

CoolSculpting Marketing Services Bare Medical Spa Aug-Sept 2022 Total Marketing Expenses (8/1/2022 - 10/13/2022)

Total Google Ads: \$2,177.99
Total Marketing Service Fee: \$3,800.00
Total CoolSculpting Marketing Cost: \$5,977.99

Google Ads | Chris Zelig > Bare Medical Spa + Laser Center 315-508-8489 > All campaigns

Campaigns | Custom | Aug 1 - Oct 13, 2022 | Show last 30 days

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$33.15/day	All ads limited by policy	680	6.37%	\$2,177.99
Total: Filtered campaigns			680	6.37%	\$2,177.99
Total: Account	\$182.41/day		1,273	6.13%	\$8,375.72

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 > Bare Medical Spa + Laser Center 315-508-8489 > search | coolsculpting

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$33.15/day | Optimization score: 72% | More details

Ads | Custom | Aug 1 - Oct 13, 2022 | Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Bare Medical Spa Fat Reduction in Burlington VT Non-Surgical Fat Reduction. +11 more barevt.com/coolsculpting/burlington Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven... View assets details	x. expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	330	4.57%	\$1,079.53
Bare Medical Spa Fat Reduction in Burlington VT Non-Surgical Fat Reduction. +11 more barevt.com/coolsculpting/burlington Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven... View assets details	4. liposuction	Eligible (Limited) Policy (Restricted drug terms +1 more)	204	9.17%	\$541.49
(Keyword Bare Medical Spa) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +12 more barevt.com/coolsculpting/burlington CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	104	10.10%	\$337.08
(Keyword Bare Medical Spa) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +12 more barevt.com/coolsculpting/burlington CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	9	16.36%	\$107.03
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Burlington, VT. Our Biggest CoolSculpting Discount Ever. Get Up to 20% Off 4+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	14	26.42%	\$52.18
(Keyword Bare Medical Spa) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +12 more barevt.com/coolsculpting/burlington CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	12	17.65%	\$39.08
[Dynamically generated headline] [Dynamically generated display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Our Biggest CoolSculpting Discount Ever. Get Up to 20% Off 4+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	5	20.83%	\$16.52

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[Dynamically generated headline] [Dynamically generated display URL] Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo. Our Biggest CoolSculpting Discount Ever. Get Up to 20% Off 4+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00
Total: Ads			680	6.37%	\$2,177.99
Total: Campaign			680	6.37%	\$2,177.99

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Google Ads | Chris Zelig > Bare Medical Spa + Laser Center 315-508-8489 > search | coolsculpting

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$33.15/day | Optimization score: 72% | More details

Responsive search ad | Leave feedback | Custom | Aug 1 - Oct 13, 2022 | Show last 30 days

Assets | Combinations

Try including more keywords in your headlines

Ad strength: Good

- 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: All enabled | Add filter

Ad may be limited by policy: [Restricted medical content](#), [Restricted drug terms](#)

Asset	Status	Asset type	Position pinning	Performance	Impr.
Non-Surgical Lipo Alternative	Approved (limited)	Headline	None	Learning	41
Freeze Your Way to Leaner Body	Approved (limited)	Headline	None	Learning	76
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	Good	1,374
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	377
Target Belly Fat, Love Handles	Approved (limited)	Headline	None	Learning	445
Freezing Fat Really Works	Approved (limited)	Headline	None	Learning	214
Bare Medical Spa	Approved (limited)	Headline	None	Learning	794
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	Learning	105
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	131

Overview: Enabled | Status: All ads limited by policy | Type: Search | Budget: \$33.15/day | Optimization score: 72%

Responsive search ad

Assets | Combinations

Try including more keywords in your headlines

Ad strength Good

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

Asset status: All enabled | Add filter

Ad may be limited by policy: [Restricted medical content](#), [Restricted drug terms](#)

Asset	Status	Asset type	Position pinning	Performance	Impr.
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Learning	790
Fat Reduction in Burlington VT	Approved (limited)	Headline	None	Good	2,309
20% Off 4+ Treatments	Approved (limited)	Headline	None	Learning	707
Located in Burlington, VT	Approved (limited)	Headline	None	Good	5,227
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	1,858
Our Biggest CoolSculpting Discount Ever. Get Up to 20% Off 4+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Good	6,419
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Good	6,998
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	Learning	129
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved (limited)	Description	None	Learning	97

Show rows: 500 | 1 - 18 of 18

Overview: Enabled | Status: All ads limited by policy | Type: Search | Budget: \$33.15/day | Optimization score: 72%

Extensions

All (legacy)

Extension type: All | Add filter

Associations view

Extension	Extension type	Added to	Level	Status	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Location extension												
<input type="checkbox"/>	Business Profile: info@barevt.com ... All locations selected	Location extension	Account	Account	-	-	-	-	-	-	-	-
Total: Location extensions					38	736	5.16%	\$2.99	\$113.55	7.89%	3.00	\$37.85

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Medstar Media, Inc.
10808 S. River Front Parkway Suite 3020
South Jordan, Utah 84095
United States
6466949450



Jamie Clayton
Bare Medical Spa + Laser Center
US

Invoice Number FB2022-301
Date of Issue 09/01/2022
Due Date 09/01/2022

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
CoolSculpting Digital Marketing Monthly Mgmt Svc • Manage & optimize digital marketing campaigns on Google Ads and social media ads • 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	\$2,000.00	1	\$2,000.00
Digital Marketing Monthly Mgmt Service Proration Ads began August 10th - prepaid through Sept 9th - 9 days credit.	-\$66.6667	9	-\$600.00
Web Development Specials Page and 8 custom made graphics - 2 hours of design work at \$200/hr	\$200.00	2	\$400.00

Subtotal 1,800.00
Tax 0.00

Total 1,800.00
Amount Paid 1,800.00

Amount Due (USD) \$0.00

Medstar Media, Inc.
10808 S. River Front Parkway Suite 3020
South Jordan, Utah 84095
United States
6466949450



Paid

Jamie Clayton
Bare Medical Spa + Laser Center
US

Invoice Number FB2022-334
Date of Issue 10/01/2022
Due Date 10/01/2022

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
CoolSculpting Digital Marketing Monthly Mgmt Svc • Manage & optimize digital marketing campaigns on Google Ads and social media ads • 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	\$2,000.00	1	\$2,000.00

Subtotal 2,000.00
Tax 0.00

Total 2,000.00
Amount Paid 2,000.00

Amount Due (USD) \$0.00