

CoolSculpting Marketing Services Beauty Bar Clinics Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

Total Google Ads: CA\$ 4,475.76
Total Marketing Service Fees: \$ 7,620.64
Total CoolSculpting Marketing Cost: \$10,938.05

Google Ads interface showing Campaigns overview for Beauty Bar Clinics. The table displays campaign performance metrics for the period Jan 1 - Mar 31, 2023.

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting toronto	CA\$52.99/day	All ads limited by policy	1,348	4.41%	CA\$4,475.76
Total: Campaigns in your current workspace			1,348	4.41%	CA\$4,475.76
Total: Account			7,660	4.89%	CA\$28,418.37

Google Ads interface showing Ads overview for Beauty Bar Clinics. The table displays individual ad performance metrics for the period Jan 1 - Mar 31, 2023.

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword Beauty Bar) CoolSculpting in Toronto Freeze Away Body Fat +12 more	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	441	4.50%	CA\$2,185.29
Beauty Bar Fat Reduction in Toronto Non-Surgical Fat Reduction +11 more	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted drug terms +1 more)	466	4.11%	CA\$1,052.89
Beauty Bar Fat Reduction in Toronto Non-Surgical Fat Reduction +11 more	3. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	285	5.25%	CA\$598.81
(Keyword Beauty Bar) CoolSculpting in Toronto Freeze Away Body Fat +12 more	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	120	3.68%	CA\$483.59
(Keyword Beauty Bar) CoolSculpting in Toronto Freeze Away Body Fat +12 more	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	34	5.13%	CA\$149.37
Total: Ads in your current workspace			1,348	4.41%	CA\$4,475.76
Total: Campaign			1,348	4.41%	CA\$4,475.76

Google Ads interface showing Assets overview for Beauty Bar Clinics. The table displays asset performance metrics for the period Jan 1 - Mar 31, 2023.

Asset	Ad group	Status	Clicks	CTR	Cost
Beauty Bar Fat Reduction in Toronto Non-Surgical Fat Reduction +11 more	3. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	285	5.25%	CA\$598.81
(Keyword Beauty Bar) CoolSculpting in Toronto Freeze Away Body Fat +12 more	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	120	3.68%	CA\$483.59
(Keyword Beauty Bar) CoolSculpting in Toronto Freeze Away Body Fat +12 more	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	34	5.13%	CA\$149.37
Beauty Bar CoolSculpting in Toronto Freeze Away Body Fat +12 more	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +1 more)	2	3.17%	CA\$5.81
Total: Assets in your current workspace			441	4.50%	CA\$2,185.29
Total: Campaign			1,348	4.41%	CA\$4,475.76

Google Ads interface showing Responsive search ad insights for Beauty Bar Clinics. The table displays asset performance metrics for the period Jan 1 - Mar 31, 2023.

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	17	Advertiser
(Keyword Beauty Bar)	Approved (limited)	Headline	None	Good	2,226	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	None	Learning	28	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Learning	751	Advertiser

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Enabled Status: All ads limited by policy Type: Search Budget: CA\$52.99/day Optimization score: 79.2% More details Campaign 1 of 1

Overview Asset status: All enabled Add filter Download Expand

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

Insights ● Asset

Asset	Status	Asset type ↑	Position pinning	Performance	Impr.	Asset source
CoolSculpting Near Me	Approved (limited)	Headline	None	Learning	23	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	None	Learning	754	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	None	Learning	526	Advertiser
Buy One Get One Free	Approved (limited)	Headline	None	Good	3,392	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	None	Learning	38	Advertiser
Top Provider in Toronto	Approved (limited)	Headline	None	Learning	21	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	None	Learning	2	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	Good	5,856	Advertiser
CoolSculpting in Toronto	Approved (limited)	Headline	None	Good	4,591	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	None	Learning	227	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	Learning	1,136	Advertiser
Our Biggest CoolSculpting Discount Ever. Buy One Get One Free. Schedule a Consultation	Approved (limited)	Description	2nd position	Good	8,988	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Learning	141	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	Good	9,494	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	Learning	159	Advertiser

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Enabled Status: All ads limited by policy Type: Search Budget: CA\$52.99/day Optimization score: 79.2% More details Campaign 1 of 1

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

Recommendations Table view Associations

Insights Upgraded Ⓞ

Ad groups All Sitelink Callout Structured snippet Call Lead form Price App Promotion

Ads & assets Legacy Ⓞ

Assets All Image Dynamic image Location Affiliate location

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

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
<input type="checkbox"/> Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS search coolsculpting toronto	Campaign	Eligible	3	2.94%	CA\$7.44
Sitelink						
<input type="checkbox"/> CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting toronto	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	157	4.63%	CA\$850.39
<input type="checkbox"/> Why Choose Us? Read About What Sets Us Apart from Other Medspas in Toronto	MS search coolsculpting toronto	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	150	4.57%	CA\$816.93
<input type="checkbox"/> Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	149	4.58%	CA\$813.23
<input type="checkbox"/> About Us			Eligible (Limited)			

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Enabled Status: All ads limited by policy Type: Search Budget: CA\$52.99/day Optimization score: 79.2% More details Campaign 1 of 1

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

Asset	Added to	Level	Status	Clicks	CTR	Cost
<input type="checkbox"/> About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	150	4.56%	CA\$810.83
Callout						
<input type="checkbox"/> FDA Approved	MS search coolsculpting toronto	Campaign	Eligible	124	3.21%	CA\$468.51
<input type="checkbox"/> Liposuction Alternative	MS search coolsculpting toronto	Campaign	Eligible	100	3.00%	CA\$398.05
<input type="checkbox"/> Highlights: No Surgery	MS search coolsculpting toronto	Campaign	Eligible	96	2.87%	CA\$385.81
<input type="checkbox"/> Freeze Your Fat	MS search coolsculpting toronto	Campaign	Eligible	108	2.97%	CA\$375.16
<input type="checkbox"/> Nonsurgical Fat Reduction	MS search coolsculpting toronto	Campaign	Eligible	96	2.95%	CA\$354.75
Call						
<input type="checkbox"/> (647) 696-5460	MS search coolsculpting toronto	Campaign	Eligible	91	1.87%	CA\$272.26
Total: Sitelinks				157	4.62%	CA\$850.39
Total: Callouts				241	3.25%	CA\$940.64
Total: Structured snippets				3	2.94%	CA\$7.44
Total: Calls				91	1.87%	CA\$272.26
Total: Promotions				0	-	CA\$0.00

Show rows: 100 1 - 11 of 11

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 support@medstarmedia.com

INVOICE

BILL TO
 Ashraf Eleish
 Beauty Bar Clinics

INVOICE # 2065
DATE 02/01/2023
DUE DATE 02/01/2023
TERMS Due on receipt

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Digital Marketing Monthly Management	<ul style="list-style-type: none"> • Monthly management of Google Ads / Social Media Ads • Optimize campaigns for conversions monthly • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Consult Exit pop technology to increase leads • Includes management of Los Angeles and Toronto location Ad start date 12/7/22. January billed for 24 days.	24	88.61	2,126.64
	Digital Marketing Monthly Management	<ul style="list-style-type: none"> • Monthly management of Google Ads / Social Media Ads • Optimize campaigns for conversions monthly • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Consult Exit pop technology to increase leads • Includes management of Los Angeles and Toronto location for February	1	2,747.00	2,747.00

PAYMENT 4,873.64
 BALANCE DUE **\$0.00**

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support@medstarmedia.com

INVOICE

BILL TO

Ashraf Eleish

Beauty Bar Clinics

INVOICE # 2100

DATE 03/01/2023

DUE DATE 03/01/2023

TERMS Due on receipt

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Expert technology to increase leads• Includes management of Los Angeles and Toronto location	1	2,747.00	2,747.00

Referral Program

PAYMENT

2,747.00

BALANCE DUE

\$0.00

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.