

# CoolSculpting Marketing Services Apex Dermatology Co-Op Q4 2023 Total Marketing Expenses (10/1/2023 - 12/31/2023)

**Total Google Ads: \$12,836.14**  
**Total Marketing Service Fees: \$ 9,000.00**  
**Total CoolSculpting Marketing Cost: \$21,836.14**

Google Ads | Medstar Media > Apex Dermatology 510-410-7007 | All campaigns > All campaigns (modified)

Filters: Campaign status: All | Ad group status: All | Campaign name contains cool X | Add filter

Overview | Recommendations | Insights | Campaigns | Auction insights | Ad groups | Ads & assets | Videos | Landing pages | Keywords | Audiences | Content | Settings | Change history | Suggested | Locations | Show more

Campaigns

Campaign	Budget	Status	Clicks	CTR	Cost
MS   search   coolsculpting	\$138.44/day	Eligible	3,239	11.09%	\$12,836.14
CoolSculpting	\$75.00/day	Paused Some ads disapproved, Some ads limited by policy	0	-	\$0.00
MS   search   coolsculpting   hudson	\$95.41/day	Paused	0	-	\$0.00
MS   search   coolsculpting   concord	\$71.63/day	Paused	0	-	\$0.00
MS   search   coolsculpting   westlake	\$83.87/day	Paused	0	-	\$0.00
search   coolsculpting   canton	\$49.85/day	Paused	0	-	\$0.00
MS   search   coolsculpting   mayfield	\$70.62/day	Paused	0	-	\$0.00
Total: Campaigns in your current view			3,239	11.09%	\$12,836.14
Total: Account			14,753	14.83%	\$46,239.70

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 | Medstar Media > Apex Dermatology 510-410-7007 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled | Status: Eligible | Type: Search | Budget: \$138.44/day | Optimization score: 100% | More details | Campaign 2 of 7

Overview | Recommendations | Insights | Ad groups | Ads & assets | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Locations | Show more

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword Apex Dermatology)   Coolsculpting   Coolsculpting® Elite +12 more go.apexskin.com/coolsculpting/ohio Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	0. coolsculpting	Eligible	601	10.65%	\$3,917.23
Apex Dermatology   Coolsculpting   Coolsculpting® Elite +11 more go.apexskin.com/coolsculpting/ohio Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	x. Expanded Reach	Eligible	839	7.13%	\$2,999.57
Apex Dermatology   Coolsculpting   Coolsculpting® Elite +11 more go.apexskin.com/coolsculpting/ohio Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	3. liposuction	Removed	908	17.09%	\$2,747.18
(Keyword Apex Dermatology)   Coolsculpting   Coolsculpting® Elite +12 more go.apexskin.com/coolsculpting/ohio Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	1. coolsculpting - general	Eligible	445	14.75%	\$1,615.15
(Keyword Apex Dermatology)   Coolsculpting   Coolsculpting® Elite +12 more go.apexskin.com/coolsculpting/ohio Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	3. liposuction	Eligible	388	13.26%	\$1,306.36
(Keyword Apex Dermatology)   Coolsculpting   Coolsculpting® Elite +12 more go.apexskin.com/coolsculpting/ohio Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	2. body sculpting	Eligible	58	11.89%	\$250.65
Apex Dermatology   Coolsculpting   Coolsculpting® Elite +11 more go.apexskin.com/coolsculpting/ohio Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	x. non-service medspa	Not eligible Ad group removed	0	0.00%	\$0.00
Total: Ads in your current view			3,239	11.09%	\$12,836.14
Total: Campaign			3,239	11.09%	\$12,836.14

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Google Ads | Medstar Media > Apex Dermatology 510-410-7007 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled | Status: Eligible | Type: Search | Budget: \$138.44/day | Optimization score: 100% | More details | Campaign 2 of 7

Overview | Recommendations | Insights | Ad groups | Ads & assets | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Locations | Show more

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword Apex Dermatology)   Coolsculpting   Coolsculpting® Elite +12 more go.apexskin.com/coolsculpting/ohio Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	1. coolsculpting - general	Eligible	445	14.75%	\$1,615.15
(Keyword Apex Dermatology)   Coolsculpting   Coolsculpting® Elite +12 more go.apexskin.com/coolsculpting/ohio Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	3. liposuction	Eligible	388	13.26%	\$1,306.36
(Keyword Apex Dermatology)   Coolsculpting   Coolsculpting® Elite +12 more go.apexskin.com/coolsculpting/ohio Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	2. body sculpting	Eligible	58	11.89%	\$250.65
Apex Dermatology   Coolsculpting   Coolsculpting® Elite +11 more go.apexskin.com/coolsculpting/ohio Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	x. non-service medspa	Not eligible Ad group removed	0	0.00%	\$0.00
Apex Dermatology   Coolsculpting   Coolsculpting® Elite +11 more go.apexskin.com/coolsculpting/ohio Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	2. body sculpting	Removed	0	0.00%	\$0.00
Total: Ads in your current view			3,239	11.09%	\$12,836.14
Total: Campaign			3,239	11.09%	\$12,836.14

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Google Ads | Medstar Media > Apex Dermatology 510-410-7007 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled | Status: Eligible | Type: Search | Budget: \$138.44/day | Optimization score: 100% | More details | Campaign 2 of 7

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Responsive search ad

Assets

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Freeze Your Fat Away Today	Eligible	Headline	2nd position	Learning	361	Advertiser
Apex Dermatology	Eligible	Headline	None	Learning	931	Advertiser
CoolSculpting in (LOCATION)(City)	Eligible	Headline	1st position	Good	2,337	Advertiser
Affordable & Quick Treatments	Eligible	Headline	2nd position	Learning	245	Advertiser
(Keyword Apex Dermatology)	Eligible	Headline	1st position	Good	1,638	Advertiser
Freeze Stubborn Fat 2x Faster	Eligible	Headline	2nd position	Learning	359	Advertiser
No Surgery & Minimal Downtime	Eligible	Headline	2nd position	Learning	450	Advertiser
Next-Generation Fat Reduction	Eligible	Headline	2nd position	Learning	35	Advertiser
Flexible Payment Options	Eligible	Headline	2nd position	Learning	386	Advertiser
Fat Reduction Treatment	Eligible	Headline	2nd position	Learning	368	Advertiser
CoolSculpting® Elite	Eligible	Headline	1st position	Learning	163	Advertiser
50% Off 8+ Treatments	Eligible	Headline	2nd position	Good	3,293	Advertiser
Coolsculpting	Eligible	Headline	1st position	Learning	1,020	Advertiser
CoolSculpting Elite (LOCATION)(City)	Eligible	Headline	1st position	Learning	483	Advertiser

Enabled Status: Eligible Type: Search Budget: \$138.44/day Optimization score: 100% Campaign 2 of 7

Overview	Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Recommendations	Freeze Stubborn Fat 2x Faster	Eligible	Headline	2nd position	Learning	359	Advertiser
Insights	No Surgery & Minimal Downtime	Eligible	Headline	2nd position	Learning	450	Advertiser
Ad groups	Next-Generation Fat Reduction	Eligible	Headline	2nd position	Learning	35	Advertiser
Ads & assets	Flexible Payment Options	Eligible	Headline	2nd position	Learning	386	Advertiser
Assets	Fat Reduction Treatment	Eligible	Headline	2nd position	Learning	368	Advertiser
Landing pages	CoolSculpting® Elite	Eligible	Headline	1st position	Learning	163	Advertiser
Keywords	50% Off 8+ Treatments	Eligible	Headline	2nd position	Good	3,293	Advertiser
Audiences	Coolsculpting	Eligible	Headline	1st position	Learning	1,020	Advertiser
Settings	CoolSculpting Elite (LOCATION(City))	Eligible	Headline	1st position	Learning	483	Advertiser
Change history	Top Provider in (LOCATION(City))	Eligible	Headline	2nd position	Learning	144	Advertiser
Suggested	CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Eligible	Description	None	Good	5,476	Advertiser
Locations	Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Eligible	Description	None	Learning	91	Advertiser
+	Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Eligible	Description	2nd position	Good	3,857	Advertiser
+	State-of-the-Art Treatment. Dual Applicators. Advanced Technology. Eliminate Stubborn Fat	Eligible	Description	None	Learning	74	Advertiser

Show rows: 100 1 - 19 of 19

Enabled Status: Eligible Type: Search Budget: \$138.44/day Optimization score: 100% Campaign 2 of 7

### Assets

Custom Oct 1 - Dec 31, 2023 Show last 30 days

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Account						
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Sitelink	Account	Eligible	390	7.27%	\$2,896.72
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Ohio.	Sitelink	Account	Eligible	385	7.11%	\$2,826.99
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Account	Eligible	353	6.87%	\$2,576.38
Multiple Offices	Callout	Account	Eligible	0	-	\$0.00
Ohio's Best Skin Care	Callout	Account	Eligible	0	-	\$0.00
Most Insurances Accepted	Callout	Account	Eligible	0	-	\$0.00
Same Day Appointments	Callout	Account	Eligible	0	-	\$0.00
Insurance coverage: Medical Mutual, United Health Care, Blue Cross Blue Shield, Aetna, Anthem	Structured snippet	Account	Removed Policy (Trademarks in ad text +1 more)	0	-	\$0.00
Dermatology Offices 12 Convenient Locations Across Northeast Ohio	Sitelink	Account	Removed Disapproved (Past Violation +3 more)	0	-	\$0.00
Insurances Accepted View all the health insurance plans we accept at our offices	Sitelink	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +3 more)	0	-	\$0.00
Employment Opportunities Learn About Career Opportunities Available at Apex Skin	Sitelink	Account	Removed Disapproved (Speculative and Experimental Medical Treatment +3 more)	0	-	\$0.00

Enabled Status: Eligible Type: Search Budget: \$138.44/day Optimization score: 100% Campaign 2 of 7

### Assets

MS | search | coolsculpting

Asset	Asset type	Level	Status	Clicks	CTR	Cost
APEX SKIN	Business logo	Campaign	Eligible	1,403	6.34%	\$8,783.04
Apex Skin	Business name	Campaign	Eligible	1,396	6.81%	\$8,772.97
	Image	Campaign	Eligible	583	6.26%	\$3,862.70
CoolSculpting® CoolSculpting® The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	Campaign	Eligible	411	7.33%	\$3,041.19
Fall Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	367	7.98%	\$2,382.98
FDA Cleared	Callout	Campaign	Eligible	310	8.20%	\$2,075.66
Freeze Your Fat	Callout	Campaign	Eligible	280	7.99%	\$1,816.56
Nonsurgical Fat Reduction	Callout	Campaign	Eligible	277	8.41%	\$1,798.90
Highlights: No Surgery	Callout	Campaign	Eligible	270	8.31%	\$1,731.20
Liposuction Alternative	Callout	Campaign	Eligible	253	7.96%	\$1,664.95
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	52	10.51%	\$205.96
(440) 443-0340	Call	Campaign	Eligible	11	2.11%	\$84.55
Summer Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00

Enabled Status: Eligible Type: Search Budget: \$138.44/day Optimization score: 100% Campaign 2 of 7

### Assets

Asset	Asset type	Level	Status	Clicks	CTR	Cost
Liposuction Alternative	Callout	Campaign	Eligible	253	7.96%	\$1,664.95
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	Structured snippet	Campaign	Eligible	52	10.51%	\$205.96
(440) 443-0340	Call	Campaign	Eligible	11	2.11%	\$84.55
Summer Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Removed	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	Promotion	Campaign	Eligible	0	-	\$0.00
Total: Images				583	6.26%	\$3,862.70
Total: Business name				1,396	6.81%	\$8,772.97
Total: Business logo				1,403	6.34%	\$8,783.04
Total: Sitelinks				411	7.28%	\$3,041.19
Total: Callouts				496	7.41%	\$3,207.59
Total: Structured snippets				52	10.51%	\$205.96
Total: Calls				11	2.11%	\$84.55
Total: Promotions				367	7.98%	\$2,382.98

Show rows: 100 1 - 28 of 28

Medstar Media, Inc.  
10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095



Ruth Barnum  
Apex Dermatology  
29111 Cedar Road  
Mayfield Heights 44124

Invoice Number FB2023-408  
Date of Issue 10/01/2023  
Due Date 10/01/2023  
Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media accounts • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology  - Includes the ad management of 5 locations for CoolSculpting campaigns.	\$3,000.00	1	\$3,000.00

Subtotal	3,000.00
Tax	0.00
Total	3,000.00
Amount Paid	3,000.00
Amount Due (USD)	\$0.00

#### Notes

##### Referral Program

Our best clients come from our best clients. Refer a similar business in aesthetics and if they partner with us, get \$500 off your next invoice and your referral \$300 off their first invoice.

Medstar Media, Inc.  
10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095



Ruth Barnum  
Apex Dermatology  
29111 Cedar Road  
Mayfield Heights 44124

Invoice Number FB2023-468  
Date of Issue 11/01/2023  
Due Date 11/01/2023  

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Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media accounts • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology  - Includes the ad management of 5 locations for CoolSculpting campaigns.	\$3,000.00	0.5	\$1,500.00

Subtotal	1,500.00
Tax	0.00
Total	1,500.00
Amount Paid	1,500.00
Amount Due (USD)	\$0.00

#### Notes

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Medstar Media, Inc.  
10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095



Ruth Barnum  
Apex Dermatology  
29111 Cedar Road  
Mayfield Heights 44124

Invoice Number FB2023-533  
Date of Issue 12/01/2023  
Due Date 12/01/2023  

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Amount Due (USD) \$4,500.00

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Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media accounts • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology	\$3,000.00	1	\$3,000.00

Includes the ad management of 5 locations for CoolSculpting campaigns.

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Digital Marketing Monthly Management Service • Monthly management of Google Ads and/or Meta campaigns (Facebook and Instagram) • Optimize campaigns for conversions • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Conversion Tools + Lead Nurture Technology • Sales training and monitoring • Call tracking & reporting	\$1,500.00	1	\$1,500.00
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Includes up to 3 treatment campaigns

\*You will pay the media costs to Google Ads and Meta Ads directly

October 2023 invoice clerical error, only billed for 50% of monthly fee  
Amount Due for October 2023: \$1,500

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Subtotal	4,500.00
Tax	0.00
<hr/> Total	4,500.00
Amount Paid	0.00

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Notes

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