

# CoolSculpting Marketing Services Chic Med Laser & Aesthetic Center Co-Op January 2023 Total Marketing Expenses (1/1/2023 - 1/31/2023)

**Total Google Ads: \$2,060.20**  
**Total Marketing Service Fees: \$2,000.00**  
**Total CoolSculpting Marketing Cost: \$4,060.20**

Google Ads | Chris Zelig | Chic Med Laser & Aesthetic Center | 879-946-5605 | All campaigns

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

Overview Campaigns Recommendations Insights Campaigns Campaigns Auction insights Ad groups Ads & assets Landing pages Keywords Audiences Settings Change history Show less Dynamic ad targets Locations Ad schedule Devices Advanced bid adj. Get the Google Ads mobile app

**Campaigns** Custom Jan 1 - 31, 2023 Show last 30 days

Campaign status: All Campaign name contains cool X Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
search   coolsculpting	\$73.28/day	Some ads limited by policy	301	5.98%	\$2,060.20
Total: Filtered campaigns					
Total: Account					
	\$73.28/day		301	5.98%	\$2,060.20

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more  
Some inventory may be provided through third party intermediaries.  
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**Ads** Custom Jan 1 - 31, 2023 Show last 30 days

Enabled Status: Some ads limited by policy Type: Search Budget: \$73.28/day Optimization score: 93.8% More details

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
{Keyword:Chic Med}   CoolSculpting in (LOCATION(City))   Freeze Away Body Fat +12 more chicmedlaser.com/coolsculpting/waltham CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Discount Ever. Buy One Get...	0. coolsculpting - general	Eligible	94	7.62%	\$1,000.46
Chic Med Laser   Fat Reduction in (LOCATION(City))   Non-Surgical Fat Reduction +12 more chicmedlaser.com/coolsculpting/waltham Our Biggest Discount Ever. Buy One Get One Half Off When You Buy 4-5 Treatments. Best Prices. FDA-Cleared. Clinically Proven...	3. liposuction	Eligible	126	5.80%	\$638.83
Chic Med Laser   Fat Reduction in (LOCATION(City))   Non-Surgical Fat Reduction +12 more chicmedlaser.com/coolsculpting/waltham Our Biggest Discount Ever. Buy One Get One Half Off When You Buy 4-5 Treatments. Best Prices. FDA-Cleared. Clinically Proven...	x. expanded reach	Eligible	54	4.25%	\$257.20
{Keyword:Chic Med}   CoolSculpting in (LOCATION(City))   Freeze Away Body Fat +12 more chicmedlaser.com/coolsculpting/waltham CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Discount Ever. Buy One Get...	1. coolsculpting - price	Eligible	22	8.98%	\$146.37
Chic Med   CoolSculpting in (LOCATION(City))   Freeze Away Body Fat +12 more chicmedlaser.com/coolsculpting/waltham CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Discount Ever. Buy One Get...	x. non-service medspa	Eligible	5	5.15%	\$17.34
[Dynamically generated headline] [Dynamically generated display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00

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**Ads** Custom Jan 1 - 31, 2023 Show last 30 days

Enabled Status: Some ads limited by policy Type: Search Budget: \$73.28/day Optimization score: 93.8% More details

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest Discount Ever. BOGO 50% Off on 4+ CoolSculpting Treatments.	x. dynamic	Policy (Restricted medical content +1 more)	0	-	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Our Biggest Discount Ever. BOGO 50% Off on 4+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest Discount Ever. BOGO 50% Off on 4+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest Discount Ever. Buy One Get One Half Off When You Buy 4-5 Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest Discount Ever. Buy One Get One Half Off When You Buy 4-5 Treatments	x. dynamic	Eligible	0	0.00%	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Our Biggest Discount Ever. Buy One Get One Half Off When You Buy 4-5 Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00
Total: Ads in your current workspace			301	5.98%	\$2,060.20
Total: Campaign			301	5.98%	\$2,060.20

Show rows: 500 1 - 18 of 18

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Overview Responsive search ad Recommendations Insights Responsive search ad Leave feedback Custom Jan 1 - 31, 2023 Show last 30 days

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

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: All Add filter

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Your Fat Away Today	Approved	Headline	None	38	Advertiser
Buy One Get One 50% Off	-	Headline	None	0	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	17	Advertiser
CoolSculpting in (LOCATION(City))	Approved	Headline	None	989	Advertiser
CoolSculpting Near Me	Approved	Headline	None	6	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	43	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	47	Advertiser
Next-Generation Fat Reduction	Approved	Headline	None	1	Advertiser
Schedule a Free Consultation	Approved	Headline	None	4	Advertiser
{Keyword:Chic Med}	Approved	Headline	None	143	Advertiser

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Google Ads | Chris Zelig | Chic Med Laser & Aesthetic Center | Budget: \$73.28/day | Optimization score: 93.8%

### Responsive search ad

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	Impr.	Asset source
Fat Reduction Treatment	Approved	Headline	None	0	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	438	Advertiser
CoolSculpting® Elite	Approved	Headline	None	24	Advertiser
Top Provider in Waltham	Approved	Headline	None	8	Advertiser
Freeze Away Body Fat	Approved	Headline	None	381	Advertiser
BOGO 50% Off on 4+ Treatments	Approved	Headline	None	352	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	1,192	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	19	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	23	Advertiser
Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.	-	Description	2nd position	0	Advertiser
Our Biggest Discount Ever. Buy One Get One 50% Off on 4+ CoolSculpting Treatments	-	Description	2nd position	0	Advertiser

Google Ads | Chris Zelig | Chic Med Laser & Aesthetic Center | Budget: \$73.28/day | Optimization score: 93.8%

### Responsive search ad

Ad strength: Excellent

Asset	Status	Asset type	Position pinning	Impr.	Asset source
BOGO 50% Off on 4+ Treatments	Approved	Headline	None	352	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	1,192	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	19	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	23	Advertiser
Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.	-	Description	2nd position	0	Advertiser
Our Biggest Discount Ever. Buy One Get One 50% Off on 4+ CoolSculpting Treatments	-	Description	2nd position	0	Advertiser
Our Biggest Discount Ever. BOGO 50% Off on 4+ CoolSculpting Treatments	-	Description	2nd position	0	Advertiser
Our Biggest Discount Ever. Buy One Get One Half Off When You Buy 4-5 Treatments	Approved	Description	2nd position	1,026	Advertiser

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Google Ads | Chris Zelig | Chic Med Laser & Aesthetic Center | Budget: \$73.28/day | Optimization score: 93.8%

### Assets

Table view | Associations

Upgraded: All, Sitelink, Callout, Structured snippet, Call, Lead form, Price, App, Promotion

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

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Structured snippet									
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search   coolsculpting	Campaign	Eligible	Advertiser	0	22	0.00%	-	\$0.00
Sitelink									
CoolSculpting Elite CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting	Campaign	Eligible	Advertiser	126	1,792	7.03%	\$8.40	\$1,058.10
Why Choose Chic Med Read About What Sets Us Apart from Other Medspas in Waltham, MA	Account	Account	Eligible (Limited Policy (Restricted medical content +1 more))	Advertiser	116	1,720	6.74%	\$8.04	\$932.80
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible (Limited Policy (Restricted medical content +1 more))	Advertiser	111	1,640	6.77%	\$8.23	\$913.49
Book A Free Consultation Contact Us Today to	Account	Account	Finalize	Advertiser	108	1,607	6.64%	\$8.77	\$892.98

Google Ads | Chris Zelig | Chic Med Laser & Aesthetic Center | Budget: \$73.28/day | Optimization score: 93.8%

### Assets

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Callout									
Up To 50% Off	search   coolsculpting	Campaign	Eligible	Advertiser	17	323	5.26%	\$8.50	\$144.46
FDA Cleared	search   coolsculpting	Campaign	Eligible	Advertiser	16	314	5.10%	\$8.66	\$138.61
Freeze Your Fat	search   coolsculpting	Campaign	Eligible	Advertiser	17	297	5.72%	\$8.00	\$136.06
Licensed Professionals	search   coolsculpting	Campaign	Eligible	Advertiser	13	255	5.10%	\$8.80	\$114.37
Highlights: No Surgery	search   coolsculpting	Campaign	Eligible	Advertiser	9	232	3.88%	\$6.48	\$58.30
Nonsurgical Fat Reduction	search   coolsculpting	Campaign	Eligible	Advertiser	5	202	2.48%	\$11.28	\$56.39
Liposuction Alternative	search   coolsculpting	Campaign	Eligible	Advertiser	8	254	3.15%	\$7.00	\$55.96
Personalized Care	search   coolsculpting	Campaign	Eligible	Advertiser	7	273	2.56%	\$7.46	\$52.25
15+ Years Of Experience	search   coolsculpting	Campaign	Eligible	Advertiser	6	221	2.71%	\$5.58	\$33.49
Promotion									
Winter Sale - 50% off 4+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00
Fall Sale - 50% off 4+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00
Call									
781-412-1927	Account	Account	Eligible	Advertiser	14	222	6.31%	\$8.86	\$124.07

Google Ads | Chris Zelig | Chic Med Laser & Aesthetic Center | Budget: \$73.28/day | Optimization score: 93.8%

### Assets

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Promotion									
Winter Sale - 50% off 4+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00
Fall Sale - 50% off 4+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00
Call									
781-412-1927	Account	Account	Eligible	Advertiser	14	222	6.31%	\$8.86	\$124.07
781-412-1927	search   coolsculpting	Campaign	Removed	Advertiser	14	222	6.31%	\$8.86	\$124.07
Total: Sitelinks					127	1,811	7.01%	\$8.41	\$1,067.92
Total: Callouts					50	937	5.34%	\$8.39	\$419.39
Total: Structured snippets					0	22	0.00%	-	\$0.00
Total: Calls					14	222	6.31%	\$8.86	\$124.07
Total: Promotions					0	0	-	-	\$0.00

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**Medstar Media, INC.**

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

# SALES RECEIPT

**BILL TO**

Mireille Balian  
Chic Med Laser & Esthetic  
Center  
241A Moody Street  
Waltham, MA 02453

**SALES #** 2018  
**DATE** 01/01/2023

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ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Conversion Tools + Lead Nurture Technology</li></ul>	1	2,000.00	2,000.00
			<b>TOTAL</b>	2,000.00
			<b>BALANCE DUE</b>	<b>\$0.00</b>

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No additional transfer fees or taxes apply.

Payment services brought by:

Intuit Payments Inc.

2700 Coast Avenue, Mountain View, CA 94043

Phone number 1-888-536-4801

NMLS #1098819