

CoolSculpting Marketing Services Concierge MedSpa Co-Op Q3 2023 Total Marketing Expenses (7/1/2023 - 9/30/2023)

Total Google Ads: \$ 3,001.62
Total Meta Ads: \$ 2,156.43
Total Marketing Service Fees: \$14,259.00
Total CoolSculpting Marketing Cost: \$19,417.05

Google Ads | Medstar Media > Concierge - CI MED Spa 827-327-1339 | All campaigns > All campaigns (modified)

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

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

Campaigns

Custom Jul 1 - Sep 30, 2023 | Show last 30 days

Add broad match keywords: Get more conversions at a similar or better ROI by adding broad match versions of your existing keywords @ +1.3% View Apply

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting	\$98.04/day	All ads limited by policy	354	5.62%	\$3,001.62
MS search coolsculpting gold coast	\$139.04/day	Paused All ads limited by policy	0	-	\$0.00
search beta coolsculpting	\$145.00/day	Removed	0	-	\$0.00
CI search alpha coolsculpting	\$78.51/day	Paused No ads	0	-	\$0.00
MS search coolsculpting geneva	\$83.07/day	Paused All ads limited by policy	0	-	\$0.00
CON search beta coolsculpting barrington	\$0.06/day	Paused All ads limited by policy	0	-	\$0.00
CON search beta coolsculpting naperville	\$0.06/day	Paused All ads limited by policy	0	-	\$0.00
CON search beta coolsculpting long grove	\$0.06/day	Paused All ads limited by policy	0	-	\$0.00
search beta coolsculpting geneva exp reach	\$42.10/day	Paused All ads limited by policy	0	-	\$0.00
CON search beta coolsculpting naperville exp reach	\$0.06/day	Paused All ads limited by policy	0	-	\$0.00
search beta coolsculpting gold coast exp reach	\$187.55/day	Paused All ads limited by policy	0	-	\$0.00

Google Ads | Medstar Media > Concierge - CI MED Spa 827-327-1339 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$98.04/day Optimization score: 60.5% More details Campaign 0 of 0

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

Ads

Custom Jul 1 - Sep 30, 2023 | Show last 30 days

Add images to your ads: Your ads aren't as prominent as they could be if you added images, which can improve your CTR @ +4.6% View

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword: Concierge Aesthetics) CoolSculpting CoolSculpting® Elite +12 more conciergemedspa.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	110	7.95%	\$1,326.74
Concierge Aesthetics CoolSculpting CoolSculpting® Elite +11 more conciergemedspa.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted drug terms +1 more)	54	3.05%	\$396.43
(Keyword: Concierge Aesthetics) CoolSculpting CoolSculpting® Elite +12 more conciergemedspa.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	40	6.46%	\$289.64
(Keyword: Concierge Aesthetics) CoolSculpting CoolSculpting® Elite +12 more conciergemedspa.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +2 more)	28	10.04%	\$232.03
(Keyword: Concierge Aesthetics) CoolSculpting CoolSculpting® Elite +12 more conciergemedspa.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	3. lipo	Eligible (Limited) Policy (Restricted drug terms +1 more)	36	8.59%	\$229.19
Concierge Aesthetics Fat Reduction in Chicago, IL Non-Surgical Fat Reduction +12 more conciergemedspa.com/coolsculpting/chicago Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven...	x. Expanded Reach Test	Removed Policy (Restricted drug terms +2 more)	29	5.00%	\$151.08

Google Ads | Medstar Media > Concierge - CI MED Spa 827-327-1339 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$98.04/day Optimization score: 60.5% More details Campaign 0 of 0

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

Ad	Ad group	Status	Clicks	CTR	Cost
Concierge Aesthetics Fat Reduction in Chicago, IL Non-Surgical Fat Reduction +12 more conciergemedspa.com/coolsculpting/chicago Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven...	x. Expanded Reach Test	Removed Policy (Restricted drug terms +2 more)	29	5.00%	\$151.08
Concierge Aesthetics Fat Reduction in Chicago, IL Non-Surgical Fat Reduction +12 more conciergemedspa.com/coolsculpting/chicago Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven...	3. lipo	Removed Policy (Restricted drug terms +2 more)	15	7.81%	\$105.20
(Keyword: Concierge Aesthetics) CoolSculpting CoolSculpting® Elite +7 more conciergemedspa.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +2 more)	15	5.21%	\$91.56
Concierge Aesthetics CoolSculpting CoolSculpting® Elite +11 more conciergemedspa.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. non-service medspa	Not eligible Policy (Restricted medical content +1 more), Ad group removed	12	3.05%	\$83.83
(Keyword: Concierge Aesthetics) CoolSculpting CoolSculpting® Elite +7 more conciergemedspa.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	13	5.46%	\$80.87
[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 16+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	1	5.88%	\$9.24
Concierge Aesthetics CoolSculpting CoolSculpting® Elite +6 more conciergemedspa.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. non-service medspa	Not eligible Policy (Restricted medical content +1 more), Ad group removed	1	1.11%	\$5.81

Google Ads | Medstar Media > Concierge - CI MED Spa 827-327-1339 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$98.04/day Optimization score: 60.5% More details Campaign 0 of 0

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

Ad	Ad group	Status	Clicks	CTR	Cost
[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 16+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	1	5.88%	\$9.24
Concierge Aesthetics CoolSculpting CoolSculpting® Elite +6 more conciergemedspa.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. non-service medspa	Not eligible Policy (Restricted medical content +1 more), Ad group removed	1	1.11%	\$5.81
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
(Keyword: Concierge Aesthetics) CoolSculpting CoolSculpting® Elite +7 more conciergemedspa.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +2 more)	0	0.00%	\$0.00
Total: Ads in your current view			354	5.62%	\$3,001.62
Total: Campaign			354	5.62%	\$3,001.62

Show rows: 100 1 - 15 of 15

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Central 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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Enabled Status: All ads limited by policy Type: Search Budget: \$98.04/day Optimization score: 60.5%

Responsive search ad

Assets Combinations

Asset	Status	Asset type	Position pinning	Imp.	Asset source
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	1,334	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	1,093	Advertiser
Coolsculpting in Chicago, IL	Approved (limited)	Headline	1st position	818	Advertiser
50% Off 16+ Treatments	Approved (limited)	Headline	2nd position	751	Advertiser
(KeyWord)Concierge Aesthetics	Approved (limited)	Headline	1st position	453	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	271	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	124	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	114	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	48	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	42	Advertiser
CoolSculpting® Chicago, IL	Approved (limited)	Headline	1st position	42	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	29	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	29	Advertiser

Enabled Status: All ads limited by policy Type: Search Budget: \$98.04/day Optimization score: 60.5%

Responsive search ad

Asset	Status	Asset type	Position pinning	Imp.	Asset source
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	124	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	114	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	48	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	42	Advertiser
CoolSculpting® Chicago, IL	Approved (limited)	Headline	1st position	42	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	29	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	29	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	27	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	23	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	None	23	Advertiser
Top Provider in Chicago, IL	Approved (limited)	Headline	2nd position	23	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	1	Advertiser
Concierge Aesthetics	Approved (limited)	Headline	None	0	Advertiser

Show rows: 100 1 - 19 of 19

Enabled Status: All ads limited by policy Type: Search Budget: \$98.04/day Optimization score: 60.5%

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: CoolSculpting, Fat Reduction, CoolMini, Double Chin Reduction, Cellulite Reduction, Non-...	MS search coolsculpting	Campaign	Eligible	5	2.65%	\$68.02
Current Specials Don't Miss Our Specials & Exclusive Offers. Learn More Now.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	251	7.19%	\$2,374.12
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	240	7.16%	\$2,272.57
Full Range of Services Learn More About Our Complete Range of Top Services for Face and Body.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	238	7.17%	\$2,187.89
5 Star Reviews See Why Concierge Medspa is #1 Read Real Client Reviews	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	212	6.92%	\$1,989.58
About Us Learn More About Our Team, Location and Available Beauty Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	154	6.04%	\$1,347.24
Book A Consultation Contact Us Today to Schedule Your Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	73	3.89%	\$614.25
Why Choose Concierge Read About What Sets Us Apart from Other Medspas in Chicago	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	68	3.70%	\$474.07

Enabled Status: All ads limited by policy Type: Search Budget: \$98.04/day Optimization score: 60.5%

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	54	8.77%	\$547.25
Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	45	8.35%	\$515.34
50% Off 8+ Treatments	MS search coolsculpting	Campaign	Eligible	44	7.94%	\$442.41
FDA Cleared	MS search coolsculpting	Campaign	Eligible	49	6.58%	\$415.82
Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	36	6.30%	\$388.26
Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	31	5.84%	\$337.68
Convenient Locations	Account	Account	Eligible	0	-	\$0.00
5 Star Reviews	Account	Account	Eligible	0	-	\$0.00
Contact Us + Consult	Account	Account	Removed	0	-	\$0.00
State-of-the-Art Facility	Account	Account	Eligible	0	-	\$0.00
Spring Sale - Up to 50% off 16+ Treatments	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00
Concierge Med Spa	MS search coolsculpting	Campaign	Eligible	336	5.66%	\$2,846.47
(630) 283-8250	MS search coolsculpting	Campaign	Eligible	15	4.57%	\$181.33

Enabled Status: All ads limited by policy Type: Search Budget: \$98.04/day Optimization score: 60.5%

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
(630) 283-8250	MS search coolsculpting	Campaign	Eligible	15	4.57%	\$181.33
Business logo	MS search coolsculpting	Campaign	Eligible	336	5.66%	\$2,846.47
CONCIERGE	MS search coolsculpting	Campaign	Removed Disapproved (Business Logo Blurry)	0	-	\$0.00
Total: Business name				336	5.66%	\$2,846.47
Total: Business logo				336	5.66%	\$2,846.47
Total: Sitelinks				256	7.24%	\$2,387.40
Total: Callouts				115	6.92%	\$1,076.13
Total: Structured snippets				5	2.65%	\$68.02
Total: Calls				15	4.57%	\$181.33
Total: Promotions				0	-	\$0.00

Show rows: 100 1 - 23 of 23

Campaigns Concierge Med Spa 1 (117773549234...)

Updated just now Discard drafts Review and publish

Campaign name contains cool Search and filter Save Clear Jul 1, 2023 - Sep 30, 2023

Campaigns Ad sets Ads

+ Create Edit A/B Test Rules View Setup Columns: Custom Breakdown Reports

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	MS Coolsculpting (Conversions)	Active	Using ad set bl...	Using ad set b...	Multiple attrib...	Website Lead	29,382	62,206	Per Lead	\$2,156.43	Ongc
<input type="checkbox"/>	Post: Giveaway Time It's #CoolSculpt...	Ad set error(s)	Highest volume	\$100.00 Lifetime	7-day click	Messaging Convers...	—	—	Per Messaging Con...	\$0.00	Sep 18, 2
Results from 2 campaigns					Multiple attrib...	Multiple conversions	29,382	62,206	Multiple conversions	\$2,156.43	Total Spent

Ads Concierge Med Spa 1 (117773549234...)

Updated just now Discard drafts Review and publish

Campaign name contains cool Search and filter Save Clear Jul 1, 2023 - Sep 30, 2023

Campaigns Ad sets for 1 Campaign Ads for 1 Campaign

+ Create Edit A/B Test Preview Rules View Setup Columns: Custom Breakdown Reports

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"/>	CS - Video - Doctor Explaining	Sep 13, 2023, 8:2... 26 days ago	7-day click	26 Website Leads	17,375	25,295	\$27.22 Per Lead	Average	Below average Bottom 35% of ...	Average	\$707.83
<input type="checkbox"/>	CS - Video - Talking Journey	Sep 13, 2023, 8:2... 26 days ago	7-day click	20 Website Leads	7,729	11,810	\$22.65 Per Lead	Above average	Below average Bottom 35% of ...	Average	\$452.98
<input type="checkbox"/>	CS - Video - My Journey	Aug 29, 2023, 9... 41 days ago	7-day click or ...	14 Website Leads	7,846	10,344	\$22.52 Per Lead	—	—	—	\$315.22
<input type="checkbox"/>	CS - Video - Doctor Explaining	Sep 13, 2023, 8:2... 26 days ago	7-day click	10 Website Leads	3,860	6,079	\$24.77 Per Lead	Average	Average	Average	\$247.70
<input type="checkbox"/>	CS - Video - Talking Journey	Sep 13, 2023, 8:2... 26 days ago	7-day click	2 Website Leads	717	2,157	\$63.81 Per Lead	Above average	Average	Average	\$127.62
<input type="checkbox"/>	CS - Video - Doctor Explaining	Aug 29, 2023, 9... 41 days ago	7-day click or ...	2 Website Leads	2,431	2,795	\$60.21 Per Lead	—	—	—	\$120.42
<input type="checkbox"/>	CS - Video - Talking Journey	Aug 29, 2023, 9... 41 days ago	7-day click or ...	4 Website Leads	1,597	2,043	\$24.97 Per Lead	—	—	—	\$99.86
<input type="checkbox"/>	CS - Video - My Journey	Sep 13, 2023, 8:2... 26 days ago	7-day click	2 Website Leads	322	759	\$23.49 Per Lead	—	—	—	\$46.98
<input type="checkbox"/>	CS - Video - My Journey	Sep 13, 2023, 8:2... 26 days ago	7-day click	1 Website Lead	576	924	\$37.82 Per Lead	Average	Below average Bottom 35% of ...	Average	\$37.82
<input type="checkbox"/>	CS - Video - Allyson	Aug 29, 2023, 9... 41 days ago	7-day click or ...	— Website Lead	—	—	— Per Lead	—	—	—	—
Results from 10 ads					Multiple attrib...	Accounts Center acc...	29,382	62,206	— Per Lead	—	\$2,156.43 Total Spent

Ads Concierge Med Spa 1 (117773549234...)

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Campaign name contains cool Search and filter Save Clear Jul 1, 2023 - Sep 30, 2023

Campaigns Ad sets for 1 Campaign Ads for 1 Campaign

+ Create Edit A/B Test Preview Rules View Setup Columns: Custom Breakdown Reports

View preview

Concierge Med Spa Sponsored

Freeze away fat with CoolSculpting Elite from the #1 provider in Chicago, Concierge Aesthetics & Plastic Surgery.

CoolSculpting utilizes advanced cooling technology to eliminate fat cells, safely, painlessly, & effectively.

A SOLUTION that targets stubborn bulges that resist diet & exercise.

Frozen fat cells are removed from the body for good.

Freeze away belly fat, love handles, upper arm fat, bra bulge, thigh fat, double chins, and other bulges.

Benefits of CoolSculpting:

- ✔ Non-surgical alternative to liposuction
- ✔ Treatments take as little as 35 minutes
- ✔ Requires minimal to no downtime
- ✔ Targets stubborn bulges
- ✔ Helps define musculature
- ✔ Natural-looking, long-lasting results

Book your treatment and say goodbye to stubborn bulges!

Now for a limited time, get 50% Off 16+ Treatments

*CoolSculpting® is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.

Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$27.22 Per Lead	Average	Below average Bottom 35% of ...	Average	\$707.83
\$22.65 Per Lead	Above average	Below average Bottom 35% of ...	Average	\$452.98
\$22.52 Per Lead	—	—	—	\$315.22
\$24.77 Per Lead	Average	Average	Average	\$247.70
\$63.81 Per Lead	Above average	Average	Average	\$127.62
\$60.21 Per Lead	—	—	—	\$120.42
\$24.97 Per Lead	—	—	—	\$99.86
\$23.49 Per Lead	—	—	—	\$46.98
\$37.82 Per Lead	Average	Below average Bottom 35% of ...	Average	\$37.82
— Per Lead	—	—	—	—
— Per Lead	—	—	—	\$2,156.43 Total Spent

Ads Concierge Med Spa 1 (117773549234...)

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+ Create Edit A/B Test Preview Rules View Setup Columns: Custom Breakdown Reports


View preview

- ✔ Targets stubborn bulges
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conciagemedspa.com
50% Off 16+ Treatments Learn more

10 likes 4 shares

Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$27.22 Per Lead	Average	Below average Bottom 35% of ...	Average	\$707.83
\$22.65 Per Lead	Above average	Below average Bottom 35% of ...	Average	\$452.98
\$22.52 Per Lead	—	—	—	\$315.22
\$24.77 Per Lead	Average	Average	Average	\$247.70
\$63.81 Per Lead	Above average	Average	Average	\$127.62
\$60.21 Per Lead	—	—	—	\$120.42
\$24.97 Per Lead	—	—	—	\$99.86
\$23.49 Per Lead	—	—	—	\$46.98
\$37.82 Per Lead	Average	Below average Bottom 35% of ...	Average	\$37.82
— Per Lead	—	—	—	—
— Per Lead	—	—	—	\$2,156.43 Total Spent

Ads Concierge Med Spa 1 (117773549234...)

Updated 38 minutes ago Discard drafts Review and publish

Campaign name contains cool Search and filter Save Clear Jul 1, 2023 - Sep 30, 2023

Campaigns Ad sets for 1 Campaign Ads for 1 Campaign

+ Create Edit A/B Test Preview Rules View Setup Columns: Custom Breakdown Reports

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Concierge Med Spa Sponsored

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CoolSculpting utilizes advanced cooling technology to eliminate fat cells, safely, painlessly, & effectively.

A SOLUTION that targets stubborn bulges that resist diet & exercise.

Frozen fat cells are removed from the body for good.

Freeze away belly fat, love handles, upper arm fat, bra bulge, thigh fat, double chins, and other bulges.

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Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$27.22 Per Lead	Average	Below average Bottom 35% of ...	Average	\$707.83
\$22.65 Per Lead	Above average	Below average Bottom 35% of ...	Average	\$452.98
\$22.52 Per Lead	—	—	—	\$315.22
\$24.77 Per Lead	Average	Average	Average	\$247.70
\$63.81 Per Lead	Above average	Average	Average	\$127.62
\$60.21 Per Lead	—	—	—	\$120.42
\$24.97 Per Lead	—	—	—	\$99.86
\$23.49 Per Lead	—	—	—	\$46.98
\$37.82 Per Lead	Average	Below average Bottom 35% of ...	Average	\$37.82
— Per Lead	—	—	—	—
— Per Lead	—	—	—	\$2,156.43 Total Spent

Ads Concierge Med Spa 1 (117773549234...)

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On	Ad	Last significant edit
<input type="checkbox"/>	CS - Video - Doctor Explaining	Sep 13, 2023, 8:26 days ago
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Results from 10 ads

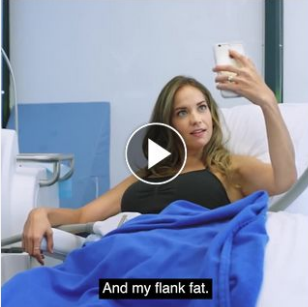
View preview

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19 2 shares

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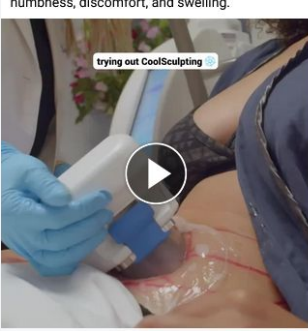
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Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$27.22	Average	Below average	Average	\$707.83
\$22.65	Above average	Below average	Average	\$452.98
\$22.52	—	—	—	\$315.22
\$24.77	Average	Average	Average	\$247.70
\$63.81	Above average	Average	Average	\$127.62
\$60.21	—	—	—	\$120.42
\$24.97	—	—	—	\$99.86
\$23.49	—	—	—	\$46.98
\$37.82	Average	Below average	Average	\$37.82
—	—	—	—	—
—	—	—	—	—
—	—	—	—	\$2,156.43

Ads Concierge Med Spa 1 (117773549234...)

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On	Ad	Last significant edit
On	CS - Video - Doctor Explaining	Sep 13, 2023, 8:26 days ago
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On	CS - Video - Doctor Explaining	Sep 13, 2023, 8:26 days ago
On	CS - Video - Talking Journey	Sep 13, 2023, 8:26 days ago
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CoolSculpting utilizes advanced cooling technology to eliminate fat cells, safely, painlessly, & effectively.

A SOLUTION that targets stubborn bulges that resist diet & exercise.

Frozen fat cells are removed from the body for good.

Freeze away belly fat, love handles, upper arm fat, bra bulge, thigh fat, double chins, and other bulges.

Benefits of CoolSculpting:

- ✔ Non-surgical alternative to liposuction
- ✔ Treatments take as little as 35 minutes
- ✔ Requires minimal to no downtime
- ✔ Targets stubborn bulges
- ✔ Helps define musculature
- ✔ Natural-looking, long-lasting results

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Now for a limited time, get 50% Off 16+ Treatments

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—	—	—	—	—
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Performance

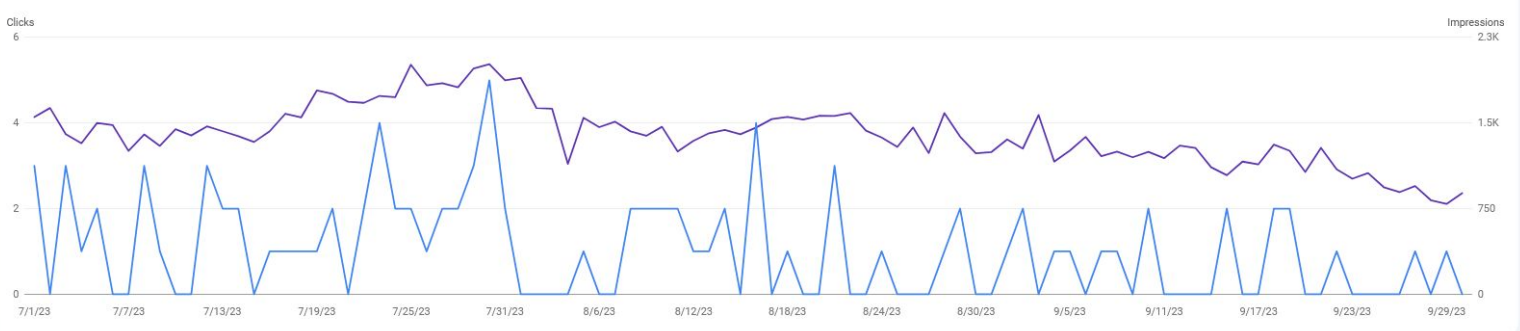
EXPORT

Search type: Web Date: Jul 1, 2023-Sep 30, 2... Query: +cool x + New

Last updated: 4 hours ago

Total clicks **94**
 Total impressions **129K**
 Average CTR **0.1%**
 Average position **49.1**

Chart totals and table results might be partial when filters are applied. [Learn more](#)



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					
coolsculpting cost chicago					↓ Clicks: 36 Impressions: 233

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QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					
coolsculpting cost chicago					↓ Clicks: 36 Impressions: 233
coolsculpting cost					↓ Clicks: 8 Impressions: 4,129
coolsculpting before and after					↓ Clicks: 6 Impressions: 8,441
how much does coolsculpting cost					↓ Clicks: 6 Impressions: 1,812
coolsculpting chicago price					↓ Clicks: 4 Impressions: 134
coolsculpting chicago cost					↓ Clicks: 4 Impressions: 114
cool sculpting cost					↓ Clicks: 3 Impressions: 1,473
cool sculpting cost chicago					↓ Clicks: 3 Impressions: 33
coolsculpting chicago					↓ Clicks: 2 Impressions: 1,046
coolsculpting male chest					↓ Clicks: 2 Impressions: 193

Rows per page: 10 1-10 of 1000



COOLSCULPTING VS. BRACHIOPLASTY: UNDERSTAND EACH ARM LIFT PROCEDURE

In life, we are constantly striving to look our best. Yet, as we age, fat naturally accumulates around our arms and can be extremely challenging to get rid of. That being said, there are many reasons to love an arm lift! First, it can help you get rid of fat and skin in your upper arms so that you can confidently show off those sleeveless tops and dresses. But did you know there are two different types of arm lifts? If you're curious about which procedure is right for you, read on as we break down each option: CoolSculpting vs. Brachioplasty.

WHAT IS COOLSCULPTING?

CoolSculpting is an FDA-cleared non-surgical procedure that freezes and destroys fat cells. It works by targeting specific areas of the body where you want to reduce stubborn fat. Since the procedure is non-invasive, there is minimal downtime after the treatment. It's also quick—each session takes about 30 minutes or less depending on the treatment area(s).

With CoolSculpting, you can expect to lose anywhere from 18-25% fat in one treatment session. However, it takes several weeks for your body to get rid of the dead fat cells. So, don't expect an instant change in appearance right after your session. It usually takes about three months of consistent CoolSculpting sessions for people to see significant results.

This painless procedure is ideal for those who want to improve the look of their arms without going under the knife. However, while CoolSculpting boasts plentiful benefits, the treatment isn't suitable for everyone. After evaluating your body, a specialist will let you know whether you're a good fit for CoolSculpting during your initial consultation.

HOW DOES BRACHIOPLASTY DIFFER FROM COOLSCULPTING?

Brachioplasty and CoolSculpting are two different procedures used to address concerns with the appearance of the arms. Unlike CoolSculpting, which is non-invasive, **brachioplasty is a surgical upper arm lift** procedure. This cosmetic surgery reduces excess skin and fat from the upper arm. It also eliminates loose skin while tightening the arm's shape. Since the procedure requires incisions, you may end up with some scars. But if you have a lot of excess skin, then Brachioplasty may be more effective than CoolSculpting.

Brachioplasty is more expensive than CoolSculpting for several reasons. First, there are the anesthesia fees. Surgery requires a higher level of expertise, so there's a cost built into that. Finally, the cost may be higher if you need post-operative care.

WHAT HAPPENS DURING AN ARM LIFT?

The arm lift procedure varies depending on if you choose CoolSculpting or Brachioplasty.

COOLSCULPTING: HOW IT WORKS

CoolSculpting is a relatively straightforward procedure. It's a "lunchtime" treatment, which means you can schedule sessions during a lunch break on any workday. A specialist will put a gel pad and applicator on your treatment site during the treatment. The applicator delivers controlled cooling to the stubborn fat. The provider moves the device over your skin during the cooling session while the applicator works magic. A great perk of CoolSculpting is it is a targeted treatment. This means surrounding tissues around the treatment site remain unharmed. For the arms, one CoolSculpting session is usually enough to see results. However, depending on your unique case, you may need more. Your provider will let you know during your consultation how many to expect.

Another advantage of CoolSculpting is that it can treat multiple areas of the body simultaneously in a single treatment session. "DualSculpting" involves utilizing two machines at the same time. Dual applicators are placed on multiple targeted areas and deliver precise cooling to reduce fat cells at once, saving time.

UNDERSTANDING BRACHIOPLASTY

Brachioplasty is either performed at an outpatient surgical facility or a local hospital. Brachioplasty patients can expect general anesthesia, so they are asleep and pain-free during the surgery. Once the anesthesia kicks in, the surgeon creates small incisions in the armpit to remove excess fat and reposition the remaining tissue. Your arm lift incisions are placed inconspicuously along the inner arms to address any skin laxity. Loose skin is then re-draped and trimmed to improve tightness. Tightening the muscles and skin gives a more toned appearance than simply removing excess fat and skin. At the end of the procedure, the surgeon uses stitches to close the incisions. You'll leave with the treatment area covered with a bandage.

A benefit of Brachioplasty is that it can remove excess skin that contributes to drooping in the arm area. By addressing sagging skin that forms because of aging or weight loss, Brachioplasty successfully improves the appearance of "bat wings".

After Brachioplasty, you may need to take time off work to let your body heal from the invasive surgery. It's normal to experience soreness, bruising, and swelling after the procedure. These effects should pass on their own after several days. But plan to take it easy for a week or two after this arm lift procedure.

SHOULD I GET COOLSCULPTING OR A BRACHIOPLASTY?

It depends. Before deciding on a treatment, it's crucial to consider your cosmetic goals. Do you want an arm lift but don't want to commit to a cosmetic surgery? CoolSculpting is a great non-surgical alternative to consider. CoolSculpting can provide long-lasting results that are noticeable within 1 to 3 months of your initial treatment session. On average, clinical studies found that cryolipolysis reduces subcutaneous fat at the treatment area by up to 25% after one treatment. You can get right back to work and resume daily activities after your session. However, while CoolSculpting is an effective, non-surgical way to sculpt your arms and destroy stubborn arm fat, it is not for every patient.

Leaning toward CoolSculpting? Keep these considerations in mind:

- The ideal CoolSculpting arm candidate is a healthy, active adult who struggles with diet and exercise-resistant arm fat.
- Ideal candidates will have at least an inch of "pinchable" subcutaneous fat (not just skin).
- Results develop slowly, over the course of three weeks to three months. You will need 3-6 months before your "ideal timeframe" to see results.
- CoolSculpting is not a weight-loss treatment. Having realistic expectations about what a fat reduction treatment can achieve is essential.
- Additional factors that determine candidacy include body size and shape, aesthetic goals, and desired treatment areas.

The best way to determine if you are an ideal CoolSculpting candidate is to schedule a complimentary consultation with Concierge Aesthetics and Plastic Surgery. During your visit, our CoolSculpting specialist evaluates your body while understanding your aesthetic body goals. If you are the right CoolSculpting candidate, we will create a treatment plan that achieves lean, sculpted arms.

On the other hand, do you have too much excess skin that CoolSculpting alone can't fix? Look into Brachioplasty.

It's worth noting that Brachioplasty candidates may also benefit from CoolSculpting to shrink excess fat in their arms before undergoing surgery. Find out what your body needs by consulting a reputable arm lift provider like Concierge Aesthetics and Plastic Surgery.

Leaning toward Brachioplasty? Keep these considerations in mind:

- Ideal candidates are healthy women and men between the ages of 18 and 65 who aren't planning to have children within the next year or so.
- Having realistic expectations is key. Ask your provider for before and after photos, so you can get an idea of what you can expect before committing to the surgery.
- The procedure usually takes one hour per side and requires local anesthesia, so you can rest comfortably during the procedure.
- You can return home after the procedure, but unlike CoolSculpting, there is a recovery time. Follow your surgeon's aftercare instructions to ensure optimal results and minimal discomfort.

COMBINING COOLSCULPTING AND BRACHIOPLASTY

CoolSculpting can be a helpful treatment to do before Brachioplasty surgery. CoolSculpting can enhance the final surgical results of Brachioplasty by reducing excess fat in the arm area before surgery. CoolSculpting also provides a more precise contouring effect, allowing the surgeon to achieve better outcomes during the arm lift procedure. Additionally, CoolSculpting helps spot treat stubborn fat areas to further accentuate muscle tone in the upper and lower arms.

Overall, CoolSculpting improves patient satisfaction by helping individuals achieve their desired arm shape. As a result, this can boost patient confidence and improve body image. This can have a positive impact on overall satisfaction with the Brachioplasty surgery outcomes.

GET AN ARM LIFT IN CHICAGO, IL

Selecting an experienced provider is crucial, regardless of which arm lift procedure you choose. Both CoolSculpting and Brachioplasty are technique-sensitive procedures. So, you'll want a board-certified plastic surgeon who provides both treatments and has extensive experience performing them.

There are many options available when it comes to surgery. But your choice should always have the best results in mind for you and your body. Concierge Aesthetics and Plastic Surgery offers both CoolSculpting and Brachioplasty arm lifts in Chicago, IL.

Not sure which is better for you? We'd love to help steer your decision-making process. Call [312-255-1496](tel:312-255-1496) to schedule a free consultation today! Let's discuss your aesthetic goals, budget, and expectations. From there, we can determine which procedure best suits your needs and create an appropriate treatment plan.

SCHEDULE A FREE CONSULTATION

First Name*

Last Name*

Email*

Phone*

Preferred Location**

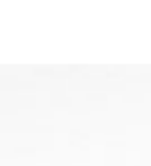
Desired Procedure**

Submit

By submitting this form you agree to be contacted via phone/text/email.

SOURCES:

- ¹ Cryolipolysis For Noninvasive Body Contouring
- ² Safety, Tolerance, And Patient Satisfaction With Noninvasive Cryolipolysis



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BEFORE Individual results may vary AFTER
8 weeks after CoolSculpting® treatment
Photos courtesy of Kathleen Welsh, MD

REAL PATIENT RESULTS | COOLSCULPTING BEFORE AND AFTER

Some of the best evidence for fat freezing is CoolSculpting before and after images. Their visible results demonstrate CoolSculpting's effectiveness at eliminating stubborn fat cells. Moreover, they show how well this body shaping treatment slims your physique, and sculpts attractive contours.

Read on to see genuine before and after results and to determine if the world's #1 non-surgical fat reduction treatment is right for you.

COOLSCULPTING BEFORE AND AFTER*



BEFORE Individual results may vary AFTER
16 weeks after CoolSculpting® treatment
Photos courtesy of Allergan® Training Center

CoolSculpting before and after images depict genuine patients who have undergone the CoolSculpting procedure. With any cosmetic treatment, results may vary, and CoolSculpting is no exception. However, patient satisfaction is highest when the CoolSculpting provider is experienced and qualified and chooses suitable candidates for this technique sensitive procedure.

HOW DOES COOLSCULPTING WORK?

CoolSculpting is hailed for its ability to reduce isolated fat deposits without surgery and minimal to no downtime. The non-invasive science of CoolSculpting, known as Cryolipolysis, eliminates fat cells without scalpels, stitches, or the need for anesthesia. This makes CoolSculpting the ideal non-surgical alternative to liposuction.

Broken down, the word cryolipolysis means cold-induced (cryo) fat cell (lipo) destruction and removal (lysis). It is the scientific name for freezing fat to death. During a CoolSculpting treatment, an advanced applicator attaches to a fatty bulge. The applicator exposes the bulge to precisely controlled cooling. The overlying skin is protected at all times. However, fat cells lying below the skin's surface are not so lucky.

The controlled cooling causes the cold-sensitive fat cells to crystallize (freeze). Once frozen, the fat cell's membrane ruptures. This permanently disables the fat cell from storing lipids. Because the destroyed fat cell can no longer serve its function, the body marks the cell for removal. Over the span of several weeks, the lymphatic system collects the destroyed fat cells. They are then filtered through the kidneys and removed from the body in the form of waste.

Once fat cells exit the body, they cannot grow back. Furthermore, the body cannot make new fat cells to replace the ones that were eliminated via cryolipolysis. Therefore, the fat cells are gone for good. This means that CoolSculpting before and after results are very long-lasting, if not indefinite.

FAT FREEZING TREATMENT AREAS

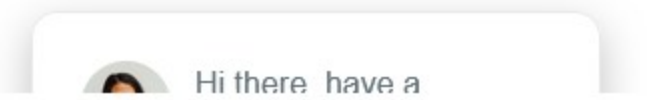
As demonstrated in the above CoolSculpting before and after pictures, this body-shaping treatment can target nearly any bulge on the body. Common treatment areas include belly fat, love handles, back fat, armpit fat (also known as bra bulge), inner and outer thigh fat, upper arm fat, and neck fat (double chins).

GET YOUR OWN COOLSCULPTING BEFORE AND AFTER TRANSFORMATION

If you want to contour your body like the patients depicted in the CoolSculpting before and after pictures, get started today by contacting Concierge Aesthetics and Plastic Surgery, the premier CoolSculpting center in Chicago. Schedule a FREE consultation by filling out the form below or calling

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By submitting this form you agree to be contacted via phone/text/email.



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CoolSculpting Website Design + Marketing

Medstar Media, Inc.

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South Jordan, Utah 84095
United States

6466949450

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Luxury Med Spa**
LAURA BENNETT ROCHE


laura@cimedspa.com

Invoice Number: WV 2023_189

Invoice Date: July 1, 2023

Payment Due: July 1, 2023

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Digital Marketing Monthly Management Service <ul style="list-style-type: none"> • Monthly management of Google Adwords, Facebook and Instagram campaigns to target aesthetic buyers online. • 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 • SEO optimized CoolSculpting article with up to two hours of website updates Includes management of both cimedspa.com + conciergemedspa.com	1	\$3,750.00	\$3,750.00
Subtotal:			\$3,750.00
Total:			\$3,750.00
Payment on July 1, 2023 using  ending in 2026:			\$3,750.00
Amount Due (USD):			\$0.00

Notes / Terms

Referral Program

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.

Pay by credit card using the link above. - Check: Please make checks payable to Medstar Media, Inc. and mail to 12E 22nd ST #PHF, New York, NY 10010

Medstar Media, Inc.

10808 S. River Front Parkway Suite 3020
South Jordan, Utah 84095
United States

6466949450

BILL TO
Concierge Medspa Cellular Intelligence
Luxury Med Spa
LAURA BENNETT ROCHE


laura@cimedspa.com

Invoice Number: WV 2023_222

Invoice Date: August 1, 2023

Payment Due: August 1, 2023

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Digital Marketing Monthly Management Service <ul style="list-style-type: none"> • Monthly management of Google Adwords, Facebook and Instagram campaigns to target aesthetic buyers online. • 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 • SEO optimized CoolSculpting article with up to two hours of website updates Includes management of both cimedspa.com + conciergemedspa.com	1	\$3,750.00	\$3,750.00
Text Blast Virtual Open House - 14,022 contacts	1	\$1,059.00	\$1,059.00
Text Blast Christmas in July - 18,000 contacts	1	\$1,350.00	\$1,350.00
Subtotal:			\$6,159.00
Total:			\$6,159.00
Payment on August 1, 2023 using  ending in 2026:			\$6,159.00
Amount Due (USD):			\$0.00



COOLSCULPTING MARKETING

CoolSculpting Website Design + Marketing

Medstar Media, Inc.
10808 S. River Front Parkway Suite 3020
South Jordan, Utah 84095
United States

6466949450

Notes / Terms

Referral Program

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CoolSculpting Website Design + Marketing

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10808 S. River Front Parkway Suite 3020
South Jordan, Utah 84095
United States

6466949450

BILL TO
Concierge Medspa Cellular Intelligence
Luxury Med Spa
LAURA BENNETT ROCHE

laura@cimedspa.com

Invoice Number: WV 2023_251

Invoice Date: September 1, 2023


Payment Due: September 1, 2023

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Digital Marketing Monthly Management Service • Monthly management of Google Adwords, Facebook and Instagram campaigns to target aesthetic buyers online. • 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 • SEO optimized CoolSculpting article with up to two hours of website updates Includes management of both cimedspa.com + conciergemedspa.com	1	\$3,750.00	\$3,750.00
Website Design + Development Edited the popup embed code + setup custom field for it + added custom css + edited the static form Embed code and added it to surgical service pages 2:30:00 1.31% Fixed css and pagination issues on shop pages 1:30:00 0.79% Helped Charmae in updating the book now button 0:45:00 0.39% Set up test page for the new forms, popups and chat widget provided by new marketing company 1:30:00 0.79% Total Web Dev Time: 6 hours VIP Discount: 3 hours comped	3	\$200.00	\$600.00
Text Blast Juvederm Day - 17,832 contacts	1	\$1,350.00	\$1,350.00

Medstar Media, Inc.
10808 S. River Front Parkway Suite 3020
South Jordan, Utah 84095
United States

6466949450

	Subtotal:	\$5,700.00
	Total:	\$5,700.00
Payment on September 1, 2023 using 	ending in 2026:	\$5,700.00

Amount Due (USD):	\$0.00
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Notes / Terms

Referral Program

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.