

CoolSculpting Marketing Services Glō Medical Aesthetics Co-Op Q2 2023 Total Marketing Expenses (4/1/2023 - 6/30/2023)

Total Google Ads: \$ 896.06
Total Marketing Service Fees: \$ 9,446.72
Total CoolSculpting Marketing Cost: \$10,342.78

Google Ads Medstar Media 107-236-9115

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) Campaigns (3 from 1 account) Select a campaign Change view

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

Overview Campaigns

Adjust your budgets: Get more conversions by adjusting your budgets in your Maximize conversions campaigns +3.6% View Apply

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
Total: Campaigns in your current view			88	3.60%	\$896.06
Total: Account			140	4.12%	\$1,695.61

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.
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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

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword:Glo Medical Aesthetics) Coolsculpting CoolSculpting® Elite +12 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	0. coolsculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	18	5.71%	\$301.35
(Keyword:Glo Medical Aesthetics) Coolsculpting CoolSculpting® Elite +12 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	4. liposuction	Eligible (Limited) Policy (Restricted drug terms +1 more)	18	3.56%	\$178.77
(Keyword:Glo Medical Aesthetics) Coolsculpting CoolSculpting® Elite +7 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	4. liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	14	7.33%	\$95.64
Glo Medical Aesthetics Coolsculpting CoolSculpting® Elite +11 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	12	1.42%	\$79.02
Glo Medical Aesthetics Coolsculpting CoolSculpting® Elite +11 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +1 more)	4	4.60%	\$55.13
(Keyword:Glo Medical Aesthetics) Coolsculpting CoolSculpting® Elite +12 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	3. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	5	3.40%	\$41.33

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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

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword:Glo Medical Aesthetics) Coolsculpting CoolSculpting® Elite +12 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	3. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	5	3.40%	\$41.33
(Keyword:Glo Medical Aesthetics) Coolsculpting CoolSculpting® Elite +7 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	3. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	3	6.38%	\$36.01
(Keyword:Glo Medical Aesthetics) Coolsculpting CoolSculpting® Elite +7 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	0. coolsculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	2	3.39%	\$26.38
Glo Medical Aesthetics Coolsculpting CoolSculpting® Elite +6 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	4	2.68%	\$24.73
(Keyword:Glo Medical Aesthetics) Coolsculpting CoolSculpting® Elite +12 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	2. coolsculpting - fat freeze	Eligible (Limited) Policy (Restricted medical content +1 more)	2	8.70%	\$20.45
(Keyword:Glo Medical Aesthetics) Coolsculpting CoolSculpting® Elite +12 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	2	7.69%	\$20.30

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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

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Glo Medical Aesthetics Coolsculpting CoolSculpting® Elite +6 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +1 more)	4	8.33%	\$16.95
(Keyword:Glo Medical Aesthetics) Coolsculpting in Newton, MA Freeze Away Stubborn Fat +12 more go.giomedicalaesthetics.com/coolsculpting/newton Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at... View assets details	3. body sculpting	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
(Keyword:Glo Medical Aesthetics) Coolsculpting CoolSculpting® Elite +7 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	2. coolsculpting - fat freeze	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
(Keyword:Glo Medical Aesthetics) Coolsculpting CoolSculpting® Elite +7 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off \$+ Coolsculpting Elite Treatments, CoolSculpting® Elite Treats Fat L... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	0	-	\$0.00
Total: Ads in your current view			88	3.60%	\$896.06
Total: Campaign			88	3.60%	\$896.06

Show rows: 100 1 - 15 of 15

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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.

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

Show rows: 100 1 - 24 of 24

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

Show rows: 100 1 - 24 of 24

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						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Fat Reduction	MS search coolsculpting	Campaign	Eligible	0	0.00%	\$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)	54	4.73%	\$622.11
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
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
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						
Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	9	4.81%	\$133.39
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						
Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	9	4.81%	\$133.39
Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	6	3.08%	\$102.39
Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	6	2.75%	\$99.71
FDA Cleared	MS search coolsculpting	Campaign	Eligible	5	2.34%	\$80.80
Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	5	2.79%	\$77.35
5-Star Rated Medspa	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Contact Us + Free Consult	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Promotion						
50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	17	3.48%	\$211.84
Call						
(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

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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						

Get the Google Ads mobile app

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



Michelle Wetlaufer
Glō Medical Aesthetics
1251 Centre St
Newton, MA 02459

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

Amount Due (USD) \$0.00

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
Dermal Fillers

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

*You will pay the media cost directly

Subtotal	1,449.72
Tax	0.00

Total	1,449.72
Amount Paid	1,449.72

Amount Due (USD) \$0.00

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/>

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



Michelle Wetlauffer
Glō Medical Aesthetics
1251 Centre St
Newton, MA 02459

Invoice Number FB2023-144
Date of Issue 04/04/2023
Due Date 04/04/2023

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
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Micro Website Development	\$4,000.00	1	\$4,000.00
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- Complete microwebsite design and development using WordPress platform
- Development for optimal desktop, tablet, mobile, and cross-browser usability
- Custom graphic design
- Install lead capture forms and autoresponder/CRM integration
- You own the rights to your website

Includes up to 3 treatment pages with high-converting content:

CoolSculpting Elite
Dermal Fillers

Optional Add-ons:
Additional treatment page: \$750
Unique SEO-optimized content: \$575

Digital Marketing Set Up	\$1,500.00	1	\$1,500.00
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- Set Up Google Ads to target people searching for aesthetic treatments
- Perform keyword research, create ad groups and ad copy
- Set up Facebook/Instagram ad campaigns by client request
- Set up conversion tracking

Marketing Management Service (Monthly)	\$2,497.00	1	\$2,497.00
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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
Dermal Fillers

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

*You will pay the media cost directly

Subtotal	7,997.00
Tax	0.00
<hr/>	
Total	7,997.00
Amount Paid	7,997.00
<hr/> <hr/>	
Amount Due (USD)	\$0.00

[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/>