

CoolSculpting Marketing Services Bare Medical Spa Q3 + Q4 2022 Total Marketing Expenses (07/1/2022 - 12/31/2022)

Total Google Ads: \$ 4,745.05
Total Marketing Service Fee: \$ 7,800.00
Total CoolSculpting Marketing Cost: \$12,545.05

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

Complete advertiser verification - To keep running ads, complete advertiser verification. Dismiss Learn more Get started

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

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

Ad group	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$32.66/day	All ads limited by policy	1,336	7.67%	\$4,745.05
Total: Filtered campaigns			1,336	7.67%	\$4,745.05
Total: Account	\$32.66/day		2,462	7.04%	\$15,263.09

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

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Overview | Enabled | Status: All ads limited by policy | Type: Search | Budget: \$32.66/day | Optimization score: 99.1% | More details

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

Insights | Ad status: All | Add filter

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)	535	4.95%	\$1,937.59
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	3. liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	373	10.41%	\$1,106.16
{KeywordBare 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)	285	13.83%	\$1,057.98
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)	36	7.33%	\$263.40
{KeywordBare 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	4. body sculpting	Not eligible Policy (Restricted drug terms +1 more), Ad group paused	30	17.75%	\$175.64
{KeywordBare 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)	52	26.26%	\$117.45

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

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Overview | Enabled | Status: All ads limited by policy | Type: Search | Budget: \$32.66/day | Optimization score: 99.1% | More details

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

Insights | Ad status: All | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
{KeywordBare 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)	52	26.26%	\$117.45
[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)	18	29.03%	\$65.23
[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
{KeywordBare 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. coolsculpting elite	Eligible (Limited) Policy (Restricted drug terms +1 more)	2	40.00%	\$5.08
[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 in your current workspace			1,336	7.67%	\$4,745.05
Total: Campaign			1,336	7.67%	\$4,745.05

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

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Overview | Enabled | Status: All ads limited by policy | Type: Search | Budget: \$32.66/day | Optimization score: 99.1% | More details

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

Insights | Ad strength: Excellent

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

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](#)

Assets | Combinations

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

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Non-Surgical Lipo Alternative	Approved (limited)	Headline	None	Learning	47	Advertiser
Freeze Your Way to Leaner Body	Approved (limited)	Headline	None	Learning	119	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	Learning	1,678	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	567	Advertiser
Target Belly Fat, Love Handles	Approved (limited)	Headline	None	Learning	538	Advertiser
Freezing Fat Really Works	Approved (limited)	Headline	None	Learning	248	Advertiser
Bare Medical Spa	Approved (limited)	Headline	None	Learning	1,605	Advertiser
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	Learning	172	Advertiser

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Complete advertiser verification - To keep running ads, complete advertiser verification. Dismiss Learn more Get started

Overview: Enabled | Status: All ads limited by policy | Type: Search | Budget: \$32.66/day | Optimization score: 99.1%

Responsive search ad ⊗ [Leave feedback](#) Custom Jul 1 - Dec 31, 2022 Show last 30 days

Assets Combinations

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

- ✓ 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 Download Expand

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

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	227	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Learning	1,250	Advertiser
Fat Reduction in Burlington VT	Approved (limited)	Headline	None	Good	3,400	Advertiser
20% Off 4+ Treatments	Approved (limited)	Headline	None	Learning	907	Advertiser
Located in Burlington, VT	Approved (limited)	Headline	None	Good	7,873	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	3,003	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 20% Off 4+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Best	9,652	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Best	10,485	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	Learning	186	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved (limited)	Description	None	Learning	146	Advertiser

Complete advertiser verification - To keep running ads, complete advertiser verification. Dismiss Learn more Get started

Overview: Enabled | Status: All ads limited by policy | Type: Search | Budget: \$32.66/day | Optimization score: 99.1%

Responsive search ad ⊗ [Leave feedback](#) Custom Jul 1 - Dec 31, 2022 Show last 30 days

Assets Combinations

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

- ✓ 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 Download Expand

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

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Located in Burlington, VT	Approved (limited)	Headline	None	Good	7,873	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	3,003	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 20% Off 4+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Best	9,652	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Best	10,485	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	Learning	186	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved (limited)	Description	None	Learning	146	Advertiser

Show rows: 500 1 - 18 of 18

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Overview: Enabled | Status: All ads limited by policy | Type: Search | Budget: \$32.66/day | Optimization score: 99.1%

Assets Associations Table view Jul 1 - Dec 31, 2022 Show last 30 days

Asset type: All Asset status: All Add filter Segment Columns Reports Download Expand More

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	9	5.11%	\$26.20
Sitelink						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	777	7.86%	\$3,080.35
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)	757	7.77%	\$2,979.72
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	672	7.33%	\$2,589.47
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible	187	9.89%	\$974.15
Callout						
FDA Cleared	search coolsculpting	Campaign	Eligible	117	6.26%	\$531.02

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Overview: Enabled | Status: All ads limited by policy | Type: Search | Budget: \$32.66/day | Optimization score: 99.1%

Assets Table view Jul 1 - Dec 31, 2022 Show last 30 days

Asset type: All Asset status: All Add filter Segment Columns Reports Download Expand More

Asset	Added to	Level	Status	Clicks	CTR	Cost
Callout						
FDA Cleared	search coolsculpting	Campaign	Eligible	117	6.26%	\$531.02
Freeze Your Fat	search coolsculpting	Campaign	Eligible	114	6.32%	\$496.22
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	99	6.04%	\$463.55
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	93	5.80%	\$392.49
Liposuction Alternative	search coolsculpting	Campaign	Eligible	94	5.94%	\$352.24
Promotion						
Fall Sale - Up to 20% off New Client Special	search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	287	8.19%	\$1,320.46
Winter Sale - 20% off 4+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	114	10.69%	\$580.24
Call						
(802) 861-2273	Account	Account	Eligible	321	6.47%	\$1,210.90
Total: Sitelinks				779	7.83%	\$3,085.04
Total: Callouts				231	6.32%	\$952.80
Total: Structured snippets				9	5.11%	\$26.20
Total: Calls				321	6.47%	\$1,210.90

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Overview: Enabled | Status: All ads limited by policy | Type: Search | Budget: \$32.66/day | Optimization score: 99.1%

Assets Table view Jul 1 - Dec 31, 2022 Show last 30 days

Asset type: All Asset status: All Add filter Segment Columns Reports Download Expand More

Asset	Added to	Level	Status	Clicks	CTR	Cost
Liposuction Alternative	search coolsculpting	Campaign	Eligible	94	5.94%	\$352.24
Promotion						
Fall Sale - Up to 20% off New Client Special	search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	287	8.19%	\$1,320.46
Winter Sale - 20% off 4+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	114	10.69%	\$580.24
Call						
(802) 861-2273	Account	Account	Eligible	321	6.47%	\$1,210.90
Total: Sitelinks				779	7.83%	\$3,085.04
Total: Callouts				231	6.32%	\$952.80
Total: Structured snippets				9	5.11%	\$26.20
Total: Calls				321	6.47%	\$1,210.90
Total: Promotions				401	8.78%	\$1,900.70

Show rows: 500 1 - 13 of 13

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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
<hr/> Total	2,000.00
Amount Paid	2,000.00
<hr/> <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

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 FB2022-408
Date of Issue 12/01/2022
Due Date 12/01/2022

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