

CoolSculpting Marketing Services Bare Medical Spa + Laser Center Total Marketing Expenses (10/1/2022 - 11/30/2022)

Total Google Ads: \$1,984.86
Total Marketing Service Fee: \$4,000.00
Total CoolSculpting Marketing Cost: \$5,984.86

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

Overview | Recommendations | Insights | Campaigns | Auction insights | Ad groups | Ads & assets | Landing pages | Keywords | Audiences | Content | Settings | Change history | Show less | Dynamic ad targets | Locations | Ad schedule | Devices

Campaigns

Custom | Oct 1 - Nov 30, 2022 | Show last 30 days

Search | Segment | Columns | Reports | Download | Expand | More

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$32.43/day	All ads limited by policy	614	9.33%	\$1,984.86
Total: Filtered campaigns			614	9.33%	\$1,984.86
Total: Account	\$32.43/day		1,199	7.56%	\$7,389.19

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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Overview | Recommendations | Insights | Ad groups | Ads & assets | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Show less | Dynamic ad targets | Locations | Ad schedule | Devices | Advanced bid adj. | Drafts

Enabled | Status: Type: Search | Budget: \$32.43/day | Optimization score: 80.8%

Ad status: All | Add filter

Search | Segment | Columns | Reports | Download | Expand | More

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 drug terms +1 more)	210	5.44%	\$696.78
{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)	150	15.23%	\$562.44
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 medical content +1 more)	182	12.89%	\$506.30
{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)	37	28.68%	\$78.56
{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 drug terms +1 more)	23	20.35%	\$74.34
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	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +1 more)	9	12.16%	\$58.41
[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)	3	33.33%	\$8.03

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Enabled | Status: Type: Search | Budget: \$32.43/day | Optimization score: 80.8%

Ad status: All | Add filter

Search | Segment | Columns | Reports | Download | Expand | More

Ad	Ad group	Status	Clicks	CTR	Cost
[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)	3	33.33%	\$8.03
{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	3. coolsculpting elite	Eligible (Limited) Policy (Restricted drug terms +1 more)	0	-	\$0.00
[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
[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)	0	-	\$0.00
Total: Ads			614	9.33%	\$1,984.86
Total: Campaign			614	9.33%	\$1,984.86

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

Overview | Recommendations | Insights | Responsive search ad | Assets | Combinations

Custom | Oct 1 - Nov 30, 2022 | Show last 30 days

Try including more keywords in your headlines

Ad strength: Average

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

Download | Expand

Ad may be limited by policy: Restricted drug terms, Restricted medical content

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Non-Surgical Lipo Alternative	Approved (limited)	Headline	None	Learning	9	Advertiser
Freeze Your Way to Leaner Body	Approved (limited)	Headline	None	Learning	52	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	Learning	301	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	215	Advertiser
Target Belly Fat, Love Handles	Approved (limited)	Headline	None	Learning	123	Advertiser
Freezing Fat Really Works	Approved (limited)	Headline	None	Learning	57	Advertiser
Bare Medical Spa	Approved (limited)	Headline	None	Learning	779	Advertiser
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	Learning	74	Advertiser
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	83	Advertiser

Get the Google Ads mobile app

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Overview: Enabled | Status: Type: Search | Budget: \$32.43/day | Optimization score: 80.8%

Responsive search ad

Assets | Combinations

Ad strength: Average

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

Ad may be limited by policy: Restricted drug terms, Restricted medical content

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Learning	468	Advertiser
Fat Reduction in Burlington VT	Approved (limited)	Headline	None	Good	1,229	Advertiser
20% Off 4+ Treatments	Approved (limited)	Headline	None	Learning	238	Advertiser
Located in Burlington, VT	Approved (limited)	Headline	None	Good	2,771	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	1,319	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 20% Off 4+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Best	3,521	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Best	3,744	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	Learning	63	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved (limited)	Description	None	Learning	52	Advertiser

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Assets

Table view: Associations

Asset type: All | Asset status: All but removed

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	4	6.78%	\$11.43
Sitelink						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	342	9.33%	\$1,206.60
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Burlington, VT	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	334	9.25%	\$1,176.26
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	291	8.59%	\$969.88
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible	104	11.38%	\$501.83
Callout						
Freeze Your Fat	search coolsculpting	Campaign	Eligible	50	8.09%	\$193.28
FDA Cleared	search coolsculpting	Campaign	Eligible	47	7.50%	\$161.22

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Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Highlights						
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	45	8.38%	\$152.32
Liposuction Alternative	search coolsculpting	Campaign	Eligible	46	8.68%	\$142.63
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	37	7.02%	\$117.69
Promotion						
Fall Sale - Up to 20% off New Client Special	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	158	13.49%	\$727.02
Winter Sale - Up to 20% off New Client Special	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00
Call						
(802) 861-2273	Account	Account	Eligible	138	8.61%	\$464.79
Totals						
Total: Sitelinks				342	9.29%	\$1,206.60
Total: Callouts				102	7.72%	\$334.66
Total: Structured snippets				4	6.78%	\$11.43
Total: Calls				138	8.61%	\$464.79
Total: Promotions				158	13.49%	\$727.02

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Google Search Console | Inspect any URL in "https://barevt.com/"

Performance | Search type: Web | Date: Last 3 months | Query: +cool | Last updated: 5 hours ago

Total clicks: 9 | Total impressions: 29.9K | Average CTR: 0% | Average position: 49.9

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

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
<hr/> Total	2,000.00
Amount Paid	2,000.00
<hr/> Amount Due (USD)	\$0.00

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 FB2022-365
Date of Issue 11/01/2022
Due Date 11/01/2022

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 • Conversion Tools + Lead Nurture Technology	\$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