

CoolSculpting Marketing Services Chic Med Laser & Esthetic Center Co-Op Q2 2023 Total Marketing Expenses (4/1/2023 - 6/30/2023)

Total Google Ads: \$ 5,977.20
Total Meta Ads: \$ 1,011.89
Total Marketing Service Fees: \$ 6,000.00
Total CoolSculpting Marketing Cost: \$12,989.09

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting	\$88.08/day	Some ads limited by policy	889	4.34%	\$5,977.20
Total: Campaigns in your current view			889	4.34%	\$5,977.20
Total: Account	\$88.08/day		889	4.34%	\$5,977.20

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
			889	4.34%	\$5,977.20
(Keyword:Chic Med) CoolSculpting CoolSculpting® Elite +12 more chicmedlaser.com/coolsculpting/waltham Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	0. coolsculpting - general	Eligible	144	4.75%	\$1,454.37
(Keyword:Chic Med) CoolSculpting CoolSculpting® Elite +12 more chicmedlaser.com/coolsculpting/waltham Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	3. liposuction	Eligible	231	4.67%	\$1,205.01
Chic Med Laser CoolSculpting CoolSculpting® Elite +11 more chicmedlaser.com/coolsculpting/waltham Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. expanded reach	Eligible	149	2.48%	\$937.28
(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...	0. coolsculpting - general	Removed	95	9.03%	\$758.11
(Keyword:Chic Med) CoolSculpting CoolSculpting® Elite +7 more chicmedlaser.com/coolsculpting/waltham Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	0. coolsculpting - general	Eligible	42	8.55%	\$319.43

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
			889	4.34%	\$5,977.20
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...	3. liposuction	Removed	80	5.71%	\$313.65
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...	x. expanded reach	Removed	38	3.50%	\$202.62
(Keyword:Chic Med) CoolSculpting CoolSculpting® Elite +7 more chicmedlaser.com/coolsculpting/waltham Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	3. liposuction	Eligible	28	5.03%	\$189.93
(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...	1. coolsculpting - price	Removed	25	10.92%	\$158.47
(Keyword:Chic Med) CoolSculpting CoolSculpting® Elite +12 more chicmedlaser.com/coolsculpting/waltham Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	1. coolsculpting - price	Eligible	17	3.82%	\$151.05
Chic Med Laser CoolSculpting CoolSculpting® Elite +6 more chicmedlaser.com/coolsculpting/waltham Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. expanded reach	Eligible	14	2.57%	\$147.62
(Keyword:Chic Med) CoolSculpting CoolSculpting® Elite +7 more chicmedlaser.com/coolsculpting/waltham					

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
			889	4.34%	\$5,977.20
(Keyword:Chic Med) CoolSculpting CoolSculpting® Elite +7 more chicmedlaser.com/coolsculpting/waltham Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	1. coolsculpting - price	Eligible	11	10.28%	\$63.42
Chic Med CoolSculpting CoolSculpting® Elite +11 more chicmedlaser.com/coolsculpting/waltham Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. non-service medspa	Eligible	4	1.56%	\$27.23
Chic Med CoolSculpting CoolSculpting® Elite +6 more chicmedlaser.com/coolsculpting/waltham Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. non-service medspa	Eligible	2	1.01%	\$12.69
(Keyword:Chic Med) CoolSculpting® Elite Fat Reduction Treatment +9 more chicmedlaser.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Waltham, MA. Schedule a Free Consultation. CoolSculpting® Elite Treats Fat in 9 Areas:...	2. coolsculpting elite	Removed	3	12.50%	\$11.40
[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)	3	27.27%	\$8.92
(Keyword:Chic Med) CoolSculpting CoolSculpting® Elite +12 more chicmedlaser.com/coolsculpting/waltham Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	2. coolsculpting elite	Eligible	1	2.44%	\$8.70
(Keyword:Chic Med) CoolSculpting CoolSculpting® Elite +7 more chicmedlaser.com/coolsculpting/waltham					

Google Ads Medstar Media Chic Med Laser & Aesthetic Center 879-946-5605

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting Ad groups (7) Select an ad group Change view

Enabled Status: Some ads limited by policy Type: Search Budget: \$88.08/day Optimization score: 78.4% More details Campaign 1 of 1

Overview Recommendations Insights Ad groups Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Dynamic ad targets Locations Show more

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
			889	4.34%	\$5,977.20
(Keyword:Chic Med) Coolsculpting Coolsculpting® Elite +7 more chicmedlaser.com/coolsculpting/waltham Our Biggest Coolsculpting Discount Ever. Get Up to 50% Off 8+ Coolsculpting Treatments. Coolsculpting® Elite Treats Fat in 9...	2. coolsculpting elite	Eligible	1	11.11%	\$4.55
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...	x. non-service medspa	Removed	1	2.22%	\$2.75
[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
[Dynamically generated headline] [Dynamically generated display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. 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] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest Discount Ever. Buy One Get One 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	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00

Google Ads Medstar Media Chic Med Laser & Aesthetic Center 879-946-5605

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting Ad groups (7) Select an ad group Change view

Enabled Status: Some ads limited by policy Type: Search Budget: \$88.08/day Optimization score: 78.4% More details Campaign 1 of 1

Overview Recommendations Insights Ad groups Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Dynamic ad targets Locations Show more

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
			889	4.34%	\$5,977.20
Success Stories. FDA Cleared. Our Biggest Coolsculpting Discount Ever. Get Up to 50% Off 8+ Coolsculpting Treatments		Removed Policy (Restricted medical content +1 more)			
[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%	\$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 view					
			889	4.34%	\$5,977.20
Total: Campaign					
			889	4.34%	\$5,977.20

Show rows: 100 1 - 36 of 36

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Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting Ad groups (7) Select an ad group Change view

Enabled Status: Some ads limited by policy Type: Search Budget: \$88.08/day Optimization score: 78.4% More details Campaign 1 of 1

Overview Recommendations Insights Ad groups Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Dynamic ad targets Locations Show more

Responsive search ad Leave feedback

Assets Combinations

Try including more keywords in your descriptions

Ad strength Good

- 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 deals, coolsculpting boston, + 148 more

You can now edit advertiser assets. Point to the asset column, then click the pencil icon.

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	2nd position	166	Advertiser
Affordable & Quick Treatments	Approved	Headline	2nd position	442	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	2nd position	297	Advertiser

Google Ads Medstar Media Chic Med Laser & Aesthetic Center 879-946-5605

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All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting Ad groups (7) Select an ad group Change view

Enabled Status: Some ads limited by policy Type: Search Budget: \$88.08/day Optimization score: 78.4% More details Campaign 1 of 1

Overview Recommendations Insights Ad groups Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Dynamic ad targets Locations Show more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
No Surgery & Minimal Downtime	Approved	Headline	2nd position	30	Advertiser
Next-Generation Fat Reduction	Approved	Headline	2nd position	87	Advertiser
Flexible Payment Options	Approved	Headline	2nd position	225	Advertiser
(Keyword:Chic Med)	Approved	Headline	1st position	363	Advertiser
Fat Reduction Treatment	Approved	Headline	2nd position	193	Advertiser
Coolsculpting® Elite	Approved	Headline	1st position	76	Advertiser
Top Provider in Waltham	Approved	Headline	2nd position	31	Advertiser
Chic Med	Approved	Headline	None	854	Advertiser
Up to 50% Off 8+ Treatments	Approved	Headline	2nd position	1,560	Advertiser
Coolsculpting	Approved	Headline	1st position	369	Advertiser
Coolsculpting in Waltham	Approved	Headline	1st position	1,757	Advertiser
Coolsculpting® Elite Waltham	Approved	Headline	1st position	466	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved	Description	None	60	Advertiser
Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	2,912	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	59	Advertiser
Our Biggest Coolsculpting Discount Ever. Get Up to 50% Off 8+ Coolsculpting Treatments	Approved	Description	2nd position	2,378	Advertiser

Google Ads Medstar Media Chic Med Laser & Aesthetic Center 879-946-5605

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting Ad groups (7) Select an ad group Change view

Enabled Status: Some ads limited by policy Type: Search Budget: \$88.08/day Optimization score: 78.4% More details Campaign 1 of 1

Overview Recommendations Insights Ad groups Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Dynamic ad targets Locations Show more

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Fat Reduction Treatment	Approved	Headline	2nd position	193	Advertiser
Coolsculpting® Elite	Approved	Headline	1st position	76	Advertiser
Top Provider in Waltham	Approved	Headline	2nd position	31	Advertiser
Chic Med	Approved	Headline	None	854	Advertiser
Up to 50% Off 8+ Treatments	Approved	Headline	2nd position	1,560	Advertiser
Coolsculpting	Approved	Headline	1st position	369	Advertiser
Coolsculpting in Waltham	Approved	Headline	1st position	1,757	Advertiser
Coolsculpting® Elite Waltham	Approved	Headline	1st position	466	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved	Description	None	60	Advertiser
Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	2,912	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	59	Advertiser
Our Biggest Coolsculpting Discount Ever. Get Up to 50% Off 8+ Coolsculpting Treatments	Approved	Description	2nd position	2,378	Advertiser

Show rows: 100 1 - 19 of 19

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MS | search | coolsculpting

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS search coolsculpting	Campaign	Eligible	1	2.78%	\$10.79
Sitelink						
CoolSculpting Elite CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting	Campaign	Eligible	377	5.17%	\$2,855.70
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))	364	5.17%	\$2,787.26
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible (Limited Policy (Restricted medical content +1 more))	312	4.74%	\$2,395.05
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible	295	4.53%	\$2,326.36
Callout						
Personalized Care	MS search coolsculpting	Campaign	Eligible	31	6.25%	\$242.70
Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	29	4.92%	\$242.50
FDA Cleared	MS search coolsculpting	Campaign	Eligible	31	4.76%	\$242.32
Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	24	4.97%	\$177.40

Google Ads Chic Med Laser & Aesthetic Center 879-946-5605

MS | search | coolsculpting

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
15+ Years Of Experience	MS search coolsculpting	Campaign	Eligible	27	5.34%	\$177.29
Up To 50% Off	MS search coolsculpting	Campaign	Eligible	22	3.63%	\$170.11
Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	21	4.27%	\$169.68
Licensed Professionals	MS search coolsculpting	Campaign	Eligible	17	3.83%	\$133.32
Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	20	4.26%	\$121.41
Promotion						
Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible	306	4.91%	\$2,139.08
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
Business name						
Chic Med Center	MS search coolsculpting	Campaign	Not eligible Disapproved (Business Name Irrelevance)	0	-	\$0.00
Call						
781-412-1927	Account	Account	Eligible	38	3.32%	\$323.08
781-412-1927	MS search coolsculpting	Campaign	Removed	38	3.32%	\$323.08
Business logo						

Google Ads Chic Med Laser & Aesthetic Center 879-946-5605

MS | search | coolsculpting

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Chic Med Center	MS search coolsculpting	Campaign	Disapproved (Business Name Irrelevance)	0	-	\$0.00
Call						
781-412-1927	Account	Account	Eligible	38	3.32%	\$323.08
781-412-1927	MS search coolsculpting	Campaign	Removed	38	3.32%	\$323.08
Business logo						
Chic Med	MS search coolsculpting	Campaign	Not eligible Disapproved (Business Logo Blank Space +1 more)	0	-	\$0.00
Total: Sitelinks				381	5.17%	\$2,938.56
Total: Callouts				115	4.63%	\$850.50
Total: Structured snippets				1	2.78%	\$10.79
Total: Calls				38	3.32%	\$323.08
Total: Promotions				306	4.91%	\$2,139.08

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Campaigns Chic Med Laser (1709543107079)

MS | CoolSculpting (Conversions)

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
On	MS CoolSculpting (Conversions)	Off	Highest volume	\$33.33 Daily	7-day click	73 Website Leads	31,777	63,273	\$13.86 Per Lead	\$1,011.89	Ongoing
Results from 1 campaign						73 Website Leads	31,777 Accounts Center acc...	63,273 Total	\$13.86 Per Lead	\$1,011.89 Total Spent	

Ads Chic Med Laser (1709543107079)

MS | CoolSculpting (Conversions)

Off / On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
On	CS - Video - Marking The Stomach		7-day click	33 Website Leads	18,608	26,678	\$11.67 Per Lead	-	-	-	\$385.06
On	CS - Video - Full Treatment		7-day click	26 Website Leads	14,280	19,342	\$10.59 Per Lead	-	-	-	\$275.29
On	CS - Video - Full Treatment		7-day click	2 Website Leads	4,699	5,609	\$40.28 Per Lead	-	-	-	\$80.57
On	CS - Video - Marking The Stomach		7-day click	8 Website Leads	4,117	5,069	\$9.73 Per Lead	-	-	-	\$77.85
On	CS - Video - Belly Treatment		7-day click	-	897	1,206	-	-	-	-	\$33.70
On	CS - Video - Andrea		7-day click	-	737	1,102	-	-	-	-	\$33.33
On	CS - Image - Curly Hair		7-day click	-	660	1,088	-	-	-	-	\$26.39
On	CS - Video - Belly Treatment		7-day click	-	340	458	-	-	-	-	\$19.72
On	CS - Image - Sitting		7-day click	2 Website Leads	361	587	\$8.89 Per Lead	-	-	-	\$17.78
On	CS - Image - 50% Off		7-day click	-	382	566	-	-	-	-	\$14.24
On	CS - Video - Andrea		7-day click	-	296	386	-	-	-	-	\$13.18
On	CS - Image - Smiling		7-day click	-	290	417	-	-	-	-	\$10.15
On	CS - Image - Sitting		7-day click	-	165	245	-	-	-	-	\$9.41
Results from 18 ads				73 Website Leads	31,777 Accounts Center acc...	63,273 Total	\$13.86 Per Lead				\$1,011.89 Total Spent

Ads Chic Med Laser (1709543107079) Updated just now Discard drafts Review and publish

Campaign name contains cool Search and filter Save Clear Apr 1, 2023 - Jun 29, 2023

1 selected Ad sets for 1 Campaign Ads for 1 Campaign

Off / On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>			7-day click	Website Lead	660	1,088	Per Lead	—	—	—	\$26.39
<input type="checkbox"/>			7-day click	Website Lead	340	458	Per Lead	—	—	—	\$19.72
<input type="checkbox"/>			7-day click	2 Website Leads	361	587	\$8.89 Per Lead	—	—	—	\$17.78
<input type="checkbox"/>			7-day click	Website Lead	382	566	Per Lead	—	—	—	\$14.24
<input type="checkbox"/>			7-day click	Website Lead	296	386	Per Lead	—	—	—	\$13.18
<input type="checkbox"/>			7-day click	Website Lead	290	417	Per Lead	—	—	—	\$10.15
<input type="checkbox"/>			7-day click	Website Lead	165	245	Per Lead	—	—	—	\$9.41
<input type="checkbox"/>			7-day click	1 Website Lead	161	222	\$7.56 Per Lead	—	—	—	\$7.56
<input type="checkbox"/>			7-day click	1 Website Lead	159	229	\$5.98 Per Lead	—	—	—	\$5.98
<input type="checkbox"/>			7-day click	Website Lead	29	48	Per Lead	—	—	—	\$1.17
<input type="checkbox"/>			7-day click	Website Lead	9	12	Per Lead	—	—	—	\$0.34
<input type="checkbox"/>			7-day click	Website Lead	7	9	Per Lead	—	—	—	\$0.17
	Results from 18 ads		7-day click	73 Website Leads	31,777 Accounts Center acc...	63,273 Total	\$13.86 Per Lead				\$1,011.89 Total Spent

Ads Chic Med Laser (1709543107079) Updated just now Discard drafts Review and publish

Campaign name contains cool Search and filter Save Clear Apr 1, 2023 - Jun 29, 2023

1 selected

View Setup Columns: Custom Breakdown Reports

per result Quality ranking Engagement rate ranking Conversion rate ranking Amount spent

\$11.67 Per Lead	—	—	—	\$385.06
\$10.59 Per Lead	—	—	—	\$275.29
\$40.28 Per Lead	—	—	—	\$80.57
\$9.73 Per Lead	—	—	—	\$77.85
Per Lead	—	—	—	\$33.70
Per Lead	—	—	—	\$33.33
Per Lead	—	—	—	\$26.39
Per Lead	—	—	—	\$19.72
Per Lead	—	—	—	\$17.78
Per Lead	—	—	—	\$14.24
Per Lead	—	—	—	\$13.18
Per Lead	—	—	—	\$10.15
Per Lead	—	—	—	\$9.41
\$13.86 Per Lead				\$1,011.89 Total Spent

View preview

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CoolSculpting Elite freezes stubborn fat 2x faster. Non surgical. Non invasive. No downtime. Improved results.

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Campaign name contains cool Search and filter Save Clear Apr 1, 2023 - Jun 29, 2023

1 selected

View Setup Columns: Custom Breakdown Reports

per result Quality ranking Engagement rate ranking Conversion rate ranking Amount spent

\$11.67 Per Lead	—	—	—	\$385.06
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Per Lead	—	—	—	\$19.72
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Ads Chic Med Laser (1709543107079)

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

CS - Video - Marking The Stomach

CS - Video - Full Treatment

CS - Video - Full Treatment

CS - Video - Marking The Stomach

CS - Video - Belly Treatment

CS - Video - Andrea

CS - Image - Curly Hair

CS - Video - Belly Treatment

CS - Image - Sitting

CS - Image - 50% Off

CS - Video - Andrea

CS - Image - Smiling

CS - Image - Sitting

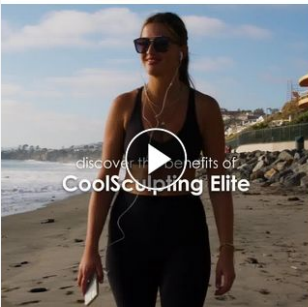
Results from 18 ads

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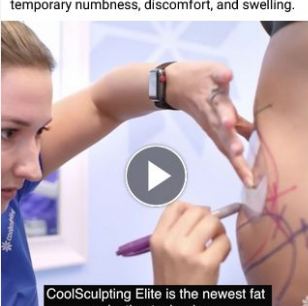
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\$9.73	—	—	—	\$77.85
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—	—	—	—	\$10.15
—	—	—	—	\$9.41
\$7.56	—	—	—	\$7.56
\$5.98	—	—	—	\$5.98
\$13.86	—	—	—	\$1,011.89

Ads Chic Med Laser (1709543107079)

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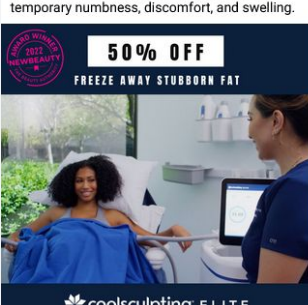
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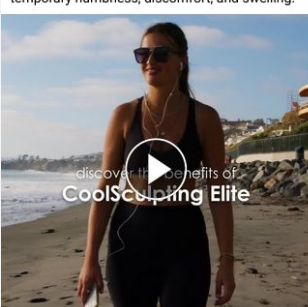
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Ads Chic Med Laser (1709543107079)

Campaign name contains cool Search and filter

Campaigns 1 selected

+ Create Duplicate Edit A/B Test

Off / On	Ad	Last significant edit
<input type="checkbox"/>	CS - Image - Curly Hair	
<input type="checkbox"/>	CS - Video - Belly Treatment	
<input type="checkbox"/>	CS - Image - Sitting	
<input checked="" type="checkbox"/>	CS - Image - 50% Off	
<input type="checkbox"/>	CS - Video - Andrea	
<input type="checkbox"/>	CS - Image - Smiling	
<input type="checkbox"/>	CS - Image - Sitting	
<input type="checkbox"/>	CS - Image - Smiling	
<input type="checkbox"/>	CS - Image - Curly Hair	
<input type="checkbox"/>	CS - Image - Blonde Model	
<input type="checkbox"/>	CS - Image - Blonde Model	
<input type="checkbox"/>	CS - Image - 50% Off	


Results from 18 ads

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Per Lead	\$5.98	—	—	\$5.98
Per Lead	—	—	—	\$1.17
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Per Lead	—	—	—	\$1.17
Per Lead	—	—	—	\$0.34
Per Lead	—	—	—	\$0.17
Per Lead	—	—	—	\$13.86
Per Lead	—	—	—	\$1,011.89

Ads Chic Med Laser (1709543107079) Updated 6 minutes ago Discard drafts Review and publish

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

CS - Image - Curly Hair

CS - Video - Belly Treatment

CS - Image - Sitting

CS - Image - 50% Off

CS - Video - Andrea

CS - Image - Smiling

CS - Image - Sitting

CS - Image - Smiling

CS - Image - Curly Hair

CS - Image - Blonde Model

CS - Image - Blonde Model

CS - Image - 50% Off

Results from 18 ads

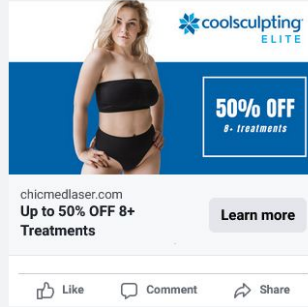
View preview

Mobile Feed

ChicMed Laser & Esthetic Center

CoolSculpting Elite freezes stubborn fat 2x faster. Non surgical. Non invasive. No downtime. Improved results.

CoolSculpting® Elite is FDA cleared to freeze and destroy unwanted fat cells in nine areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.



chicmedlaser.com
Up to 50% OFF 8+ Treatments

Learn more

Like Comment Share

Full Size Preview

Close

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
Per Lead	—	—	—	\$26.39
Per Lead	—	—	—	\$19.72
Per Lead	—	—	—	\$17.78
Per Lead	—	—	—	\$14.24
Per Lead	—	—	—	\$13.18
Per Lead	—	—	—	\$10.15
Per Lead	—	—	—	\$9.41
Per Lead	—	—	—	\$7.56
Per Lead	—	—	—	\$5.98
Per Lead	—	—	—	\$1.17
Per Lead	—	—	—	\$0.34
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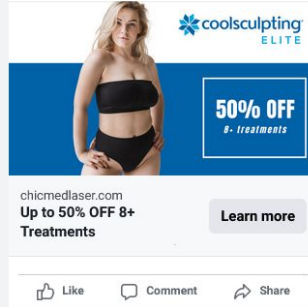
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Per Lead	—	—	—	\$0.17
Per Lead	—	—	—	\$13.86
Per Lead	—	—	—	\$1,011.89

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 # 2116
DATE 04/01/2023

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

Referral Program

**TOTAL
BALANCE DUE**

2,000.00
\$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.

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2700 Coast Avenue, Mountain View, CA 94043
Phone number 1-888-536-4801
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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 # 2151
DATE 05/01/2023

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

Referral Program

**TOTAL
BALANCE DUE**

2,000.00
\$0.00

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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 # 2183
DATE 06/01/2023

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

Referral Program

TOTAL 2,000.00
BALANCE DUE **\$0.00**

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