

# CoolSculpting Marketing Services Azul Medspa Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

**Total Google Ads: \$ 4,402.28**  
**Total Marketing Service Fees: \$10,341.00**  
**Total CoolSculpting Marketing Cost: \$14,743.28**

Google Ads Medstar Media > Azul Medspa - Cool Sculpting - Pricilla Chavez 503-387-4552

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved workspace (3 filters) All campaigns (modified) Campaigns (8 from 1 account) Select a campaign Change view

Workspace filter Campaign status: All Ad group status: All Account name contains cool X Add filter

Overview Campaigns Custom Jan 1 - Mar 31, 2023 Show last 30 days

Campaign	Budget	Bid strategy type	Status	Clicks	CTR	Cost
search   coolsculpting	\$49.41/day	Maximize conversions	All ads limited by policy	454	10.90%	\$4,402.28
CoolSculpting Re-shape your body	\$40.00/day \$1,216.00/month	Maximize clicks	Paused	0	-	\$0.00
Re-Shape your body	\$10.25/day \$311.60/month	Maximize clicks	Paused	0	-	\$0.00
WINTER CAMPAIGN	\$22.00/day	Maximize conversions	Paused Some ads limited by policy	0	-	\$0.00
Top Quality - El Paso Med Spa	\$9.87/day \$300.05/month	Maximize clicks	Paused	0	-	\$0.00
Local Campaign	\$40.00/day	Maximize conversion value	Removed	0	-	\$0.00
search   botox	\$32.78/day	Maximize conversions	Paused	0	-	\$0.00
PMax: Local Campaign	\$40.00/day	Maximize conversion value	Paused	0	-	\$0.00
Total: Campaigns in your current workspace				454	10.90%	\$4,402.28
Total: Account				454	10.90%	\$4,402.28

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Central Time. Learn more  
Some inventory may be provided through third party intermediaries.  
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All campaigns Unsaved workspace (3 filters) All campaigns (modified) Campaign search | coolsculpting Ad groups (12) Select an ad group Change view

Enabled Status: All ads limited by policy Type: Search Budget: \$49.41/day Optimization score: 100% More details Campaign 6 of 8

Overview Ads Custom Jan 1 - Mar 31, 2023 Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Azul Medspa   Fat Reduction in El Paso, TX   Non-Surgical Fat Reduction +12 more azu-medspa.com/coolsculpting/el_paso Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven... View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content)	131	7.83%	\$1,650.02
Azul Medspa   Fat Reduction in El Paso, TX   Non-Surgical Fat Reduction +12 more azu-medspa.com/coolsculpting/el_paso Our Biggest CoolSculpting Discount Ever. Get Up to 20% Off 6+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	3. lipo	Eligible (Limited) Policy (Restricted medical content)	147	10.22%	\$1,444.70
(Keyword:Azul Medspa)   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +12 more azu-medspa.com/coolsculpting/el_paso 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 (Limited) Policy (Restricted medical content)	80	24.02%	\$554.77
(Keyword:Azul Medspa)   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +12 more azu-medspa.com/coolsculpting/el_paso 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 (Limited) Policy (Restricted medical content)	57	12.34%	\$386.57
Azul Medspa   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +12 more azu-medspa.com/coolsculpting/el_paso 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 (Limited) Policy (Restricted medical content)	16	10.32%	\$221.76
(Dynamically generated headline) (Dynamically generated display URL) Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest CoolSculpting Discount Ever. Get Up to 20% Off 6+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content)	12	27.27%	\$98.76

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All campaigns Unsaved workspace (3 filters) All campaigns (modified) Campaign search | coolsculpting Ad groups (12) Select an ad group Change view

Enabled Status: All ads limited by policy Type: Search Budget: \$49.41/day Optimization score: 100% More details Campaign 6 of 8

Overview Ads Custom Jan 1 - Mar 31, 2023 Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword:Azul Medspa)   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +12 more azu-medspa.com/coolsculpting/el_paso CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More. Expert, Safe Fat Loss With Quick Result... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content)	9	31.03%	\$38.12
(Dynamically generated headline) (Dynamically generated display URL) CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest CoolSculpting Discount Ever. Get Up to 20% Off 6+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content)	2	10.00%	\$7.58
CoolSculpting® Fat Reduction   CoolSculpting in Middleboro   Biggest CoolSculpting® Promo +6 more www.juliaedelmannmd.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA. Expert, Safe Fat Loss With Quick Results... View assets details	alpha - coolsculpting near me	Not eligible Under review, Ad group removed	0	-	\$0.00
CoolSculpting® in Middleboro   Freeze Away Body Fat   25% Off All CoolSculpting www.juliaedelmannmd.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	alpha - coolsculpting near me	Not eligible Ad group removed	0	-	\$0.00
CoolSculpting® Fat Reduction   Limited Time Offer   Jan 2021   25% Off All CoolSculpting www.juliaedelmannmd.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	alpha - coolsculpting near me	Not eligible Ad group removed	0	-	\$0.00
CoolSculpting® in Middleboro   Try CoolSculpting For 25% Off   Our Biggest Discount Ever www.juliaedelmannmd.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	alpha - coolsculpting near me	Not eligible Ad group removed	0	-	\$0.00
Best CoolSculpting Deal Ever   Try CoolSculpting For 25% Off   Hurry Offer Ends In (COUNTDOWN:"2021/01/31 00:00:00";en... www.juliaedelmannmd.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime.	alpha - coolsculpting near me	Not eligible Ad group removed	0	-	\$0.00

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All campaigns Unsaved workspace (3 filters) All campaigns (modified) Campaign search | coolsculpting Ad groups (12) Select an ad group Change view

Enabled Status: All ads limited by policy Type: Search Budget: \$49.41/day Optimization score: 100% More details Campaign 6 of 8

Overview Ads Custom Jan 1 - Mar 31, 2023 Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
In Middleboro, MA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now					
CoolSculpting® in Middleboro   Try CoolSculpting For 25% Off   Our Biggest Discount Ever www.juliaedelmannmd.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	alpha - coolsculpting near me	Not eligible Ad group removed	0	-	\$0.00
Best CoolSculpting Deal Ever   Try CoolSculpting For 25% Off   Hurry Offer Ends In (COUNTDOWN:"2021/01/31 00:00:00";en... www.juliaedelmannmd.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	alpha - coolsculpting near me	Not eligible Ad group removed	0	-	\$0.00
(Keyword:Azul Medspa)   CoolSculpting® Elite   Fat Reduction Treatment +9 more azu-medspa.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in El Paso, TX. Schedule a Free Consultation. CoolSculpting® Elite Treats Fat in 9 Areas... View assets details	2. coolsculpting elite	Eligible (Limited) Policy (Restricted medical content)	0	-	\$0.00
(Dynamically generated headline) (Dynamically generated display URL) Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Suits, Double Chin, & More. Our Biggest CoolSculpting Discount Ever. Get Up to 20% Off 6+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content)	0	0.00%	\$0.00
Total: Ads in your current workspace			454	10.90%	\$4,402.28
Total: Campaign			454	10.90%	\$4,402.28

Show rows: 100 1 - 15 of 15

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Enabled Status: All ads limited by policy Type: Search Budget: \$49.41/day Optimization score: 100% More details Campaign 6 of 8

Asset status: All but removed	Asset type: All	Add filter		Segment	Columns	Reports	Download	Expand	More	
<input type="checkbox"/>	Asset	Added to	Level	Status	Source	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	Nonsurgical Fat Reduction	search   coolsculpting	Campaign	Eligible	Advertiser	192	1,520	12.63%	\$10.78	\$2,069.96
<input type="checkbox"/>	Contact Us + Free Consult	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00
<input type="checkbox"/>	5-Star Rated Medspa	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00
Promotion										
<input type="checkbox"/>	Spring Sale - Up to 20% off 6+ Treatments	search   coolsculpting	Campaign	Eligible (Limited Policy (Restricted medical content))	Advertiser	35	299	11.71%	\$9.57	\$335.11
Call										
<input type="checkbox"/>	(915) 440-3601	Account	Account	Eligible	Advertiser	48	458	10.48%	\$10.17	\$487.94
Total: Sitelinks						361	3,075	11.74%	\$10.51	\$3,795.34
Total: Callouts						280	2,355	11.89%	\$10.39	\$2,909.05
Total: Structured snippets						30	353	8.50%	\$8.98	\$269.37
Total: Calls						48	458	10.48%	\$10.17	\$487.94
Total: Promotions						212	1,799	11.78%	\$9.21	\$1,951.54

Show rows: 100 1 - 15 of 15

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



Dr. Lyle D Weeks  
Azul Medspa

Invoice Number	FB2023-010
Date of Issue	01/01/2023
Due Date	01/01/2023
<hr/>	
Amount Due (USD)	\$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Adwords • 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	\$1,500.00	1	\$1,500.00
MONTHLY SEARCH ENGINE OPTIMIZATION (SEO) CONTENT: (2) 500+ word article(s) published to the blog each month. Articles include multimedia (i.e., images and videos, etc.). *The article(s) may be substituted for content added to service pages instead of the blog.  ON-SITE SEO: Monthly website optimization and management, including improvements to design or development following industry best practices for technical SEO. May include adding more content (i.e., text, images, multimedia) to service pages.  LOCAL SEO: • Google Business Profile: Creation, management, and monthly updates to the client's Profile. • Listings in online directories. • Management of Google Maps listing.  DATA MONITORING AND REPORTING: • Set-up and management of Google Search Console • Data monitoring from various SEO tools to ensure optimal performance • Regular SEO reporting to the client	\$1,750.00	1	\$1,750.00
Website Hosting & Security	\$197.00	1	\$197.00

Subtotal	3,447.00
Tax	0.00

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Total	3,447.00
Amount Paid	3,447.00

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Amount Due (USD)	\$0.00
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Medstar Media, Inc.  
10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095



Dr. Lyle D Weeks  
Azul Medspa

Invoice Number	FB2023-047
Date of Issue	02/01/2023
Due Date	02/01/2023
<hr/>	
Amount Due (USD)	\$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Adwords • 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	\$1,500.00	1	\$1,500.00
MONTHLY SEARCH ENGINE OPTIMIZATION (SEO) CONTENT: (2) 500+ word article(s) published to the blog each month. Articles include multimedia (i.e., images and videos, etc.). *The article(s) may be substituted for content added to service pages instead of the blog.  ON-SITE SEO: Monthly website optimization and management, including improvements to design or development following industry best practices for technical SEO. May include adding more content (i.e., text, images, multimedia) to service pages.  LOCAL SEO: • Google Business Profile: Creation, management, and monthly updates to the client's Profile. • Listings in online directories. • Management of Google Maps listing.  DATA MONITORING AND REPORTING: • Set-up and management of Google Search Console • Data monitoring from various SEO tools to ensure optimal performance • Regular SEO reporting to the client	\$1,750.00	1	\$1,750.00
Website Hosting & Security	\$197.00	1	\$197.00

Subtotal	3,447.00
Tax	0.00

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Total	3,447.00
Amount Paid	3,447.00

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Amount Due (USD)	\$0.00
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Medstar Media, Inc.  
10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095



Dr. Lyle D Weeks  
Azul Medspa

Invoice Number	FB2023-086
Date of Issue	03/01/2023
Due Date	03/01/2023
<hr/>	
Amount Due (USD)	\$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Adwords • 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	\$1,500.00	1	\$1,500.00
MONTHLY SEARCH ENGINE OPTIMIZATION (SEO) CONTENT: (2) 500+ word article(s) published to the blog each month. Articles include multimedia (i.e., images and videos, etc.). *The article(s) may be substituted for content added to service pages instead of the blog.  ON-SITE SEO: Monthly website optimization and management, including improvements to design or development following industry best practices for technical SEO. May include adding more content (i.e., text, images, multimedia) to service pages.  LOCAL SEO: • Google Business Profile: Creation, management, and monthly updates to the client's Profile. • Listings in online directories. • Management of Google Maps listing.  DATA MONITORING AND REPORTING: • Set-up and management of Google Search Console • Data monitoring from various SEO tools to ensure optimal performance • Regular SEO reporting to the client	\$1,750.00	1	\$1,750.00
Website Hosting & Security	\$197.00	1	\$197.00
SEO Optimization - Per Treatment Page Tixel Treatment	\$500.00	1	\$500.00

Content Creation	\$0.00	1	\$0.00
Complimentary Service: Tixel page development			

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Subtotal	3,947.00
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Tax	0.00
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Total	3,947.00
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Amount Paid	3,947.00
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Amount Due (USD)	\$0.00
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### 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.