

CoolSculpting Marketing Services Chic Med Laser & Esthetic Center Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

Total Google Ads: \$ 6,096.76
Total Meta Ads: \$ 50.69
Total Marketing Service Fees: \$ 6,100.00
Total CoolSculpting Marketing Cost: \$12,247.45

Google Ads | Medstar Media > Chic Med Laser & Aesthetic Center 879-946-5605 | All campaigns > All campaigns (modified)

Workspace filter: Campaign status: All | Ad group status: All | Campaign name contains cool | Add filter

Overview | Recommendations | Insights | Campaigns | Auction insights | Ad groups | Ads & assets | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Ad schedule | Show more

Campaigns

Custom | Jan 1 - Mar 31, 2023 | Show last 30 days

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting	\$74.61/day	Some ads limited by policy	866	5.69%	\$6,096.76
Total: Campaigns in your current workspace					
Total: Account					
	\$74.61/day		866	5.69%	\$6,096.76

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.
 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 | Medstar Media > Chic Med Laser & Aesthetic Center 879-946-5605 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled | Status: Some ads limited by policy | Type: Search | Budget: \$74.61/day | Optimization score: 100% | More details | Campaign 1 of 1

Ads

Custom | Jan 1 - Mar 31, 2023 | Show last 30 days

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 CoolSculpting Discount... View assets details	0. coolsculpting - general	Eligible	252	7.07%	\$2,403.36
Chic Med Laser Fat Reduction in (LOCATION(City)) Non-Surgical Fat Reduction +12 more chicmedlaser.com/coolsculpting/waltham Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	x. expanded reach	Eligible	265	4.55%	\$1,526.69
Chic Med Laser Fat Reduction in (LOCATION(City)) Non-Surgical Fat Reduction +12 more chicmedlaser.com/coolsculpting/waltham Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	3. liposuction	Eligible	261	5.43%	\$1,368.55
(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 CoolSculpting Discount... View assets details	1. coolsculpting - price	Eligible	80	10.36%	\$559.98
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 CoolSculpting Discount... View assets details	x. non-service medspa	Eligible	8	3.57%	\$38.18
[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. 50% Off 8+ CoolSculpting Treatments.	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00

Google Ads | Medstar Media > Chic Med Laser & Aesthetic Center 879-946-5605 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled | Status: Some ads limited by policy | Type: Search | Budget: \$74.61/day | Optimization score: 100% | More details | Campaign 1 of 1

Ads

Custom | Jan 1 - Mar 31, 2023 | Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	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 CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$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 CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) 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. 50% Off 8+ 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. 50% Off 8+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	-	\$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. 50% Off 8+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Total: Ads in your current workspace			866	5.69%	\$6,096.76
Total: Campaign			866	5.69%	\$6,096.76

Show rows: 100 | 1 - 24 of 24

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
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Google Ads | Medstar Media > Chic Med Laser & Aesthetic Center 879-946-5605 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled | Status: Some ads limited by policy | Type: Search | Budget: \$74.61/day | Optimization score: 100% | More details | Campaign 1 of 1

Responsive search ad

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

Search term categories your ad appears for: coolsculpting, coolsculpting boston, coolsculpting near me, + 118 more

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	57	Advertiser
Buy One Get One 50% Off	-	Headline	None	0	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	92	Advertiser
CoolSculpting in (LOCATION(City))	Approved	Headline	None	2,785	Advertiser
CoolSculpting Near Me	Approved	Headline	None	20	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	94	Advertiser

Enabled Status: Some ads limited by policy Type: Search Budget: \$74.61/day Optimization score: 100%

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Affordable & Quick Treatments	Approved	Headline	None	94	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	73	Advertiser
Next-Generation Fat Reduction	Approved	Headline	None	7	Advertiser
Schedule a Free Consultation	Approved	Headline	None	11	Advertiser
(Keyword Chic Med)	Approved	Headline	None	496	Advertiser
Fat Reduction Treatment	Approved	Headline	None	2	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	1,115	Advertiser
CoolSculpting® Elite	Approved	Headline	None	142	Advertiser
Top Provider in Waltham	Approved	Headline	None	41	Advertiser
Freeze Away Body Fat	Approved	Headline	None	913	Advertiser
BOGO 50% Off on 4+ Treatments	-	Headline	None	1,237	Advertiser
50% Off 8+ Treatments	-	Headline	None	5	Advertiser
Up to 50% Off 8+ Treatments	Approved	Headline	None	122	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	3,431	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	66	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	65	Advertiser
Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.	-	Description	2nd position	0	Advertiser

Enabled Status: Some ads limited by policy Type: Search Budget: \$74.61/day Optimization score: 100%

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Top Provider in Waltham	Approved	Headline	None	41	Advertiser
Freeze Away Body Fat	Approved	Headline	None	913	Advertiser
BOGO 50% Off on 4+ Treatments	-	Headline	None	1,237	Advertiser
50% Off 8+ Treatments	-	Headline	None	5	Advertiser
Up to 50% Off 8+ Treatments	Approved	Headline	None	122	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	3,431	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	66	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	65	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	-	Description	2nd position	2,631	Advertiser
Our Biggest Discount Ever. 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	367	Advertiser

Show rows: 100 1 - 27 of 27

Enabled Status: Some ads limited by policy Type: Search Budget: \$74.61/day Optimization score: 100%

Assets

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	Clicks	CTR	Cost
Structured snippet						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS search coolsculpting	Campaign	Eligible	0	0.00%	\$0.00
Sitelink						
CoolSculpting Elite CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting	Campaign	Eligible	321	6.38%	\$2,650.61
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)	305	6.29%	\$2,463.66
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	294	6.30%	\$2,396.87
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible	288	6.24%	\$2,372.08
Callout						

Enabled Status: Some ads limited by policy Type: Search Budget: \$74.61/day Optimization score: 100%

Asset	Added to	Level	Status	Clicks	CTR	Cost
Callout						
Up To 50% Off	MS search coolsculpting	Campaign	Eligible	48	6.25%	\$330.89
Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	44	6.16%	\$319.71
FDA Cleared	MS search coolsculpting	Campaign	Eligible	39	5.10%	\$306.75
Licensed Professionals	MS search coolsculpting	Campaign	Eligible	26	4.23%	\$222.20
Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	26	4.46%	\$175.07
Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	18	3.47%	\$157.72
Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	25	4.45%	\$146.87
15+ Years Of Experience	MS search coolsculpting	Campaign	Eligible	20	3.58%	\$128.92
Personalized Care	MS search coolsculpting	Campaign	Eligible	19	2.83%	\$117.95
Promotion						
Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible	31	4.80%	\$195.74
Winter Sale - 50% off 4+ Treatments	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Fall Sale - 50% off 4+ Treatments	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Call						
781-412-1927	Account	Account	Eligible	28	4.47%	\$288.47
781-412-1927	MS search coolsculpting	Campaign	Removed	28	4.47%	\$288.47

Enabled Status: Some ads limited by policy Type: Search Budget: \$74.61/day Optimization score: 100%

Asset	Added to	Level	Status	Clicks	CTR	Cost
Promotion						
Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible	31	4.80%	\$195.74
Winter Sale - 50% off 4+ Treatments	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Fall Sale - 50% off 4+ Treatments	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Call						
781-412-1927	Account	Account	Eligible	28	4.47%	\$288.47
781-412-1927	MS search coolsculpting	Campaign	Removed	28	4.47%	\$288.47
Total: Sitelinks				327	6.43%	\$2,730.81
Total: Callouts				127	5.30%	\$950.49
Total: Structured snippets				0	0.00%	\$0.00
Total: Calls				28	4.47%	\$288.47
Total: Promotions				31	4.80%	\$195.74

Show rows: 100 1 - 19 of 19

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

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

TOTAL 2,000.00
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

For more information about Intuit Payments' money transmission licenses, please visit <https://www.intuit.com/legal/licenses/payment-licenses/>.

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

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 # 2086
DATE 03/01/2023

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	Laser Hair Removal treatment page	1.25	200.00	250.00

Referral Program

**TOTAL
BALANCE DUE**

2,250.00
\$0.00

Our best clients come from our best clients. Refer a similar business in aesthetics and if they partner with us, get \$500 off your next invoice and your referral \$300 off their first invoice.

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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