

CoolSculpting Marketing Services Chic Med Laser & Aesthetic Center Co-Op February 2023 Total Marketing Expenses (2/1/2023 - 2/28/2023)

Total Google Ads: \$2,010.15
Total Marketing Service Fees: \$2,100.00
Total CoolSculpting Marketing Cost: \$4,110.15

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 support@medstarmedia.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 Feb 1 - 28, 2023 Show last 30 days

Campaign status: All Campaign name contains cool X Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$69.99/day	Some ads limited by policy	258	5.38%	\$2,010.15
Total: Filtered campaigns					
Total: Account					
	\$69.99/day		258	5.38%	\$2,010.15

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.
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Enabled Status: Some ads limited by policy Type: Search Budget: \$69.99/day Optimization score: 85.4% 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	79	6.77%	\$812.39
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	99	4.54%	\$668.82
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	52	4.61%	\$325.74
{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	26	10.48%	\$188.13
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	2	3.28%	\$15.07
[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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Enabled Status: Some ads limited by policy Type: Search Budget: \$69.99/day Optimization score: 85.4% 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 (Limited) Policy (Restricted medical content +1 more)	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%	\$0.00
Total: Ads in your current workspace			258	5.38%	\$2,010.15
Total: Campaign			258	5.38%	\$2,010.15

Show rows: 100 1 - 18 of 18

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Responsive search ad Leave feedback

Custom Feb 1 - 28, 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	Asset type	Position pinning	Impr.	Asset source
Freeze Your Fat Away Today	Approved	Headline	None	12	Advertiser
Buy One Get One 50% Off	-	Headline	None	0	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	38	Advertiser
CoolSculpting in (LOCATION(City))	Approved	Headline	None	916	Advertiser
CoolSculpting Near Me	Approved	Headline	None	5	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	31	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	10	Advertiser
Next-Generation Fat Reduction	Approved	Headline	None	5	Advertiser
Schedule a Free Consultation	Approved	Headline	None	1	Advertiser
{Keyword:Chic Med}	Approved	Headline	None	180	Advertiser

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

Overview: Enabled, Status: Some ads limited by policy, Type: Search, Budget: \$69.99/day, Optimization score: 85.4%

Recommendations: Asset status: All, Add filter

Asset	Status	Asset type	Position pinning	Impr.	Asset source
(Keyword Chic Med)	Approved	Headline	None	180	Advertiser
Fat Reduction Treatment	Approved	Headline	None	1	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	334	Advertiser
CoolSculpting® Elite	Approved	Headline	None	42	Advertiser
Top Provider in Waltham	Approved	Headline	None	20	Advertiser
Freeze Away Body Fat	Approved	Headline	None	259	Advertiser
BOGO 50% Off on 4+ Treatments	Approved	Headline	None	510	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	1,116	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	29	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock in Your Discount Today	Approved	Description	None	22	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	999	Advertiser

Show rows: 100 | 1 - 23 of 23

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

Overview: Enabled, Status: Some ads limited by policy, Type: Search, Budget: \$69.99/day, Optimization score: 85.4%

Assets: Custom, Feb 1 - 28, 2023, Show last 30 days

Table view: Associations

Upgraded: All, Business name, Business logo, 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	11	0.00%	-	\$0.00
Sitelink									
CoolSculpting Elite CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible	Advertiser	92	1,696	5.42%	\$8.06	\$741.17
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	89	1,635	5.44%	\$7.78	\$692.32
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible	Advertiser	82	1,546	5.30%	\$7.71	\$632.22
About Us Learn More About Our Team, Location	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	80	1,576	5.08%	\$7.48	\$598.45

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Overview: Enabled, Status: Some ads limited by policy, Type: Search, Budget: \$69.99/day, Optimization score: 85.4%

Assets: Asset status: All, Asset type: All, Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Callout									
Freeze Your Fat	search coolsculpting	Campaign	Eligible	Advertiser	14	232	6.03%	\$7.21	\$100.91
FDA Cleared	search coolsculpting	Campaign	Eligible	Advertiser	11	215	5.12%	\$8.28	\$91.08
Licensed Professionals	search coolsculpting	Campaign	Eligible	Advertiser	9	197	4.57%	\$8.65	\$77.82
Up To 50% Off	search coolsculpting	Campaign	Eligible	Advertiser	12	225	5.33%	\$5.89	\$70.64
Liposuction Alternative	search coolsculpting	Campaign	Eligible	Advertiser	8	177	4.52%	\$7.27	\$58.16
15+ Years Of Experience	search coolsculpting	Campaign	Eligible	Advertiser	7	182	3.85%	\$6.85	\$47.95
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	Advertiser	7	178	3.93%	\$5.62	\$39.31
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	Advertiser	4	179	2.23%	\$8.29	\$33.17
Personalized Care	search coolsculpting	Campaign	Eligible	Advertiser	6	217	2.76%	\$4.83	\$29.00
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	5	183	2.73%	\$13.17	\$65.84

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Assets: Asset status: All, Asset type: All, Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	Advertiser	7	178	3.93%	\$5.62	\$39.31
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	Advertiser	4	179	2.23%	\$8.29	\$33.17
Personalized Care	search coolsculpting	Campaign	Eligible	Advertiser	6	217	2.76%	\$4.83	\$29.00
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	5	183	2.73%	\$13.17	\$65.84
781-412-1927	search coolsculpting	Campaign	Removed	Advertiser	5	183	2.73%	\$13.17	\$65.84
Total: Sitelinks					94	1,711	5.49%	\$8.02	\$753.66
Total: Callouts					38	766	4.96%	\$7.49	\$284.52
Total: Structured snippets					0	11	0.00%	-	\$0.00
Total: Calls					5	183	2.73%	\$13.17	\$65.84
Total: Promotions					0	0	-	-	\$0.00

Show rows: 100 | 1 - 18 of 18

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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 # 2052
DATE 02/01/2023

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 Tools + Lead Nurture Technology	1	2,000.00	2,000.00
	Website Development	Updated Zenoti Integration	0.50	200.00	100.00

TOTAL 2,100.00
BALANCE DUE **\$0.00**

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

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