

CoolSculpting Marketing Services Center for Medical Aesthetics RI Co-Op December 2022 Total Marketing Expenses (12/1/2022 - 12/31/2022)

Total Google Ads: \$3,839.65
Total Marketing Service Fees: \$3,750.00
Total CoolSculpting Marketing Cost: \$7,589.65

Google Ads | Chris Zelig | Center for Medical Aesthetics 488-848-4458 | All campaigns

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

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

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

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$128.03/day	Eligible	414	10.13%	\$3,839.65
Coolsculpting Exact	\$110.00/day	Paused Some ads limited by policy	0	-	\$0.00
Coolsculpting BMM	\$20.00/day	Paused Some ads limited by policy	0	-	\$0.00
Coolsculpting BMM Target CPA Experiment - coolsculpting BMM	\$20.00/day	Ended	0	-	\$0.00
search beta coolsculpting OLD	\$125.00/day	Paused Some ads limited by policy	0	-	\$0.00
search beta coolsculpting broad	\$15.00/day	Paused Some ads limited by policy	0	-	\$0.00
search beta coolsculpting generic	\$30.00/day	Paused Some ads limited by policy	0	-	\$0.00
search beta coolsculpting generic broad	\$15.00/day	Paused Some ads limited by policy	0	-	\$0.00
search alpha coolsculpting	\$72.22/day	Paused	0	-	\$0.00
search beta coolsculpting exp reach	\$20.77/day	Paused	0	-	\$0.00
Total: Filtered campaigns			414	10.13%	\$3,839.65
Total: Account	\$128.03/day		414	10.13%	\$3,839.65

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Standard 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 | Center for Medical Aesthetics 488-848-4458 | All campaigns | search | coolsculpting

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview Enabled Status: Eligible Type: Search Budget: \$128.03/day Optimization score: 99.3% More details

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

Insights Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
(Keyword: Center for Medical Aesthetics) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more centerformedicalaestheticsri.com/coolsculpting/providence CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin and More. Expert, Safe Fat Loss With Quick...	0. coolsculpting - general	Eligible	116	20.64%	\$1,418.65
Center for Medical Aesthetics Fat Reduction in Providence Non-Surgical Fat Reduction +12 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically...	4. liposuction	Eligible	136	11.15%	\$954.14
Center for Medical Aesthetics Fat Reduction in Providence Non-Surgical Fat Reduction +12 more centerformedicalaestheticsri.com/coolsculpting/providence Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever...	x. expanded reach	Eligible	74	5.46%	\$522.63
Center for Medical Aesthetics CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more centerformedicalaestheticsri.com/coolsculpting/providence CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin and More. Expert, Safe Fat Loss With Quick...	x. non-service medspa	Eligible	33	5.02%	\$319.85
(Keyword: Center for Medical Aesthetics) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more centerformedicalaestheticsri.com/coolsculpting/providence CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin and More. Expert, Safe Fat Loss With Quick...	1. coolsculpting - price	Eligible	29	22.83%	\$254.73
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI. How Much Does CoolSculpting Cost? Save Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible	9	23.08%	\$176.98
(Keyword: Center for Medical Aesthetics) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more centerformedicalaestheticsri.com/coolsculpting/providence CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin and More. Expert, Safe Fat Loss With Quick...					

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Google Ads | Chris Zelig | Center for Medical Aesthetics 488-848-4458 | All campaigns | search | coolsculpting

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview Enabled Status: Eligible Type: Search Budget: \$128.03/day Optimization score: 99.3% More details

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

Insights Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
(Keyword: Center for Medical Aesthetics) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more centerformedicalaestheticsri.com/coolsculpting/providence CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin and More. Expert, Safe Fat Loss With Quick...	2. body sculpting	Eligible	11	10.09%	\$101.88
[Dynamically generated headline] [Dynamically generated display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible	5	55.56%	\$83.22
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible	1	14.29%	\$7.57
(Keyword: #1 CoolSculpting Providence RI) No Surgery or Pain 25% Off CoolSculpting +5 more centerformedicalaestheticsri.com #1 CoolSculpting® Deal. 25% Off. "If you can squeeze it, we can freeze it." Non-Surgical Fat Removal. New Client Special 25% Off...	coolsculpting	Removed Ad group paused	0	-	\$0.00
CoolSculpting Rhode Island 25% Off CoolSculpting No Surgery or Pain centerformedicalaestheticsri.com #1 CoolSculpting® Deal. 25% Off. "If you can squeeze it, we can freeze it." CoolSculpting: Effective, Non-Surgical Alternative to Liposuction. Free Consult.	coolsculpting	Removed Ad group paused	0	-	\$0.00
#1 CoolSculpting Providence RI Top CoolSculpting Provider Reduce Fat with No Surgery centerformedicalaestheticsri.com #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Schedule a Free Consult. Learn Why CoolSculpting is the #1 Non-Surgical Fat Removal Treatment in the US.	coolsculpting	Removed Ad group paused	0	-	\$0.00
CoolSculpting Special: 25% Off Freeze Fat Away. Free Consult. CoolSculpting Non-Surgical centerformedicalaestheticsri.com Non-Surgical Fat Removal. New Client Special 25% Off. Schedule Free Consultation. #1 Non-Surgical Fat Removal Procedure in the Providence, RI.	coolsculpting	Removed Ad group paused	0	-	\$0.00

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Google Ads | Chris Zelig | Center for Medical Aesthetics 488-848-4458 | All campaigns | search | coolsculpting

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview Enabled Status: Eligible Type: Search Budget: \$128.03/day Optimization score: 99.3% More details

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

Insights Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today					
CoolSculpting® Fat Reduction Save \$1,000 Off 8+ Treatments Our Biggest Discount Ever centerformedicalaestheticsri.com/coolsculpting/providence 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	0. coolsculpting - general	Removed	0	-	\$0.00
Best CoolSculpting Deal Ever Limited Time Offer Apr 2021 Our Biggest Discount Ever centerformedicalaestheticsri.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed	0	-	\$0.00
Best CoolSculpting Deal Ever Save \$1,000 Off 8+ Treatments Hurry Offer Ends In 4-COUNTDOWN(2021/04/30 00:00:00);en... centerformedicalaestheticsri.com 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	0. coolsculpting - general	Removed	0	-	\$0.00
CoolSculpting® in Providence Save \$1,000 Off 8+ Treatments Hurry Offer Ends In 4-COUNTDOWN(2021/04/30 00:00:00);en... centerformedicalaestheticsri.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed	0	-	\$0.00
Total: Ads in your current workspace			414	10.13%	\$3,839.65
Total: Campaign			414	10.13%	\$3,839.65

Show rows: 500 1 - 500 of 796

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Standard Time. Learn more
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Google Ads | Chris Zelig | Center for Medical Aesthetics | 488-848-4458 | search | coolsculpting | Optimization score: 99.3%

Responsive search ad

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

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	Imp.	Asset source
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	557	Advertiser
CoolSculpting in (LOCATION)(City)	Approved	Headline	None	529	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	501	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	154	Advertiser
Freeze Away Body Fat	Approved	Headline	None	124	Advertiser
(KeyWord)Center for Medical Aesthetics	Approved	Headline	None	121	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	112	Advertiser
Top Provider in Providence, RI	Approved	Headline	None	42	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	16	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	11	Advertiser

Responsive search ad

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

Asset	Status	Asset type	Position pinning	Imp.	Asset source
CoolSculpting® Elite	Approved	Headline	None	7	Advertiser
Schedule a Free Consultation	Approved	Headline	None	6	Advertiser
CoolSculpting Near Me	Approved	Headline	None	6	Advertiser
Next-Generation Fat Reduction	Approved	Headline	None	5	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	4	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	4	Advertiser
Freeze Your Fat Away Today	Approved	Headline	None	2	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	1	Advertiser
Fat Reduction Treatment	Approved	Headline	None	0	Advertiser
Safe + Effective Fat Reduction	-	Headline	None	0	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI	-	Description	None	0	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation	-	Description	None	0	Advertiser

Responsive search ad

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	Asset type	Position pinning	Imp.	Asset source
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% Off 8+ Treatments	-	Headline	None	0	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	-	Description	None	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 25% Off 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
25% Off 8+ Treatments	-	Headline	None	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments	-	Description	2nd position	0	Advertiser

Assets

Associations

Asset status: All Asset type: All

Asset	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolimini, Fat...	search coolsculpting	Campaign	Eligible	4	18.18%	\$35.91
Current Specials Don't Miss Our Specials & Exclusive Offers. Learn More Now.	Account	Account	Eligible	318	13.40%	\$3,117.33
CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible	285	13.55%	\$2,704.41
5 Star Reviews Read Real Client Reviews & Patient Testimonials.	Account	Account	Eligible	190	11.79%	\$1,698.70
Before & After Photos See Real Patient Results & Before and After Photos	search coolsculpting	Campaign	Eligible	108	15.04%	\$1,026.93
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible	86	9.01%	\$906.36
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Providence, RI.	Account	Account	Eligible	85	8.45%	\$730.89
About Us						

Assets

Asset status: All Asset type: All

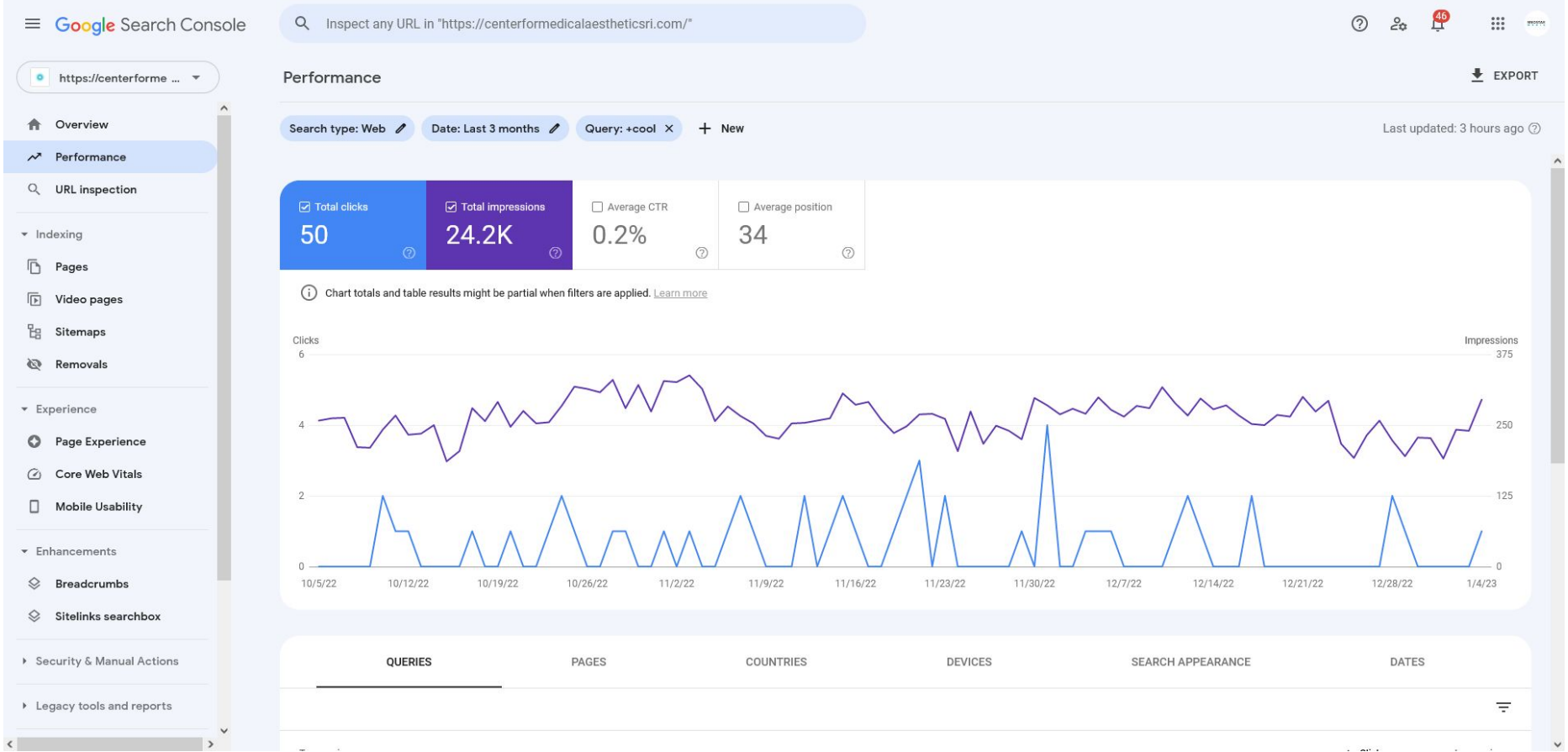
Asset	Added to	Level	Status	Clicks	CTR	Cost
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible	62	7.03%	\$542.53
Freeze Your Fat	search coolsculpting	Campaign	Eligible	59	12.47%	\$610.46
FDA Cleared	search coolsculpting	Campaign	Eligible	54	10.57%	\$596.63
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	48	12.90%	\$548.61
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	49	11.92%	\$429.70
Liposuction Alternative	search coolsculpting	Campaign	Eligible	46	10.72%	\$425.67
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
New Clients 25% Off	search coolsculpting	Campaign	Removed	0	-	\$0.00
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible	258	15.11%	\$2,375.02
Fall Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Removed	0	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Removed	0	-	\$0.00
(401) 490-0244	Account	Account	Eligible	21	7.27%	\$318.80
(401) 490-0244	Account	Account	Eligible	0	-	\$0.00

Overview: Enabled Status: Eligible Type: Search Budget: \$128.03/day Optimization score: 99.3%

Recommendations: Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
new Clients 25% Off	search coolsculpting	Campaign	Removed	0	-	\$0.00
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
Promotion						
Winter Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible	258	15.11%	\$2,375.02
Fall Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Removed	0	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Removed	0	-	\$0.00
Call						
(401) 490-0244	Account	Account	Eligible	21	7.27%	\$318.80
(401) 490-0244	Account	Account	Eligible	0	-	\$0.00
Total: Sitelinks				321	13.38%	\$3,133.04
Total: Callouts				117	11.55%	\$1,098.28
Total: Structured snippets				4	18.18%	\$35.91
Total: Calls				21	7.27%	\$318.80
Total: Promotions				258	15.11%	\$2,375.02

Show rows: 500 1 - 21 of 21



Google Search Console Performance Report for "https://centerformedicalaestheticsri.com/"

Search type: Web Date: Last 3 months Query: +cool

Top queries:

Query	Clicks	Impressions
coolsculpting near me	8	1,431
cool sculpting	7	674
cool sculpting cost	7	376
coolsculpting flanks before and after	4	590
coolsculpting rhode island	3	379
coolsculpting knees before and after	2	236
mini coolsculpting near me	2	40
coolsculpting before and after photos	1	1,084
coolsculpting buttocks	1	1,000
coolsculpting before and after	1	980

Rows per page: 10 1-10 of 1000

COOLSCULPTING MARKETING

Guava Jelly
12 E 22nd ST
PHF
New York City, New York NY, 10010
United States
6467023480

BILL TO
Center for Medical Aesthetics
Sandy Coutu
scoutu@snewomenshealth.com

Invoice Number: 2020_DM_134
Invoice Date: October 1, 2022
Payment Due: October 1, 2022

Amount Due (USD): \$0.00

Services	Hours	Rate	Amount
Coolsculpting Monthly Marketing Digital Marketing & Content Management - Manage & optimize digital marketing campaigns on Google Adwords -Website & content optimization plus optin technology to increase conversions.	1	\$1,250.00	\$1,250.00

Total: \$1,250.00
Payment on October 1, 2022 using  ending in 1670: \$1,250.00

Amount Due (USD): \$0.00

COOLSCULPTING MARKETING

Guava Jelly
12 E 22nd ST
PHF
New York City, New York NY, 10010
United States

6467023480

BILL TO
Center for Medical Aesthetics
Sandy Coutu

scoutu@snewomenshealth.com

Invoice Number: 2020_DM_137

Invoice Date: November 1, 2022

Payment Due: November 1, 2022

Amount Due (USD): \$0.00

Services	Hours	Rate	Amount
Coolsculpting Monthly Marketing Digital Marketing & Content Management - Manage & optimize digital marketing campaigns on Google Adwords -Website & content optimization plus optin technology to increase conversions.	1	\$1,250.00	\$1,250.00

Total: \$1,250.00

Payment on November 1, 2022 using  ending in 1670: \$1,250.00

Amount Due (USD): \$0.00

COOLSCULPTING MARKETING

Guava Jelly
12 E 22nd ST
PHF
New York City, New York NY, 10010
United States
6467023480

BILL TO
Center for Medical Aesthetics
Sandy Coutu
scoutu@snewomenshealth.com

Invoice Number: 2020_DM_140
Invoice Date: December 1, 2022
Payment Due: December 1, 2022

Amount Due (USD): \$0.00

Services	Hours	Rate	Amount
Coolsculpting Monthly Marketing Digital Marketing & Content Management - Manage & optimize digital marketing campaigns on Google Adwords -Website & content optimization plus optin technology to increase conversions.	1	\$1,250.00	\$1,250.00

Total: \$1,250.00
Payment on December 1, 2022 using  ending in 1670: \$1,250.00

Amount Due (USD): \$0.00