

CoolSculpting Marketing Services Artistry Skin and Laser Q3 2021 Total Marketing Expenses (07/1/2021 - 09/30/2021)

Google Ads: \$ 5,497.33
Total Marketing Fee: \$ 3,000.00
Total Marketing Cost: \$ 8,497.33

Google Ads | Chris Zelig > Artistry Skin and Laser 376-468-9513 | All campaigns

Custom Jul 1 - Sep 30, 2021

Campaign status: All Campaign name contains cool ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$65.21/day	Eligible	747	3.67%	\$5,497.33
Total: Filtered campaigns			747	3.67%	\$5,497.33
Total: Account			1,349	4.17%	\$10,110.20

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Mountain 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 > Artistry Skin and Laser 376-468-9513 | All campaigns > search | beta | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$65.21/day Optimization score: 87.1% More details

Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
747 3.67% \$5,497.33					
Artistry Skin and Laser Fat Reduction in Littleton, CO Non-Surgical Fat Reduction +5 more artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	x. Expanded Reach Test	Eligible (Limited) Poor ad strength	137	3.90%	\$896.12
(Keyword: Artistry Skin and Laser) CoolSculpting in Littleton, CO Biggest CoolSculpting® Promo +5 more artistryskindlaser.com/coolsculpting/littleton Best CoolSculpting Deal Freeze Away Stubborn Fat Top Provider in Littleton, CO Expert Safe Fat Loss With Quick Results Minimal... View assets details	0. coolsculpting - general	Eligible	58	6.16%	\$676.93
Artistry Skin and Laser Fat Reduction in Littleton, CO Non-Surgical Fat Reduction +5 more artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	3. lipo	Eligible (Limited) Poor ad strength	107	7.34%	\$591.44
Fat Reduction in Littleton, CO Our Biggest Discount Ever Get Rid of Unwanted Fat artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	x. Expanded Reach Test	Eligible	44	2.50%	\$314.80
Fat Reduction in Littleton, CO Our Biggest Discount Ever Safe + Effective Fat Reduction artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	x. Expanded Reach Test	Eligible	39	2.11%	\$282.38
CoolSculpting in Littleton, CO Save \$1,300 Off 8+ Treatments Hurry Offer Ends In (=COUNTDOWN(2021/08/31 00:00:00;en-... artistryskindlaser.com/coolsculpting/littleton Expert Safe Fat Loss With Quick Results Minimal Downtime Eliminate Fat And Feel Great Dont Miss Our Biggest Promo Yet Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed	15	11.03%	\$154.45
Fat Reduction in Littleton, CO Our Biggest Discount Ever Get \$1,300 Off 8+ Treatments artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	x. Expanded Reach Test	Eligible	21	1.23%	\$146.74

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Enabled Status: Eligible Type: Search Budget: \$65.21/day Optimization score: 87.1% More details

Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
747 3.67% \$5,497.33					
Fat Reduction in Littleton, CO Our Biggest Discount Ever Get \$1,300 Off 8+ Treatments artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	x. Expanded Reach Test	Eligible	21	1.23%	\$146.74
Fat Reduction in Littleton, CO Our Biggest Discount Ever Safe + Effective Fat Reduction artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	3. lipo	Eligible	19	4.88%	\$130.84
Fat Reduction in Littleton, CO Our Biggest Discount Ever Get Rid of Unwanted Fat artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	3. lipo	Eligible	22	6.08%	\$125.65
Fat Reduction in Littleton, CO Eliminate Fat & Feel Great Safe + Effective Fat Reduction artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	x. Expanded Reach Test	Eligible	12	3.50%	\$108.14
(Keyword: Artistry Skin and Laser) CoolSculpting in Littleton, CO Biggest CoolSculpting® Promo +5 more artistryskindlaser.com/coolsculpting/littleton Best CoolSculpting Deal Freeze Away Stubborn Fat Top Provider in Littleton, CO Expert Safe Fat Loss With Quick Results Minimal... View assets details	2. body sculpting	Eligible	6	3.30%	\$107.90
CoolSculpting in Littleton, CO Save \$1,300 On 8+ Treatments Our Biggest Discount Ever artistryskindlaser.com/coolsculpting/littleton Expert Safe Fat Loss With Quick Results Minimal Downtime Eliminate Fat And Feel Great Dont Miss Our Biggest Promo Yet Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Eligible	9	3.72%	\$105.97
CoolSculpting in Littleton, CO Save \$1,300 On 8+ Treatments Flexible Payment Options artistryskindlaser.com/coolsculpting/littleton Expert Safe Fat Loss With Quick Results Minimal Downtime Eliminate Fat And Feel Great Dont Miss Our Biggest Promo Yet Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Eligible	7	3.14%	\$71.36

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Enabled Status: Eligible Type: Search Budget: \$65.21/day Optimization score: 87.1% More details

Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
747 3.67% \$5,497.33					
Fat Reduction in Littleton, CO Freezing Fat Really Works Get \$1,300 Off 8+ Treatments artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	x. Expanded Reach Test	Eligible	9	1.50%	\$89.17
Fat Reduction in Littleton, CO Our Biggest Discount Ever Get \$1,300 Off 8+ Treatments artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	3. lipo	Eligible	16	5.06%	\$86.67
Fat Reduction in Littleton, CO Eliminate Fat & Feel Great Get Rid of Unwanted Fat artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	x. Expanded Reach Test	Eligible	8	2.72%	\$81.94
Non-Surgical Fat Reduction Our Biggest Discount Ever Safe + Effective Fat Reduction artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	x. Expanded Reach Test	Eligible	11	5.45%	\$73.53
Non-Surgical Fat Reduction Our Biggest Discount Ever Get \$1,300 Off 8+ Treatments artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	x. Expanded Reach Test	Eligible	10	4.37%	\$71.36
Non-Surgical Fat Reduction Our Biggest Discount Ever Get Rid of Unwanted Fat artistryskindlaser.com/coolsculpting/littleton Easy And Convenient Long-Lasting Minimal Downtime Real Success Stories FDA-Cleared Best Prices FDA-Cleared Clinically... View assets details	x. Expanded Reach Test	Eligible	10	3.89%	\$60.86
Fat Reduction in Littleton, CO Our Biggest Discount Ever Get \$1,300 Off 8+ Treatments artistryskindlaser.com/coolsculpting/littleton Best Prices FDA-Cleared Clinically Proven Fat Removal No Surgery Minimal Downtime Our Biggest CoolSculpting Discount Ever Save \$1,300 On 8+ Treatments	x. Expanded Reach Test	Eligible	11	3.85%	\$71.36

Google Ads | Chris Zelig > Artistry Skin and Laser 376-468-9513 | All campaigns > search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$65.21/day, Optimization score: 87.1%

Recommendations: Ad status: All, ADD FILTER

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 747, CTR 3.67%, Cost \$5,497.33						
Ads	<input type="checkbox"/>	Huge CoolSculpting Promotion Safe + Effective Fat Reduction Hurry Offer Ends In +COUNTDOWN(2021/05/31 00:00:00;en... www.artistryskinandlaser.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Littleton, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Extensions	<input type="checkbox"/>	CoolSculpting in Littleton, CO Save \$1,300 Off 8+ Treatments Hurry Offer Ends In +COUNTDOWN(2021/06/30 00:00:00;en... www.artistryskinandlaser.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today.	Removed	0	-	\$0.00
Settings	<input type="checkbox"/>	Huge CoolSculpting Promotion Limited Time Offer June 2021 Our Biggest Discount Ever www.artistryskinandlaser.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today.	Removed	0	-	\$0.00
Suggested	<input type="checkbox"/>	Biggest CoolSculpting® Promo Save \$1,300 Off 8+ Treatments Hurry Offer Ends In +COUNTDOWN(2021/06/30 00:00:00;en... www.artistryskinandlaser.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Littleton, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	Removed	0	-	\$0.00
Locations	<input type="checkbox"/>	CoolSculpting in Littleton, CO Limited Time Offer June 2021 Our Biggest Discount Ever www.artistryskinandlaser.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Littleton, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	Removed	0	0.00%	\$0.00
Total: Ads 747, CTR 3.67%, Cost \$5,497.33						
Total: Campaign 747, CTR 3.67%, Cost \$5,497.33						

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Google Ads | Chris Zelig > Artistry Skin and Laser 376-468-9513 | All campaigns > search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$65.21/day, Optimization score: 87.1%

Responsive search ad: Leave feedback

ASSETS

Asset	Status	Asset type	Position pinning	Impr.
Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	Approved	Description	None	3,507
Our Biggest Discount Ever	Approved	Headline	None	2,658
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	2,528
Fat Reduction in Littleton, CO	Approved	Headline	None	1,526
Get Rid of Unwanted Fat	Approved	Headline	None	1,054
Get \$1,300 Off 8+ Treatments	Approved	Headline	None	598
Eliminate Fat & Feel Great	Approved	Headline	None	452
Non-Surgical Fat Reduction	Approved	Headline	None	367
Safe + Effective Fat Reduction	Approved	Headline	None	249
Artistry Skin and Laser	Approved	Headline	None	164
Freezing Fat Really Works	Approved	Headline	None	73
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved	Description	None	1
Our Biggest CoolSculpting Discount Ever. Save \$1,300 On 8+ Treatments	Approved	Description	None	0

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Overview: Enabled, Status: Eligible, Type: Search, Budget: \$65.21/day, Optimization score: 87.1%

Extensions: All

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
<input type="checkbox"/>	CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search beta coolsculpting	Campaign	Approved	87	4.92%	\$846.55
Call extension							
<input type="checkbox"/>	(720) 593-1816	Account	Account	Approved	95	2.41%	\$896.51
Location extension							
<input type="checkbox"/>	artistry7701@gmail.com (View locations) All locations selected	Account	Account	-	-	-	-
Callout extension							
<input type="checkbox"/>	FDA Approved	search beta coolsculpting	Campaign	Approved	104	4.39%	\$779.57
<input type="checkbox"/>	Freeze Your Fat	search beta coolsculpting	Campaign	Approved	84	3.92%	\$617.35
<input type="checkbox"/>	Liposuction Alternative	search beta coolsculpting	Campaign	Approved	86	4.67%	\$577.66
<input type="checkbox"/>	\$1,300 Off 8+ Treatments	search beta coolsculpting	Campaign	Approved	68	4.29%	\$559.14
<input type="checkbox"/>	Nonsurgical Fat Reduction	search beta coolsculpting	Campaign	Approved	65	3.78%	\$481.25
<input type="checkbox"/>	Highlights: No Surgery	search beta coolsculpting	Campaign	Approved	65	3.54%	\$462.92
Structured snippet extension							
<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	search beta coolsculpting	Campaign	Approved	8	2.19%	\$46.59
Promotion extension							

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Overview: Enabled, Status: Eligible, Type: Search, Budget: \$65.21/day, Optimization score: 87.1%

Extensions: All

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Callout extension							
<input type="checkbox"/>	Freeze Your Fat	search beta coolsculpting	Campaign	Approved	84	3.92%	\$617.35
<input type="checkbox"/>	Liposuction Alternative	search beta coolsculpting	Campaign	Approved	86	4.67%	\$577.66
<input type="checkbox"/>	\$1,300 Off 8+ Treatments	search beta coolsculpting	Campaign	Approved	68	4.29%	\$559.14
<input type="checkbox"/>	Nonsurgical Fat Reduction	search beta coolsculpting	Campaign	Approved	65	3.78%	\$481.25
<input type="checkbox"/>	Highlights: No Surgery	search beta coolsculpting	Campaign	Approved	65	3.54%	\$462.92
Structured snippet extension							
<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	search beta coolsculpting	Campaign	Approved	8	2.19%	\$46.59
Promotion extension							
<input type="checkbox"/>	Fall Sale - \$1,300 off 8+ Treatments	search beta coolsculpting	Campaign	Approved	395	3.56%	\$2,851.86
Total: Sitelink extensions					90	4.92%	\$869.56
Total: Callout extensions					192	4.11%	\$1,437.07
Total: Structured snippet extensions					8	2.19%	\$46.59
Total: Call extensions					95	2.41%	\$896.51
Total: Location extensions					399	3.39%	\$3,050.07
Total: Promotion extensions					395	3.56%	\$2,851.86

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

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
+1 6466949450
support@medstarmedia.com

INVOICE

BILL TO

Andrea Andrews
Artistry Skin & Laser
7701 Shaffer Parkway
Unit A
Littleton, CO 80127

INVOICE # 1482

DATE 07/01/2021

DUE DATE 07/31/2021

TERMS Net 30

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	Coolsculpting Marketing • Monthly management of Google Ads / Social Media Ads • 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	1	1,500.00	1,500.00
Website Development	Fee for August 2021 Femi Touch Web Development	1	200.00	200.00

PAYMENT 1,700.00
BALANCE DUE **\$0.00**

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
+1 6466949450
support@medstarmedia.com

INVOICE

BILL TO

Andrea Andrews
Artistry Skin & Laser
7701 Shaffer Parkway
Unit A
Littleton, CO 80127

INVOICE # 1524

DATE 09/01/2021

DUE DATE 09/01/2021

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	Coolsculpting Marketing • Monthly management of Google Ads / Social Media Ads • 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	1	1,500.00	1,500.00

PAYMENT 1,500.00
BALANCE DUE **\$0.00**