

CoolSculpting Marketing Services Expressions MD Co-Op Q4 2023 Total Marketing Expenses (10/1/2023 - 12/31/2023)

Total Google Ads: \$5,028.13
Total Marketing Service Fees: \$2,917.98
Total CoolSculpting Marketing Cost: \$7,946.11

Google Ads | Medstar Media > ExpressionsMD 130-972-1510 | All campaigns > All campaigns (modified)

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

Overview Campaigns Custom Oct 17 - Dec 31, 2023 Show last 30 days

Recommendations Add broad match keywords: Get more conversions at a similar or better ROI by adding broad match versions of your existing keywords +4.2% View Apply

Campaign	Budget	Status	Clicks	CTR	Cost
Draft: CoolSculpting 2023 PMax - ThinkSEM	\$25.00/day	In progress			
Draft: 2022 PMax - Botox	\$32.00/day	In progress			
MS search coolsculpting	\$81.20/day	Eligible (Limited) All ads limited by policy Limited by budget	624	3.09%	\$5,028.13
Display (Desktop Only) - CoolSculpting - (ThinkSEM)	\$12.00/day	Paused All ads limited by policy	0	-	\$0.00
2021 CoolSculpting - ExpressionsMD (Smartphone & Desktop) - (ThinkSEM)	\$52.00/day	Paused All ads disapproved	0	-	\$0.00
Total: Campaigns in your current view			624	3.09%	\$5,028.13
Total: Account	\$146.15/day		1,332	3.78%	\$9,046.88

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.
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Google Ads | Medstar Media > ExpressionsMD 130-972-1510 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled Status: Eligible (Limited) Type: Search Budget: \$81.20/day Optimization score: 35.2% More details Campaign 3 of 3

Overview Ads Custom Oct 17 - Dec 31, 2023 Show last 30 days

Recommendations Improve your responsive search ads: Get more clicks on your responsive search ads by improving your headlines and descriptions +9.9% View

Ad	Ad group	Status	Clicks	CTR	Cost
Expressions MD CoolSculpting CoolSculpting® Elite +11 more go.expressionsmd.com/coolsculpting/rosemount CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	x. Expanded Reach	Eligible (Limited) Policy (Restricted drug terms +1 more)	314	2.53%	\$2,548.22
(Keyword Expressions MD) CoolSculpting CoolSculpting® Elite +12 more go.expressionsmd.com/coolsculpting/rosemount CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	121	4.59%	\$1,183.94
Expressions MD CoolSculpting CoolSculpting® Elite +11 more go.expressionsmd.com/coolsculpting/rosemount CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	3. liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	86	3.21%	\$616.80
Expressions MD CoolSculpting CoolSculpting® Elite +11 more go.expressionsmd.com/coolsculpting/rosemount CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	1. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	66	3.90%	\$435.70
Expressions MD CoolSculpting CoolSculpting® Elite +11 more go.expressionsmd.com/coolsculpting/rosemount CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	35	4.94%	\$221.02
(Keyword Expressions MD) CoolSculpting CoolSculpting® Elite +12 more go.expressionsmd.com/coolsculpting/rosemount CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	2. fat freeze	Not eligible Policy (Restricted medical content +1 more), Ad group removed	2	4.17%	\$22.45
Expressions MD CoolSculpting CoolSculpting® Elite +11 more go.expressionsmd.com/coolsculpting/rosemount		Not eligible			
Total: Ads in your current view			624	3.09%	\$5,028.13
Total: Campaign			624	3.09%	\$5,028.13

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Google Ads | Medstar Media > ExpressionsMD 130-972-1510 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled Status: Eligible (Limited) Type: Search Budget: \$81.20/day Optimization score: 35.2% More details Campaign 3 of 3

Overview Ads Custom Oct 17 - Dec 31, 2023 Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Expressions MD CoolSculpting CoolSculpting® Elite +11 more go.expressionsmd.com/coolsculpting/rosemount CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	3. liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	86	3.21%	\$616.80
Expressions MD CoolSculpting CoolSculpting® Elite +11 more go.expressionsmd.com/coolsculpting/rosemount CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	1. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	66	3.90%	\$435.70
Expressions MD CoolSculpting CoolSculpting® Elite +11 more go.expressionsmd.com/coolsculpting/rosemount CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	35	4.94%	\$221.02
(Keyword Expressions MD) CoolSculpting CoolSculpting® Elite +12 more go.expressionsmd.com/coolsculpting/rosemount CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	2. fat freeze	Not eligible Policy (Restricted medical content +1 more), Ad group removed	2	4.17%	\$22.45
Expressions MD CoolSculpting CoolSculpting® Elite +11 more go.expressionsmd.com/coolsculpting/rosemount CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount... View assets details	x. non-service medspa	Not eligible Policy (Restricted drug terms +1 more), Ad group paused	0	-	\$0.00
Total: Ads in your current view			624	3.09%	\$5,028.13
Total: Campaign			624	3.09%	\$5,028.13

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Google Ads | Medstar Media > ExpressionsMD 130-972-1510 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled Status: Eligible (Limited) Type: Search Budget: \$81.20/day Optimization score: 35.2% More details Campaign 3 of 3

Overview Responsive search ad Leave feedback Custom Oct 17 - Dec 31, 2023 Show last 30 days

Assets Combinations

Asset status: All Add filter Download Expand

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

Asset	Status	Asset type	Position pining	Performance	Impr.	Asset source
Expressions MD	Approved (limited)	Headline	None	Pending	0	Advertiser
CoolSculpting	Approved (limited)	Headline	1st position	Learning	1,007	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	Learning	127	Advertiser
CoolSculpting in Rosemount, MN	Approved (limited)	Headline	1st position	Good	11,223	Advertiser
CoolSculpting® Elite Rosemount	Approved (limited)	Headline	1st position	Learning	70	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	Good	2,222	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	Good	1,246	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	Good	2,019	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	Good	1,269	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	Learning	178	Advertiser
Top Provider in Rosemount, MN	Approved (limited)	Headline	2nd position	Learning	152	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	Good	848	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	Learning	1,278	Advertiser

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Enabled Status: **Eligible (Limited)** Type: Search Budget: \$81.20/day Optimization score: 35.2% [More details](#) Campaign 3 of 3

Overview [Add asset status: All](#) [Add filter](#) [Download](#) [Expand](#)

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

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	Good	2,222	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	Good	1,246	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	Good	2,019	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	Good	1,269	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	Learning	178	Advertiser
Top Provider in Rosemount, MN	Approved (limited)	Headline	2nd position	Learning	152	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	Good	848	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	Learning	1,278	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	Good	3,215	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	Good	12,158	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Good	9,957	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	None	Learning	138	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	Learning	131	Advertiser

Show rows: 100 1 - 18 of 18

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Enabled Status: **Eligible (Limited)** Type: Search Budget: \$81.20/day Optimization score: 35.2% [More details](#) Campaign 3 of 3

Overview **Assets** Custom Oct 17 - Dec 31, 2023 [Show last 30 days](#)

Recommendations [Asset status: All](#) [Asset type: All](#) [Add filter](#) [Segment](#) [Columns](#) [Reports](#) [Download](#) [Expand](#) [More](#)

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Structured snippet									
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	MS search coolsculpting	Campaign	Eligible	Advertiser	5	160	3.13%	\$6.89	\$34.43
Service catalog: Botox, BBL Treatment, CoolSculpting, Juvederm	Account	Account	Eligible (Limited) Policy (Restricted medical content +2 more)	Advertiser	0	0	-	-	\$0.00
Sitelink									
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	32	459	6.97%	\$11.53	\$368.89
View Products	Account	Account	Removed Policy (Restricted medical content +1 more)	Automatically created	0	0	-	-	\$0.00
About Expressions MD	Account	Account	Removed Policy (Restricted medical content +1 more)	Automatically created	0	0	-	-	\$0.00
Apply For Finance	Account	Account	Removed Policy (Restricted medical content +2 more)	Automatically created	0	0	-	-	\$0.00
Our Services	Account	Account	Removed Policy (Restricted medical content +1 more)	Automatically created	0	0	-	-	\$0.00
Request A Consultation	Account	Account	Removed Policy (Restricted medical content +1 more)	Automatically created	0	0	-	-	\$0.00

Enabled Status: **Eligible (Limited)** Type: Search Budget: \$81.20/day Optimization score: 35.2% [More details](#) Campaign 3 of 3

Overview [Asset status: All](#) [Asset type: All](#) [Add filter](#) [Segment](#) [Columns](#) [Reports](#) [Download](#) [Expand](#) [More](#)

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Callout									
Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	Advertiser	84	1,721	4.88%	\$11.06	\$928.72
Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	Advertiser	70	1,473	4.75%	\$9.40	\$658.01
Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	Advertiser	66	1,271	5.19%	\$9.59	\$633.01
FDA Cleared	MS search coolsculpting	Campaign	Eligible	Advertiser	72	1,665	4.32%	\$8.53	\$614.07
Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	Advertiser	65	1,479	4.39%	\$9.02	\$586.08
Located in Rosemount	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00
Get a Free Consultation	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00
Cutting Edge Technologies	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00
Promotion									
Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	183	6,071	3.01%	\$10.41	\$1,905.50
Business name									
Expressions MD	Account	Account	Eligible	Advertiser	310	10,087	3.07%	\$8.32	\$2,579.29
Call									
(651) 424-0805	Account	Account	Eligible	Advertiser	29	1,342	2.16%	\$11.34	\$328.74
(651) 424-0805	MS search coolsculpting	Campaign	Removed	Advertiser	29	1,342	2.16%	\$11.34	\$328.74
651.423.5855	Account	Account	Removed	Advertiser	0	0	-	-	\$0.00

Enabled Status: **Eligible (Limited)** Type: Search Budget: \$81.20/day Optimization score: 35.2% [More details](#) Campaign 3 of 3

Overview [Asset status: All](#) [Asset type: All](#) [Add filter](#) [Segment](#) [Columns](#) [Reports](#) [Download](#) [Expand](#) [More](#)

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	183	6,071	3.01%	\$10.41	\$1,905.50
Business name									
Expressions MD	Account	Account	Eligible	Advertiser	310	10,087	3.07%	\$8.32	\$2,579.29
Call									
(651) 424-0805	Account	Account	Eligible	Advertiser	29	1,342	2.16%	\$11.34	\$328.74
(651) 424-0805	MS search coolsculpting	Campaign	Removed	Advertiser	29	1,342	2.16%	\$11.34	\$328.74
651.423.5855	Account	Account	Removed	Advertiser	0	0	-	-	\$0.00
Total: Business name					310	10,087	3.07%	\$8.32	\$2,579.29
Total: Sitelinks					32	459	6.97%	\$11.53	\$368.89
Total: Callouts					152	3,650	4.16%	\$9.39	\$1,427.57
Total: Structured snippets					5	160	3.13%	\$6.89	\$34.43
Total: Calls					29	1,342	2.16%	\$11.34	\$328.74
Total: Promotions					183	6,071	3.01%	\$10.41	\$1,905.50

Show rows: 100 1 - 21 of 21

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INVOICE

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

6466949450

BILL TO
Expressions MD
Dr. Glenn Detlefsen
15120 Chippendale Avenue,
Suite 101
Rosemount, Minnesota 55608
United States

SHIP TO
Minnesota
United States

Invoice Number: WV 2023_332

Invoice Date: November 1, 2023

Payment Due: November 1, 2023

Amount Due (USD): \$0.00

glenn.detlefsen@gmail.com

Items	Quantity	Price	Amount
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Digital Marketing Monthly Management Service

14

\$65.57

\$917.98

- Monthly management of Google Ads and/or Meta campaigns (Facebook and Instagram)
- Optimize campaigns for conversions
- Monitor budget and adjust bids to gain better ROI
- Manage keyword selection and audience targeting
- Conversion Tools + Lead Nurture Technology
- Sales training and monitoring
- Call tracking & reporting

Base Fee: \$2,497 per month
**VIP Ambassador Rate: \$2,000 per month

Includes up to four treatment campaigns


Additional campaign \$250
Additional location \$350

Ads began on 10/17/23, prepaid through 11/16/23
Proration for 14 days

*You will pay the media cost directly

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

6466949450

	Subtotal:	\$917.98
	Total:	\$917.98
Payment on November 1, 2023 using 	ending in 4009:	\$917.98
	Amount Due (USD):	\$0.00

Notes / Terms

Referral Program

Our best clients come from our best clients. Refer a similar business in aesthetics and if they partner with us, get \$500 off your next invoice and your referral \$300 off their first invoice.

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

6466949450

BILL TO
Expressions MD
Dr. Glenn Detlefsen
15120 Chippendale Avenue,
Suite 101
Rosemount, Minnesota 55608
United States

glenn.detlefsen@gmail.com

SHIP TO
Minnesota
United States

Invoice Number: WV 2023_356

Invoice Date: December 1, 2023

Payment Due: December 1, 2023

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Digital Marketing Monthly Management Service <ul style="list-style-type: none">• Monthly management of Google Adwords 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	\$2,000.00	\$2,000.00
12/1/23 to 12/31/23			

Subtotal: \$2,000.00

Total: \$2,000.00

Payment on December 1, 2023 using  ending in 4009: \$2,000.00

Amount Due (USD): \$0.00

Notes / Terms

Referral Program

Our best clients come from our best clients. Refer a similar business in aesthetics and if they partner with us, get \$500 off your next invoice and your referral \$300 off their first invoice.