

CoolSculpting Marketing Services Artistry Skin & Laser Co-Op December 2022 Total Marketing Expenses (12/1/2022 - 12/31/2022)

Total Google Ads: \$1,468.37
Total Marketing Service Fees: \$1,500.00
Total CoolSculpting Marketing Cost: \$2,968.37

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

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

Overview Campaigns Custom Dec 1 - 31, 2022 Show last 30 days

Recommendations Campaign status: All Campaign name contains cool X Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$50.47/day	Some ads limited by policy	51	6.05%	\$1,468.37
Total: Filtered campaigns			51	6.05%	\$1,468.37
Total: Account	\$101.08/day		256	7.00%	\$2,673.25

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) 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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Overview Enabled Status: Some ads limited by policy Type: Search Budget: \$50.47/day Optimization score: 100% More details

Recommendations Ads Custom Dec 1 - 31, 2022 Show last 30 days

Insights Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			51	6.05%	\$1,468.37
(Keyword: Artistry Skin and Laser) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more artistryskinandlaser.com/coolsculpting/littleton CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More. Expert, Safe Fat Loss With Quick Result... View assets details	0. coolsculpting - general	Eligible	34	7.36%	\$1,106.93
Artistry Skin and Laser CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more artistryskinandlaser.com/coolsculpting/littleton CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More. Expert, Safe Fat Loss With Quick Result... View assets details	x. non-service medspa	Eligible	10	3.76%	\$193.35
(Keyword: Artistry Skin and Laser) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more artistryskinandlaser.com/coolsculpting/littleton CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More. Our Biggest CoolSculpting Discount Ev... View assets details	1. coolsculpting - price	Eligible	4	12.90%	\$109.59
(Keyword: Artistry Skin and Laser) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more artistryskinandlaser.com/coolsculpting/littleton CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More. Expert, Safe Fat Loss With Quick Result... View assets details	2. body sculpting	Eligible	3	3.85%	\$58.50
[Dynamically generated headline] [Dynamically generated display URL] 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	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
CoolSculpting® Fat Reduction CoolSculpting in Littleton, CO Biggest CoolSculpting® Promo +5 more www.artistryskinandlaser.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Littleton, CO. Expert, Safe Fat Loss With Quick Results. Minima... View assets details	0. coolsculpting - general	Removed Policy (Restricted drug terms +2 more)	0	-	\$0.00
Biggest CoolSculpting® Promo Safe + Effective Fat Reduction Hurry Offer Ends In (COUNTDOWN:2021/11/31 00:00:00;en-...					

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Overview Enabled Status: Some ads limited by policy Type: Search Budget: \$50.47/day Optimization score: 100% More details

Recommendations Ads Custom Dec 1 - 31, 2022 Show last 30 days

Insights Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			51	6.05%	\$1,468.37
In Littleton, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.					
Huge CoolSculpting Promotion Limited Time Offer June 2021 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. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed	0	-	\$0.00
Biggest CoolSculpting® Promo Limited Time Offer June 2021 Flexible Payment Options www.artistryskinandlaser.com 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	0	-	\$0.00
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.	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
CoolSculpting in Littleton, CO Save \$1,300 Off 9+ 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. 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	0	-	\$0.00
Total: Ads in your current workspace			51	6.05%	\$1,468.37
Total: Campaign			51	6.05%	\$1,468.37

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

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

Overview Enabled Status: Some ads limited by policy Type: Search Budget: \$50.47/day Optimization score: 100% More details

Recommendations Responsive search ad Leave feedback Custom Dec 1 - 31, 2022 Show last 30 days

Insights Ad strength Excellent

Your ads are all set! They'll have a higher chance of performing well.

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

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
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	453	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 10+ CoolSculpting Treatments	Approved	Description	2nd position	391	Advertiser
CoolSculpting in (LOCATION:City)	Approved	Headline	None	239	Advertiser
50% Off 10+ Treatments	Approved	Headline	None	217	Advertiser
(Keyword: Artistry Skin and Laser)	Approved	Headline	None	164	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	154	Advertiser
Freeze Away Body Fat	Approved	Headline	None	69	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	33	Advertiser
Top Provider in Littleton, CO	Approved	Headline	None	16	Advertiser
Fat Reduction Treatment	Approved	Headline	None	15	Advertiser

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

Overview: Enabled, Status: Some ads limited by policy, Type: Search, Budget: \$50.47/day, Optimization score: 100%

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
Affordable & Quick Treatments	Approved	Headline	None	10	Advertiser
CoolSculpting® Elite	Approved	Headline	None	8	Advertiser
Next-Generation Fat Reduction	Approved	Headline	None	8	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More	Approved	Description	None	5	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	4	Advertiser
CoolSculpting Near Me	Approved	Headline	None	3	Advertiser
Freeze Your Fat Away Today	Approved	Headline	None	1	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	1	Advertiser
Safe + Effective Fat Reduction	-	Headline	None	0	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	-	Description	None	0	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Littleton, CO	-	Description	None	0	Advertiser

Responsive search ad

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	-	Description	None	0	Advertiser
Save 50% Off 8+ treatments	-	Headline	None	0	Advertiser
Book Now for up to 50% Off	-	Headline	None	0	Advertiser
Save 50% Off 10 Treatments	-	Headline	None	0	Advertiser
Save 50% Off 10+ Treatments	-	Headline	None	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 50% Off 10+ Treatments of CoolSculpting.	-	Description	2nd position	0	Advertiser
50% off 10+ treatments	-	Headline	None	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 10+ CoolSculpting Treatments	-	Description	2nd position	0	Advertiser

Show rows: 500 | 1 - 33 of 33

Assets

Associations

Asset status: All | Asset type: All

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, CoolMini, Fat...	search coolsculpting	Campaign	Eligible	0	0.00%	\$0.00
Sitelink						
Current Specials Dont Miss Our Specials & Exclusive Offers. Learn More Now.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	39	8.11%	\$1,280.26
CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible	37	8.60%	\$1,191.83
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Littleton, CO.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	28	8.38%	\$987.39
Book A Free Consultation Quickly & Conveniently Book Your Free Consultation Online Now.	Account	Account	Eligible	20	7.52%	\$672.63
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	17	5.72%	\$509.23
Callout						

Assets

Asset status: All | Asset type: All

Asset	Added to	Level	Status	Clicks	CTR	Cost
Callout						
FDA Approved	search coolsculpting	Campaign	Eligible	15	13.04%	\$384.87
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	13	12.87%	\$371.75
Freeze Your Fat	search coolsculpting	Campaign	Eligible	12	8.96%	\$328.33
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	9	8.74%	\$267.83
Liposuction Alternative	search coolsculpting	Campaign	Eligible	8	7.48%	\$213.74
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
50% Off 10 Treatments	search coolsculpting	Campaign	Removed	0	-	\$0.00
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
Promotion						
Winter Sale - Up to 50% off 10 Treatments	search coolsculpting	Campaign	Eligible	17	8.06%	\$583.74
Winter Sale - 50% off 10 Treatments	search coolsculpting	Campaign	Paused	0	-	\$0.00
Fall Sale - Up to 50% off 10 Treatments	search coolsculpting	Campaign	Eligible	0	-	\$0.00
Spring Sale - 50% off 10 Treatments	search coolsculpting	Campaign	Removed	0	-	\$0.00
Summer Sale - Up to 50% off 10 Treatments	search coolsculpting	Campaign	Removed	0	-	\$0.00
Call						
(720) 586-4352	Account	Account	Eligible	2	3.57%	\$64.18

Assets

Asset status: All | Asset type: All

Asset	Added to	Level	Status	Clicks	CTR	Cost
Promotion						
Winter Sale - Up to 50% off 10 Treatments	search coolsculpting	Campaign	Eligible	17	8.06%	\$583.74
Winter Sale - 50% off 10 Treatments	search coolsculpting	Campaign	Paused	0	-	\$0.00
Fall Sale - Up to 50% off 10 Treatments	search coolsculpting	Campaign	Eligible	0	-	\$0.00
Spring Sale - 50% off 10 Treatments	search coolsculpting	Campaign	Removed	0	-	\$0.00
Summer Sale - Up to 50% off 10 Treatments	search coolsculpting	Campaign	Removed	0	-	\$0.00
Call						
(720) 586-4352	Account	Account	Eligible	2	3.57%	\$64.18
Summary						
Total: Sitelinks				39	8.06%	\$1,280.26
Total: Callouts				21	9.01%	\$525.33
Total: Structured snippets				0	0.00%	\$0.00
Total: Calls				2	3.57%	\$64.18
Total: Promotions				17	8.06%	\$583.74

Show rows: 500 | 1 - 20 of 20

Medstar Media, INC.

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

INVOICE

BILL TO

Laura Carlsen
Artistry Skin & Laser
7701 Shaffer Parkway
Unit A
Littleton, CO 80127

INVOICE # 1972

DATE 12/01/2022

DUE DATE 12/01/2022

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

PAYED

PAYMENT	1,500.00
BALANCE DUE	\$0.00