

CoolSculpting Marketing Services

Dr. Glen Brooks Q2 2021

Total Marketing Expenses (04/1/2021 - 06/30/2021)

Total Google Ads: \$ 1,882.40
Total Marketing Fee: \$ 3,000.00
Total CoolSculpting Marketing Cost: \$ 4,882.40

Google Ads | Chris Zelig > Dr. Glen Brooks 494-095-9317 | All campaigns

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

Recommendations: Campaign status: All ADD FILTER

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$117.65/day	Eligible	281	5.70%	\$1,882.40
Total: Campaigns			281	5.70%	\$1,882.40
Total: Account	\$117.65/day		281	5.70%	\$1,882.40

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 | Chris Zelig > Dr. Glen Brooks 494-095-9317 | All campaigns > search | beta | coolsculpting

Overview | Enabled Status: Eligible Type: Search Budget: \$117.65/day Optimization score: 74.4% More details

Recommendations: Ads | Custom Apr 1 - Jun 30, 2021

Insights: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Dr. Glen Brooks Fat Reduction in Longmeadow Non-Surgical Fat Reduction +6 more glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices... View assets details	x. Expanded Reach Test	Eligible (Limited) Poor ad strength	78	3.83%	\$575.05
Dr. Glen Brooks Fat Reduction in Longmeadow Non-Surgical Fat Reduction +6 more glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices... View assets details	4. lipo.	Eligible (Limited) Poor ad strength	92	10.17%	\$546.53
{Keyword:Dr. Glen Brooks} CoolSculpting in Longmeadow Biggest CoolSculpting® Promo +7 more glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Longmeadow, MA. Expert, Safe Fat Loss Wit... View assets details	0. coolsculpting - general	Paused	24	9.88%	\$188.42
CoolSculpting® in Longmeadow Limited Time Offer June 2021 Hurry Offer Ends In... glenbrooks.beautysculpt.net/coolsculpting/longmeadow Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	6	25.00%	\$51.05

Google Ads | Chris Zelig > Dr. Glen Brooks 494-095-9317 | All campaigns > search | beta | coolsculpting

Overview | Enabled Status: Eligible Type: Search Budget: \$117.65/day Optimization score: 74.4% More details

Recommendations: Ads | Custom Apr 1 - Jun 30, 2021

Insights: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Fat Reduction in Longmeadow Freeze Away Body Fat Freeze Away Body Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	3	7.50%	\$29.29
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Get \$1,000 Off 8+ Treatments glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	1	3.23%	\$27.60
Dr. Glen Brooks Freeze Away Body Fat Freeze Away Body Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	2	10.53%	\$24.58
Dr. Glen Brooks Freeze Away Body Fat Get \$1,000 Off 8+ Treatments glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible	3	4.62%	\$22.26

Google Ads | Chris Zelig > Dr. Glen Brooks 494-095-9317 | All campaigns > search | beta | coolsculpting

Overview | Enabled Status: Eligible Type: Search Budget: \$117.65/day Optimization score: 74.4% More details

Recommendations: Ads | Custom Apr 1 - Jun 30, 2021

Insights: Ad status: All ADD FILTER

Ad	Ad group	Status	Clicks	CTR	Cost
Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.					
Dr. Glen Brooks Freeze Away Body Fat Freeze Away Body Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	2	10.53%	\$24.58
Dr. Glen Brooks Freeze Away Body Fat Get \$1,000 Off 8+ Treatments glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible	3	4.62%	\$22.26
CoolSculpting® in Longmeadow Limited Time Offer June 2021 Up to \$1,000 Off glenbrooks.beautysculpt.net/coolsculpting/longmeadow Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	4	13.79%	\$20.80
{Keyword:Dr. Glen Brooks} CoolSculpting in Longmeadow Biggest CoolSculpting® Promo +7 more glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Longmeadow, MA. Expert, Safe Fat Loss Wit... View assets details	3. coolsculpting - fat freeze	Paused Poor ad strength	3	23.08%	\$20.43

Google Ads									
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Recommendations									
+ Ad status: All ADD FILTER									
Insights									
Ad groups									
Ads & extensions									
Ads									
Ad	Ad group	Status	Clicks	CTR	Cost				
<input type="checkbox"/> ● Dr. Glen Brooks Freezing Fat Really Works Get \$1,000 Off 8+ Treatments glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	2	6.90%	\$19.12				
<input type="checkbox"/> ● CoolSculpting® in Longmeadow Freeze Away Body Fat Up to \$1,000 Off glenbrooks.beautysculpt.net/coolsculpting/longmeadow Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	3. coolsculpting - fat freeze	Eligible	2	28.57%	\$18.60				
<input type="checkbox"/> ● (Keyword:Dr. Glen Brooks) CoolSculpting in Longmeadow Biggest CoolSculpting® Promo +7 more glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Longmeadow, MA. Expert, Safe Fat Loss Wit... View assets details	1. coolsculpting - price	Paused Poor ad strength	3	10.00%	\$17.50				
<input type="checkbox"/> ● Fat Reduction in Longmeadow Eliminate Fat & Feel Great Get \$1,000 Off 8+ Treatments glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	2	4.76%	\$16.64				

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Overview									
Enabled Status: Eligible Type: Search Budget: \$117.65/day Optimization score: 74.4% More details									
Recommendations									
+ Ad status: All ADD FILTER									
Insights									
Ad groups									
Ads & extensions									
Ads									
Ad	Ad group	Status	Clicks	CTR	Cost				
<input type="checkbox"/> ● Fat Reduction in Longmeadow Eliminate Fat & Feel Great Get \$1,000 Off 8+ Treatments glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	2	4.76%	\$16.64				
<input type="checkbox"/> ● Fat Reduction in Longmeadow Freezing Fat Really Works Get Rid of Unwanted Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible	1	2.22%	\$15.15				
<input type="checkbox"/> ● Dr. Glen Brooks Freezing Fat Really Works Get \$1,000 Off 8+ Treatments glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible	2	2.41%	\$14.86				
<input type="checkbox"/> ● Fat Reduction in Longmeadow Freeze Away Body Fat Freeze Away Body Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible	2	3.51%	\$14.62				

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Chris Zelig > Dr. Glen Brooks 494-095-9317 All campaigns > search beta coolsculpting									
Overview									
Enabled Status: Eligible Type: Search Budget: \$117.65/day Optimization score: 74.4% More details									
Recommendations									
+ Ad status: All ADD FILTER									
Insights									
Ad groups									
Ads & extensions									
Ads									
Ad	Ad group	Status	Clicks	CTR	Cost				
<input type="checkbox"/> ● Fat Reduction in Longmeadow Freeze Away Body Fat Freeze Away Body Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible	2	3.51%	\$14.62				
<input type="checkbox"/> ● Best CoolSculpting Deal Ever Limited Time Offer June 2021 Up to \$1,000 Off glenbrooks.beautysculpt.net/coolsculpting/longmeadow Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	2	25.00%	\$14.32				
<input type="checkbox"/> ● Fat Reduction in Longmeadow Eliminate Fat & Feel Great Get \$1,000 Off 8+ Treatments glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	4. lipo	Eligible	2	33.33%	\$14.03				
<input type="checkbox"/> ● Dr. Glen Brooks Freeze Away Body Fat Get Rid of Unwanted Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	4. lipo	Eligible	2	66.67%	\$12.59				

Google Ads									
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Overview									
Enabled Status: Eligible Type: Search Budget: \$117.65/day Optimization score: 74.4% More details									
Recommendations									
+ Ad status: All ADD FILTER									
Insights									
Ad groups									
Ads & extensions									
Ads									
Ad	Ad group	Status	Clicks	CTR	Cost				
<input type="checkbox"/> ● Fat Reduction in Longmeadow Freeze Away Body Fat Get Rid of Unwanted Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible	3	5.36%	\$11.94				
<input type="checkbox"/> ● Best CoolSculpting Deal Ever Limited Time Offer June 2021 Hurry Offer Ends In (=COUNTDOWN)"2021/06/30... glenbrooks.beautysculpt.net/coolsculpting/longmeadow Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	2	33.33%	\$11.58				
<input type="checkbox"/> ● Fat Reduction in Longmeadow Eliminate Fat & Feel Great Get \$1,000 Off 8+ Treatments glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible	1	3.33%	\$10.17				
<input type="checkbox"/> ● Fat Reduction in Longmeadow Freeze Away Body Fat Freeze Away Body Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible	1	20.00%	\$10.09				

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Overview									
Enabled Status: Eligible Type: Search Budget: \$117.65/day Optimization score: 74.4% More details									
Recommendations									
+ Ad status: All ADD FILTER									
Insights									
Ad groups									
Ads & extensions									
Ads									
Ad	Ad group	Status	Clicks	CTR	Cost				
<input type="checkbox"/> ● Fat Reduction in Longmeadow Freeze Away Body Fat Freeze Away Body Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible	1	20.00%	\$10.09				
<input type="checkbox"/> ● Fat Reduction in Longmeadow Freeze Away Body Fat Get \$1,000 Off 8+ Treatments glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible	2	4.17%	\$9.74				
<input type="checkbox"/> ● CoolSculpting® in Longmeadow Limited Time Offer June 2021 Our Biggest Discount Ever glenbrooks.beautysculpt.net/coolsculpting/longmeadow Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Paused	1	4.17%	\$9.42				
<input type="checkbox"/> ● Fat Reduction in Longmeadow Freezing Fat Really Works Get Rid of Unwanted Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	1	6.25%	\$9.17				

Google Ads		Chris Zelig > Dr. Glen Brooks 494-095-9317	All campaigns > search beta coolsculpting	SEARCH	REPORTS	TOOLS & SETTINGS	REFRESH	HELP	NOTIFICATIONS	259-215-0574 Chris Zelig support@medstarmedia.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$117.65/day	Optimization score: 74.4%	More details					
Recommendations	+ Ad status: All ADD FILTER										
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE										
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost					
Ads & extensions	your discount today										
Ads	Ad	Fat Reduction in Longmeadow Freezing Fat Really Works Get Rid of Unwanted Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	1	6.25%	\$9.17				
Extensions											
Landing pages											
Keywords	Ad	Dr. Glen Brooks Freezing Fat Really Works Freeze Away Body Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	x. Expanded Reach Test	Eligible	1	1.33%	\$9.09				
Audiences											
Demographics											
Settings	Ad	CoolSculpting® in Longmeadow Limited Time Offer June 2021 Our Biggest Discount Ever glenbrooks.beautysculpt.net/coolsculpting/longmeadow Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Paused	1	50.00%	\$8.44				
Suggested											
Ad schedule	Ad	CoolSculpting® in Longmeadow Limited Time Offer June 2021 Hurry Offer Ends In... glenbrooks.beautysculpt.net/coolsculpting/longmeadow Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Paused	2	33.33%	\$8.31				

Google Ads		Chris Zelig > Dr. Glen Brooks 494-095-9317	All campaigns > search beta coolsculpting	SEARCH	REPORTS	TOOLS & SETTINGS	REFRESH	HELP	NOTIFICATIONS	259-215-0574 Chris Zelig support@medstarmedia.com	
Overview	Enabled	Status: Eligible	Type: Search	Budget: \$117.65/day	Optimization score: 74.4%	More details					
Recommendations	Ads Custom Apr 1 - Jun 30, 2021										
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE										
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost					
Ads & extensions											
Ads	Ad	Non-Surgical Fat Reduction Freezing Fat Really Works Freeze Away Body Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible	1	50.00%	\$7.79				
Extensions											
Landing pages											
Keywords	Ad	Fat Reduction in Longmeadow Freeze Away Body Fat Get Rid of Unwanted Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	1	3.85%	\$7.66				
Audiences											
Demographics											
Settings	Ad	Fat Reduction in Longmeadow Eliminate Fat & Feel Great Freeze Away Body Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	1	1.89%	\$7.51				
Suggested											
Ad schedule	Ad	Non-Surgical Fat Reduction Freezing Fat Really Works Get Rid of Unwanted Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	1	14.29%	\$6.80				

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Overview	Enabled	Status: Eligible	Type: Search	Budget: \$117.65/day	Optimization score: 74.4%	More details					
Recommendations	+ Ad status: All ADD FILTER										
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE										
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost					
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Ads	Ad	Non-Surgical Fat Reduction Freezing Fat Really Works Get Rid of Unwanted Fat glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	1	14.29%	\$6.80				
Extensions											
Landing pages	Ad	CoolSculpting® in Longmeadow Save \$1,000 Off 8+ Treatments Our Biggest Discount Ever glenbrooks.beautysculpt.net/coolsculpting/longmeadow Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Eligible	2	9.52%	\$6.66				
Keywords											
Audiences											
Demographics	Ad	CoolSculpting® in Longmeadow Save \$1,000 Off 8+ Treatments Hurry Offer Ends In... glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Longmeadow, MA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Paused	1	12.50%	\$6.16				
Settings											
Suggested	Ad	{Keyword:Dr. Glen Brooks} Save \$1,000 Off 8+ Treatments Our Biggest Discount Ever glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Longmeadow, MA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Eligible	1	50.00%	\$6.13				
Ad schedule											
More											

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Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE										
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost					
Ads & extensions	Free consultation now										
Ads	Ad	{Keyword:Dr. Glen Brooks} Save \$1,000 Off 8+ Treatments Our Biggest Discount Ever glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Longmeadow, MA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Eligible	1	50.00%	\$6.13				
Extensions											
Landing pages	Ad	CoolSculpting® in Longmeadow Limited Time Offer June 2021 Up to \$1,000 Off glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Longmeadow, MA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Paused	2	33.33%	\$5.72				
Keywords											
Audiences											
Demographics	Ad	Non-Surgical Fat Reduction Eliminate Fat & Feel Great Get \$1,000 Off 8+ Treatments glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Eligible	1	33.33%	\$5.58				
Settings											
Suggested											
Ad schedule	Ad	{Keyword:Dr. Glen Brooks} Eliminate Fat & Feel Great Get \$1,000 Off 8+ Treatments glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	0. coolsculpting - general	Eligible	2	40.00%	\$5.52				
More											

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Recommendations	Ads Custom Apr 1 - Jun 30, 2021										
Insights	SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE										
Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost					
Ads & extensions											
Ads	Ad	CoolSculpting® in Longmeadow Limited Time Offer June 2021 Hurry Offer Ends In... glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Longmeadow, MA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Paused	1	10.00%	\$5.43				
Extensions											
Landing pages											
Keywords	Ad	Fat Reduction in Longmeadow Freeze Away Body Fat Get \$1,000 Off 8+ Treatments glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	1	2.70%	\$5.33				
Audiences											
Demographics											
Settings	Ad	CoolSculpting® in Longmeadow Freeze Away Body Fat Up to \$1,000 Off glenbrooks.beautysculpt.net/coolsculpting/longmeadow Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Eligible	1	11.11%	\$5.21				
Suggested											
Ad schedule	Ad	CoolSculpting® in Longmeadow Save \$1,000 Off 8+ Treatments Our Biggest Discount Ever glenbrooks.beautysculpt.net/coolsculpting/longmeadow Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Eligible	1	20.00%	\$5.18				
More											

Google Ads | Chris Zelig > Dr. Glen Brooks 494-095-9317 | All campaigns > search | beta | coolsculpting

Overview: Enabled Status: Eligible Type: Search Budget: \$117.65/day Optimization score: 74.4%

Recommendations: All

Insights: Extension type: All ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink extension							
<input type="checkbox"/>	CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search beta coolscul...	Campaign	Approved	0	0.00%	\$0.00
Call extension							
<input type="checkbox"/>	(413) 565-4400	Account	Account	Approved	40	4.28%	\$376.95
Callout extension							
<input type="checkbox"/>	FDA Cleared	search beta coolscul...	Campaign	Approved	52	6.98%	\$329.97
<input type="checkbox"/>	Freeze Your Fat	search beta coolscul...	Campaign	Approved	48	6.82%	\$294.16
<input type="checkbox"/>	Contact Us + Free Consult	search beta coolscul...	Campaign	Approved	49	8.75%	\$292.30
<input type="checkbox"/>	Liposuction Alternative	search beta coolscul...	Campaign	Approved	46	7.52%	\$283.83
<input type="checkbox"/>	Up to \$1,000 Off	search beta coolscul...	Campaign	Approved	43	6.60%	\$272.78

Google Ads | Chris Zelig > Dr. Glen Brooks 494-095-9317 | All campaigns > search | beta | coolsculpting

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Insights: Extension type: All ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
<input type="checkbox"/>	(413) 565-4400	Account	Account	Approved	40	4.28%	\$376.95
Callout extension							
<input type="checkbox"/>	FDA Cleared	search beta coolscul...	Campaign	Approved	52	6.98%	\$329.97
<input type="checkbox"/>	Freeze Your Fat	search beta coolscul...	Campaign	Approved	48	6.82%	\$294.16
<input type="checkbox"/>	Contact Us + Free Consult	search beta coolscul...	Campaign	Approved	49	8.75%	\$292.30
<input type="checkbox"/>	Liposuction Alternative	search beta coolscul...	Campaign	Approved	46	7.52%	\$283.83
<input type="checkbox"/>	Up to \$1,000 Off	search beta coolscul...	Campaign	Approved	43	6.60%	\$272.78
<input type="checkbox"/>	Highlights: No Surgery	search beta coolscul...	Campaign	Approved	39	6.45%	\$240.27
<input type="checkbox"/>	Nonsurgical Fat Reduction	search beta coolscul...	Campaign	Approved	39	6.79%	\$227.75
Structured snippet extension							
<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	search beta coolscul...	Campaign	Approved	1	1.52%	\$7.19

Google Ads | Chris Zelig > Dr. Glen Brooks 494-095-9317 | All campaigns > search | beta | coolsculpting

Overview: Enabled Status: Eligible Type: Search Budget: \$117.65/day Optimization score: 74.4%

Recommendations: All

Insights: Extension type: All ADD FILTER

Associations view

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost
<input type="checkbox"/>	Summer Sale - \$1,000 off 8+ Treatments	search beta coolscul...	Campaign	Approved	214	6.17%	\$1,463.79
Total: Sitelink extensions					0	0.00%	\$0.00
Total: Callout extensions					117	7.51%	\$740.32
Total: Structured snippet extensions					1	1.52%	\$7.19
Total: Call extensions					40	4.28%	\$376.95
Total: Promotion extensions					214	6.17%	\$1,463.79

Show rows: 10 11 - 11 of 11

Google Ads | Chris Zelig > Dr. Glen Brooks 494-095-9317 | All campaigns > search | beta | coolsculpting

Overview: Enabled Status: Eligible Type: Search Budget: \$117.65/day Optimization score: 74.4%

Recommendations: Responsive search ad

ASSETS COMBINATIONS

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

Asset status: All ADD FILTER

Asset	Status	Asset type	Position pinning	Impr.
Freezing Fat Really Works	Approved	Headline	None	88
Fat Reduction in Longmeadow	Approved	Headline	None	1,195
Dr. Glen Brooks	Approved	Headline	None	1,386
Get Rid of Unwanted Fat	Approved	Headline	None	457
Get \$1,000 Off 8+ Treatments	Approved	Headline	None	206
Safe + Effective Fat Reduction	Approved	Headline	None	129
Non-Surgical Fat Reduction	Approved	Headline	None	191
Eliminate Fat & Feel Great	Approved	Headline	None	388

Google Ads | Chris Zelig > Dr. Glen Brooks 494-095-9317 | All campaigns > search | beta | coolsculpting

Overview: Enabled Status: Eligible Type: Search Budget: \$117.65/day Optimization score: 74.4%

Recommendations: Asset status: All ADD FILTER

ASSETS COMBINATIONS

Asset	Status	Asset type	Position pinning	Impr.
Dr. Glen Brooks	Approved	Headline	None	1,386
Get Rid of Unwanted Fat	Approved	Headline	None	457
Get \$1,000 Off 8+ Treatments	Approved	Headline	None	206
Safe + Effective Fat Reduction	Approved	Headline	None	129
Non-Surgical Fat Reduction	Approved	Headline	None	191
Eliminate Fat & Feel Great	Approved	Headline	None	388
Freeze Away Body Fat	Approved	Headline	None	219
Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Treatments of CoolSculpting.	Approved	Description	None	2

Show rows: 10 1 - 10 of 13

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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Enabled Status: Eligible Type: Search Budget: \$117.65/day Optimization score: 74.4%

Responsive search ad

Custom Apr 1 - Jun 30, 2021

ASSETS COMBINATIONS

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

Asset status: All ADD FILTER DOWNLOAD EXPAND

Asset	Status	Asset type ↑	Position pinning	Impr.
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	2,035
CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	Approved	Description	None	1,691
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	0

Show rows: 10 11 - 13 of 13

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. © Google, 2021.



INVOICE

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

6466949450

BILL TO
Dr. Glen Brooks
Dr. Glen Brooks

plasticmd@comcast.net

Invoice Number: WV 2021_083

Invoice Date: April 19, 2021

Payment Due: April 19, 2021

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Website Design + Development <ul style="list-style-type: none"> • Complete microwebsite design and development using the WordPress platform focused on CoolSculpting customer acquisition • 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 	1	\$2,500.00	\$2,500.00
discount existing client (rodman)	1	(\$2,500.00)	(\$2,500.00)
Digital Marketing Set Up Service Set Up Google Adwords pay per click campaigns for CoolSculpting related searches <ul style="list-style-type: none"> • Perform keyword research, create ad groups and ad copy • Set up Facebook/Instagram ad campaigns • Set up conversion tracking, sales funnels and goals: Google Analytics, Google Tag Manager, Google Search Console, Call Tracking, Facebook conversion tracking, etc. ----	1	\$1,500.00	\$1,500.00
Digital Marketing Monthly Management Service <ul style="list-style-type: none"> • Monthly management of Google Adwords and active Facebook and Instagram campaigns. • Optimize campaigns for conversions monthly • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Consult Exit pop technology to increase leads. 	1	\$1,500.00	\$1,500.00

The billing cycle will start once ads are live so do not worry, you are not being billed during the setup process. You will pay media fees directly to Google and Facebook.

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

6466949450

	Total:	\$3,000.00
Payment on April 26, 2021 using 	ending in 1002:	\$3,000.00

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

DIGITAL MARKETING AGREEMENT

At all times the media, websites, and graphics we create custom for you, are your property. There is a three month minimum for Digital Marketing Management Services. Subsequent monthly recurring charges may be canceled at any time with 30 days' notice. Your advertising costs, web hosting, and any other associated costs are your responsibility, and you determine the limit of your monthly advertising budget you wish us to manage. Medstar Media, Inc. is not obligated to provide any subsequent services if monthly recurring charges are not received. All marketing purchasing accounts will be in your name. If additional costs are necessary for any service needed for you, we will obtain your approval first.

This agreement shall be interpreted under the laws of the State of Utah, and exclusive jurisdiction shall be the courts in Salt Lake County, Utah. You further agree that in any event, Medstar Media, Inc.'s limits of any liability to you shall not exceed the amounts paid by you to Medstar Media, Inc. Time is of the essence, and if any provision of this agreement is found unenforceable, the remain provisions shall bind the parties.

The return on your marketing investment will vary based upon your location, pricing, and business good will, which can also be affected by market forces beyond anyone's control. Earnings and web rankings of other clients may not be the same as yours in your market. We, therefore, cannot, and do not, promise any specific rate of return on your advertising spend.

You agree to pay for the services. You further agree to the terms, conditions and descriptions listed above.