

CoolSculpting Marketing Services

The COCAR May - June 2021

Total Marketing Expenses

(5/1/2021 - 6/30/2021)

Total Google Ads: \$ 6,971.72
Total Facebook Ads: \$ 1,878.99
Total Marketing Service Fees: \$ 5,025.00
Total CoolSculpting Marketing Cost: \$13,875.71

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns

Overview | Campaigns | Custom May 1 - Jun 30, 2021

Recommendations: Campaign status: All, Campaign name contains cool

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$125.44/day	Eligible	1,045	3.98%	\$6,971.72
search beta coolsculpting exp reach	\$65.92/day	Paused	0	-	\$0.00
Total: Filtered campaigns			1,045	3.98%	\$6,971.72
Total: Account	\$158.95/day		1,300	4.42%	\$8,018.70

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Mountain 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 | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$125.44/day | Optimization score: 73%

Recommendations: Ad status: All

Ad	Ad group	Status	Ad strength	Clicks	CTR	Cost
Total: Ads				1,045	3.98%	\$6,971.72
{Keyword:Colorado Center for Aesthetics} CoolSculpting in Westminister Biggest CoolSculpting® Promo +6 more www.thecocar.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminister, CO. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel... View assets details	0. coolsculpting - general	Paused	Average	171	5.90%	\$1,673.72
Colorado Center for Aesthetics Fat Reduction in Westminister Non-Surgical Fat Reduction +6 more www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery... View assets details	x. Expanded Reach	Eligible (Limited)	Poor	280	3.39%	\$1,505.32
Colorado Center for Aesthetics Fat Reduction in Westminister Non-Surgical Fat Reduction +6 more www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery... View assets details	3. lipo	Eligible (Limited)	Poor	220	4.59%	\$1,220.95
{Keyword:Colorado Center for Aesthetics} CoolSculpting in Westminister Biggest CoolSculpting® Promo +6 more www.thecocar.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminister, CO. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel... View assets details	1. coolsculpting - price	Paused	Poor	61	12.40%	\$618.56
{Keyword:Colorado Center for Aesthetics} CoolSculpting in Westminister Biggest CoolSculpting® Promo +6 more www.thecocar.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminister, CO. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel... View assets details	2. body sculpting	Paused	Poor	16	5.67%	\$94.40

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$125.44/day | Optimization score: 73%

Recommendations: Ad status: All

Ad	Ad group	Status	Ad strength	Clicks	CTR	Cost
Total: Ads				1,045	3.98%	\$6,971.72
Fat Reduction in Westminister Eliminate Fat & Feel Great Offering 50% Off 8+ Treatments www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach	Eligible	-	14	3.94%	\$91.76
Fat Reduction in Westminister Freeze Away Body Fat Offering 50% Off 8+ Treatments www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Up to 50% Off of CoolSculpting® on 8+ Treatments.	x. Expanded Reach	Eligible	-	17	4.42%	\$78.82
CoolSculpting® in Westminister Limited Time Offer June 2021 Our Biggest Discount Ever www.thecocar.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	-	7	9.72%	\$73.14
CoolSculpting® Fat Reduction CoolSculpting in Westminister Biggest CoolSculpting® Promo +5 more www.thecocar.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminister, CO. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel... View assets details	0. coolsculpting - general	Removed	Average	8	4.32%	\$66.44
Fat Reduction in Westminister Freeze Away Body Fat Freeze Away Body Fat www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Up to 50% Off of CoolSculpting® on 8+ Treatments.	x. Expanded Reach	Eligible	-	9	2.11%	\$64.14
CoolSculpting® in Westminister Limited Time Offer June 2021 Hurry Offer Ends In 2... www.thecocar.com						

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Overview: Enabled | Status: Eligible | Type: Search | Budget: \$125.44/day | Optimization score: 73%

Recommendations: Ad status: All

Ad	Ad group	Status	Ad strength	Clicks	CTR	Cost
Total: Ads				1,045	3.98%	\$6,971.72
CoolSculpting® in Westminister Limited Time Offer June 2021 Hurry Offer Ends In 2... (=COUNTDOWN("2021/06/30 00:00:00","en-US",30)) www.thecocar.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	-	7	11.11%	\$55.89
Fat Reduction in Westminister Eliminate Fat & Feel Great Freeze Away Body Fat www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach	Eligible	-	10	2.75%	\$52.17
Fat Reduction in Westminister Freeze Away Body Fat Get Rid of Unwanted Fat www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Up to 50% Off of CoolSculpting® on 8+ Treatments.	x. Expanded Reach	Eligible	-	11	2.87%	\$51.86
CoolSculpting® in Westminister Save 50% on 8+ Treatments Hurry Offer Ends In (=COUNTDOWN("2021/06/30 00:00:00","en-US",30)) www.thecocar.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	-	7	7.14%	\$49.81
Fat Reduction in Westminister Freeze Away Body Fat Offering 50% Off 8+ Treatments www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach	Eligible	-	9	2.94%	\$45.78
Best CoolSculpting Deal Ever Limited Time Offer June 2021 Our Biggest Discount Ever www.thecocar.com	0. coolsculpting -	Paused	-	2	11.76%	\$44.76

Google Ads		Chris Zelig > The Cocar A&R 827-043-2293	All campaigns > search beta coolsculpting	SEARCH	REPORTS	TOOLS & SETTINGS	REFRESH	HELP	NOTIFICATIONS	259-215-0574 Chris Zelig christopherzelig@gmail.com
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$125.44/day	Optimization score: 73%	More details				
Recommendations	+ Ad status: All ADD FILTER									
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad groups	Total: Ads 2									
Ads & extensions										
Ads	<input type="checkbox"/>	<input checked="" type="radio"/>	Best CoolSculpting Deal Ever Limited Time Offer June 2021 Our Biggest Discount Ever www.thecocar.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting-general	Paused	-	2	11.76%	\$44.76	
Extensions										
Landing pages										
Keywords	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® in Westminster Limited Time Offer June 2021 Offering 50% Off 8+ Treatments www.thecocar.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting-general	Paused	-	2	3.13%	\$42.78	
Audiences										
Demographics	<input type="checkbox"/>	<input checked="" type="radio"/>	Colorado Center for Aesthetics Freeze Away Body Fat Offering 50% Off 8+ Treatments www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach	Eligible	-	5	2.60%	\$38.29	
Settings										
Suggested										
Locations	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Westminster Freeze Away Body Fat Get Rid of Unwanted Fat www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach	Eligible	-	7	2.33%	\$38.21	
Change history										
Drafts & experiments	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® in Westminster Save 50% on 8+ Treatments Our Biggest Discount Ever www.thecocar.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting-general	Eligible	-	5	4.67%	\$32.86	
Get the Google Ads mobile app										

Google Ads		Chris Zelig > The Cocar A&R 827-043-2293	All campaigns > search beta coolsculpting	SEARCH	REPORTS	TOOLS & SETTINGS	REFRESH	HELP	NOTIFICATIONS	259-215-0574 Chris Zelig christopherzelig@gmail.com
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$125.44/day	Optimization score: 73%	More details				
Recommendations	+ Ad status: All ADD FILTER									
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad groups	Total: Ads 2									
Ads & extensions										
Ads	<input type="checkbox"/>	<input checked="" type="radio"/>	Non-Surgical Fat Reduction Freeze Away Body Fat Offering 50% Off 8+ Treatments www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach	Eligible	-	4	3.42%	\$30.54	
Extensions										
Landing pages	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® in Westminster Save 50% on 8+ Treatments Hurry Offer Ends In (+COUNTDOWN("2021/06/30 00:00:00",en-US);30)) www.thecocar.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting-price	Paused	-	4	16.67%	\$30.42	
Keywords										
Audiences	<input type="checkbox"/>	<input checked="" type="radio"/>	Colorado Center for Aesthetics Freezing Fat Really Works Freeze Away Body Fat www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	3. lipo	Eligible	-	2	4.76%	\$28.62	
Demographics										
Settings	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Westminster Eliminate Fat & Feel Great Freeze Away Body Fat www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	3. lipo	Eligible	-	3	2.22%	\$24.70	
Suggested										
Locations										
Change history	<input type="checkbox"/>	<input checked="" type="radio"/>	Colorado Center for Aesthetics Freeze Away Body Fat Get Rid of Unwanted Fat www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	3. lipo	Eligible	-	2	4.44%	\$23.30	
Drafts & experiments	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Westminster Freezing Fat Really Works Offering 50% Off 8+ Treatments www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal	x. Expanded Reach	Eligible	-	4	2.76%	\$22.96	
Get the Google Ads mobile app										

Google Ads		Chris Zelig > The Cocar A&R 827-043-2293	All campaigns > search beta coolsculpting	SEARCH	REPORTS	TOOLS & SETTINGS	REFRESH	HELP	NOTIFICATIONS	259-215-0574 Chris Zelig christopherzelig@gmail.com
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$125.44/day	Optimization score: 73%	More details				
Recommendations	+ Ad status: All ADD FILTER									
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad groups	Total: Ads 2									
Ads & extensions										
Ads	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® in Westminster Limited Time Offer June 2021 Hurry Offer Ends In (+COUNTDOWN("2021/06/30 00:00:00",en-US);30)) www.thecocar.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. body sculpting	Paused	-	2	8.70%	\$22.65	
Extensions										
Landing pages	<input type="checkbox"/>	<input checked="" type="radio"/>	Best CoolSculpting Deal Ever Limited Time Offer June 2021 Offering 50% Off 8+ Treatments www.thecocar.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting-general	Paused	-	1	25.00%	\$21.65	
Keywords										
Audiences	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Westminster Eliminate Fat & Feel Great Offering 50% Off 8+ Treatments www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	3. lipo	Eligible	-	3	3.00%	\$21.30	
Demographics										
Settings	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® in Westminster Limited Time Offer June 2021 Our Biggest Discount Ever www.thecocar.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting-price	Paused	-	3	18.75%	\$21.17	
Suggested										
Locations	<input type="checkbox"/>	<input checked="" type="radio"/>	Colorado Center for Aesthetics Freezing Fat Really Works Offering 50% Off 8+ Treatments www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Up to 50% Off of CoolSculpting® on 8+ Treatments.	x. Expanded Reach	Eligible	-	5	2.92%	\$19.93	
Change history										
Drafts & experiments										
Get the Google Ads mobile app										

Google Ads		Chris Zelig > The Cocar A&R 827-043-2293	All campaigns > search beta coolsculpting	SEARCH	REPORTS	TOOLS & SETTINGS	REFRESH	HELP	NOTIFICATIONS	259-215-0574 Chris Zelig christopherzelig@gmail.com
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$125.44/day	Optimization score: 73%	More details				
Recommendations	+ Ad status: All ADD FILTER									
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad groups	Total: Ads 2									
Ads & extensions										
Ads	<input type="checkbox"/>	<input checked="" type="radio"/>	Non-Surgical Fat Reduction Freezing Fat Really Works Get Rid of Unwanted Fat www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Up to 50% Off of CoolSculpting® on 8+ Treatments.	3. lipo	Eligible	-	1	11.11%	\$19.88	
Extensions										
Landing pages	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Westminster Freeze Away Body Fat Freeze Away Body Fat www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach	Eligible	-	6	1.85%	\$19.53	
Keywords										
Audiences	<input type="checkbox"/>	<input checked="" type="radio"/>	Colorado Center for Aesthetics Freezing Fat Really Works Freeze Away Body Fat www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Up to 50% Off of CoolSculpting® on 8+ Treatments.	x. Expanded Reach	Eligible	-	3	1.61%	\$19.48	
Demographics										
Settings	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Westminster Freezing Fat Really Works Freeze Away Body Fat www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach	Eligible	-	4	1.67%	\$18.96	
Suggested										
Locations	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Westminster Freezing Fat Really Works Get Rid of Unwanted Fat www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Up to 50% Off of CoolSculpting® on 8+ Treatments.	x. Expanded Reach	Eligible	-	5	3.38%	\$18.94	
Change history										
Drafts & experiments	<input type="checkbox"/>	<input checked="" type="radio"/>	Non-Surgical Fat Reduction Freeze Away Body Fat Offering 50% Off 8+ Treatments www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biocest CoolSculptino Discount Ever. Up to 50% Off of CoolSculptino®	x. Expanded Reach	Eligible	-	2	3.77%	\$18.21	
Get the Google Ads mobile app										

Google Ads		Chris Zelig > The Cocar A&R 827-043-2293	All campaigns > search beta coolsculpting	SEARCH	REPORTS	TOOLS & SETTINGS	REFRESH	HELP	NOTIFICATIONS	259-215-0574 Chris Zelig christopherzelig@gmail.com
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$125.44/day	Optimization score: 73%	More details				
Recommendations	+ Ad status: All ADD FILTER									
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE									
Ad groups	Total: Ads 2									
Ads & extensions										
Ads	<input type="checkbox"/>	<input checked="" type="radio"/>	Downtime. Our Biggest CoolSculpting Discount Ever. Up to 50% Off of CoolSculpting® on 8+ Treatments.							
Extensions	<input type="checkbox"/>	<input checked="" type="radio"/>	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach	Eligible	-	4	4.60%	\$17.88	
Landing pages										
Keywords	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Westminster Freezing Fat Really Works Offering 50% Off 8+ Treatments www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach	Eligible	-	5	2.12%	\$17.79	
Audiences										
Demographics	<input type="checkbox"/>	<input checked="" type="radio"/>	Colorado Center for Aesthetics Freezing Fat Really Works Freeze Away Body Fat www.thecocar.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach	Eligible	-	4	1.63%	\$17.51	
Settings										
Suggested										
Locations	<input type="checkbox"/>	<input checked="" type="radio"/>	Colorado Center for Aesthetics Freeze Away Body Fat Offering 50% Off 8+ Treatments www.thecocar.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Up to 50% Off of CoolSculpting® on 8+ Treatments.	x. Expanded Reach	Eligible	-	5	2.40%	\$17.31	
Change history										
Drafts & experiments	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® Fat Reduction Save 50% on 8+ Treatments Our Biggest Discount Ever www.thecocar.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting-general	Eligible	-	3	7.89%	\$17.25	
Get the Google Ads mobile app										

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$125.44/day, Optimization score: 73%

Ad group	Status	Ad strength	Clicks	CTR	Cost
Total: Ads			1,045	3.98%	\$6,971.72
CoolSculpting® in Westminster Limited Time Offer June 2021 Hurry Offer Ends In (-COUNTDOWN("2021/06/30 00:00:00";en-US);30))	Paused	1. coolsculpting - price	2	16.67%	\$17.21
CoolSculpting® in Westminster Save 50% on 8+ Treatments Our Biggest Discount Ever	Eligible	1. coolsculpting - price	3	13.64%	\$17.16
CoolSculpting® Fat Reduction Limited Time Offer June 2021 Offering 50% Off 8+ Treatments	Paused	0. coolsculpting - general	2	13.33%	\$17.14
Fat Reduction in Westminster Freezing Fat Really Works Offering 50% Off 8+ Treatments	Eligible	3. lipo	4	12.90%	\$16.30
CoolSculpting® in Westminster Save 50% on 8+ Treatments Our Biggest Discount Ever	Eligible	0. coolsculpting - general	3	9.09%	\$16.05

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$125.44/day, Optimization score: 73%

Ad group	Status	Ad strength	Clicks	CTR	Cost
Total: Ads			1,045	3.98%	\$6,971.72
Best CoolSculpting Deal Ever Limited Time Offer June 2021 Offering 50% Off 8+ Treatments	Paused	0. coolsculpting - general	2	10.00%	\$15.35
Fat Reduction in Westminster Freezing Fat Really Works Get Rid of Unwanted Fat	Eligible	x. Expanded Reach	4	1.52%	\$13.60
Colorado Center for Aesthetics Freeze Away Body Fat Freeze Away Body Fat	Eligible	x. Expanded Reach	2	0.90%	\$13.39
Fat Reduction in Westminster Eliminate Fat & Feel Great Freeze Away Body Fat	Eligible	x. Expanded Reach	4	4.17%	\$13.32
Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat	Eligible	x. Expanded Reach	2	2.06%	\$12.48

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$125.44/day, Optimization score: 73%

Ad group	Status	Ad strength	Clicks	CTR	Cost
Total: Ads			1,045	3.98%	\$6,971.72
CoolSculpting® in Westminster Limited Time Offer June 2021 Our Biggest Discount Ever	Paused	2. body sculpting	2	12.50%	\$12.33
Fat Reduction in Westminster Freeze Away Body Fat Offering 50% Off 8+ Treatments	Eligible	3. lipo	1	2.56%	\$12.24
Colorado Center for Aesthetics Freeze Away Body Fat Offering 50% Off 8+ Treatments	Eligible	3. lipo	2	6.45%	\$12.16
Colorado Center for Aesthetics Freezing Fat Really Works Offering 50% Off 8+ Treatments	Eligible	x. Expanded Reach	1	0.46%	\$12.10
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Offering 50% Off 8+ Treatments	Eligible	x. Expanded Reach	2	2.22%	\$11.96

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$125.44/day, Optimization score: 73%

Ad group	Status	Ad strength	Clicks	CTR	Cost
Total: Ads			1,045	3.98%	\$6,971.72
Best CoolSculpting Deal Ever Save 50% on 8+ Treatments Our Biggest Discount Ever	Eligible	0. coolsculpting - general	2	7.69%	\$11.55
Fat Reduction in Westminster Freeze Away Body Fat Get Rid of Unwanted Fat	Eligible	3. lipo	1	4.35%	\$11.49
CoolSculpting® Fat Reduction Save 50% on 8+ Treatments Hurry Offer Ends In (-COUNTDOWN("2021/06/30 00:00:00";en-US);30))	Paused	1. coolsculpting - price	1	20.00%	\$11.33
CoolSculpting® in Westminster Freeze Away Body Fat Our Biggest Discount Ever	Eligible	0. coolsculpting - general	1	5.56%	\$11.21
Colorado Center for Aesthetics Freeze Away Body Fat Freeze Away Body Fat	Eligible	3. lipo	2	5.26%	\$11.12

Google Ads | Chris Zelig > The Cocar A&R 827-043-2293 | All campaigns > search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$125.44/day, Optimization score: 73%

Ad group	Status	Ad strength	Clicks	CTR	Cost
Total: Ads			1,045	3.98%	\$6,971.72
Fat Reduction in Westminster Eliminate Fat & Feel Great Freeze Away Body Fat	Eligible	3. lipo	2	15.38%	\$10.85
CoolSculpting® Fat Reduction Freeze Away Body Fat Offering 50% Off 8+ Treatments	Eligible	0. coolsculpting - general	1	9.09%	\$10.83
CoolSculpting® in Westminster Freeze Away Body Fat CoolSculpting Special 50% Off	Eligible	1. coolsculpting - price	1	33.33%	\$10.76
CoolSculpting® in Westminster Save 50% on 8+ Treatments Our Biggest Discount Ever	Eligible	2. body sculpting	2	5.88%	\$10.17
CoolSculpting® in Westminster Save 50% on 8+ Treatments Our Biggest Discount Ever	Eligible	1. coolsculpting - price	1	11.11%	\$9.70

Google Ads		Chris Zelig > The Cocar A&R 827-043-2293	All campaigns > search beta coolsculpting	SEARCH	REPORTS	TOOLS & SETTINGS	REFRESH	HELP	NOTIFICATIONS	259-215-0574 Chris Zelig christopherzelig@gmail.com																																																								
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Google Ads | Chris Zelig | The Cocar A&R 827-043-2293 | All campaigns | search | beta | coolsculpting | Budget: \$125.44/day | Optimization score: 73%

Extensions

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
<input type="checkbox"/> CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink extension	search beta coolsculpting	Campaign	Approved	42	3.53%	\$289.00
Call extension							
<input type="checkbox"/> (720) 326-6028	Call extension	Account	Account	Approved	114	2.93%	\$956.69
Callout extension							
<input type="checkbox"/> FDA Cleared	Callout extension	search beta coolsculpting	Campaign	Approved	163	4.79%	\$1,197.41
<input type="checkbox"/> Up to 50% Off	Callout extension	search beta coolsculpting	Campaign	Approved	168	4.93%	\$1,109.37
<input type="checkbox"/> Liposuction Alternative	Callout extension	search beta coolsculpting	Campaign	Approved	142	4.88%	\$1,051.53
<input type="checkbox"/> Freeze Your Fat	Callout extension	search beta coolsculpting	Campaign	Approved	148	4.72%	\$1,048.53
<input type="checkbox"/> Highlights: No Surgery	Callout extension	search beta coolsculpting	Campaign	Approved	132	4.54%	\$925.45
<input type="checkbox"/> Nonsurgical Fat Reduction	Callout extension	search beta coolsculpting	Campaign	Approved	127	4.58%	\$818.48
<input type="checkbox"/> Contact Us + Free Consult	Callout extension	search beta coolsculpting	Campaign	Approved	126	4.67%	\$813.17

Google Ads | Chris Zelig | The Cocar A&R 827-043-2293 | All campaigns | search | beta | coolsculpting | Budget: \$125.44/day | Optimization score: 73%

Extensions

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
<input type="checkbox"/> Contact Us + Free Consult	Callout extension	search beta coolsculpting	Campaign	Approved	126	4.67%	\$813.17
Structured snippet extension							
<input type="checkbox"/> Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction	Structured snippet extension	search beta coolsculpting	Campaign	Approved	8	2.39%	\$54.91
Promotion extension							
<input type="checkbox"/> Summer Sale - 50% off 8+ Treatments	Promotion extension	search beta coolsculpting	Campaign	Approved	651	4.17%	\$4,457.75
Total: Sitelink extensions					45	3.67%	\$312.42
Total: Callout extensions					348	4.78%	\$2,450.08
Total: Structured snippet extensions					8	2.39%	\$54.91
Total: Call extensions					114	2.93%	\$956.69
Total: Promotion extensions					651	4.17%	\$4,457.75

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Mountain Time. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

Google Ads | Chris Zelig | The Cocar A&R 827-043-2293 | All campaigns | search | beta | coolsculpting | Budget: \$125.44/day | Optimization score: 73%

Responsive search ad

ASSETS

Responsive search ads usually need around 5,000 impressions over 30 days to display a rating in the Performance column.

Asset	Status	Asset type	Position pinning	Performance	Impr.
<input checked="" type="radio"/> Non-Surgical Fat Reduction	Approved	Headline	None	Good	1,708
<input checked="" type="radio"/> Colorado Center for Aesthetics	Approved	Headline	None	Good	3,329
<input checked="" type="radio"/> Safe + Effective Fat Reduction	Approved	Headline	None	Learning	955
<input checked="" type="radio"/> Fat Reduction in Westminster	Approved	Headline	None	Good	4,456
<input checked="" type="radio"/> Get Rid of Unwanted Fat	Approved	Headline	None	Good	1,767
<input checked="" type="radio"/> Freezing Fat Really Works	Approved	Headline	None	Learning	166
<input checked="" type="radio"/> Eliminate Fat & Feel Great	Approved	Headline	None	Learning	1,238
<input checked="" type="radio"/> Freeze Away Body Fat	Approved	Headline	None	Learning	591
<input checked="" type="radio"/> Offering 50% Off 8+ Treatments	Approved	Headline	None	Good	2,432
<input checked="" type="radio"/> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	Good	7,271

Google Ads | Chris Zelig | The Cocar A&R 827-043-2293 | All campaigns | search | beta | coolsculpting | Budget: \$125.44/day | Optimization score: 73%

Responsive search ad

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<input checked="" type="radio"/> Freezing Fat Really Works	Approved	Headline	None	Learning	166
<input checked="" type="radio"/> Eliminate Fat & Feel Great	Approved	Headline	None	Learning	1,238
<input checked="" type="radio"/> Freeze Away Body Fat	Approved	Headline	None	Learning	591
<input checked="" type="radio"/> Offering 50% Off 8+ Treatments	Approved	Headline	None	Good	2,432
<input checked="" type="radio"/> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	Good	7,271
<input checked="" type="radio"/> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	Pending	0
<input checked="" type="radio"/> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	Approved	Description	None	Pending	0
<input checked="" type="radio"/> Our Biggest CoolSculpting Discount Ever. Up to 50% Off of CoolSculpting® on 8+ Treatments	Approved	Description	None	Good	8,265

Campaigns | COCAR (520884708317875) | Updated just now | Discard Drafts | Review and Publish

Search and filter: Campaign Name contains coolsculpting

Resource Center | Campaigns | Ad Sets | Ads

Off / On	Campaign Name	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
<input checked="" type="checkbox"/>	CoolSculpting - Conversions	Lowest cost	\$23.00 Daily	13 Website Leads	26,346	51,621	\$121.02 Per Lead	\$1,573.23
<input checked="" type="checkbox"/>	CoolSculpting - LP Views	Lowest cost	\$23.00 Daily	704 Landing Page Vi...	15,860	24,748	\$0.43 Per Landing Pa...	\$305.76
<input checked="" type="checkbox"/>	CoolSculpting - Lead generation - 2	Lowest cost	\$30.00 Daily	On-Facebook Lead	—	—	Per On-Facebook L...	\$0.00
<input checked="" type="checkbox"/>	CoolSculpting Ad 1	Lowest cost	\$20.00 Daily	On-Facebook Lead	—	—	Per On-Facebook L...	\$0.00
<input checked="" type="checkbox"/>	Lead generation - CoolSculpting	Using ad set bi...	Using ad set bu...	On-Facebook Lead	—	—	Per On-Facebook L...	\$0.00
<input checked="" type="checkbox"/>	Lead generation - CoolSculpting Test	Using ad set bi...	Using ad set bu...	On-Facebook Lead	—	—	Per On-Facebook L...	\$0.00
Results from 6 campaigns					40,851 People	76,369 Total	—	\$1,878.99 Total Spent

Ad Sets COCAR (520884708317875) Updated just now Discard Drafts Review and Publish

Campaign Name contains **coolsculpting** Search and filter Save Clear May 1, 2021 - Jun 30, 2021

Resource Center Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit

Off / On	Ad Set Name	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
<input checked="" type="checkbox"/>	Interests - Women 25-64- 10mi Radius - Top 50	Lowest cost Conversions	Using campaig...	13 Website Leads	26,346	51,621	\$121.02 Per Lead	\$1,573.23
Results from 1 ad set				13 Website Leads	26,346 People	51,621 Total	\$121.02 Per Lead	\$1,573.23 Total Spent

Ads COCAR (520884708317875) Updated just now Discard Drafts Review and Publish

Campaign Name contains **coolsculpting** Search and filter Save Clear May 1, 2021 - Jun 30, 2021

Resource Center Campaigns 1 Selected Ad Sets 1 Selected Ads 1 Selected

+ Create Duplicate Edit A/B Test Preview Rules

Off / On	Ad Name	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
<input checked="" type="checkbox"/>	2020-10 - Women - Video 2 - All Placements	Lowest cost Conversions	Using campaig...	9 Website Leads	19,307	32,602	\$111.27 Per Lead	\$1,001.45
<input type="checkbox"/>	2020-10 - Women - Video 1 - All Placements	Lowest cost Conversions	Using campaig...	2 Website Leads	10,145	16,406	\$224.26 Per Lead	\$448.52
<input type="checkbox"/>	2020-07 - Women - Video 1	Lowest cost Conversions	Using campaig...	2 Website Leads	1,354	2,613	\$61.63 Per Lead	\$123.26
Results from 3 ads				13 Website Leads	26,346 People	51,621 Total	\$121.02 Per Lead	\$1,573.23 Total Spent

Ads COCAR (520884708317875) Search

Campaign Name contains **coolsculpting** Search and filter

Resource Center Campaigns 1 Selected Ad Sets 1 Selected Ads 1 Selected

+ Create Duplicate Edit A/B Test Preview Rules

Off / On

- 2020-10 - Women - Video 2 - All Placements
- 2020-10 - Women - Video 1 - All Placements
- 2020-07 - Women - Video 1

Coolsculpting - Conversion... Interests - Women 25-64- 10mi Radius - Top 50 2020-10 - Women - Video 2 - All Placements Learning Limited

Edit Review

Ad Name: 2020-10 - Women - Video 2 - All Placements Create Template

Identity

Facebook Page: Colorado Center for Aesthetics & Rejuvenation

Instagram Account: theocarc_

Branded Content:

Ad Setup: Create Ad

Dynamic Standard

Format: Single Image or Video

16 Placements

Facebook Feeds

Feeds

Stories

Discard Draft Publish

Ads COCAR (520884708317875) Search

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16 Placements View More Variations

Facebook Feeds

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Resource Center Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

Columns: Custom Reports

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Resource Center Campaigns 1 Selected Ad Sets 1 Selected Ads for 1 Ad Set

Columns: Custom Reports

Off / On	Ad Name	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
<input checked="" type="checkbox"/>	2020-10 - Women - Video 2 - All Placements	Lowest cost Landing Page Views	Using campaig...	574 Landing Page Vi...	14,712	20,225	\$0.44 Per Landing Pa...	\$253.78
<input checked="" type="checkbox"/>	2020-10 - Women - Video 1 - All Placements	Lowest cost Landing Page Views	Using campaig...	111 Landing Page Vi...	3,419	4,510	\$0.47 Per Landing Pa...	\$51.86
<input checked="" type="checkbox"/>	2020-07 - Women - Video 1	Lowest cost Landing Page Views	Using campaig...	- Landing Page View	13	13	- Per Landing Page ...	\$0.12
Results from 3 ads				685 Landing Page Vi...	15,860 People	24,748 Total	\$0.45 Per Landing Page...	\$305.76 Total Spent

Ads COCAR (520884708317875) Search

Campaign Name contains **coolsculpting** Search and filter

Resource Center Campaigns 1 Selected Ad Sets 1 Selected Ads for 1 Ad Set

Columns: Custom Reports

Off / On

- 2020-10 - Women - Video 2 - All Pl...
- 2020-10 - Women - Video 1 - All PL...
- 2020-07 - Women - Video 1

Coolsculpting - LP Views > Interests - Women 25-64-10... > 2020-10 - Women - Video 2 - ... Campaign Off

Edit Review

Ad Name: 2020-10 - Women - Video 2 - All Placem Create Template

Identity

Facebook Page: Colorado Center for Aesthetics & Rejuvenation

Instagram Account: thecocar_

Branded Content:

Ad Setup: Create Ad

Dynamic Standard

Format: Single Image or Video

Preview On

16 Placements

Facebook Feeds

Feeds

Stories

Discard Draft Publish

Ads COCAR (520884708317875) Search

Campaign Name contains **coolsculpting** Search and filter

Resource Center Campaigns 1 Selected Ad Sets 1 Selected Ads for 1 Ad Set

Columns: Custom Reports

Off / On

- 2020-10 - Women - Video 1 - All PL...
- 2020-07 - Women - Video 1

Coolsculpting - LP Views > Interests - Women 25-64-10... > 2020-10 - Women - Video 1 - ... Campaign Off

Edit Review

Ad Name: 2020-10 - Women - Video 1 - All Placem Create Template

Identity

Facebook Page: Colorado Center for Aesthetics & Rejuvenation

Instagram Account: thecocar_

Branded Content:

Ad Setup: Create Ad

Dynamic Standard

Format: Single Image or Video

Preview On

16 Placements

Facebook Feeds

Feeds

Stories

Discard Draft Publish

Ads COCAR (520884708317875) Search

Campaign Name contains **coolsculpting** Search and filter

Resource Center Campaigns 1 Selected Ad Sets 1 Selected Ads for 1 Ad Set

Columns: Custom Reports

Off / On

- 2020-07 - Women - Video 1

Coolsculpting - LP Views > Interests - Women 25-64-10mi... > 2020-07 - Women - Video 1 Campaign Off

Edit Review

Ad Name: 2020-07 - Women - Video 1 Create Template

Identity

Facebook Page: Colorado Center for Aesthetics & Rejuvenation

Instagram Account: thecocar_

Branded Content:

Ad Setup: Create Ad

Dynamic Standard

Format: Single Image or Video

Preview On

16 Placements View More Variations

Facebook Feeds

Feeds

Stories

Discard Draft Publish

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020

South Jordan, UT 84095

+1 6466949450

support@medstarmedia.com

INVOICE

BILL TO

Dr. Gajewsk

Colorado Center for Aesthetics

& Rejuvenation

4750 W. 120th Ave #800

Westminster, CO 80020

INVOICE # 1387

DATE 04/01/2021

DUE DATE 04/01/2021

TERMS Due on receipt

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• Consult Exit pop technology to increase leads	1	1,500.00	1,500.00

PAID

PAYMENT	1,500.00
BALANCE DUE	\$0.00

Medstar Media, INC.

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

INVOICE

BILL TO

Dr. Gajewsk
Colorado Center for Aesthetics
& Rejuvenation
4750 W. 120th Ave #800
Westminster, CO 80020

INVOICE # 1415

DATE 05/01/2021

DUE DATE 05/01/2021

TERMS Due on receipt

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• Consult Exit pop technology to increase leads	1	1,500.00	1,500.00

PAYED

PAYMENT	1,500.00
BALANCE DUE	\$0.00

Medstar Media, INC.

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

INVOICE

BILL TO

Dr. Gajewsk
Colorado Center for Aesthetics
& Rejuvenation
4750 W. 120th Ave #800
Westminster, CO 80020

INVOICE # 1444

DATE 06/01/2021

DUE DATE 06/01/2021

TERMS Due on receipt

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• Consult Exit pop technology to increase leads	1	1,500.00	1,500.00
Service Page Content	Dermal Filler unique content	1	500.00	500.00
Text Blast	Text Blast - 522 Contacts	1	25.00	25.00

PAYED

PAYMENT 2,025.00
BALANCE DUE **\$0.00**