

Truth + Beauty Spa Emsculpt Google Adwords & Facebook Ads Q3 2019 (7/1/2019 - 9/30/2019)

search beta emsculpt: \$2,314.93

Google Ad Spend: \$2,314.93

Facebook Ad Spend: \$244.89

Total Media Spend: \$2,559.82

Google Ads | Chris Zelig | Truth + Beauty ... | 819-162-2398 | All campaigns

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

Recommendations: Campaign status: All, Campaign name contains ems. View all. ADD FILTER

Ad group	Budget	Status	Clicks	CTR	Cost
search beta emsculpt	\$43.74...	Eligible	363	6.02%	\$2,314.93
search alpha emsculpt	\$45.00...	Eligible (Learning)	0	-	\$0.00
Total: Filtered campaigns			363	6.02%	\$2,314.93
Total: Account	\$140.6...		1,481	6.09%	\$5,239.92
Total: Search campaigns			1,481	6.09%	\$5,239.92
Total: Smart campaigns			0	-	\$0.00

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) 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 | Truth + Beauty ... | 819-162-2398 | All campaigns | search | beta | emsculpt

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$43.74/day | More details

Recommendations: Ad status: All. ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
{Keyword:#1 Emsculpt in NY} Non-Invasive Body Contouring Emsculpt Before and After +4 more www.truthandbeautyspa.com Emsculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Body Contourin... View assets details	emsculpt	Ad group paused Approved (limited): Restricted medical content +1 more	258	6.03%	\$1,536.79
{Keyword:#1 Emsculpt in NY} Non-Invasive Body Contouring Emsculpt Before and After +4 more www.truthandbeautyspa.com Emsculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Body Contourin... View assets details	0. emsculpt - general	Approved (limited): Restricted medical content +1 more	41	9.36%	\$371.69
#1 Emsculpt in NY Non-Invasive Body Contouring Emsculpt Before and After +4 more www.truthandbeautyspa.com Emsculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks	emsculpt	Ad group paused Approved (limited): Restricted medical content +1 more	42	4.73%	\$226.80
25% Off Emsculpt Build Muscle and Burn Fat Emsculpt Body Contouring www.truthandbeautyspa.com Emsculpt is the Only Non-Invasive Body Contouring Treatment that Burns Fat & Builds Muscle. Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-Surgical & No Downtime.	0. emsculpt - general	Approved (limited): Restricted medical content +1 more	6	13.33%	\$63.55
25% Off Emsculpt Build Muscle and Burn Fat Emsculpt Body Contouring www.truthandbeautyspa.com Emsculpt is the Only Non-Invasive Body Contouring Treatment that Burns Fat & Builds Muscle. Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-Surgical & No Downtime.	emsculpt	Ad group paused Approved (limited): Restricted medical content +1 more	9	4.35%	\$53.02

Google Ads | Chris Zelig | Truth + Beauty ... | 819-162-2398 | All campaigns | search | beta | emsculpt

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$43.74/day | More details

Recommendations: Ad status: All. ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
#1 Emsculpt in NY Non-Invasive Body Contouring Emsculpt Before and After +4 more www.truthandbeautyspa.com Emsculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks	0. emsculpt - general	Approved (limited): Restricted medical content +1 more	3	8.33%	\$32.62
{Keyword:#1 Emsculpt in NY} Non-Invasive Body Contouring Emsculpt Before and After +4 more www.truthandbeautyspa.com Emsculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Body Contourin... View assets details	2. body contouring	Approved (limited): Restricted medical content +1 more	2	2.08%	\$21.46
{Keyword:#1 Emsculpt in NY} Non-Invasive Body Contouring Emsculpt Before and After +4 more www.truthandbeautyspa.com Emsculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Body Contourin... View assets details	1. emsculpt - price	Poor ad strength Approved (limited): Restricted medical content +1 more	1	7.14%	\$5.11
#1 Emsculpt in NY Non-Invasive Body Contouring Emsculpt Before and After +4 more www.truthandbeautyspa.com Emsculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks	2. body contouring	Approved (limited): Restricted medical content +1 more	1	12.50%	\$3.89
#1 Emsculpt in NY Non-Invasive Body Contouring Emsculpt Before and After +4 more www.truthandbeautyspa.com Emsculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks	1. emsculpt - price	Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00

Google Ads | Chris Zelig | Truth + Beauty ... | 819-162-2398 | All campaigns | search | beta | emsculpt

Overview | Enabled | Status: Eligible | Type: Search | Budget: \$43.74/day | More details

Recommendations: Ad status: All. ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
and Build Muscle to Achieve the Body of Your Dreams. Non-Surgical & No Downtime.					
{Keyword:#1 Emsculpt in NY} Non-Invasive Body Contouring Emsculpt Before and After +4 more www.truthandbeautyspa.com Emsculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Body Contourin... View assets details	3. melt body fat	Poor ad strength Approved (limited): Restricted medical content +1 more	0	0.00%	\$0.00
#1 Emsculpt in NY Non-Invasive Body Contouring Emsculpt Before and After +4 more www.truthandbeautyspa.com Emsculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles. Body Contouring with Emsculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks	3. melt body fat	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
25% Off Emsculpt Build Muscle and Burn Fat Emsculpt Body Contouring www.truthandbeautyspa.com Emsculpt is the Only Non-Invasive Body Contouring Treatment that Burns Fat & Builds Muscle. Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-Surgical & No Downtime.	3. melt body fat	Approved (limited): Restricted medical content +1 more	0	-	\$0.00
Total: Ads			363	6.02%	\$2,314.93
Total: Campaign			363	6.02%	\$2,314.93

Show rows: 500 | 1 - 15 of 15

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Google Ads | Chris Zelig > Truth + Beauty ... 819-162-2398 | All campaigns > search | beta | emsculpt

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$43.74/day

Extensions

Custom Jul 1 - Sep 30, 2019

Extension	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension						
5 Star Reviews See Our 5 Star Reviews	search beta emsculpt	Campaign	Approved	0	0.00%	\$0.00
State-of-the-Art Facility Learn More About Your Facility	search beta emsculpt	Campaign	Approved	0	0.00%	\$0.00
Before and After Photos SeeReal Before and After Photos	search beta emsculpt	Campaign	Approved	0	-	\$0.00
EmSculpt Special 25% Off EmSculpt	search beta emsculpt	Campaign	Approved	0	-	\$0.00
Call extension						
(516) 625-7000 (mobile)	search beta emsculpt	Campaign	Approved	59	6.57%	\$420.11
(516) 625-7000	search beta emsculpt	Campaign	Approved	41	5.98%	\$378.09
Location extension						
info@truthandbeautyspa.com (View locati... All locations selected)	Account	Account	-	-	-	-
Callout extension						

Google Ads | Chris Zelig > Truth + Beauty ... 819-162-2398 | All campaigns > search | beta | emsculpt

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$43.74/day

Extensions

Associations view

Extension	Added to	Level	Status	Clicks	CTR	Cost
Location extension						
info@truthandbeautyspa.com (View locati... All locations selected)	Account	Account	-	-	-	-
Callout extension						
Non-Surgical	search beta emsculpt	Campaign	Approved	226	6.55%	\$1,558.05
25% Off	search beta emsculpt	Campaign	Approved	241	6.17%	\$1,549.56
Burn Muscle + Build Fat	search beta emsculpt	Campaign	Approved	227	6.27%	\$1,523.82
Free Consult / Contact	search beta emsculpt	Campaign	Approved	227	6.33%	\$1,522.87
Total: Sitelink extensions				0	0.00%	\$0.00
Total: Callout extensions				273	6.30%	\$1,795.08
Total: Call extensions				100	6.31%	\$798.20
Total: Location extensions				77	5.19%	\$562.85

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

Facebook Ads Manager | Corinne Hersh Goldfarb (1528714...)

Category Required for U.S. Credit, Employment and Housing Ads

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

Account Overview | Campaigns | Ad Sets | Ads

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Website Leads
Emsculpt Conversions	Not Delivering Not Approved	\$15.00 Daily	Lead	6,802	10,902	Per Lead	\$244.89	Ongoing	
Post: "Generate your own collage and tighten skin wit..."	Completed	Using ad se...	Post Enga...			Per Post E...	\$0.00	Sep 4, 2015	
Post: "Transform your skin at Truth + Beauty! Fractora..."	Completed	Using ad se...	Post Enga...			Per Post E...	\$0.00	Aug 28, 2015	
Post: "Fractora FormaPlus® is a unique, non-invasiv..."	Completed	Using ad se...	Post Enga...			Per Post E...	\$0.00	Aug 17, 2015	
Post: "Tone + tighten with Truth + Beauty's August..."	Completed	Using ad se...	Post Enga...			Per Post E...	\$0.00	Aug 10, 2015	
Post: "Last chance to take advantage of the July..."	Completed	Using ad se...	Post Enga...			Per Post E...	\$0.00	Aug 1, 2015	
Post: "Secrets and Wives fan? Enter for a chance to..."	Completed	Using ad se...	Post Enga...			Per Post E...	\$0.00	Aug 2, 2015	
Results from 7 campaigns				6,802 People	10,902 Total		\$244.89 Total Spent		

Facebook Ads Manager | Corinne Hersh Goldfarb (1528714...)

Category Required for U.S. Credit, Employment and Housing Ads

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

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

Ad Name	Int Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent
Images - Dynamic	0:18 PA y ago	Lead	6,802	10,902	Per Lead				\$244.89
Results from 1 ad				6,802 People	10,902 Total	Per Lead			\$244.89 Total Spent

Facebook Ads Manager | Emsculpt | Conversions > 2019-07 | Cold - M/F - 20-15 | 10 mi Office | Fitness > Images - Dynamic

Identity: Facebook Page (Truth + Beauty), Instagram Account (truthandbeautyspa)

Ad Setup: Format (Dynamic creative), Single Image or Video

Preview:

Truth + Beauty Sponsored

EmSculpt is the only body contouring treatment to burn fat & build muscle. Schedule a free consultation today

EMSCULPT® BUILD MUSCLE TRIM + TONE

TRUTHANDBEAUTYSPA.COM 25% OFF EmSculpt. Learn more about EmSculpt. Sc...

4 likes, 1 share

Buttons: Discard Draft, Publish