

CoolSculpting Marketing Services Bloom Health Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

Total Google Ads: \$ 6,040.35
Total Marketing Service Fees: \$ 4,930.00
Total CoolSculpting Marketing Cost: \$10,970.35

Google Ads | Medstar Media > Bloom Health 901-947-7282 | All campaigns

Workspace filter: Campaign status: All | Ad group status: All | Add filter

Overview | Recommendations | Insights | Campaigns | Auction insights | Ad groups | Ads & assets | Landing pages | Keywords | Audiences | Content | Settings | Change history | Suggested | Experiments | Devices | Show more

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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Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$70.14/day	All ads limited by policy	806	5.71%	\$6,040.35
CoolSculpt 2019	\$10.00/day	Removed	0	-	\$0.00
CoolSculpting	\$40.00/day	Paused All ads disapproved	0	-	\$0.00
search alpha coolsculpting	\$29.59/day	Paused Some ads disapproved, Most ads limited by policy	0	-	\$0.00
search beta coolsculpting exp reach	\$100.00/day	Paused All ads limited by policy	0	-	\$0.00
Total: Filtered campaigns			806	5.71%	\$6,040.35
Total: Account	\$173.16/day		3,338	6.33%	\$15,133.65

Google Ads | Medstar Media > Bloom Health 901-947-7282 | All campaigns > search | coolsculpting

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$70.14/day | Optimization score: 100% | More details | Campaign 21 of 24

Overview | Recommendations | Insights | Ad groups | Ads & assets | Ads | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Ad variations | Devices | Show more

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
(Keyword Bloom Health) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more www.bloom.health/coolsculpting Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. Expert, Safe Fat Loss With Quick Results... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	173	9.68%	\$2,032.77
Bloom Health Fat Reduction Bloomfield Hills Non-Surgical Fat Reduction +11 more www.bloom.health/coolsculpting Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Get... View assets details	3. lipo	Eligible (Limited) Policy (Restricted drug terms +1 more)	252	6.07%	\$1,365.62
Bloom Health CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more www.bloom.health/coolsculpting Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. Expert, Safe Fat Loss With Quick Results... View assets details	3. lipo	Eligible (Limited) Policy (Restricted drug terms +1 more)	149	6.25%	\$1,052.24
Bloom Health CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more www.bloom.health/coolsculpting Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. Expert, Safe Fat Loss With Quick Results... View assets details	x. Expanded Reach	Eligible (Limited) Policy (Restricted drug terms +1 more)	94	3.07%	\$573.66
(Keyword Bloom Health) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more www.bloom.health/coolsculpting Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	53	11.40%	\$437.29
Bloom Health Fat Reduction Bloomfield Hills Non-Surgical Fat Reduction +11 more www.bloom.health/coolsculpting Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Get... View assets details	x. Expanded Reach	Eligible (Limited) Policy (Restricted drug terms +1 more)	57	3.15%	\$364.70
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. Expert, Safe Fat Loss With Quick Results... Get Up to 25% Off 8+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more), Ad group paused	12	12.63%	\$127.41
Bloom Health CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more www.bloom.health/coolsculpting Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. Expert, Safe Fat Loss With Quick Results... View assets details	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +1 more)	16	4.49%	\$86.66
(Keyword #1 CoolSculpting Deal 25% Off) Fat Reduction: Bloomfield 25% Off CoolSculpting Cost +6 more www.bloom.health 25% Off CoolSculpting. #1 FDA-Cleared, Non-surgical Fat Reduction Treatment. CoolSculpting Reduces Fat Without Surgery... View assets details	SKAG coolsculpting face BROAD	Not eligible Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
#1 CoolSculpting Deal 25% Off Fat Reduction: Bloomfield Freeze Away Stubborn Fat www.bloom.health 25% Off CoolSculpting. #1 FDA-Cleared, Non-surgical Fat Reduction Treatment. CoolSculpting Reduces Fat Without Surgery. Learn More About Freezing Your Fat	SKAG coolsculpting face BROAD	Not eligible Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
25% Off CoolSculpting Cost Safe & Effective Fat Reduction Target Belly Fat, Love Handles www.bloom.health #1 CoolSculpting Deal. 25% off. Freeze Fat. Top Provider in Bloomfield, MI. Free Consult. Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%	SKAG coolsculpting face BROAD	Not eligible Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
(Keyword #1 CoolSculpting Deal 25% Off) Fat Reduction: Bloomfield 25% Off CoolSculpting Cost +6 more www.bloom.health 25% Off CoolSculpting. #1 FDA-Cleared, Non-surgical Fat Reduction Treatment. CoolSculpting Reduces Fat Without Surgery... View assets details	SKAG how much is coolsculpting EXACT	Not eligible Policy (Restricted drug terms), Ad group removed	0	-	\$0.00

Google Ads | Medstar Media > Bloom Health 901-947-7282 | All campaigns > search | coolsculpting

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$70.14/day | Optimization score: 100% | More details | Campaign 21 of 24

Overview | Recommendations | Insights | Ad groups | Ads & assets | Ads | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Ad variations | Devices | Show more

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	2. body sculpting	Removed Policy (Restricted medical content +1 more), Ad group paused	0	-	\$0.00
Best CoolSculpting Deal Ever Freeze Away Body Fat Hurry Offer Ends In (+COUNTDOWN("2021/07/31 00:00:00";en-US";30)) www.bloom.health Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Policy (Restricted medical content +1 more), Ad group paused	0	-	\$0.00
Best CoolSculpting Deal Ever Limited Time Offer July 2021 Hurry Offer Ends In (+COUNTDOWN("2021/07/31 00:00:00";en-US";30)) www.bloom.health Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	2. body sculpting	Removed Policy (Restricted medical content +1 more), Ad group paused	0	-	\$0.00
Best CoolSculpting Deal Ever Limited Time Offer July 2021 New Clients Save 25% www.bloom.health Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	2. body sculpting	Removed Policy (Restricted medical content +1 more), Ad group paused	0	-	\$0.00
Best CoolSculpting Deal Ever Limited Time Offer July 2021 Our Biggest Discount Ever www.bloom.health Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	2. body sculpting	Removed Policy (Restricted medical content +1 more), Ad group paused	0	-	\$0.00
Total: Ads in your current workspace					
Total: Campaign					

Show rows: 1,000 | 1 - 1,000 of 1,052

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Enabled Status: All ads limited by policy Type: Search Budget: \$70.14/day Optimization score: 100%

Assets

Table view: Associations

Upgraded

Asset filters: All, Business name, Business logo, Sitelink, Callout, Structured snippet, Call, Price, App, Promotion

Legacy: All, Image, Dynamic image, Location, Affiliate location

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	0	0.00%	\$0.00
Sitelink						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	366	6.79%	\$3,288.59
Our Services Learn More About Our Complete Range of Top Services for Face and Body.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	350	6.64%	\$3,122.18
Our Reviews Read Real Google Reviews From Our Satisfied Clients.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	319	6.33%	\$2,798.05
Buy Now Purchase Your Treatment Online And Schedule Your Visit Today.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	292	6.29%	\$2,653.42
Our Team			Eligible (Limited)			

Enabled Status: All ads limited by policy Type: Search Budget: \$70.14/day Optimization score: 100%

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Callout						
Our Team Meet Our Board Certified Aesthetic Providers	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	160	4.23%	\$1,315.57
Schedule Online Book a Free Consultation Quickly and Conveniently Online.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	136	4.05%	\$1,147.59
Promotion						
Freeze Your Fat	search coolsculpting	Campaign	Eligible	64	6.58%	\$620.38
FDA Cleared	search coolsculpting	Campaign	Eligible	60	5.81%	\$499.29
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	42	5.96%	\$438.21
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	47	7.21%	\$426.92
Liposuction Alternative	search coolsculpting	Campaign	Eligible	47	7.20%	\$422.56
New Clients 25% Off	search coolsculpting	Campaign	Removed	0	-	\$0.00
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
Promotion						
Winter Sale - Up to 25% off 8+ Treatments	search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	247	6.40%	\$2,030.40
Spring Sale - Up to 25% off 8+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	29	4.07%	\$274.33

Enabled Status: All ads limited by policy Type: Search Budget: \$70.14/day Optimization score: 100%

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Call						
(248) 365-0311	search coolsculpting	Campaign	Eligible	35	3.58%	\$426.97
Total: Business logo						
Total: Sitelinks						
Total: Callouts						
Total: Structured snippets						
Total: Calls						
Total: Promotions						

Show rows: 1,000 1 - 21 of 21

Recording 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.

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Responsive search ad

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

Search term categories your ad appears for
coolsculpting, coolsculpting near me, coolsculpting for double chin, + 60 more

You can now edit advertiser assets. Point to the asset column, then click the pencil icon.

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	Asset type	Position pinning	Impr.	Asset source
Ad may be limited by policy: Restricted drug terms , Restricted medical content					
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	1,734	Advertiser
CoolSculpting in (LOCATION)(City)	Approved (limited)	Headline	None	1,674	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	1,557	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	797	Advertiser

Enabled Status: All ads limited by policy Type: Search Budget: \$70.14/day Optimization score: 100%

Assets

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Ad may be limited by policy: Restricted drug terms , Restricted medical content					
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	797	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	673	Advertiser
(Keyword Bloom Health)	Approved (limited)	Headline	None	128	Advertiser
25% Off 8+ Treatments	Approved (limited)	Headline	None	115	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	None	82	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	32	Advertiser
Top Provider Bloomfield Hills	Approved (limited)	Headline	None	32	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bloomfield Hills, MI	Approved (limited)	Description	None	21	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	19	Advertiser
CoolSculpting Near Me	Approved (limited)	Headline	None	17	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	None	17	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	None	9	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	8	Advertiser
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	3	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book a Free Consultation Now	-	Description	None	0	Advertiser
Book Now for Up to \$1000 Off	-	Headline	None	0	Advertiser
Save \$1,000 On 8+ Treatments	-	Headline	None	0	Advertiser

Enabled
Status: All ads limited by policy
Type: Search
Budget: \$70.14/day
Optimization score: 100%
More details
Campaign 21 of 24

Ad may be limited by policy: Restricted drug terms , Restricted medical content						
Asset	Status	Asset type	Position pinning	↓ Impr.	Asset source	
● CoolSculpting Near Me	Approved (limited)	Headline	None	17	Advertiser	
● Freeze Your Fat Away Today	Approved (limited)	Headline	None	17	Advertiser	
● Fat Reduction Treatment	Approved (limited)	Headline	None	9	Advertiser	
● Schedule a Free Consultation	Approved (limited)	Headline	None	8	Advertiser	
● Safe + Effective Fat Reduction	Approved (limited)	Headline	None	3	Advertiser	
● How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	—	Description	None	0	Advertiser	
● Book Now for Up to \$1000 Off	—	Headline	None	0	Advertiser	
● Save \$1,000 On 8+ Treatments	—	Headline	None	0	Advertiser	
● Book Now for Up to 25% Off	—	Headline	None	0	Advertiser	
● Save 25% On 8+ Treatments	—	Headline	None	0	Advertiser	
● Our Biggest CoolSculpting Discount Ever. Save 25% On 8+ Treatments of CoolSculpting.	—	Description	2nd position	0	Advertiser	
● 25% off 8+ treatments	—	Headline	None	0	Advertiser	
● Our Biggest CoolSculpting Discount Ever. Save Up to 25% Off 8+ CoolSculpting Treatments	—	Description	2nd position	0	Advertiser	

Show rows: 1,000 1 - 25 of 25

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020

South Jordan, UT 84095

+1 6466949450

support@medstarmedia.com

INVOICE

BILL TO

Dr. Nicholas Crawford

Bloom Health

INVOICE # 2021

DATE 01/01/2023

DUE DATE 01/01/2023

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• Conversion Goals - Lead Nurture Technology	1	1,500.00	1,500.00
PAYMENT					1,500.00
BALANCE DUE					\$0.00

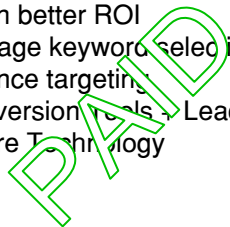
Medstar Media, INC.
10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
+1 6466949450
support@medstarmedia.com

INVOICE

BILL TO
Dr. Nicholas Crawford
Bloom Health

INVOICE # 2077
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• Conversion Goals - Lead Nurture Technology	1	1,500.00	1,500.00
	Website Development		2.15	200.00	430.00



PAYMENT 1,930.00
BALANCE DUE **\$0.00**

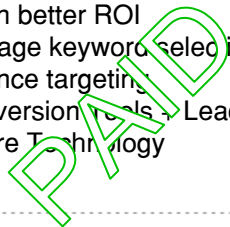
Medstar Media, INC.
10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
+1 6466949450
support@medstarmedia.com

INVOICE

BILL TO
Dr. Nicholas Crawford
Bloom Health

INVOICE # 2107
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• Conversion Goals - Lead Nurture Technology	1	1,500.00	1,500.00



Referral Program

PAYMENT 1,500.00
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.