

# CoolSculpting Marketing Services Glō Medical Aesthetics Co-Op Q2 2023 Total Marketing Expenses (6/25/2023 - 6/30/2023)

**Total Google Ads: \$ 896.06**  
**Total Marketing Service Fees: \$1,449.72**  
**Total CoolSculpting Marketing Cost: \$2,345.78**

Google Ads interface showing Campaigns overview for 'MS | search | coolsculpting'. The page displays a table of campaigns with columns for Campaign, Budget, Status, Clicks, CTR, and Cost. A recommendation banner at the top suggests adjusting budgets for Maximize conversions campaigns.

Campaign	Budget	Status	Clicks	CTR	Cost
MS   search   coolsculpting	\$63.95/day	All ads limited by policy	88	3.60%	\$896.06
Coolsculpting (Spring 2020 Subsidized)	\$33.33/day	Paused All ads limited by policy	0	-	\$0.00
Coolsculpting (Dec 2021)	\$33.33/day	Paused All ads disapproved	0	-	\$0.00
<b>Total: Campaigns in your current view</b>			88	3.60%	\$896.06
<b>Total: Account</b>	\$115.85/day		140	4.12%	\$1,695.61

Google Ads interface showing Ad groups overview for 'MS | search | coolsculpting'. The page displays a table of ad groups with columns for Ad group, Status, Clicks, CTR, and Cost. A recommendation banner at the top suggests adjusting budgets for Maximize conversions campaigns.

Ad group	Status	Clicks	CTR	Cost
0. coolsculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	18	5.71%	\$301.35
4. liposuction	Eligible (Limited) Policy (Restricted drug terms +1 more)	18	3.56%	\$178.77
4. liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	14	7.33%	\$95.64
x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	12	1.42%	\$79.02
x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +1 more)	4	4.60%	\$55.13
3. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	5	3.40%	\$41.33

Google Ads interface showing Ads overview for 'MS | search | coolsculpting'. The page displays a table of individual ads with columns for Ad, Ad group, Status, Clicks, CTR, and Cost. A recommendation banner at the top suggests adjusting budgets for Maximize conversions campaigns.

Ad	Ad group	Status	Clicks	CTR	Cost
3. body sculpting	3. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	5	3.40%	\$41.33
3. body sculpting	3. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	3	6.38%	\$36.01
0. coolsculpting	0. coolsculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	2	3.39%	\$26.38
x. Expanded Reach Test	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	4	2.68%	\$24.73
2. coolsculpting - fat freeze	2. coolsculpting - fat freeze	Eligible (Limited) Policy (Restricted medical content +1 more)	2	8.70%	\$20.45
1. coolsculpting - price	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	2	7.69%	\$20.30

Google Ads interface showing Ads overview for 'MS | search | coolsculpting'. The page displays a table of individual ads with columns for Ad, Ad group, Status, Clicks, CTR, and Cost. A recommendation banner at the top suggests adjusting budgets for Maximize conversions campaigns.

Ad	Ad group	Status	Clicks	CTR	Cost
x. non-service medspa	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +1 more)	4	8.33%	\$16.95
3. body sculpting	3. body sculpting	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
2. coolsculpting - fat freeze	2. coolsculpting - fat freeze	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
1. coolsculpting - price	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	0	-	\$0.00
<b>Total: Ads in your current view</b>			88	3.60%	\$896.06
<b>Total: Campaign</b>			88	3.60%	\$896.06

Responsive search ad Leave feedback Custom Jun 25 - 30, 2023 Show last 30 days

Assets Combinations

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Glo Medical Aesthetics	Approved (limited)	Headline	None	0	Advertiser
(Keyword)Glo Medical Aesthetics	Approved (limited)	Headline	1st position	34	Advertiser
Coolsculpting in Newton, MA	Approved (limited)	Headline	1st position	235	Advertiser
CoolSculpting® Newton, MA	Approved (limited)	Headline	1st position	24	Advertiser
Top Provider in Newton, MA	Approved (limited)	Headline	2nd position	22	Advertiser
(Keyword)Elite Sculpt MD	-	Headline	1st position	0	Advertiser
Elite Sculpt MD	-	Headline	None	0	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	10	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	12	Advertiser
Coolsculpting in Hanover, MD	-	Headline	1st position	0	Advertiser
CoolSculpting® Hanover, MD	-	Headline	1st position	0	Advertiser

Responsive search ad Leave feedback Custom Jun 25 - 30, 2023 Show last 30 days

Assets Combinations

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	12	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	14	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	176	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	34	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	6	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	3	Advertiser
Top Provider in Hanover, MD	-	Headline	2nd position	0	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	8	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	40	Advertiser
Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments	Approved (limited)	Description	2nd position	253	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	304	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	None	2	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	9	Advertiser

Responsive search ad Leave feedback Custom Jun 25 - 30, 2023 Show last 30 days

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Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	9	Advertiser

Assets Custom Jun 25 - 30, 2023 Show last 30 days

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost	
Structured snippet							
<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Fat Reduction	MS   search   coolsculpting	Campaign	Eligible	0	0.00%	\$0.00
Sitelink							
<input type="checkbox"/>	CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	54	4.73%	\$622.11
<input type="checkbox"/>	Why Choose Glo Medical Read About What Sets Us Apart from Other Medspas in Newton	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	49	4.65%	\$565.11
<input type="checkbox"/>	Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	48	4.66%	\$551.33
<input type="checkbox"/>	About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	46	4.47%	\$547.77
Callout							
<input type="checkbox"/>	Highlights: No Surgery	MS   search   coolsculpting	Campaign	Eligible	9	4.81%	\$133.39
<input type="checkbox"/>	Liposuction Alternative	MS   search   coolsculpting	Campaign	Eligible	6	3.08%	\$102.39

Assets Custom Jun 25 - 30, 2023 Show last 30 days

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost	
Callout							
<input type="checkbox"/>	Highlights: No Surgery	MS   search   coolsculpting	Campaign	Eligible	9	4.81%	\$133.39
<input type="checkbox"/>	Liposuction Alternative	MS   search   coolsculpting	Campaign	Eligible	6	3.08%	\$102.39
<input type="checkbox"/>	Freeze Your Fat	MS   search   coolsculpting	Campaign	Eligible	6	2.75%	\$99.71
<input type="checkbox"/>	FDA Cleared	MS   search   coolsculpting	Campaign	Eligible	5	2.34%	\$80.80
<input type="checkbox"/>	Non-surgical Fat Reduction	MS   search   coolsculpting	Campaign	Eligible	5	2.79%	\$77.35
<input type="checkbox"/>	5-Star Rated Medspa	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
<input type="checkbox"/>	Contact Us + Free Consult	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Promotion							
<input type="checkbox"/>	50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	17	3.48%	\$211.84
Call							
<input type="checkbox"/>	(617) 405-8886	Account	Account	Eligible	14	3.34%	\$231.71
Total: Sitelinks				55	4.74%	\$635.24	
Total: Callouts				14	3.25%	\$186.48	

Start advertiser verification - To keep running ads, start advertiser verification by 2023-08-02. Dismiss Learn more Get started

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting Ad groups (7) Select an ad group Change view

Enabled Status: All ads limited by policy Type: Search Budget: \$63.95/day Optimization score: 93% More details Campaign 3 of 3

	Asset	Added to	Level	Status	Clicks	CTR	Cost
Insights	<input type="checkbox"/> Star Rated Medspa	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Ad groups	<input type="checkbox"/> Contact Us + Free Consult	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Ads & assets	Promotion						
Ads	<input type="checkbox"/> 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Eligible (Limited Policy (Restricted medical content +1 more))	17	3.48%	\$211.84
Landing pages	Call						
Keywords	<input type="checkbox"/> (617) 405-8886	Account	Account	Eligible	14	3.34%	\$231.71
Audiences	Total: Sitelinks				55	4.74%	\$635.24
Settings	Total: Callouts				14	3.25%	\$186.48
Change history	Total: Structured snippets				0	0.00%	\$0.00
Suggested	Total: Calls				14	3.34%	\$231.71
Dynamic ad targets	Total: Promotions				17	3.48%	\$211.84
Locations							

Show rows: 100 1 - 14 of 14

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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Get the Google Ads mobile app

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10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095



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Glō Medical Aesthetics  
1251 Centre St  
Newton, MA 02459

Invoice Number FB2023-272  
Date of Issue 07/01/2023  
Due Date 07/01/2023  

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Amount Due (USD) \$0.00

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Description	Rate	Qty	Line Total
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Marketing Management Service ( Monthly)	\$80.54	18	\$1,449.72
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- 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

Includes up to three treatment campaigns:

CoolSculpting Elite  
Emsculpt  
Dermal Fillers

Optional Add-ons:  
Additional campaign \$250  
Additional location \$350

\*You will pay the media cost directly

Ads began June 14th - prepaid through July 13th - 13 days credit.

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Subtotal	1,449.72
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Tax	0.00
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Total	1,449.72
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Amount Paid	1,449.72
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Amount Due (USD)	\$0.00
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[Terms](#)

Terms: By paying this invoice or instructing us to provide digital marketing services, you agree to our Terms of Service which are included in the PDF attached to your agreement email. Our Terms can also be found here: <https://medstarmedia.com/terms/>