

CoolSculpting Marketing Services Cosmetic Plastic Surgery Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

Total Google Ads: \$6,067.53
Total Marketing Service Fees: \$2,497.00
Total CoolSculpting Marketing Cost: \$8,564.53

Google Ads | Medstar Media > Ashruf - Cosmetic Plastic Surgery 412.505-4421 | All campaigns > All campaigns (modified)

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

Overview | Campaigns | Recommendations | Insights

Custom | Jan 1 - Mar 31, 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 +3.6% View Apply

Campaign	Budget	Status	Clicks	CTR	Cost
CoolSculpting	\$59.00/day	Paused	1,844	7.35%	\$4,835.01
MS search coolsculpting	\$68.38/day	Eligible	311	9.74%	\$1,232.52
Total: Campaigns in your current workspace					
			2,155	7.62%	\$6,067.53
Total: Account					
			7,473	9.02%	\$17,515.50

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more

Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

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Google Ads | Medstar Media > Ashruf - Cosmetic Plastic Surgery 412.505-4421 | All campaigns > All campaigns (modified) > CoolSculpting

Paused | Type: Search | Budget: \$59.00/day | More details

Overview | Ads | Recommendations | Insights

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

Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR View Apply

Ad	Ad group	Status	Clicks	CTR	Cost
CoolSculpting Elite Near Me 25% Off & \$500 Holiday Promo Treat Stubborn Fat Areas +3 more ashruf.com/coolsculpting/specials CoolSculpting® Elite remains the single most popular non-surgical body contouring device. You can achieve elite results with our... View assets details	CoolSculpting	Not eligible Campaign paused	1,844	7.35%	\$4,835.01
Total: Ads in your current workspace					
			1,844	7.35%	\$4,835.01
Total: Campaign					
			1,844	7.35%	\$4,835.01

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Google Ads | Medstar Media > Ashruf - Cosmetic Plastic Surgery 412.505-4421 | All campaigns > All campaigns (modified) > CoolSculpting

Paused | Type: Search | Budget: \$59.00/day | More details

Overview | Responsive search ad | Recommendations | Insights

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

Assets | Combinations

Try including more keywords in your headlines

Ad strength: Poor

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Search term categories your ad appears for: coolsculpting near me, coolsculpting, sono bello cost, + 648 more

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Treat Stubborn Fat Areas	Approved	Headline	3rd position	Learning	170	Advertiser
CoolSculpting Elite Near Me	Approved	Headline	1st position	Good	25,078	Advertiser
Elite Technology Elite Results	Approved	Headline	3rd position	Learning	366	Advertiser
Truly a Transformation	Approved	Headline	3rd position	Learning	1,348	Advertiser
Freeze Your Fat Today	Approved	Headline	3rd position	Learning	6,807	Advertiser
25% Off & \$500 Holiday Promo	Approved	Headline	2nd position	Good	25,078	Advertiser

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Paused | Type: Search | Budget: \$59.00/day | More details

Overview | Responsive search ad | Recommendations | Insights

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Truly a Transformation	Approved	Headline	3rd position	Learning	1,348	Advertiser
Freeze Your Fat Today	Approved	Headline	3rd position	Learning	6,807	Advertiser
25% Off & \$500 Holiday Promo	Approved	Headline	2nd position	Good	25,078	Advertiser
Contact us today to schedule your appointment with Dr. Ashruf.	Approved	Description	None	Learning	555	Advertiser
CoolSculpting® Elite remains the single most popular non-surgical body contouring device.	Approved	Description	None	Good	24,494	Advertiser
You can achieve elite results with our best, most proven technology, CoolSculpting Elite.	Approved	Description	None	Good	13,499	Advertiser

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Paused Type: Search Budget: \$59.00/day More details Campaign 1 of 2

Assets

Table view Associations

Upgraded

All Business name Business logo Sitelink Callout Structured snippet Call Price App Promotion

Legacy All Image Dynamic image Location Affiliate location

Asset	Added to	Level	Status	Clicks	CTR	Cost
Contact Us Take the first step by scheduling your consultation today	Coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +2 more)	252	5.00%	\$1,592.11
Patient Testimonials Hear what our previous patients have said about their experience	Coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +2 more)	253	4.62%	\$1,585.31
Non-Surgical Procedures	Coolsculpting, Coolsculpting	Ad group	Removed Policy (Restricted medical content +2 more)	75	4.48%	\$574.95
Non-Surgical Procedures	Coolsculpting, Coolsculpting	Ad group	Removed Policy (Restricted medical content +2 more)	88	3.40%	\$510.76
Financing Options	Coolsculpting, Coolsculpting	Ad group	Removed Policy (Restricted medical content +3 more)	73	3.04%	\$420.27
Financing Options	Coolsculpting, Coolsculpting	Ad group	Removed Policy (Restricted medical content +3 more)	60	3.94%	\$418.69

Paused Type: Search Budget: \$59.00/day More details Campaign 1 of 2

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Financing Options	Coolsculpting, Coolsculpting	Ad group	Removed Policy (Restricted medical content +3 more)	60	3.94%	\$418.69
Out Of Town Patients	Coolsculpting, Coolsculpting	Ad group	Removed Policy (Restricted medical content +2 more)	47	4.09%	\$408.27
Out Of Town Patients	Coolsculpting, Coolsculpting	Ad group	Removed Policy (Restricted medical content +2 more)	58	2.97%	\$339.74
Virtual Consultation	Coolsculpting, Coolsculpting	Ad group	Removed Policy (Restricted medical content +1 more)	38	2.22%	\$211.72
Virtual Consultation	Coolsculpting, Coolsculpting	Ad group	Removed Policy (Restricted medical content +1 more)	28	2.53%	\$190.96
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Removed	23	2.53%	\$127.32
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Hanover, MD	Account	Account	Removed	23	2.55%	\$126.02
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Removed	20	2.32%	\$93.26
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Hanover, MD	Account	Account	Eligible	0	-	\$0.00
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Eligible	0	-	\$0.00
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible	0	-	\$0.00

Paused Type: Search Budget: \$59.00/day More details Campaign 1 of 2

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Callout						
Se Habla Espanol	Account	Account	Eligible	225	3.61%	\$1,334.49
Promotion						
Winter Sale - 25% off Coolsculpting	Coolsculpting	Campaign	Eligible	0	-	\$0.00
Spring Sale - 25% off Coolsculpting	Coolsculpting	Campaign	Eligible	0	0.00%	\$0.00
Call						
410-701-3348	Coolsculpting	Campaign	Eligible	51	2.20%	\$397.57
Total: Images				0	0.00%	\$0.00
Total: Business logo				0	-	\$0.00
Total: Sitelinks				265	4.31%	\$1,675.59
Total: Callouts				225	3.61%	\$1,334.49
Total: Structured snippets				0	-	\$0.00
Total: Calls				51	2.20%	\$397.57
Total: Locations				0	-	\$0.00
Total: Promotions				0	0.00%	\$0.00

Show rows: 100 1 - 20 of 20

Enabled Status: Eligible Type: Search Budget: \$68.38/day Optimization score: 72.9% More details Campaign 2 of 2

Ads

Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR +6.9% View Apply

Ad	Ad group	Status	Clicks	CTR	Cost
Elite Sculpt MD Coolsculpting in Hanover, MD Freeze Away Stubborn Fat +12 more elite sculptmd.com/coolsculpting/hanover Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at...	x. Expanded Reach Test	Eligible	140	7.85%	\$462.70
Elite Sculpt MD Coolsculpting in Hanover, MD Freeze Away Stubborn Fat +12 more elite sculptmd.com/coolsculpting/hanover Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at...	4. liposuction	Eligible	127	16.62%	\$381.72
(Keyword Elite Sculpt MD) Coolsculpting in Hanover, MD Freeze Away Stubborn Fat +12 more elite sculptmd.com/coolsculpting/hanover Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at...	0. coolsculpting	Eligible	25	7.79%	\$263.04
(Keyword Elite Sculpt MD) Coolsculpting in Hanover, MD Freeze Away Stubborn Fat +12 more elite sculptmd.com/coolsculpting/hanover Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at...	3. body sculpting	Eligible	7	4.52%	\$63.51
(Keyword Elite Sculpt MD) Coolsculpting in Hanover, MD Freeze Away Stubborn Fat +12 more elite sculptmd.com/coolsculpting/hanover Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at...	2. coolsculpting - fat freeze	Eligible	4	11.76%	\$37.04
(Keyword Elite Sculpt MD) Coolsculpting in Hanover, MD Freeze Away Stubborn Fat +12 more elite sculptmd.com/coolsculpting/hanover Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at...	1. coolsculpting - price	Eligible	6	9.52%	\$19.96

Enabled Status: Eligible Type: Search Budget: \$68.38/day Optimization score: 72.9% More details Campaign 2 of 2

Ads

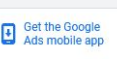
Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword Elite Sculpt MD) Coolsculpting in Hanover, MD Freeze Away Stubborn Fat +12 more elite sculptmd.com/coolsculpting/hanover Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at...	1. coolsculpting - price	Eligible	6	9.52%	\$19.96
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments	x. dynamic	Eligible	1	100.00%	\$3.32
Elite Sculpt MD Coolsculpting in Hanover, MD Freeze Away Stubborn Fat +12 more elite sculptmd.com/coolsculpting/hanover Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at...	x. non-service medspa	Eligible	1	1.41%	\$1.23
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments	x. dynamic	Removed	0	-	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments	x. dynamic	Removed	0	-	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments	x. dynamic	Removed	0	-	\$0.00
(Keyword Elite Sculpt MD) Coolsculpting in Hanover, MD Freeze Away Stubborn Fat +12 more elite sculptmd.com/coolsculpting/hanover Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at...	2. coolsculpting - body	Removed Ad group removed	0	-	\$0.00
(Keyword Elite Sculpt MD) Coolsculpting in Hanover, MD Freeze Away Stubborn Fat +12 more elite sculptmd.com/coolsculpting/hanover Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at...	4. coolsculpting elite	Removed Ad group removed	0	-	\$0.00

Enabled Status: Eligible Type: Search Budget: \$68.38/day Optimization score: 72.9% More details Campaign 2 of 2

Overview	Ad status: All	Add filter	Search	Segment	Columns	Reports	Download	Expand	More
Recommendations	<input type="checkbox"/>	Ad							
Insights									
Ad groups									
Ads & assets	<input type="checkbox"/>	<input checked="" type="radio"/>							
Ads									
Assets	<input type="checkbox"/>	<input checked="" type="radio"/>							
Landing pages									
Keywords	<input type="checkbox"/>	<input checked="" type="radio"/>							
Audiences									
Settings	<input type="checkbox"/>	<input checked="" type="radio"/>							
Change history									
Suggested									
Ad schedule	<input type="checkbox"/>	<input checked="" type="radio"/>							
Show more									
Total: Ads in your current workspace							311	9.74%	\$1,232.52
Total: Campaign							311	9.74%	\$1,232.52

Show rows: 100 1 - 17 of 17

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INVOICE

BILL TO

Farah Ashruf
Cosmetic Plastic Surgery &
Laser Center of Maryland

INVOICE # 2047

DATE 01/09/2023

DUE DATE 01/09/2023

TERMS Due on receipt

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Website Design + Development	<ul style="list-style-type: none">• Complete EMFACE micro-website design• Install lead capture forms, integrate with autoresponder and set up client & customer notifications• Optimize website for optimal desktop, tablet, mobile and cross-browser usability• Design custom graphics Includes up to 3 procedure pages and up to 15 hours worth of website development. If additional website design is requested past the 15 hours we are happy to provide it at a billing rate of \$200 an hour	1	4,000.00	4,000.00
	Digital Marketing Set Up (One-Time Fee)	<ul style="list-style-type: none">• Set Up Google Ads pay per click campaigns for Emface related searches• Set up Facebook and Instagram ad campaigns• Perform keyword research, create ad groups and ad copy• Set up Facebook/Instagram ad campaigns• Set up conversion tracking	1	1,500.00	1,500.00
	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	1	2,497.00	2,497.00

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
		<ul style="list-style-type: none"> • Conversion Tools + Lead Nurture Technology - Includes up to 3 procedure campaigns. Additional campaigns will be billed at \$250/per campaign 			
	DIGITAL MARKETING AGREEMENT	<p>By paying for this invoice you agree to the terms: https://medstarmedia.com/terms/. The terms will also be attached to the email where we sent this invoice.</p>	1	0.00	0.00

Medstar Media Terms of Service: <https://medstarmedia.com/terms/>

PAYMENT	7,997.00
BALANCE DUE	\$0.00