

# CoolSculpting Marketing Services Concierge MedSpa Co-Op Q4 2023 Total Marketing Expenses (10/1/2023 - 12/31/2023)

**Total Google Ads: \$ 8,309.92**  
**Total Meta Ads: \$ 5,406.84**  
**Total Marketing Service Fees: \$12,900.00**  
**Total CoolSculpting Marketing Cost: \$26,616.76**

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 | Dynamic ad targets | Locations

Campaign	Budget	Status	Clicks	CTR	Cost
MS   search   coolsculpting	\$129.99/day	Paused All ads limited by policy	974	5.89%	\$8,309.92
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
CON   search   beta   coolsculpting   barrington   exp reach	\$0.06/day	Paused All ads limited by policy	0	-	\$0.00
<b>Total: Campaigns in your current view</b>			<b>974</b>	<b>5.89%</b>	<b>\$8,309.92</b>

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 | Dynamic ad targets | Locations

Campaign	Budget	Status	Clicks	CTR	Cost
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
CON   search   beta   coolsculpting   barrington   exp reach	\$0.06/day	Paused All ads limited by policy	0	-	\$0.00
<b>Total: Campaigns in your current view</b>			<b>974</b>	<b>5.89%</b>	<b>\$8,309.92</b>
<b>Total: Account</b>	<b>\$0.00/day</b>		<b>6,829</b>	<b>7.74%</b>	<b>\$48,036.21</b>

Show rows: 100 | 1 - 12 of 12

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) 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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Google Ads | Medstar Media > Concierge - CI MED Spa 827-327-1339 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Paused | Type: Search | Budget: \$129.99/day | More details | Campaign 7 of 12

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

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	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	349	7.86%	\$3,602.62
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	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	211	3.39%	\$1,619.40
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...	1. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	125	8.09%	\$972.73
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...	3. liposuction	Not eligible Policy (Restricted medical content +1 more), Campaign paused	123	6.70%	\$856.54
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...	2. body sculpting	Not eligible Policy (Restricted medical content +1 more), Campaign paused	91	6.35%	\$686.31
(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	Not eligible Policy (Restricted medical content +1 more), Campaign paused	46	7.92%	\$335.12
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...	2. body sculpting	Not eligible Policy (Restricted medical content +1 more), Campaign paused	16	6.96%	\$108.14

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

Paused | Type: Search | Budget: \$129.99/day | More details | Campaign 7 of 12

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

Ad	Ad group	Status	Clicks	CTR	Cost
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...	2. body sculpting	Not eligible Policy (Restricted medical content +1 more), Campaign paused	16	6.96%	\$108.14
[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	Not eligible Policy (Restricted medical content +1 more), Campaign paused	5	8.20%	\$78.24
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...	1. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	4	3.74%	\$26.14
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, +1	3	8.33%	\$22.03
[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	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	4.17%	\$2.65
[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	Not eligible Policy (Restricted medical content +1 more), Campaign paused	0	0.00%	\$0.00
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. liposuction	Removed Policy (Restricted drug terms +2 more), Campaign paused	0	-	\$0.00
Concierge Aesthetics   Fat Reduction in Chicago, IL   Non-Surgical Fat Reduction +12 more conciergemedspa.com/coolsculpting/chicago		Removed			

Paused Type: Search Budget: \$129.99/day More details Campaign 7 of 12

Overview	Ad	Ad group	Status	Clicks	CTR	Cost
Insights	[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	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	4.17%	\$2.65
Ad groups	[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	Not eligible Policy (Restricted medical content +1 more), Campaign paused	0	0.00%	\$0.00
Ads & assets	Concierge Aesthetics   Fat Reduction in Chicago, IL   Non-Surgical Fat Reduction +12 more conciergemedspa.com/coolsculpting/chicago	3.liposuction	Removed Policy (Restricted drug terms +2 more), Campaign paused	0	-	\$0.00
Keywords	Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven... View assets details	x.Expanded Reach Test	Removed Policy (Restricted drug terms +2 more), Campaign paused	0	-	\$0.00
Audiences	Concierge Aesthetics   Fat Reduction in Chicago, IL   Non-Surgical Fat Reduction +12 more conciergemedspa.com/coolsculpting/chicago	x.non-service medspa	Not eligible Policy (Restricted medical content +1 more), Ad group removed +1	0	0.00%	\$0.00
Settings	Concierge Aesthetics   CoolSculpting   CoolSculpting® Elite +6 more conciergemedspa.com/coolsculpting/chicago					
Change history	Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details					
Suggested						
Dynamic ad targets						
Locations						
Summary	Total: Ads in your current view			974	5.89%	\$8,309.92
	Total: Campaign			974	5.89%	\$8,309.92

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Some inventory may be provided through third party intermediaries.  
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Responsive search ad Leave feedback Custom Oct 1 - Dec 31, 2023 Show last 30 days

Ad may be limited by policy: Restricted drug terms, Restricted medical content

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	Learning	577	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	Learning	405	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	Learning	75	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	Learning	109	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	Learning	66	Advertiser
Concierge Aesthetics	Approved (limited)	Headline	None	Pending	0	Advertiser
(Keyword:Concierge Aesthetics)	Approved (limited)	Headline	1st position	Good	1,362	Advertiser
50% Off 16+ Treatments	Approved (limited)	Headline	2nd position	Good	2,805	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	Learning	316	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	Learning	110	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	Learning	5	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	Learning	217	Advertiser
Coolsculpting in Chicago, IL	Approved (limited)	Headline	1st position	Good	2,627	Advertiser
Concierge Aesthetics   Concierge Aesthetics	Approved (limited)	Headline	1st position	Learning	193	Advertiser

Ad may be limited by policy: Restricted drug terms, Restricted medical content

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
(Keyword:Concierge Aesthetics)	Approved (limited)	Headline	1st position	Good	1,362	Advertiser
50% Off 16+ Treatments	Approved (limited)	Headline	2nd position	Good	2,805	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	Learning	316	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	Learning	110	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	Learning	5	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	Learning	217	Advertiser
Coolsculpting in Chicago, IL	Approved (limited)	Headline	1st position	Good	2,627	Advertiser
CoolSculpting® Chicago, IL	Approved (limited)	Headline	1st position	Learning	123	Advertiser
Top Provider in Chicago, IL	Approved (limited)	Headline	2nd position	Learning	81	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Good	3,601	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	Good	4,320	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	Learning	53	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	None	Learning	66	Advertiser

Assets Custom Oct 1 - Dec 31, 2023 Show last 30 days

Asset	Asset type	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Service catalog: CoolSculpting, Fat Reduction, Coolmini...	Structured snippet	MS   search   coolsculpting	Campaign	Eligible	Advertiser	16	191	8.38%	\$9.18	\$146.80
Current Specials Don't Miss Our Specials & Exclusive Offers. Learn More Now.	Sitelink	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	650	8,382	7.75%	\$9.68	\$6,292.50
CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	603	8,048	7.49%	\$9.83	\$5,929.18
Full Range of Services Learn More About Our Complete Range of Top Services for Face and Body.	Sitelink	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	607	7,988	7.60%	\$9.75	\$5,917.58
5 Star Reviews See Why Concierge Medspa is #1 Read Real Client Reviews	Sitelink	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	494	7,229	6.83%	\$9.39	\$4,640.47
About Us Learn More About Our Team, Location and Available Beauty Treatments	Sitelink	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	305	5,691	5.36%	\$8.97	\$2,734.55
Book A Consultation Contact Us Today to Schedule Your Consultation	Sitelink	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	194	4,258	4.56%	\$8.67	\$1,682.40
Why Choose Concierge Read About What Sets Us	Sitelink	Account	Account	Eligible (Limited)	Advertiser					

Assets Custom Oct 1 - Dec 31, 2023 Show last 30 days

Asset	Asset type	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Why Choose Concierge Read About What Sets Us Apart from Other Medspas in Chicago	Sitelink	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	153	3,996	3.83%	\$7.62	\$1,166.19
Freeze Your Fat	Callout	MS   search   coolsculpting	Campaign	Eligible	Advertiser	137	1,358	10.09%	\$11.39	\$1,560.04
Highlights: No Surgery	Callout	MS   search   coolsculpting	Campaign	Eligible	Advertiser	124	1,122	11.05%	\$11.85	\$1,469.40
FDA Cleared	Callout	MS   search   coolsculpting	Campaign	Eligible	Advertiser	131	1,423	9.21%	\$10.71	\$1,403.64
Liposuction Alternative	Callout	MS   search   coolsculpting	Campaign	Eligible	Advertiser	127	1,056	12.03%	\$11.01	\$1,397.98
Non-surgical Fat Reduction	Callout	MS   search   coolsculpting	Campaign	Eligible	Advertiser	128	1,231	10.40%	\$10.84	\$1,387.64
50% Off 16+ Treatments	Callout	MS   search   coolsculpting	Campaign	Eligible	Advertiser	63	683	9.22%	\$9.73	\$613.03
Convenient Locations	Callout	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00
5 Star Reviews	Callout	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00
Contact Us + Consult	Callout	Account	Account	Removed	Advertiser	0	0	-	-	\$0.00
State-of-the-Art Facility	Callout	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00
Fall Sale - Up to 50% off 16+ Treatments	Promotion	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	182	2,693	6.76%	\$9.44	\$1,717.96
Spring Sale - Up to 50% off 16+ Treatments	Promotion	MS   search   coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00

Paused Type: Search Budget: \$129.99/day More details Campaign 7 of 12

Overview	Asset status: All	Asset type: All	Add filter		Segment	Columns	Reports	Download	Expand	More		
Recommendations	<input type="checkbox"/>	Asset	Asset type	Added to	Level	Status	Source	Clicks	Imp.	CTR	Avg. CPC	Cost
Insights	Business name											
Ad groups	<input type="checkbox"/>	Concierge Med Spa	Business name	MS   search   coolsculpting	Campaign	Eligible	Advertiser	939	15,703	5.98%	\$8.50	\$7,983.01
Ads & assets	Call											
Ads	<input type="checkbox"/>	(630) 283-8250	Call	MS   search   coolsculpting	Campaign	Eligible	Advertiser	39	994	3.92%	\$11.71	\$456.87
Assets	Business logo											
Landing pages	<input type="checkbox"/>		Business logo	MS   search   coolsculpting	Campaign	Eligible	Advertiser	939	15,703	5.98%	\$8.50	\$7,983.01
Keywords	<input type="checkbox"/>		Business logo	MS   search   coolsculpting	Campaign	Removed Disapproved (Business Logo Blurry)	Advertiser	0	0	-	-	\$0.00
Audiences	Settings											
Change history	Suggested											
Dynamic ad targets	Total: Business name							939	15,703	5.98%	\$8.50	\$7,983.01
Locations	Total: Business logo							939	15,703	5.98%	\$8.50	\$7,983.01
Show more	Total: Sitelinks							653	8,461	7.72%	\$9.66	\$6,306.30
	Total: Callouts							283	3,222	8.78%	\$10.12	\$2,862.91
	Total: Structured snippets							16	191	8.38%	\$9.18	\$146.80
	Total: Calls							39	994	3.92%	\$11.71	\$456.87
	Total: Promotions							182	2,693	6.76%	\$9.44	\$1,717.96

Campaigns Concierge Med Spa 1 (11773549234... Updated just now Discard drafts Review and publish

Search and filter Oct 1, 2023 - Dec 31, 2023

Campaigns Ad sets Ads

View Setup Columns: Custom Breakdown Reports Export

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	MS   Coolsculpting (Conversions)	Off	Using ad set bid...	Using ad set bu...	Multiple attribu...	151 Website Leads	61,338	169,949	\$35.81 Per Lead	\$5,406.84	Ongoing
<input type="checkbox"/>	(Social) Sept 3	Completed	Using ad set bid...	Using ad set bu...	7-day click or 1...	Post Engagement	-	-	-	\$0.00	Sep 30, 2023
<input type="checkbox"/>	(Social) Sept 2	Completed	Using ad set bid...	Using ad set bu...	7-day click or 1...	Post Engagement	-	-	-	\$0.00	Sep 30, 2023
<input type="checkbox"/>	(Social) Sept Boost 1	Completed	Highest volume	\$500.00 Lifetime	7-day click or 1...	Post Engagement	-	-	-	\$0.00	Sep 30, 2023
<input type="checkbox"/>	(Social) July Boosted Campaign #1	Completed	Highest volume	\$1,000.00 Lifetime	7-day click or 1...	Post Engagement	-	-	-	\$0.00	Jul 31, 2023
<input type="checkbox"/>	(Social) June Boosted Campaign #1	Ad set error(s)	Highest volume	\$700.00 Lifetime	7-day click or 1...	Post Engagement	-	-	-	\$0.00	Jun 30, 2023
<input type="checkbox"/>	(Social) May Boosted Ad #2	Completed	Highest volume	\$500.00 Lifetime	7-day click or 1...	Post Engagement	-	-	-	\$0.00	Jun 30, 2023
<input type="checkbox"/>	(Social) May Boosted Ad #1	Ad set error(s)	Highest volume	\$500.00 Lifetime	7-day click or 1...	ThruPlay	-	-	-	\$0.00	May 31, 2023
<input type="checkbox"/>	(Social) April Boosted Ad #2	Completed	Highest volume	\$500.00 Lifetime	7-day click or 1...	ThruPlay	-	-	-	\$0.00	Apr 30, 2023
<input type="checkbox"/>	(Social) April Boosted Ad	Ad set error(s)	Highest volume	\$500.00 Lifetime	7-day click or 1...	ThruPlay	-	-	-	\$0.00	Apr 30, 2023
<input type="checkbox"/>	(Social) March Boosted Ad	Completed	Highest volume	\$1,000.00 Lifetime	7-day click or 1...	Post Engagement	-	-	-	\$0.00	Mar 31, 2023
<input type="checkbox"/>	Post: "This patient's skin looks stunning after j...	Ad set error(s)	Highest volume	\$50.00 Lifetime	7-day click or 1...	Post Engagement	-	-	-	\$0.00	Feb 14, 2023
<input type="checkbox"/>	Original Ads	Off	Highest volume	\$100.00 Daily	7-day click or 1...	Website Lead	-	-	-	\$0.00	Ongoing
<b>Results from 46 campaigns</b>						Multiple attrib...	61,338	169,949	-	\$5,406.84	Ongoing

Ads Concierge Med Spa 1 (11773549234... Updated just now Discard drafts Review and publish

Search and filter Oct 1, 2023 - Dec 31, 2023

Campaigns Ad sets for 1 Campaign Ads for 1 Campaign

View Setup Columns: Custom Breakdown Reports Export

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 - Talking Journey	ec 29, 2023, 2:57... days ago	7-day click	77 Website Leads	49,138	96,393	\$35.15 Per Lead	Average	Average	Average	\$2,706.80
<input type="checkbox"/>	CS - Video - My Journey	ec 29, 2023, 2:57... days ago	7-day click	51 Website Leads	24,648	45,151	\$24.15 Per Lead	Average	Average	Average	\$1,231.53
<input type="checkbox"/>	CS - Video - Talking Journey	ec 29, 2023, 2:57... days ago	7-day click	9 Website Leads	1,350	9,220	\$54.77 Per Lead	Average	Average	Average	\$492.94
<input type="checkbox"/>	CS - Video - My Journey	ec 29, 2023, 2:57... days ago	7-day click	6 Website Leads	1,161	7,123	\$68.75 Per Lead	Average	Average	Average	\$412.49
<input type="checkbox"/>	CS - Video - Doctor Explaining	ec 29, 2023, 2:57... days ago	7-day click	6 Website Leads	5,473	8,465	\$53.17 Per Lead	Average	Average	Average	\$318.99
<input type="checkbox"/>	CS - Video - Doctor Explaining	ec 29, 2023, 2:57... days ago	7-day click	2 Website Leads	814	3,597	\$122.05 Per Lead	Average	Average	Average	\$244.09
<input type="checkbox"/>	CS - Video - My Journey	ug 29, 2023, 9:2... 26 days ago	7-day click or 1...	-	-	-	-	-	-	-	-
<input type="checkbox"/>	CS - Video - Doctor Explaining	ug 29, 2023, 9:2... 26 days ago	7-day click or 1...	-	-	-	-	-	-	-	-
<input type="checkbox"/>	CS - Video - Talking Journey	ug 29, 2023, 9:2... 26 days ago	7-day click or 1...	-	-	-	-	-	-	-	-
<input type="checkbox"/>	CS - Video - Allyson	ug 29, 2023, 9:2... 26 days ago	7-day click or 1...	-	-	-	-	-	-	-	-
<b>Results from 10 ads</b>				Multiple attrib...	151 Website Leads	61,338	169,949	\$35.81 Per Lead	-	-	\$5,406.84

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.

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conciagemedspa.com **50% Off 16+ Treatments** Learn more

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Ads Concierge Med Spa 1 (117773549234...)

Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

CS - Video - Talking Journey	ec 29, 2023, 2,5 days ago
CS - Video - My Journey	ec 29, 2023, 2,5 days ago
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Like Comment Share

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https://www.concier...

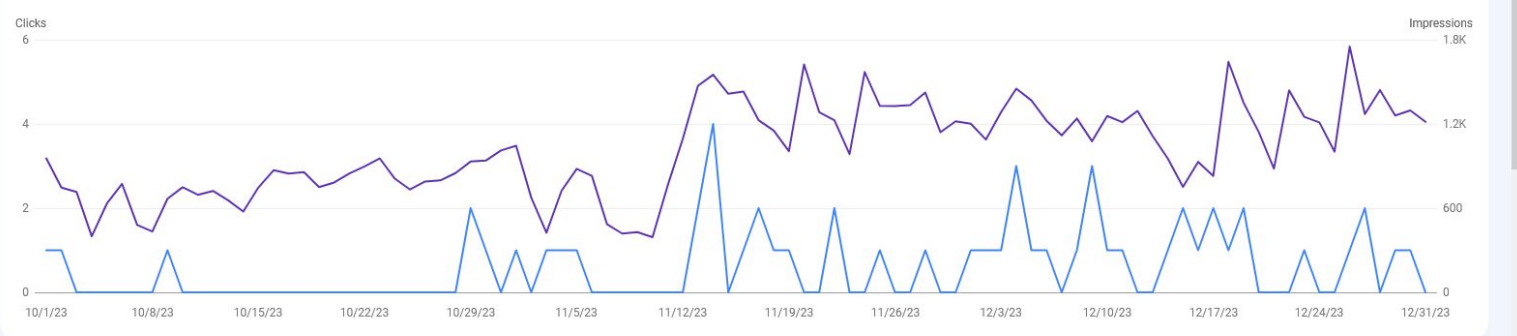
Performance

EXPORT

Search type: Web Date: Oct 1, 2023-Dec 31, 2... Query: +cool X + New Last updated: 7 hours ago

Total clicks: **54**  
 Total impressions: **93.1K**  
 Average CTR: **0.1%**  
 Average position: **54.3**

Chart totals and table results might be partial when filters are applied. Learn more



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
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https://www.concier...

Performance

EXPORT

Search type: Web Date: Oct 1, 2023-Dec 31, 2... Query: +cool X + New Last updated: 7 hours ago

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
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Top queries	Clicks	Impressions
coolsculpting cost	16	3,392
coolsculpting cost chicago	11	188
coolsculpting chicago price	6	134
how much does coolsculpting cost	2	1,156
coolsculpting near me	2	903
cool sculpting	2	347
coolsculpting neck cost	2	236
coolsculpting chicago cost	2	64
coolsculpting before and after	1	6,282
coolsculpting chicago	1	1,094

Rows per page: 10 1-10 of 1000



# COOLSCULPTING MARKETING

CoolSculpting Website Design + Marketing

**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\_279

**Invoice Date:** October 1, 2023

**Payment Due:** October 1, 2023


**Amount Due (USD): \$0.00**

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> • 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
<b>Text Blast</b> Beauty SimText Blast (No Design Fee)	1	\$1,350.00	\$1,350.00
<b>Website Design + Development</b> debug forms issue 0:45:00  general security work - 24th aug 1:15:00  updated mega menu 0:15:00  Updated mega menu 0:15:00  updated menu + added custom css 0:30:00 Development Time 3 Hours = \$600 VIP Price: \$450 This is an estimate. If we finish in less time you will be credited. If we need more time we will provide you an additional estimate to finish.	1	\$450.00	\$450.00

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

6466949450

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	<b>Subtotal:</b>	\$5,550.00
<hr/>		
	<b>Total:</b>	\$5,550.00
Payment on October 1, 2023 using 	ending in 2026:	\$5,550.00
<hr/>		
	<b>Amount Due (USD):</b>	<b>\$0.00</b>

**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.

**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\_310

**Invoice Date:** November 1, 2023

**Payment Due:** November 1, 2023

**Amount Due (USD): \$0.00**

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords, Facebook and Instagram campaigns to target aesthetic buyers online.</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Conversion Tools + Lead Nurture Technology</li><li>• SEO optimized CoolSculpting article with up to two hours of website updates</li></ul> Includes management of both cimedspa.com + conciergemedspa.com	1	\$3,750.00	\$3,750.00
<b>Text Blast</b> The BooBie Bash Text Blast	1	\$1,425.00	\$1,425.00

**Subtotal:** \$5,175.00

**Total:** \$5,175.00

Payment on November 1, 2023 using  ending in 2026: \$5,175.00

**Amount Due (USD): \$0.00**

## Notes / Terms

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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\_339

**Invoice Date:** December 1, 2023

**Payment Due:** December 1, 2023

**Amount Due (USD): \$0.00**

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords, Facebook and Instagram campaigns to target aesthetic buyers online.</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Conversion Tools + Lead Nurture Technology</li><li>• SEO optimized CoolSculpting article with up to two hours of website updates</li></ul> Includes management of both cimedspa.com + conciergemedspa.com	1	\$3,750.00	\$3,750.00
<b>Website Design + Development</b> Boost Form Updates	1	\$1,200.00	\$1,200.00

**Subtotal:** \$4,950.00

**Total:** \$4,950.00

Payment on December 11, 2023 using  ending in 2026: \$4,950.00

**Amount Due (USD): \$0.00**

## Notes / Terms

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