

# CoolSculpting Marketing Services Center for Medical Aesthetics Co-Op Q3 2023 Total Marketing Expenses (7/1/2023 - 9/30/2023)

**Total Google Ads: \$11,693.27**  
**Total Marketing Service Fees: \$ 3,750.00**  
**Total CoolSculpting Marketing Cost: \$15,443.27**

Google Ads interface showing Campaigns for Center For Medical Aesthetics. Campaigns are filtered by "MS | search | coolsculpting".

Campaign	Budget	Status	Clicks	CTR	Cost
MS   search   coolsculpting	\$124.09/day	Eligible	1,533	10.70%	\$11,693.27
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	0	-	\$0.00
search   beta   coolsculpting   broad	\$15.00/day	Paused	0	-	\$0.00
search   beta   coolsculpting   generic	\$30.00/day	Paused	0	-	\$0.00
search   beta   coolsculpting   generic   broad	\$15.00/day	Paused	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
<b>Total: Campaigns in your current view</b>			<b>1,533</b>	<b>10.70%</b>	<b>\$11,693.27</b>
<b>Total: Account</b>	\$124.09/day		<b>1,533</b>	<b>10.70%</b>	<b>\$11,693.27</b>

Google Ads interface showing Ads for Campaign "MS | search | coolsculpting".

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads in your current view</b>					
Total: 1,533 clicks, 10.70% CTR, \$11,693.27 cost					
(Keyword: Center for Medical Aesthetics)   CoolSculpting   CoolSculpting® Elite +12 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	0. coolsculpting - general	Eligible	332	17.46%	\$3,807.12
(Keyword: Center for Medical Aesthetics)   CoolSculpting   CoolSculpting® Elite +12 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	4. liposuction	Eligible	380	13.96%	\$2,286.30
Center for Medical Aesthetics   CoolSculpting   CoolSculpting® Elite +11 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	x. expanded reach	Eligible	284	5.68%	\$1,990.93
(Keyword: Center for Medical Aesthetics)   CoolSculpting   CoolSculpting® Elite +12 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	1. coolsculpting - price	Eligible	165	25.58%	\$1,232.91
(Keyword: Center for Medical Aesthetics)   CoolSculpting   CoolSculpting® Elite +7 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	4. liposuction	Eligible	113	10.99%	\$627.02

Google Ads interface showing Ads for Campaign "MS | search | coolsculpting".

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads in your current view</b>					
Total: 1,533 clicks, 10.70% CTR, \$11,693.27 cost					
(Keyword: Center for Medical Aesthetics)   CoolSculpting   CoolSculpting® Elite +12 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	2. body sculpting	Eligible	76	10.75%	\$607.79
Center for Medical Aesthetics   CoolSculpting   CoolSculpting® Elite +11 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	x. non-service medspa	Not eligible Ad group removed	47	4.93%	\$263.89
(Keyword: Center for Medical Aesthetics)   CoolSculpting   CoolSculpting® Elite +7 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	0. coolsculpting - general	Eligible	37	17.62%	\$247.24
Center for Medical Aesthetics   CoolSculpting   CoolSculpting® Elite +6 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	x. non-service medspa	Not eligible Ad group removed	36	6.51%	\$143.81
[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	10	21.74%	\$135.77
Center for Medical Aesthetics   CoolSculpting   CoolSculpting® Elite +6 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	x. expanded reach	Eligible	19	7.28%	\$134.03
(Keyword: Center for Medical Aesthetics)   CoolSculpting   CoolSculpting® Elite +7 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	2. body sculpting	Eligible	14	6.67%	\$88.84

Google Ads interface showing Ads for Campaign "MS | search | coolsculpting".

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads in your current view</b>					
Total: 1,533 clicks, 10.70% CTR, \$11,693.27 cost					
[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	6	24.00%	\$51.40
(Keyword: Center for Medical Aesthetics)   CoolSculpting   CoolSculpting® Elite +12 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	3. coolsculpting elite	Eligible	6	40.00%	\$36.28
(Keyword: Center for Medical Aesthetics)   CoolSculpting   CoolSculpting® Elite +7 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	1. coolsculpting - price	Eligible	6	20.69%	\$26.82
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI. Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible	1	4.17%	\$8.05
(Keyword: Center for Medical Aesthetics)   CoolSculpting   CoolSculpting® Elite +7 more centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	3. coolsculpting elite	Eligible	1	100.00%	\$5.07
(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... View assets details	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...	coolsculpting	Removed Ad group paused	0	-	\$0.00

Enabled Status: Eligible Type: Search Budget: \$124.09/day Optimization score: 98% More details Campaign 3 of 10

Overview	Ad status: All	Add filter	Search	Segment	Columns	Reports	Download	Expand	More
Recommendations	<input type="checkbox"/>	<input checked="" type="radio"/> Ad							
Insights	Total: Ads in your current view								
Ad groups		Remove Unwanted Body Fat. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.					1,533	10.70%	\$11,693.27
Ads & assets	<input type="checkbox"/>	25% Off All Fat Freezing   Center for Medical Aesthetics   Top Provider in Providence centerformedicalaesthetics.com CoolSculpting is the Top Cryolipolysis Fat Reduction Treatment. Freeze Away Stubborn Fat. Leading CoolSculpting Provider in Providence, RI. Schedule a Free Consultation	3. cryolipolysis	Removed	Ad group paused		0	-	\$0.00
Assets	<input type="checkbox"/>	(Keyword:Center for Medical Aesthetics)   Freeze Away Stubborn Fat   CoolSculpting   Cryolipolysis centerformedicalaesthetics.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI. Cryolipolysis: Clinically Proven Fat Removal. Eliminate Fat And Feel Great. Free Consult	3. cryolipolysis	Removed	Ad group paused		0	-	\$0.00
Landing pages	<input type="checkbox"/>	CoolSculpting In Providence   Fat Reduction Treatment   Flexible Payment Options centerformedicalaesthetics.com Best Prices - FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Providence, RI. Schedule a Free Consultation	5. sculpsure	Removed	Ad group paused		0	-	\$0.00
Keywords	<input type="checkbox"/>	CoolSculpting Deal 25% Off   Freeze Away Stubborn Fat   Top Provider in Providence centerformedicalaesthetics.com CoolSculpting Deal. Freeze Fat. Top Provider in Providence, RI. Free Virtual Consult. Expert. Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	5. sculpsure	Removed	Ad group paused		0	-	\$0.00
Audiences	Total: Ads in your current view						1,533	10.70%	\$11,693.27
Settings	Total: Campaign						1,533	10.70%	\$11,693.27
Change history									
Show less									
Dynamic ad targets									
Locations									
Ad schedule									
Devices									
Advanced bid adj.									

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.  
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Enabled Status: Eligible Type: Search Budget: \$124.09/day Optimization score: 98% More details Campaign 3 of 10

Responsive search ad Leave feedback Custom Jul 1 - Sep 30, 2023 Show last 30 days

Assets	Combinations	Download	Expand
<input checked="" type="radio"/> Asset			
Flexible Payment Options	Approved	Headline	2nd position
Center for Medical Aesthetics	Approved	Headline	None
Affordable & Quick Treatments	Approved	Headline	2nd position
No Surgery & Minimal Downtime	Approved	Headline	2nd position
(Keyword:Center for Medical Aesthetics)	Approved	Headline	1st position
Fat Reduction Treatment	Approved	Headline	2nd position
Top Provider in Providence	Approved	Headline	2nd position
Freeze Your Fat Away Today	Approved	Headline	2nd position
Freeze Stubborn Fat 2x Faster	Approved	Headline	2nd position
CoolSculpting® Elite	Approved	Headline	1st position
Next-Generation Fat Reduction	Approved	Headline	2nd position
50% Off 8+ Treatments	Approved	Headline	2nd position
Coolsculpting	Approved	Headline	1st position
Coolsculpting in Providence	Approved	Headline	1st position

Enabled Status: Eligible Type: Search Budget: \$124.09/day Optimization score: 98% More details Campaign 3 of 10

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Fat Reduction Treatment	Approved	Headline	2nd position	55	Advertiser
Top Provider in Providence	Approved	Headline	2nd position	87	Advertiser
Freeze Your Fat Away Today	Approved	Headline	2nd position	136	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	2nd position	84	Advertiser
CoolSculpting® Elite	Approved	Headline	1st position	40	Advertiser
Next-Generation Fat Reduction	Approved	Headline	2nd position	19	Advertiser
50% Off 8+ Treatments	Approved	Headline	2nd position	1,309	Advertiser
Coolsculpting	Approved	Headline	1st position	27	Advertiser
Coolsculpting in Providence	Approved	Headline	1st position	1,345	Advertiser
CoolSculpting® Providence	Approved	Headline	1st position	263	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	1,848	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	24	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved	Description	None	29	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	1,354	Advertiser

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Standard Time. Learn more  
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Enabled Status: Eligible Type: Search Budget: \$124.09/day Optimization score: 98% More details Campaign 3 of 10

Assets Custom Jul 1 - Sep 30, 2023 Show last 30 days

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS   search   coolsculpting	Campaign	Eligible	85	13.45%	\$717.36
Sitelink						
Before & After Photos See Real Patient Results & Before and After Photos	MS   search   coolsculpting	Campaign	Eligible	1,188	14.47%	\$9,716.92
Current Specials Don't Miss Our Specials & Exclusive Offers. Learn More Now.	Account	Account	Eligible	1,171	14.41%	\$9,567.79
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   coolsculpting	Campaign	Eligible	1,035	13.82%	\$8,506.04
5 Star Reviews Read Real Client Reviews & Patient Testimonials.	Account	Account	Eligible	810	13.08%	\$6,284.41
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible	330	8.44%	\$2,386.22
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible	170	6.11%	\$1,230.86
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Providence, RI.	Account	Account	Eligible	142	5.26%	\$981.32
Callout						
FDA Cleared	MS   search   coolsculpting	Campaign	Eligible	470	17.23%	\$3,999.58

Enabled Status: Eligible Type: Search Budget: \$124.09/day Optimization score: 98% More details Campaign 3 of 10

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

Asset	Added to	Level	Status	Clicks	CTR	Cost
Callout						
FDA Cleared	MS   search   coolsculpting	Campaign	Eligible	470	17.23%	\$3,999.58
Nonsurgical Fat Reduction	MS   search   coolsculpting	Campaign	Eligible	419	17.80%	\$3,621.43
Freeze Your Fat	MS   search   coolsculpting	Campaign	Eligible	405	17.15%	\$3,554.42
Highlights: No Surgery	MS   search   coolsculpting	Campaign	Eligible	414	16.98%	\$3,353.23
Liposuction Alternative	MS   search   coolsculpting	Campaign	Eligible	397	17.02%	\$3,290.41
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
New Clients 25% Off	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
Promotion						
Summer Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Eligible	347	14.69%	\$2,838.85
Fall Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Eligible	221	17.77%	\$2,184.32
Fall Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Spring Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Call						

Enabled Status: Eligible Type: Search Budget: \$124.09/day Optimization score: 98% More details Campaign 3 of 10

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Call							
Ad groups	(401) 490-0244	Account	Account	Eligible	66	7.99%	\$811.62
Ads & assets	(401) 490-0244	Account	Account	Paused	0	-	\$0.00
Business logo							
Landing pages		Account	Account	Eligible	53	13.62%	\$486.07
Image							
Settings		MS   search   coolsculpting	Campaign	Eligible	24	21.05%	\$222.67
Total: Images					24	21.05%	\$222.67
Total: Business logo					53	13.62%	\$486.07
Total: Sitelinks					1,200	14.22%	\$9,803.27
Total: Callouts					731	15.70%	\$6,162.60
Total: Structured snippets					85	13.45%	\$717.36
Total: Calls					66	7.99%	\$811.62
Total: Promotions					568	15.75%	\$5,023.17

# 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\_161

**Invoice Date:** July 1, 2023

**Payment Due:** July 1, 2023

**Amount Due (USD): \$0.00**

Services	Hours	Rate	Amount
<b>Coolsculpting Monthly Marketing</b> 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
<b>Content Creation + SEO Services</b> • SEO optimized (Hydrfacial) to improve Google ranking for a selected treatment or services • Posting new content on social media channels • Monthly content pages updates (one hour) • Monitor and resolve SEO issues using Google Search Console	1	\$575.00	\$575.00
<b>Website Design + Development</b> Hydrfacial	750	\$0.00	\$0.00

**Subtotal:** \$1,825.00

**Total:** \$1,825.00

Payment on July 1, 2023 using  ending in 1670: \$1,825.00

**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\_165

**Invoice Date:** August 1, 2023

**Payment Due:** August 1, 2023

**Amount Due (USD): \$0.00**

Services	Hours	Rate	Amount
<b>Coolsculpting Monthly Marketing</b> 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
<b>Website Design + Development</b> Hydrafacial *error was made on previous invoice where service was added but not billed	1	\$750.00	\$750.00
<b>Subtotal:</b>			\$2,000.00
<b>Total:</b>			\$2,000.00
Payment on August 1, 2023 using  ending in 1670:			\$2,000.00
<b>Amount Due (USD):</b>			<b>\$0.00</b>

# 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\_167  
**Invoice Date:** September 1, 2023  
**Payment Due:** September 1, 2023

**Amount Due (USD): \$1,250.00**

 [Pay Securely Online](#)

Services	Hours	Rate	Amount
<b>Coolsculpting Monthly Marketing</b> 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

**Subtotal:** \$1,250.00






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**Total:** \$1,250.00

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**Amount Due (USD):** \$1,250.00

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