

CoolSculpting Marketing Services Bare Medical Spa Q4 2022 Total Marketing Expenses (10/14/2022 - 12/31/2022)

Total Google Ads: \$2,532.16
Total Marketing Service Fee: \$6,000.00
Total CoolSculpting Marketing Cost: \$8,532.16

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

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview | Campaigns | Custom | Oct 14 - Dec 31, 2022 | Show last 30 days

Filters: Campaign status: All | Campaign name contains cool X | Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$32.62/day	Paused All ads limited by policy	641	9.73%	\$2,532.16
Total: Filtered campaigns			641	9.73%	\$2,532.16
Total: Account			1,096	8.15%	\$6,794.88

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

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview | Paused | Type: Search | Budget: \$32.62/day | More details

Recommendations | Ads | Custom | Oct 14 - Dec 31, 2022 | Show last 30 days

Filters: 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	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	199	5.65%	\$843.93
{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	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	179	17.76%	\$715.50
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	Not eligible Policy (Restricted medical content +1 more), Campaign paused	166	12.55%	\$556.06
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	Not eligible Policy (Restricted medical content +1 more), Campaign paused	36	7.33%	\$263.40
{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	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	36	28.35%	\$71.61
{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	4. body sculpting	Not eligible Policy (Restricted drug terms +1 more), Ad group paused, +1	21	18.92%	\$68.61
Total: Ads in your current workspace			641	9.73%	\$2,532.16
Total: Campaign			641	9.73%	\$2,532.16

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

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview | Paused | Type: Search | Budget: \$32.62/day | More details

Recommendations | Ads | Custom | Oct 14 - Dec 31, 2022 | Show last 30 days

Filters: Ad status: All | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
{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	4. body sculpting	Not eligible Policy (Restricted drug terms +1 more), Ad group paused, +1	21	18.92%	\$68.61
[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	Not eligible Policy (Restricted medical content +1 more), Campaign paused	4	44.44%	\$13.05
{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. coolsculpting elite	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	0	0.00%	\$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	Not eligible Policy (Restricted medical content +1 more), Campaign paused	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	Not eligible Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
Total: Ads in your current workspace			641	9.73%	\$2,532.16
Total: Campaign			641	9.73%	\$2,532.16

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

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview | Paused | Type: Search | Budget: \$32.62/day | More details

Recommendations | Responsive search ad | Leave feedback | Custom | Oct 14 - Dec 31, 2022 | Show last 30 days

Filters: Asset status: All enabled | Add filter

Ad strength: Excellent

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](#)

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	6	Advertiser
Freeze Your Way to Leaner Body	Approved (limited)	Headline	None	Learning	42	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	Learning	294	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	187	Advertiser
Target Belly Fat, Love Handles	Approved (limited)	Headline	None	Learning	92	Advertiser
Freezing Fat Really Works	Approved (limited)	Headline	None	Learning	33	Advertiser
Bare Medical Spa	Approved (limited)	Headline	None	Learning	801	Advertiser
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	Learning	66	Advertiser

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None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. Hide Learn more

Overview: Paused, Type: Search, Budget: \$32.62/day

Responsive search ad ⊗ [Leave feedback](#)

Assets | Combinations

Ad strength: Excellent

- ✓ 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
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	96	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Learning	452	Advertiser
Fat Reduction in Burlington VT	Approved (limited)	Headline	None	Good	1,073	Advertiser
20% Off 4+ Treatments	Approved (limited)	Headline	None	Learning	199	Advertiser
Located in Burlington, VT	Approved (limited)	Headline	None	Good	2,589	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	1,110	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 20% Off 4+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Best	3,168	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Best	3,416	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	Learning	56	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved (limited)	Description	None	Learning	48	Advertiser

Overview: Paused, Type: Search, Budget: \$32.62/day

Responsive search ad ⊗ [Leave feedback](#)

Assets | Combinations

Ad strength: Excellent

- ✓ 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
Located in Burlington, VT	Approved (limited)	Headline	None	Good	2,589	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	1,110	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 20% Off 4+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Best	3,168	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Best	3,416	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	Learning	56	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved (limited)	Description	None	Learning	48	Advertiser

Show rows: 500 | 1 - 18 of 18

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. [Learn more](#)

Overview: Paused, Type: Search, Budget: \$32.62/day

Assets

Table view: Associations

Asset type: All | Asset status: 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	2	3.33%	\$7.29
Sitelink						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	376	10.42%	\$1,627.35
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)	362	10.21%	\$1,553.89
Book A Free Consultation Contact Us Today to Schedule Your Free consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	298	9.41%	\$1,228.97
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible	187	9.89%	\$974.15
Callout						
Freeze Your Fat	search coolsculpting	Campaign	Eligible	54	8.64%	\$249.84

Overview: Paused, Type: Search, Budget: \$32.62/day

Assets

Asset type: All | Asset status: All

Asset	Added to	Level	Status	Clicks	CTR	Cost
Callout						
Freeze Your Fat	search coolsculpting	Campaign	Eligible	54	8.64%	\$249.84
FDA Cleared	search coolsculpting	Campaign	Eligible	48	7.75%	\$229.82
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	46	8.52%	\$213.80
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	44	8.06%	\$200.86
Liposuction Alternative	search coolsculpting	Campaign	Eligible	44	8.21%	\$195.74
Promotion						
Fall Sale - Up to 20% off New Client Special	search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	158	13.49%	\$727.02
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	110	8.32%	\$434.33
Total: Sitelinks				377	10.33%	\$1,629.72
Total: Callouts				106	8.25%	\$454.31
Total: Structured snippets				2	3.33%	\$7.29
Total: Calls				110	8.32%	\$434.33

Overview: Paused, Type: Search, Budget: \$32.62/day

Assets

Asset type: All | Asset status: All

Asset	Added to	Level	Status	Clicks	CTR	Cost
Liposuction Alternative	search coolsculpting	Campaign	Eligible	44	8.21%	\$195.74
Promotion						
Fall Sale - Up to 20% off New Client Special	search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	158	13.49%	\$727.02
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	110	8.32%	\$434.33
Total: Sitelinks				377	10.33%	\$1,629.72
Total: Callouts				106	8.25%	\$454.31
Total: Structured snippets				2	3.33%	\$7.29
Total: Calls				110	8.32%	\$434.33
Total: Promotions				272	12.16%	\$1,307.26

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



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

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 FB2022-365
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