

CoolSculpting Marketing Services Glen Brooks, MD Q3 + Q4 2022 Total Marketing Expenses (7/1/2022 - 12/31/2022)

Total Google Ads: \$10,164.79
Total Marketing Service Fee: \$ 6,000.00
Total CoolSculpting Marketing Cost: \$16,164.79

Google Ads | Chris Zelig > Dr. Glen Brooks 961-311-6154 | All campaigns

Campaigns | Custom | Jul 1 - Dec 20, 2022 | Show last 30 days

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$71.42/day	Some ads limited by policy	2,894	9.57%	\$10,164.79
Total: Filtered campaigns			2,894	9.57%	\$10,164.79
Total: Account	\$71.42/day		3,250	9.86%	\$10,589.95

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) 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 Ads | Chris Zelig > Dr. Glen Brooks 961-311-6154 | All campaigns > search | coolsculpting

Enabled | Status: Some ads limited by policy | Type: Search | Budget: \$71.42/day | Optimization score: 50.5% | More details

Ads | Custom | Jul 1 - Dec 20, 2022 | Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Dr. Glen Brooks Fat Reduction in Longmeadow Non-Surgical Fat Reduction +11 more drgbrooks.com/coolsculpting/longmeadow Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven... View assets details	4. lipo	Eligible	1,577	11.27%	\$4,961.44
Dr. Glen Brooks Fat Reduction in Longmeadow Non-Surgical Fat Reduction +11 more drgbrooks.com/coolsculpting/longmeadow 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	Eligible	804	6.50%	\$2,879.49
{Keyword: Dr. Glen Brooks} CoolSculpting in (LOCATION(City)) Freeze Away Body Fat +10 more drgbrooks.com/coolsculpting/longmeadow Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off. Expert, Safe Fat Loss With Quick Results... View assets details	0. coolsculpting - general	Eligible	390	13.90%	\$1,772.05
{Keyword: Dr. Glen Brooks} CoolSculpting in (LOCATION(City)) Freeze Away Body Fat +10 more drgbrooks.com/coolsculpting/longmeadow Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off. Expert, Safe Fat Loss With Quick Results... View assets details	1. coolsculpting - price	Eligible	65	13.66%	\$231.31
{Keyword: Dr. Glen Brooks} CoolSculpting in (LOCATION(City)) Freeze Away Body Fat +10 more drgbrooks.com/coolsculpting/longmeadow Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off. Expert, Safe Fat Loss With Quick Results... View assets details	3. coolsculpting - fat freeze	Eligible (Limited) Policy (Moderately Restricted)	37	14.18%	\$175.80
Dr. Glen Brooks CoolSculpting in (LOCATION(City)) Freeze Away Body Fat +10 more drgbrooks.com/coolsculpting/longmeadow Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off. Expert, Safe Fat Loss With Quick Results... View assets details	x. non-service medspa	Eligible	16	4.97%	\$128.34
{Keyword: Dr. Glen Brooks} CoolSculpting in (LOCATION(City)) Freeze Away Body Fat +10 more drgbrooks.com/coolsculpting/longmeadow Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off. Expert, Safe Fat Loss With Quick Results... View assets details	2. coolsculpting - body	Eligible	5	14.29%	\$16.36
Total: Ads in your current workspace			2,894	9.57%	\$10,164.79
Total: Campaign			2,894	9.57%	\$10,164.79

Google Ads | Chris Zelig > Dr. Glen Brooks 961-311-6154 | All campaigns > search | coolsculpting

Enabled | Status: Some ads limited by policy | Type: Search | Budget: \$71.42/day | Optimization score: 50.5% | More details

Assets | Custom | Jul 1 - Dec 20, 2022 | Show last 30 days

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Dr. Glen Brooks	Approved	Headline	None	Good	8,326	Advertiser
Freezing Fat Really Works	Approved	Headline	None	Learning	53	Advertiser
Fat Reduction in Longmeadow	Approved	Headline	None	Good	4,768	Advertiser
Non-Surgical Lipo Alternative	Approved	Headline	None	Learning	106	Advertiser
Get Rid of Unwanted Fat	Approved	Headline	None	Learning	8	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	Learning	30	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	Learning	1,109	Advertiser
Located in Longmeadow, MA	Approved	Headline	None	Good	12,077	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved	Description	None	Learning	190	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	Good	13,527	Advertiser

Google Ads | Chris Zelig > Dr. Glen Brooks 961-311-6154 | All campaigns > search | coolsculpting

Enabled | Status: Some ads limited by policy | Type: Search | Budget: \$71.42/day | Optimization score: 50.5% | More details

Responsive search ad | Leave feedback | Custom | Jul 1 - Dec 20, 2022 | Show last 30 days

Assets | Combinations

Try including more keywords in your headlines

Ad strength: Good

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

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
Dr. Glen Brooks	Approved	Headline	None	Good	8,326	Advertiser
Freezing Fat Really Works	Approved	Headline	None	Learning	53	Advertiser
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Non-Surgical Lipo Alternative	Approved	Headline	None	Learning	106	Advertiser
Get Rid of Unwanted Fat	Approved	Headline	None	Learning	8	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	Learning	30	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	Learning	1,109	Advertiser
Located in Longmeadow, MA	Approved	Headline	None	Good	12,077	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved	Description	None	Learning	190	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	Good	13,527	Advertiser

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Enabled Status: Some ads limited by policy Type: Search Budget: \$71.42/day Optimization score: 50.5%

Responsive search ad

Assets Combinations

Ad strength: Good

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

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Freeze Your Way to Leaner Body	Approved	Headline	None	Learning	7	Advertiser
No Surgery & Minimal Downtime	Approved	Headline	None	Learning	1,105	Advertiser
Schedule a Free Consultation	Approved	Headline	None	Learning	135	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	Learning	270	Advertiser
Target Belly Fat, Love Handles	Approved	Headline	None	Learning	22	Advertiser
Freeze Away Body Fat	Approved	Headline	None	Learning	471	Advertiser
Buy One Get One 50% Off	Approved	Headline	None	Learning	227	Advertiser
Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.	Approved	Description	2nd position	Good	12,411	Advertiser

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Enabled Status: Some ads limited by policy Type: Search Budget: \$71.42/day Optimization score: 50.5%

Assets

Table view: Associations

Asset type: All Asset status: All but removed

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Structured snippet									
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search coolsculpting	Campaign	Eligible	Advertiser	29	305	9.51%	\$3.01	\$87.29
Sitelink									
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible	Advertiser	1,725	16,391	10.52%	\$3.76	\$6,492.44
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible (Limited Policy (Moderately Restricted))	Advertiser	361	3,268	11.05%	\$6.50	\$2,346.76
Contact Us	search coolsculpting > x. Expanded Reach Test	Ad group	Eligible	Automatically created	60	955	6.28%	\$7.14	\$428.28
Contact Us	search coolsculpting > 4. lipo	Ad group	Eligible	Automatically created	73	452	16.15%	\$5.88	\$429.60
Contact Us	search coolsculpting > 0. coolsculpting - general	Ad group	Eligible	Automatically created	40	268	14.93%	\$6.37	\$254.80
Contact Us	search coolsculpting > x. non-service medspa	Ad group	Eligible	Automatically created	10	158	6.33%	\$8.48	\$84.76
Contact Us	search coolsculpting > 3. coolsculpting - fat freeze	Ad group	Eligible	Automatically created	9	42	21.43%	\$5.48	\$49.31

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Assets

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Contact Us	search coolsculpting > 1. coolsculpting - price	Ad group	Eligible	Automatically created	10	24	41.67%	\$5.24	\$52.43
About Us	search coolsculpting > x. Expanded Reach Test	Ad group	Eligible (Limited Policy (Moderately Restricted))	Automatically created	0	1	0.00%	—	\$0.00
About Us	search coolsculpting > 1. coolsculpting - price	Ad group	Eligible (Limited Policy (Moderately Restricted))	Automatically created	0	0	—	—	\$0.00
About Us	search coolsculpting > 0. coolsculpting - general	Ad group	Eligible (Limited Policy (Moderately Restricted))	Automatically created	0	0	—	—	\$0.00
About Us	search coolsculpting > 3. coolsculpting - fat freeze	Ad group	Eligible (Limited Policy (Moderately Restricted))	Automatically created	0	0	—	—	\$0.00
About Us	search coolsculpting > 4. lipo	Ad group	Eligible (Limited Policy (Moderately Restricted))	Automatically created	0	0	—	—	\$0.00
About Us	search coolsculpting > 2. coolsculpting - body	Ad group	Eligible (Limited Policy (Moderately Restricted))	Automatically created	0	0	—	—	\$0.00
Contact Us	search coolsculpting > 2. coolsculpting - body	Ad group	Eligible	Automatically created	0	0	—	—	\$0.00
About Us	search coolsculpting > x. non-service medspa	Ad group	Eligible (Limited Policy (Moderately Restricted))	Automatically created	0	0	—	—	\$0.00
Callout									
FDA Cleared	search coolsculpting	Campaign	Eligible	Advertiser	521	4,830	10.79%	\$3.54	\$1,845.33
Freeze Your Fat	search coolsculpting	Campaign	Eligible	Advertiser	449	4,169	10.77%	\$3.53	\$1,582.80

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Assets

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Liposuction Alternative	search coolsculpting	Campaign	Eligible	Advertiser	411	3,747	10.97%	\$3.33	\$1,369.89
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	Advertiser	396	3,733	10.61%	\$3.49	\$1,383.50
\$1000 Off+ Treatments	search coolsculpting	Campaign	Eligible	Advertiser	416	3,632	11.45%	\$3.60	\$1,497.19
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	Advertiser	392	3,574	10.97%	\$3.54	\$1,386.66
Promotion									
Fall Sale - 50% off Buy 1 Get 1	search coolsculpting	Campaign	Eligible	Advertiser	320	2,685	11.92%	\$6.28	\$2,009.99
Winter Sale - 50% off Buy 1 Get 1	search coolsculpting	Campaign	Eligible	Advertiser	155	1,403	11.05%	\$5.65	\$876.39
Call									
(413) 216-4413	search coolsculpting	Campaign	Eligible	Advertiser	705	7,480	9.43%	\$4.08	\$2,874.73
Total: Sitelinks					1,725	16,391	10.52%	\$3.76	\$6,492.44
Total: Callouts					952	8,840	10.77%	\$3.56	\$3,391.87
Total: Structured snippets					29	305	9.51%	\$3.01	\$87.29
Total: Calls					705	7,480	9.43%	\$4.08	\$2,874.73
Total: Locations					0	1	0.00%	—	\$0.00
Total: Promotions					475	4,088	11.62%	\$6.08	\$2,886.38

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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 2022_250

Invoice Date: September 1, 2022

Payment Due: September 1, 2022

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 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

Total: \$1,500.00

Payment on September 1, 2022 using  ending in 1002: \$1,500.00

Amount Due (USD): \$0.00

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 2022_280

Invoice Date: October 1, 2022

Payment Due: October 1, 2022

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 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

Total: \$1,500.00

Payment on October 1, 2022 using  ending in 1002: \$1,500.00

Amount Due (USD): \$0.00



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 2022_311
Invoice Date: November 1, 2022
Payment Due: November 1, 2022

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 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 • Conversion Tools + Lead Nurture Technology 	1	\$1,500.00	\$1,500.00

Total: \$1,500.00

Payment on November 1, 2022 using  ending in 1002: \$1,500.00

Amount Due (USD): \$0.00

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 2022_343

Invoice Date: December 1, 2022

Payment Due: December 1, 2022

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 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• Conversion Tools + Lead Nurture Technology	1	\$1,500.00	\$1,500.00

Total: \$1,500.00

Payment on December 1, 2022 using  ending in 1002: \$1,500.00

Amount Due (USD): \$0.00