

# CoolSculpting Marketing Services

## The Radiance MD Q3 + Q4 2022

### Total Marketing Expenses

#### (7/1/2022 - 12/31/2022)

**Total Google Ads: \$ 7,126.01**  
**Total Meta Ads: \$ 3,476.36**  
**Total Marketing Service Fee: \$10,500.00**  
**Total CoolSculpting Marketing Cost: \$21,102.37**

Google Ads | Chris Zelig | The Radiance MD 633-850-1272 | All campaigns

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview Campaigns

Custom Jul 1 - Dec 27, 2022 Show last 30 days

Campaign status: All Campaign name contains cool X Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
search   coolsculpting	\$61.62/day	All ads limited by policy	1,690	7.53%	\$7,126.01
Total: Filtered campaigns			1,690	7.53%	\$7,126.01
Total: Account	\$61.62/day		2,487	8.03%	\$13,513.92

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more  
Some inventory may be provided through third party intermediaries.  
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

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Google Ads | Chris Zelig | The Radiance MD 633-850-1272 | search | coolsculpting

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview Ads

Enabled Status: All ads limited by policy Type: Search Budget: \$61.62/day Optimization score: 55.9% More details

Custom Jul 1 - Dec 27, 2022 Show last 30 days

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			1,690	7.53%	\$7,126.01
(Keyword Radiance MD)   CoolSculpting in (LOCATION(City))   Freeze Away Body Fat +12 more theradiance.com/coolsculpting/orange CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	388	8.81%	\$2,004.25
Radiance MD   Fat Reduction in Orange, CT   Non-Surgical Fat Reduction +11 more theradiance.com/coolsculpting/orange Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically...	x. expanded reach	Eligible (Limited) Policy (Restricted drug terms +1 more)	444	5.68%	\$1,574.45
Radiance MD   Fat Reduction in Orange, CT   Non-Surgical Fat Reduction +11 more theradiance.com/coolsculpting/orange Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically...	4. liposuction	Eligible (Limited) Policy (Restricted drug terms +1 more)	310	7.62%	\$1,191.50
(Keyword Radiance MD)   CoolSculpting in (LOCATION(City))   Freeze Away Body Fat +12 more theradiance.com/coolsculpting/orange CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	143	7.65%	\$733.02
(Keyword Radiance MD)   CoolSculpting in (LOCATION(City))   Freeze Away Body Fat +12 more theradiance.com/coolsculpting/orange CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	135	15.38%	\$729.39
CoolSculpting® in Orange, CT   Freeze Away Body Fat   Our Biggest Discount Ever theradiance.com/coolsculpting/orange Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Orange, CT. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	39	7.50%	\$151.26

Google Ads | Chris Zelig | The Radiance MD 633-850-1272 | search | coolsculpting

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview Ads

Enabled Status: All ads limited by policy Type: Search Budget: \$61.62/day Optimization score: 55.9% More details

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			1,690	7.53%	\$7,126.01
CoolSculpting® in Orange, CT   Freeze Away Body Fat   Get 50% Off 8+ Treatments theradiance.com/coolsculpting/orange Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Orange, CT. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	38	7.85%	\$142.19
CoolSculpting® in Orange, CT   Save 50% Off 8+ Treatments   Our Biggest Discount Ever theradiance.com/coolsculpting/orange Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Policy (Restricted medical content +1 more)	30	7.65%	\$135.24
CoolSculpting® in Orange, CT   Freeze Away Body Fat   Get 50% Off 8+ Treatments theradiance.com/coolsculpting/orange Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Policy (Restricted medical content +1 more)	18	10.53%	\$67.96
CoolSculpting® in Orange, CT   Save 50% Off 8+ Treatments   Our Biggest Discount Ever theradiance.com/coolsculpting/orange Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	22	10.05%	\$65.72
CoolSculpting® in Orange, CT   Save 50% Off 8+ Treatments   Our Biggest Discount Ever theradiance.com/coolsculpting/orange Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Orange, CT. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	17	16.04%	\$46.33
CoolSculpting® in Orange, CT   Freeze Away Body Fat   Our Biggest Discount Ever theradiance.com/coolsculpting/orange Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	12	9.45%	\$41.05
Radiance MD   CoolSculpting in (LOCATION(City))   Freeze Away Body Fat +12 more theradiance.com/coolsculpting/orange CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +1 more)	7	7.07%	\$36.60

Google Ads | Chris Zelig | The Radiance MD 633-850-1272 | search | coolsculpting

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview Ads

Enabled Status: All ads limited by policy Type: Search Budget: \$61.62/day Optimization score: 55.9% More details

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			1,690	7.53%	\$7,126.01
Radiance MD   CoolSculpting in (LOCATION(City))   Freeze Away Body Fat +12 more theradiance.com/coolsculpting/orange CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +1 more)	7	7.07%	\$36.60
CoolSculpting® in Orange, CT   Freeze Away Body Fat   Our Biggest Discount Ever theradiance.com/coolsculpting/orange Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Policy (Restricted medical content +1 more)	11	6.36%	\$31.91
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	8	14.55%	\$30.84
Fat Reduction in Orange, CT   Freezing Fat Really Works   Get Rid of Unwanted Fat theradiance.com/coolsculpting/orange Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed Policy (Restricted medical content +1 more)	14	3.15%	\$30.35
Fat Reduction in Orange, CT   Eliminate Fat & Feel Great   Get Rid of Unwanted Fat theradiance.com/coolsculpting/orange Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. expanded reach	Removed Policy (Restricted medical content +1 more)	14	5.13%	\$20.55
Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat theradiance.com/coolsculpting/orange CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. liposuction	Removed Policy (Restricted medical content +1 more)	10	16.13%	\$17.23
(Keyword Radiance MD)   CoolSculpting® Elite   Fat Reduction Treatment +9 more theradiance.com/coolsculpting/elite Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	3. coolsculpting elite	Eligible (Limited) Policy (Restricted drug terms +1 more)	5	12.50%	\$17.06

Google Ads | Chris Zelig | The Radiance MD | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$61.62/day, Optimization score: 55.9%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,690	7.53%	\$7,126.01
<input type="checkbox"/>	Fat Reduction in Orange, CT   Eliminate Fat & Feel Great   Freeze Away Body Fat	Removed Policy (Restricted medical content +1 more)	8	10.67%	\$16.46
<input type="checkbox"/>	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Best Prices. FDA-Cleared.	Removed Policy (Restricted medical content +1 more)	5	41.67%	\$10.93
<input type="checkbox"/>	CoolSculpting® Elite   Next-Generation Fat Reduction   Best Prices. FDA-Cleared.	Removed Policy (Restricted medical content +1 more)	2	12.50%	\$6.43
<input type="checkbox"/>	CoolSculpting® Fat Reduction   Freeze Away Body Fat   Get 50% Off 8+ Treatments	Removed Policy (Restricted medical content +1 more)	4	8.51%	\$6.36
<input type="checkbox"/>	(KeyWordRadiance MD)   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster	Removed Policy (Restricted medical content +1 more)	1	16.67%	\$5.94
<input type="checkbox"/>	CoolSculpting® Elite   Next-Generation Fat Reduction   Top Provider in Orange, CT	Removed Policy (Restricted medical content +1 more)	1	11.11%	\$3.93
<input type="checkbox"/>	CoolSculpting® Elite Provider   Next-Generation Fat Reduction   Best Prices. FDA-Cleared.	Removed Policy (Restricted medical content +1 more)	1	50.00%	\$2.93

Google Ads | Chris Zelig | The Radiance MD | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$61.62/day, Optimization score: 55.9%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,690	7.53%	\$7,126.01
<input type="checkbox"/>	CoolSculpting® Elite Provider   Next-Generation Fat Reduction   Best Prices. FDA-Cleared.	Removed Policy (Restricted medical content +1 more)	1	50.00%	\$2.93
<input type="checkbox"/>	(KeyWordRadiance MD)   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster	Removed Policy (Restricted medical content +1 more)	1	25.00%	\$2.73
<input type="checkbox"/>	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Top Provider in Orange, CT	Removed Policy (Restricted medical content +1 more)	1	7.69%	\$1.83
<input type="checkbox"/>	Radiance MD   Freeze Away Body Fat   Freeze Away Body Fat	Removed Policy (Restricted medical content +1 more)	1	4.00%	\$1.57
<input type="checkbox"/>	CoolSculpting® Elite Provider   Freeze Stubborn Fat 2x Faster   Best Prices. FDA-Cleared.	Removed Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
<input type="checkbox"/>	(KeyWordRadiance MD)   Next-Generation Fat Reduction   Freeze Stubborn Fat 2x Faster	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
<input type="checkbox"/>	CoolSculpting® Elite Provider   Next-Generation Fat Reduction   Best Prices. FDA-Cleared.	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00

Google Ads | Chris Zelig | The Radiance MD | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$61.62/day, Optimization score: 55.9%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,690	7.53%	\$7,126.01
<input type="checkbox"/>	[Dynamically generated headline]	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
<input type="checkbox"/>	[Dynamically generated headline]	Removed Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
<input type="checkbox"/>	[Dynamically generated headline]	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
<input type="checkbox"/>	[Dynamically generated headline]	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00
<input type="checkbox"/>	[Dynamically generated headline]	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
Total: Ads in your current workspace			1,690	7.53%	\$7,126.01
Total: Campaign			1,690	7.53%	\$7,126.01

Show rows: 500 | 1 - 57 of 57

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

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Google Ads | Chris Zelig | The Radiance MD | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$61.62/day, Optimization score: 55.9%

Responsive search ad

Ad strength: Excellent

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Imp.	Asset source
Freeze Your Fat Away Today	Approved (limited)	Headline	None	27	Advertiser
(KeyWordRadiance MD)	Approved (limited)	Headline	None	2,203	Advertiser
Top Provider in Orange, CT	Approved (limited)	Headline	None	615	Advertiser
Save \$1,000 off 8 Treatments	-	Headline	None	0	Advertiser
CoolSculpting in (LOCATION)(City)	Approved (limited)	Headline	None	3,578	Advertiser
CoolSculpting Near Me	Approved (limited)	Headline	None	35	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	None	12	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	5	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	None	20	Advertiser

Google Ads | Chris Zelig | The Radiance MD | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$61.62/day, Optimization score: 55.9%

Responsive search ad

Ad strength: Excellent

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Imp.	Asset source
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	402	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	143	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	None	98	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	None	23	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	None	128	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	835	Advertiser
Save 50% Off 8+ Treatments	-	Headline	None	57	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	None	629	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	94	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	-	Description	None	96	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	-	Description	None	8	Advertiser

Google Ads | Chris Zelig | The Radiance MD | 633-850-1272 | All campaigns | search | coolsculpting | Optimization score: 55.9%

Overview: Enabled | Status: All ads limited by policy | Type: Search | Budget: \$61.62/day | Optimization score: 55.9%

### Responsive search ad

Ad strength: Excellent

- ✓ Add more headlines
- ✓ Include popular keywords in your headlines
- ✓ Make your headlines more unique
- ✓ Make your descriptions more unique

Asset	Status	Asset type	Position pinning	Impr.	Asset source
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	–	Description	None	96	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	–	Description	None	8	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	397	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More.	Approved (limited)	Description	None	4,136	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	–	Description	2nd position	156	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	–	Description	2nd position	251	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	3,104	Advertiser

### Assets

Table view: Associations

Asset status: All | Asset type: All

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search   coolsculpting	Campaign	Eligible	Advertiser	20	202	9.90%	\$3.56	\$71.20
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	687	8,953	7.67%	\$4.83	\$3,315.39
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Orange, CT	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	664	8,752	7.59%	\$4.75	\$3,155.88
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	582	8,305	7.01%	\$4.53	\$2,635.58
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible	Advertiser	605	8,160	7.41%	\$4.69	\$2,840.32

Callout

FDA Cleared	search   coolsculpting	Campaign	Eligible	Advertiser	179	2,179	8.21%	\$4.60	\$822.65
Freeze Your Fat	search   coolsculpting	Campaign	Eligible	Advertiser	169	2,027	8.34%	\$4.58	\$773.30
Highlights: No Surgery	search   coolsculpting	Campaign	Eligible	Advertiser	135	1,802	7.49%	\$4.32	\$583.59
Nonsurgical Fat Reduction	search   coolsculpting	Campaign	Eligible	Advertiser	143	1,774	8.06%	\$4.53	\$648.49
Liposuction Alternative	search   coolsculpting	Campaign	Eligible	Advertiser	146	1,743	8.38%	\$4.42	\$644.74
50% Off 8+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	17	254	6.69%	\$3.71	\$62.99

Promotion

Fall Sale - Up to 50% off 8+ Treatments	search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	361	4,873	7.41%	\$5.29	\$1,911.17
Summer Sale - Up to 50% off 8+ Treatments	search   coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	440	4,692	9.38%	\$3.51	\$1,545.91
Winter Sale - Up to 50% off 8+ Treatments	search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	99	1,132	8.75%	\$6.39	\$632.52
Spring Sale - \$1,000 off 8+ Treatments	search   coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	–	–	\$0.00

Call

(203) 587-4269	Account	Account	Eligible	Advertiser	176	3,467	5.08%	\$4.83	\$849.50
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Total: Structured snippets					20	202	9.90%	\$3.56	\$71.20
Total: Calls					176	3,467	5.08%	\$4.83	\$849.50
Total: Promotions					900	10,697	8.41%	\$4.54	\$4,089.60

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

### Campaigns

Sherif Saleh (692964967956037) | Updated just now

Terms update coming in January | We're updating the Self-Serve Ad Terms on January 3, 2023

Search: Campaign name contains cool | Jul 1, 2022 - Dec 27, 2022

1 selected | Ad sets for 1 Campaign

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
✓	CoolSculpting Elite - Conversions	Off	Highest volume	\$33.00 Daily	7-day click or ...	303 Website Leads	18,754	64,934	\$11.47 Per Lead	\$3,476.36	Ongoing
	<b>Results from 1 campaign</b>				<b>7-day click or ...</b>	<b>303</b> Website Leads	<b>18,754</b> People	<b>64,934</b> Total	<b>\$11.47</b> Per Lead	<b>\$3,476.36</b> Total Spent	

Ads Sheriff Saleh (692964967956037) Updated just now Discard drafts Review and publish

Terms update coming in January We're updating the Self-Serve Ad Terms on January 3, 2023 Read the terms

Campaign name contains cool Search and filter Save Clear Jul 1, 2022 - Dec 27, 2022

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

Off / On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>	CS - Image - Markings	Oct 26, 2022, 9:2... 63 days ago	7-day click or ...	163 Website Leads	9,629	30,502	\$10.96 Per Lead	—	—	—	\$1,786.54
<input type="checkbox"/>	CS - Video - Process	Oct 26, 2022, 9:2... 63 days ago	7-day click or ...	95 Website Leads	8,508	21,306	\$11.36 Per Lead	—	—	—	\$1,078.83
<input type="checkbox"/>	CS - Image - Celeb	Oct 26, 2022, 9:2... 63 days ago	7-day click or ...	45 Website Leads	5,679	13,126	\$13.58 Per Lead	—	—	—	\$610.99
	<b>Results from 3 ads</b>	—	7-day click or ...	303 Website Leads	18,754 People	64,934 Total	\$11.47 Per Lead	—	—	—	\$3,476.36 Total Spent

View preview Mobile Feed

**The Radiance MD** Sponsored

CoolSculpting Elite freezes away stubborn fat. No surgery. Little to no downtime. Lasting results.

CoolSculpting® Elite is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.

theradiancemd.com  
**50% Off 8+ Treatments**  
Learn more about Coolsc...

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View preview Mobile Feed

**The Radiance MD** Sponsored

CoolSculpting Elite freezes away stubborn fat. No surgery. Little to no downtime. Lasting results.

CoolSculpting® Elite is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.

CoolSculpting Elite is the newest fat reduction technology.

theradiancemd.com  
**50% Off 8+ Treatments**  
Learn more about Coolsc...

Lynn Britney and... 9 comments 5 shares

Like Comment Share

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**The Radiance MD** Sponsored

CoolSculpting Elite freezes away stubborn fat. No surgery. Little to no downtime. Lasting results.

CoolSculpting® Elite is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.

**The secret technology behind celebs' freezing away fat**

theradiancemd.com  
**50% Off 8+ Treatments**  
Learn more about Coolsc...

Diana Maldonado 1 Share

Like Comment Share

**Medstar Media, Inc.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States

6466949450

BILL TO  
**The Radiance MD**  
DR. SHERIF SALEH

theradiancemd@gmail.com

**Invoice Number:** WV 2022\_209

**Invoice Date:** July 1, 2022

**Payment Due:** July 1, 2022

**Amount Due (USD): \$0.00**

Items	Quantity	Price	Amount
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<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads.</li></ul>	1	\$1,750.00	\$1,750.00
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- You will be responsible to pay media costs directly

**Total:** \$1,750.00

Payment on July 1, 2022 using  ending in 1006: \$1,750.00

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**Amount Due (USD): \$0.00**

**Medstar Media, Inc.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States

6466949450

BILL TO  
**The Radiance MD**  
DR. SHERIF SALEH

theradiancemd@gmail.com

**Invoice Number:** WV 2022\_233

**Invoice Date:** August 1, 2022

**Payment Due:** August 1, 2022

**Amount Due (USD): \$0.00**

Items	Quantity	Price	Amount
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<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads.</li></ul>	1	\$1,750.00	\$1,750.00
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- You will be responsible to pay media costs directly

**Total:** \$1,750.00

Payment on August 5, 2022 using  ending in 1006: \$1,750.00

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**Amount Due (USD): \$0.00**

**Medstar Media, Inc.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States

6466949450

BILL TO  
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theradiancemd@gmail.com

**Invoice Number:** WV 2022\_259

**Invoice Date:** September 1, 2022

**Payment Due:** September 1, 2022

**Amount Due (USD): \$0.00**

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads.</li></ul> <p>- You will be responsible to pay media costs directly</p>	1	\$1,750.00	\$1,750.00

**Total:** \$1,750.00

Payment on September 1, 2022 using  ending in 1006: \$1,750.00

**Amount Due (USD): \$0.00**

**Medstar Media, Inc.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States

6466949450

BILL TO  
**The Radiance MD**  
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theradiancemd@gmail.com

**Invoice Number:** WV 2022\_288

**Invoice Date:** October 1, 2022

**Payment Due:** October 1, 2022

**Amount Due (USD): \$0.00**

Items	Quantity	Price	Amount
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<b>Digital Marketing Monthly Management Service</b>	1	\$1,750.00	\$1,750.00
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- Monthly management of Google Adwords and active Facebook and Instagram campaigns.
- Optimize campaigns for conversions monthly
- Monitor budget and adjust bids to gain better ROI
- Manage keyword selection and audience targeting
- Consult Exit pop technology to increase leads.

- You will be responsible to pay media costs directly

**Total:** \$1,750.00

Payment on October 1, 2022 using  ending in 1006: \$1,750.00

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**Amount Due (USD): \$0.00**

**Medstar Media, Inc.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States

6466949450

BILL TO  
**The Radiance MD**  
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theradiancemd@gmail.com

**Invoice Number:** WV 2022\_319

**Invoice Date:** November 1, 2022

**Payment Due:** November 1, 2022

**Amount Due (USD): \$0.00**

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Conversion Tools + Lead Nurture Technology</li></ul> <p>- You will be responsible to pay media costs directly</p>	1	\$1,750.00	\$1,750.00

**Total:** \$1,750.00

Payment on November 1, 2022 using  ending in 1006: \$1,750.00

**Amount Due (USD): \$0.00**

**Medstar Media, Inc.**  
 10808 S. River Front Parkway Suite 3020  
 South Jordan, Utah 84095  
 United States

6466949450

BILL TO  
**The Radiance MD**  
 DR. SHERIF SALEH

theradiancemd@gmail.com

**Invoice Number:** WV 2022\_351

**Invoice Date:** December 1, 2022

**Payment Due:** December 1, 2022

**Amount Due (USD): \$0.00**

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> • Monthly management of Google Adwords and active Facebook and Instagram campaigns. • Optimize campaigns for conversions monthly • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Conversion Tools + Lead Nurture Technology  - You will be responsible to pay media costs directly	1	\$1,750.00	\$1,750.00
<b>Service Page Content</b> Lumenis Trilift Unique Content	1	\$500.00	\$500.00
<b>Website Design + Development</b> web design for Lumenis Trilift; pdo thread service page with demo content	2	\$200.00	\$400.00

**Total:** \$2,650.00

Payment on December 1, 2022 using  ending in 1006: \$2,650.00

**Amount Due (USD): \$0.00**