

# CoolSculpting Marketing Services Center for Medical Aesthetics Co-Op Q4 2023 Total Marketing Expenses (10/1/2023 - 12/31/2023)

**Total Google Ads: \$11,761.71**  
**Total Marketing Service Fees: \$ 4,770.68**  
**Total CoolSculpting Marketing Cost: \$16,532.39**

Google Ads interface showing Campaigns overview for Medstar Media. Campaign name: Center For Medical Aesthetics. Filters: Campaign status: All, Ad group status: All, Campaign name contains cool. Date range: Oct 1 - Dec 31, 2023.

Campaign	Budget	Status	Clicks	CTR	Cost
MS   search   coolsculpting	\$127.37/day	Eligible	1,116	12.10%	\$11,761.71
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>1,116</b>	<b>12.10%</b>	<b>\$11,761.71</b>
<b>Total: Account</b>	<b>\$127.37/day</b>		<b>1,116</b>	<b>12.10%</b>	<b>\$11,761.71</b>

Google Ads interface showing Ads overview for Medstar Media. Campaign name: Center For Medical Aesthetics. Filters: MS | search | coolsculpting. Date range: Oct 1 - Dec 31, 2023.

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads in your current view</b>					
(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	Eligible	311	19.75%	\$4,053.64
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					
	3. liposuction	Eligible	317	12.65%	\$2,531.13
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	174	6.13%	\$1,922.18
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					
	1. coolsculpting - general	Eligible	131	16.50%	\$1,340.13
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					
	2. body sculpting	Eligible	97	14.74%	\$998.78
Center for Medical Aesthetics   Coolsculpting   Coolsculpting® Elite +6 more					

Google Ads interface showing Ads overview for Medstar Media. Campaign name: Center For Medical Aesthetics. Filters: MS | search | coolsculpting. Date range: Oct 1 - Dec 31, 2023.

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads in your current view</b>					
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					
	3. liposuction	Eligible	38	9.60%	\$486.07
[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	20.41%	\$181.03
(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					
	0. coolsculpting	Eligible	12	13.95%	\$102.00
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					
	1. coolsculpting - general	Eligible	10	21.74%	\$60.75
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	6	4.26%	\$29.86
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					
	2. body sculpting	Eligible	3	4.23%	\$24.92
[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	3	15.00%	\$20.89

Google Ads interface showing Ads overview for Medstar Media. Campaign name: Center For Medical Aesthetics. Filters: MS | search | coolsculpting. Date range: Oct 1 - Dec 31, 2023.

Ad	Ad group	Status	Clicks	CTR	Cost
<b>Total: Ads in your current view</b>					
[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	3	15.00%	\$20.89
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	1	20.00%	\$4.26
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	1	5.00%	\$3.05
[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	2	11.11%	\$3.02
(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 removed	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 removed	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 removed	0	-	\$0.00

Enabled Status: Eligible Type: Search Budget: \$127.37/day Optimization score: 70.6% 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		1,116				12.10%		\$11,761.71		
Ad groups	In Providence, RI. Cryolipolysis: Clinically Proven Fat Removal. Eliminate Fat And Feel Great. Free Consult										
Ads & assets	<input type="checkbox"/>	<input checked="" type="radio"/>	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 removed	0	-	\$0.00
Assets	<input type="checkbox"/>	<input checked="" type="radio"/>	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 removed	0	-	\$0.00
Landing pages	<input type="checkbox"/>	<input checked="" type="radio"/>	(Keyword:Center for Medical Aesthetics)   New Client Special   25% Off All Fat Freezing centerformedicalaesthetics.com Best Cooling Sculpting Deal. Top Provider in Providence, RI for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	5. sculpsure				Removed Ad group removed	0	-	\$0.00
Keywords	<input type="checkbox"/>	<input checked="" type="radio"/>	25% Off All Fat Freezing   Center for Medical Aesthetics   Top Provider in Providence centerformedicalaesthetics.com Best Cooling Sculpting Deal. Top Provider in Providence, RI for Fat Freezing. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6. coolsculpting - fat freeze				Not eligible Ad group removed	0	-	\$0.00
Audiences	Total: Ads in your current view		1,116				12.10%		\$11,761.71		
Settings	Total: Campaign		1,116				12.10%		\$11,761.71		

Show rows: 100 1 - 100 of 816

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Enabled Status: Eligible Type: Search Budget: \$127.37/day Optimization score: 70.6% More details Campaign 3 of 10

Responsive search ad Leave feedback Custom Oct 1 - Dec 31, 2023 Show last 30 days

Assets	Combinations	Download	Expand
<input checked="" type="radio"/> Asset	Status	Asset type ↑	Position pinning
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: \$127.37/day Optimization score: 70.6% More details Campaign 3 of 10

Responsive search ad Leave feedback Custom Oct 1 - Dec 31, 2023 Show last 30 days

Assets	Combinations	Download	Expand
<input checked="" type="radio"/> Asset	Status	Asset type ↑	Position pinning
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
CoolSculpting® Providence	Approved	Headline	1st position
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved	Description	None
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position

Show rows: 100 1 - 19 of 19

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Enabled Status: Eligible Type: Search Budget: \$127.37/day Optimization score: 70.6% More details Campaign 3 of 10

Assets Custom Oct 1 - Dec 31, 2023 Show last 30 days

Assets	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	25	17.12%	\$305.86
Sitelink						
Before & After Photos See Real Patient Results & Before and After Photos	MS   search   coolsculpting	Campaign	Eligible	944	15.55%	\$10,618.48
Current Specials Don't Miss Our Specials & Exclusive Offers. Learn More Now.	Account	Account	Eligible	940	15.61%	\$10,607.44
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   coolsculpting	Campaign	Eligible	815	15.43%	\$8,822.98
5 Star Reviews Read Real Client Reviews & Patient Testimonials.	Account	Account	Eligible	713	14.76%	\$7,766.90
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible	279	9.90%	\$2,655.36
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible	127	7.33%	\$1,306.71
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Providence, RI.	Account	Account	Eligible	82	5.39%	\$679.04
Callout						
FDA Cleared	MS   search   coolsculpting	Campaign	Eligible	369	18.97%	\$4,237.96

Enabled Status: Eligible Type: Search Budget: \$127.37/day Optimization score: 70.6% More details Campaign 3 of 10

Assets Custom Oct 1 - Dec 31, 2023 Show last 30 days

Assets	Added to	Level	Status	Clicks	CTR	Cost
Highlights: No Surgery	MS   search   coolsculpting	Campaign	Eligible	323	19.04%	\$3,757.31
Freeze Your Fat	MS   search   coolsculpting	Campaign	Eligible	330	18.61%	\$3,731.99
Nonsurgical Fat Reduction	MS   search   coolsculpting	Campaign	Eligible	310	18.25%	\$3,615.95
Liposuction Alternative	MS   search   coolsculpting	Campaign	Eligible	304	18.88%	\$3,407.97
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						
Fall Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Eligible	439	17.52%	\$4,559.30
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
Summer Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Call						
(401) 490-0244	Account	Account	Eligible	109	11.67%	\$1,639.25
(401) 490-0244	Account	Account	Removed	0	-	\$0.00

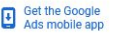
Enabled
Status: Eligible
Type: Search
Budget: \$127.37/day
Optimization score: 70.6%
More details

Campaign 3 of 10

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Business logo							
Ads & assets		Account	Account	Eligible	1,051	12.75%	\$11,314.16
Image							
Landing pages		MS   search   coolsculpting	Campaign	Eligible	252	15.19%	\$2,764.94
Audiences	Total: Images				252	15.19%	\$2,764.94
Settings	Total: Business logo				1,051	12.75%	\$11,314.16
Change history	Total: SiteLinks				948	15.51%	\$10,654.97
Suggested	Total: Callouts				548	17.55%	\$6,212.04
Dynamic ad targets	Total: Structured snippets				25	17.12%	\$305.86
Locations	Total: Calls				109	11.67%	\$1,639.25
+	Total: Promotions				439	17.52%	\$4,559.30

Show rows: 100 1 - 26 of 26

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# 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\_170

**Invoice Date:** October 1, 2023

**Payment Due:** October 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

**Subtotal:** \$1,250.00

**Total:** \$1,250.00

Payment on December 4, 2023 using  ending in 6962: \$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\_174  
**Invoice Date:** November 1, 2023  
**Payment Due:** November 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>Text Blast</b> Text Blast Design Service \$47.00 Design fee for CoolSculpting Consult Day text blast Text Blast Delivery Fee \$225 CoolSculpting Consult Day event 3,000 contacts  Text Blast Total: \$272	1	\$272.00	\$272.00

**Subtotal:** \$1,522.00

**Total:** \$1,522.00

Payment on December 4, 2023 using  ending in 6962: \$1,522.00

**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\_176  
**Invoice Date:** December 1, 2023  
**Payment Due:** December 1, 2023

**Amount Due (USD): \$1,998.68**

 [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
<b>Text Blast</b> Black Friday Offer Creation, design and SMS text blasts	1	\$748.68	\$748.68

**Subtotal:** \$1,998.68

**Total:** \$1,998.68

**Amount Due (USD): \$1,998.68**

[Pay Securely Online](#)



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