | Cost       |                             |        |      |
| Landing pages        |                          | Sitelink extension                   |                                |                      |  |          |         |            |                             |        |      |
| Keywords             | <input type="checkbox"/> | Dr. Glen Brooks                      | search   beta   coolsculpti... | Campaign             | Approved (limited):<br>Restricted drug terms | 156      | 9.33%   | \$2,647.35 |                             |        |      |
| Audiences            | <input type="checkbox"/> | Destination Hotel & Spa              | search   beta   coolsculpti... | Campaign             | Disapproved:<br>Destination mismatch +1 more | 144      | 8.22%   | \$2,367.88 |                             |        |      |
| Demographics         | <input type="checkbox"/> | Before and After Photos              | search   beta   coolsculpti... | Campaign             | Approved                                     | 131      | 10.49%  | \$2,063.18 |                             |        |      |
| Settings             | <input type="checkbox"/> | State-of-the-Art-Facility            | search   beta   coolsculpti... | Campaign             | Approved                                     | 86       | 8.12%   | \$1,686.27 |                             |        |      |
| Locations            | <input type="checkbox"/> | 5-Star Reviews                       | search   beta   coolsculpti... | Campaign             | Approved (limited):<br>Restricted drug terms | 83       | 7.44%   | \$1,265.78 |                             |        |      |
| Ad schedule          | <input type="checkbox"/> | 25% OFF All Areas                    | search   beta   coolsculpti... | Campaign             | Disapproved:<br>Capitalization +1 more       | 0        | -       | \$0.00     |                             |        |      |
| Devices              |                          |                                      |                                |                      |  |          |         |            |                             |        |      |
| Advanced bid adj.    |                          |                                      |                                |                      |  |          |         |            |                             |        |      |
| Change history       |                          |                                      |                                |                      |  |          |         |            |                             |        |      |
| Drafts & experiments |                          |                                      |                                |                      |  |          |         |            |                             |        |      |
|                      |                          | Call extension                       |                                |                      |  |          |         |            |                             |        |      |
|                      | <input type="checkbox"/> | (860) 805-6385 (mobile)              | Account                        | Account              | Approved                                     | 145      | 10.32%  | \$2,712.93 |                             |        |      |
|                      | <input type="checkbox"/> | (860) 805-6385                       | Account                        | Account              | Approved                                     | 35       | 6.21%   | \$617.86   |                             |        |      |
|                      |                          | Location extension                   |                                |                      |  |          |         |            |                             |        |      |
|                      | <input type="checkbox"/> | medspa@thedelamarweb@gmail.com (V... | Account                        | Account              | -  | -        | -       | -          |                             |        |      |

| Overview             | ● Paused                       | Type: Search  | Budget: \$90.00/day | More details      |          |         |          |            |      |
|----------------------|--------------------------------|---|---------------------|-------------------|----------|---------|----------|------------|------|
| Recommendations      | Extension type: All ADD FILTER |   |                     | Associations view | SEARCH   | COLUMNS | DOWNLOAD | EXPAND     | MORE |
| Ad groups            | <input type="checkbox"/>       | Extension   | Added to            | Level             | Status   | Clicks  | CTR      | Cost       |      |
| Ads & extensions     | <input type="checkbox"/>       | (mobile)  | Account             | Account           | Approved | 145     | 10.32%   | \$2,712.93 |      |
| Landing pages        | <input type="checkbox"/>       | (860) 805-6385  | Account             | Account           | Approved | 35      | 6.21%    | \$617.86   |      |
| Keywords             | Location extension             |   |                     |                   |          |         |          |            |      |
| Audiences            | <input type="checkbox"/>       | medspaathedelamarweb@gmail.com (Vi...<br>All locations selected | Account             | Account           | -        | -       | -        | -          | -    |
| Demographics         | Promotion extension            |   |                     |                   |          |         |          |            |      |
| Settings             | <input type="checkbox"/>       | 25% off CoolSculpting   | Account             | Account           | Approved | 153     | 6.68%    | \$2,414.40 |      |
| Locations            | Total: Sitelink extensions     |   |                     |                   |          |         |          |            |      |
| Ad schedule          | Total: Callout extensions      |   |                     |                   |          |         |          |            |      |
| Devices              | Total: Call extensions         |   |                     |                   |          |         |          |            |      |
| Advanced bid adj.    | Total: Location extensions     |   |                     |                   |          |         |          |            |      |
| Change history       | Total: Promotion extensions    |   |                     |                   |          |         |          |            |      |
| Drafts & experiments | 1 - 10 of 10                   |   |                     |                   |          |         |          |            |      |

| Overview         | ● Enabled   | Status: Eligible   | Optimization score: 85.9%  | Type: Search   | Budget: \$67.74/day  | More details |            |          |        |
|------------------|---|--|----------------------------|--|----------------------|--------------|------------|----------|--------|
| Recommendations  | ADS EXTENSIONS AUTOMATED EXTENSIONS   |  |                            | Custom   | Jul 1 - Sep 30, 2019 |              |            |          |        |
| Ad groups        | Ad status: All ADD FILTER   |  |                            | SEARCH   | SEGMENT              | COLUMNS      | REPORTS    | DOWNLOAD | EXPAND |
| Ads & extensions | <input type="checkbox"/>  | Ad   | Ad group                   | Status   | Clicks               | CTR          | Cost       |          |        |
| Landing pages    | Total: Ads  |  |                            |  |                      |              |            |          |        |
| Keywords         | <input type="checkbox"/>  | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery or Pain +3 more<br>www.themedspamd.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-Surgical Alternative T...<br>View assets details  | coolsculpting              | Ad group paused<br>Approved (limited);<br>Restricted medical content +1 more | 108                  | 5.86%        | \$1,648.76 |          |        |
| Audiences        | <input type="checkbox"/>  | 25% Off CoolSculpting   #1 Non-Surgical Fat Reduction   Freeze Off Your Stubborn Fat<br>www.themedspamd.com<br>#1 CoolSculpting in West Hartford. Freeze Away Stubborn Fat. Get 25% Off. Non-Surgical Fat Reduction, Freezes Away Unwanted Fat Safely and Effectively  | coolsculpting              | Ad group paused  | 40                   | 8.15%        | \$866.49   |          |        |
| Demographics     | <input type="checkbox"/>  | CoolSculpting in West Hartford   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime<br>www.themedspamd.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 | 0. coolsculpting - general | Approved   | 21                   | 12.00%       | \$156.52   |          |        |
| Settings         | <input type="checkbox"/>  | #1 CoolSculpting Provider   Safe & Effective Fat Removal   No Surgery or Pain<br>www.themedspamd.com<br>CoolSculpting® - Freeze Away Stubborn Fat. Schedule A Free Consultation Today. Non-Surgical Alternative To Liposuction Reduces Fat Without Surgery Or Pain   | coolsculpting              | Ad group paused<br>Approved (limited);<br>Restricted medical content +1 more | 17                   | 8.81%        | \$150.85   |          |        |
| Locations        | 25% Off All CoolSculpting®   The Medspa   #1 Provider in West Hartford<br>www.themedspamd.com/coolsculpting |  |                            |  |                      |              |            |          |        |

| Overview         | ● Enabled                 | Status: Eligible   | Optimization score: 85.9%  | Type: Search   | Budget: \$67.74/day | More details |          |          |        |
|------------------|---------------------------|--|----------------------------|--|---------------------|--------------|----------|----------|--------|
| Recommendations  | Ad status: All ADD FILTER |  |                            | SEARCH   | SEGMENT             | COLUMNS      | REPORTS  | DOWNLOAD | EXPAND |
| Ad groups        | <input type="checkbox"/>  | Ad   | Ad group                   | Status   | Clicks              | CTR          | Cost     |          |        |
| Ads & extensions | Total: Ads                |  |                            |  |                     |              |          |          |        |
| Landing pages    | <input type="checkbox"/>  | 25% Off All CoolSculpting®   The Medspa   #1 Provider in West Hartford<br>www.themedspamd.com/coolsculpting<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.      | 0. coolsculpting - general | Approved   | 9                   | 7.76%        | \$143.23 |          |        |
| Keywords         | <input type="checkbox"/>  | #1 Provider in West Hartford   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +10 more<br>themedspamd.com/coolsculpting/west-hartford<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details | 0. coolsculpting - general | Approved (limited);<br>Restricted drug terms                             | 15                  | 8.88%        | \$134.55 |          |        |
| Audiences        | <input type="checkbox"/>  | 25% Off All CoolSculpting®   The Medspa   #1 Provider in West Hartford<br>www.themedspamd.com/coolsculpting<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.      | 3. body sculpting          | Approved (limited);<br>Restricted drug terms                             | 5                   | 50.00%       | \$53.48  |          |        |
| Demographics     | <input type="checkbox"/>  | #1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   The Medspa<br>www.themedspamd.com/coolsculpting<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in West Hartford, CT. Schedule a Free Consultation     | 0. coolsculpting - general | Approved (limited);<br>Restricted drug terms                             | 4                   | 16.00%       | \$39.29  |          |        |
| Settings         | <input type="checkbox"/>  | 25% Off All CoolSculpting®   Best Price in West Hartford   The Medspa +6 more<br>themedspamd.com/coolsculpting/special<br>Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting...<br>View assets details  | 1. coolsculpting - price   | Poor ad strength<br>Approved (limited);<br>Restricted drug terms +1 more | 6                   | 15.79%       | \$27.33  |          |        |

| Overview         | ● Enabled                 | Status: Eligible   | Optimization score: 85.9% | Type: Search                                 | Budget: \$67.74/day | More details |         |          |        |
|------------------|---------------------------|--|---------------------------|--|---------------------|--------------|---------|----------|--------|
| Recommendations  | Ad status: All ADD FILTER |  |                           | SEARCH                                       | SEGMENT             | COLUMNS      | REPORTS | DOWNLOAD | EXPAND |
| Ad groups        | <input type="checkbox"/>  | Ad   | Ad group                  | Status                                       | Clicks              | CTR          | Cost    |          |        |
| Ads & extensions | Total: Ads                |  |                           |  |                     |              |         |          |        |
| Landing pages    | <input type="checkbox"/>  | Best Price in West Hartford   The Medspa   Flexible Payment Options<br>themedspamd.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  | Approved                                     | 1                   | 20.00%       | \$15.24 |          |        |
| Keywords         | <input type="checkbox"/>  | 25% Off All CoolSculpting®   Affordable & Quick Treatments   The Medspa<br>themedspamd.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  | Approved                                     | 1                   | 50.00%       | \$13.07 |          |        |
| Audiences        | <input type="checkbox"/>  | (Keyword: Best Price in West Hartford)   The Medspa   Flexible Payment Options<br>themedspamd.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  | Approved                                     | 3                   | 8.11%        | \$10.68 |          |        |
| Demographics     | <input type="checkbox"/>  | CoolSculpting in West Hartford   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime<br>www.themedspamd.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 | 3. body sculpting         | Approved                                     | 3                   | 8.57%        | \$10.13 |          |        |
| Settings         | <input type="checkbox"/>  | #1 Provider in West Hartford   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +10 more<br>themedspamd.com/coolsculpting/west-hartford<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details                   | coolsculpting face        | Approved (limited);<br>Restricted drug terms | 0                   | 0.00%        | \$0.00  |          |        |

| Overview         | ● Enabled   | Status: Eligible   | Optimization score: 85.9%     | Type: Search  | Budget: \$67.74/day | More details |         |          |        |
|------------------|---|--|-------------------------------|---|---------------------|--------------|---------|----------|--------|
| Recommendations  | Ad status: All ADD FILTER   |  |                               | SEARCH  | SEGMENT             | COLUMNS      | REPORTS | DOWNLOAD | EXPAND |
| Ad groups        | <input type="checkbox"/>  | Ad   | Ad group                      | Status  | Clicks              | CTR          | Cost    |          |        |
| Ads & extensions | Total: Ads  |  |                               |   |                     |              |         |          |        |
| Landing pages    | <input type="checkbox"/>  | Off First Treatment<br>themedspamd.com/coolsculpting/fat-freezing<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in West Hartford, CT. Schedule a Free Consultation  | 6. coolsculpting - fat freeze | Approved (limited);<br>Restricted drug terms              | 0                   | -            | \$0.00  |          |        |
| Keywords         | <input type="checkbox"/>  | CoolSculpting in West Hartford   #1 Fat Reduction Treatment   Best Prices. FDA-Cleared.<br>themedspamd.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 | Approved (limited);<br>Restricted medical content +1 more | 0                   | -            | \$0.00  |          |        |
| Audiences        | <input type="checkbox"/>  | 25% Off All Fat Freezing   Delamar Medspa   #1 Provider in West Hartford<br>themedspamd.com/coolsculpting/fat-freezing<br>#1 CoolSculpting® Deal. Top Provider in West Hartford, CT for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.       | 6. coolsculpting - fat freeze | Approved (limited);<br>Restricted drug terms              | 0                   | -            | \$0.00  |          |        |
| Demographics     | Total: Ads  |  |                               |   |                     |              |         |          |        |
| Settings         | Total: Campaign   |  |                               |   |                     |              |         |          |        |
| Locations        | Show rows: 500 1 - 36 of 36   |  |                               |   |                     |              |         |          |        |
| Ad schedule      | Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more<br>Some inventory may be provided through third party intermediaries.<br>You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.<br>© 2019 Google |  |                               |   |                     |              |         |          |        |

| Overview             | Enabled  | Status: Eligible              | Optimization score: 85.9% | Type: Search                                 | Budget: \$67.74/day | More details                |            |  |
|----------------------|--|-------------------------------|---------------------------|--|---------------------|-----------------------------|------------|--|
| Recommendations      | ADS  |                               | EXTENSIONS                | AUTOMATED EXTENSIONS                         |                     | Custom Jul 1 - Sep 30, 2019 |            |  |
| Ad groups            | Extension type: All  |                               | ADD FILTER                |  | Associations view   |                             |            |  |
| Ads & extensions     | Extension  | Added to                      | Level                     | Status                                       | Clicks              | CTR                         | Cost       |  |
| Landing pages        | Sitelink extension   |                               |                           |  |                     |                             |            |  |
| Keywords             | Before and After Photos                                      | search   beta   coolsculpt... | Campaign                  | Approved                                     | 122                 | 8.44%                       | \$1,939.80 |  |
| Audiences            | Dr. Glen Brooks  | search   beta   coolsculpt... | Campaign                  | Approved (limited):<br>Restricted drug terms | 113                 | 8.48%                       | \$1,628.36 |  |
| Demographics         | 5-Star Reviews   | search   beta   coolsculpt... | Campaign                  | Approved (limited):<br>Restricted drug terms | 17                  | 7.02%                       | \$282.66   |  |
| Settings             | State-of-the-Art-Facility                                    | search   beta   coolsculpt... | Campaign                  | Approved                                     | 23                  | 8.75%                       | \$240.34   |  |
| Locations            | 25% OFF All Areas  | search   beta   coolsculpt... | Campaign                  | Disapproved:<br>Capitalization +1 more       | 0                   | -                           | \$0.00     |  |
| Ad schedule          | Call extension   |                               |                           |  |                     |                             |            |  |
| Devices              | (860) 805-6385 (mobile)                                      | Account                       | Account                   | Approved                                     | 61                  | 8.13%                       | \$1,139.04 |  |
| Advanced bid adj.    | (860) 805-6385   | Account                       | Account                   | Approved                                     | 28                  | 6.42%                       | \$348.76   |  |
| Change history       | Location extension   |                               |                           |  |                     |                             |            |  |
| Drafts & experiments | medspa@thedelamarweb@gmail.com (V... All locations selected) | Account                       | Account                   | -  | -                   | -                           | -          |  |
| Promotion extension  |  |                               |                           |  |                     |                             |            |  |

| Overview             | Enabled  | Status: Eligible | Optimization score: 85.9% | Type: Search | Budget: \$67.74/day | More details |            |  |
|----------------------|--|------------------|---------------------------|--------------|---------------------|--------------|------------|--|
| Recommendations      | Extension type: All  |                  | ADD FILTER                |              | Associations view   |              |            |  |
| Ads & extensions     | Extension  | Added to         | Level                     | Status       | Clicks              | CTR          | Cost       |  |
| Landing pages        | Call extension   |                  |                           |              |                     |              |            |  |
| Keywords             | (860) 805-6385 (mobile)                                      | Account          | Account                   | Approved     | 61                  | 8.13%        | \$1,139.04 |  |
| Audiences            | (860) 805-6385   | Account          | Account                   | Approved     | 28                  | 6.42%        | \$348.76   |  |
| Demographics         | Location extension   |                  |                           |              |                     |              |            |  |
| Settings             | medspa@thedelamarweb@gmail.com (V... All locations selected) | Account          | Account                   | -            | -                   | -            | -          |  |
| Locations            | Promotion extension  |                  |                           |              |                     |              |            |  |
| Ad schedule          | 25% off CoolSculpting  | Account          | Account                   | Approved     | 81                  | 6.53%        | \$1,041.56 |  |
| Devices              | Total: Sitelink extensions                                   |                  |                           |              | 162                 | 8.30%        | \$2,462.80 |  |
| Advanced bid adj.    | Total: Call extensions                                       |                  |                           |              | 89                  | 7.50%        | \$1,487.80 |  |
| Change history       | Total: Location extensions                                   |                  |                           |              | 55                  | 6.63%        | \$687.71   |  |
| Drafts & experiments | Total: Promotion extensions                                  |                  |                           |              | 81                  | 6.53%        | \$1,041.56 |  |

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| Overview         | Enabled  | Status: Eligible           | Optimization score: 69.8%  | Type: Search         | Budget: \$30.00/day | More details                |  |  |
|------------------|--|----------------------------|--|----------------------|---------------------|-----------------------------|--|--|
| Recommendations  | ADS  |                            | EXTENSIONS   | AUTOMATED EXTENSIONS |                     | Custom Jul 1 - Sep 30, 2019 |  |  |
| Ad groups        | Ad status: All   |                            | ADD FILTER   |                      | Associations view   |                             |  |  |
| Ads & extensions | Ad   | Ad group                   | Status   | Clicks               | CTR                 | Cost                        |  |  |
| Landing pages    | 25% Off All CoolSculpting®   Best Price in West Hartford   The Medspa +6 more<br>themedspamd.com/coolsculpting/special<br>Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting...<br>View assets details  |                            |  |                      |                     |                             |  |  |
| Keywords         | #1 Provider in West Hartford   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +10 more<br>themedspamd.com/coolsculpting/west-hartford<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details                   | 1. coolsculpting - price   | Poor ad strength<br>Approved (limited):<br>Restricted drug terms | 8                    | 15.38%              | \$52.39                     |  |  |
| Audiences        | #1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   The Medspa<br>www.themedspamd.com/coolsculpting<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculping Provider in West Hartford, CT. Schedule a Free Consultation                        | 0. coolsculpting - general | Approved (limited):<br>Restricted drug terms                     | 4                    | 7.02%               | \$22.17                     |  |  |
| Settings         | 25% Off All CoolSculpting®   The Medspa   #1 Provider in West Hartford<br>www.themedspamd.com/coolsculpting<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.                        | 0. coolsculpting - general | Approved   | 2                    | 2.50%               | \$19.74                     |  |  |
| Locations        | CoolSculpting in West Hartford   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime<br>www.themedspamd.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 | 0. coolsculpting - general | Approved (limited):<br>Restricted drug terms                     | 1                    | 2.44%               | \$9.20                      |  |  |

| Overview         | Enabled  | Status: Eligible         | Optimization score: 69.8%                    | Type: Search | Budget: \$30.00/day | More details |  |  |
|------------------|--|--------------------------|--|--------------|---------------------|--------------|--|--|
| Recommendations  | Ad status: All   |                          | ADD FILTER                                   |              | Associations view   |              |  |  |
| Ads & extensions | Ad   | Ad group                 | Status                                       | Clicks       | CTR                 | Cost         |  |  |
| Landing pages    | CoolSculpting in West Hartford   #1 Fat Reduction Treatment   No Surgery & Minimal Downtime<br>www.themedspamd.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 |                          |  |              |                     |              |  |  |
| Keywords         | 25% Off All CoolSculpting®   Affordable & Quick Treatments   The Medspa<br>themedspamd.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 | Approved                                     | 0            | 0.00%               | \$0.00       |  |  |
| Audiences        | 25% Off CoolSculpting® Cost   New Client Special   The Medspa<br>themedspamd.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!                     | 1. coolsculpting - price | Approved (limited):<br>Restricted drug terms | 0            | 0.00%               | \$0.00       |  |  |
| Settings         | {Keyword:Best Price in West Hartford}   The Medspa   Flexible Payment Options<br>themedspamd.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 | Approved (limited):<br>Restricted drug terms | 0            | 0.00%               | \$0.00       |  |  |
| Locations        | Best Price in West Hartford   The Medspa   Flexible Payment Options<br>themedspamd.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 | Approved                                     | 0            | 0.00%               | \$0.00       |  |  |

| Overview          | Enabled  | Status: Eligible              | Optimization score: 69.8%                    | Type: Search | Budget: \$30.00/day | More details |  |  |
|-------------------|--|-------------------------------|--|--------------|---------------------|--------------|--|--|
| Recommendations   | Ad status: All   |                               | ADD FILTER                                   |              | Associations view   |              |  |  |
| Ads & extensions  | Ad   | Ad group                      | Status                                       | Clicks       | CTR                 | Cost         |  |  |
| Landing pages     | To say goodbye to stubborn fat, schedule your free consultation today.   |                               |  |              |                     |              |  |  |
| Keywords          | #1 Provider in West Hartford   Safe & Effective Fat Reduction   25% Off All CoolSculpting® +10 more<br>themedspamd.com/coolsculpting/west-hartford<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Consult. Expert, Safe Fat Loss With...<br>View assets details | 2. coolsculpting - fat freeze | Approved (limited):<br>Restricted drug terms | 0            | 0.00%               | \$0.00       |  |  |
| Audiences         | 25% Off All CoolSculpting®   The Medspa   #1 Provider in West Hartford<br>www.themedspamd.com/coolsculpting<br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.      | 2. coolsculpting - fat freeze | Approved (limited):<br>Restricted drug terms | 0            | -                   | \$0.00       |  |  |
| Settings          | #1 CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   The Medspa<br>www.themedspamd.com/coolsculpting<br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculping Provider in West Hartford, CT. Schedule a Free Consultation      | 2. coolsculpting - fat freeze | Approved (limited):<br>Restricted drug terms | 0            | 0.00%               | \$0.00       |  |  |
| Locations         | Total: Ads   |                               |  | 18           | 5.83%               | \$119.77     |  |  |
| Advanced bid adj. | Total: Campaign  |                               |  | 18           | 5.83%               | \$119.77     |  |  |

Show rows: 500 | 1 - 13 of 13

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Enabled
Status: Eligible
Optimization score: 69.8%
Type: Search
Budget: \$30.00/day
More details

ADS
EXTENSIONS
AUTOMATED EXTENSIONS
Custom Jul 1 - Sep 30, 2019

+ Extension type: All
ADD FILTER
Associations view
SEGMENT
COLUMNS
DOWNLOAD
EXPAND
MORE

| Extension  | Added to | Level   | Status   | Clicks | CTR   | Cost    |
|--|----------|---------|----------|--------|-------|---------|
| Call extension   |          |         |          |        |       |         |
| <input type="checkbox"/> (860) 805-6385 (mobile)                                       | Account  | Account | Approved | 5      | 6.76% | \$29.15 |
| <input type="checkbox"/> (860) 805-6385  | Account  | Account | Approved | 4      | 6.45% | \$23.22 |
| Location extension   |          |         |          |        |       |         |
| <input type="checkbox"/> medspaathedelamarweb@gmail.com (VI... All locations selected) | Account  | Account | -        | -      | -     | -       |
| Promotion extension  |          |         |          |        |       |         |
| <input type="checkbox"/> 25% off Coolsculpting   | Account  | Account | Approved | 12     | 7.50% | \$73.93 |
| Total: Call extensions   |          |         |          | 9      | 6.62% | \$52.37 |
| Total: Location extensions   |          |         |          | 2      | 6.45% | \$11.87 |
| Total: Promotion extensions  |          |         |          | 12     | 7.50% | \$73.93 |

1 - 4 of 4

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