

CoolSculpting Marketing Services Glō Medical Aesthetics Co-Op Q3 2023 Total Marketing Expenses (7/1/2023 - 9/30/2023)

Total Google Ads: \$ 5,217.47
Total Marketing Service Fees: \$ 6,443.72
Total CoolSculpting Marketing Cost: \$11,661.19

Google Ads Medstar Media > All campaigns > All campaigns (modified) MS | search | coolsculpting

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

Overview Campaigns

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting	\$57.39/day	All ads limited by policy	1,081	3.96%	\$5,217.47
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			1,081	3.96%	\$5,217.47
Total: Account			1,711	4.39%	\$9,647.18

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 Medstar Media > All campaigns > All campaigns (modified) MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$57.39/day Optimization score: 100% More details Campaign 3 of 3

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Glō Medical Aesthetics Coolsculpting CoolSculpting® Elite +11 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted drug terms +1 more)	344	2.79%	\$1,727.97
{Keyword:Glō Medical Aesthetics} Coolsculpting CoolSculpting® Elite +12 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	4. liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	297	5.46%	\$1,315.46
{Keyword:Glō Medical Aesthetics} Coolsculpting CoolSculpting® Elite +12 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	0. coolsculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	208	4.29%	\$1,132.13
{Keyword:Glō Medical Aesthetics} Coolsculpting CoolSculpting® Elite +12 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	3. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	66	4.55%	\$356.28
{Keyword:Glō Medical Aesthetics} Coolsculpting CoolSculpting® Elite +7 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	4. liposuction	Eligible (Limited) Policy (Restricted drug terms +1 more)	58	6.04%	\$221.46
{Keyword:Glō Medical Aesthetics} Coolsculpting CoolSculpting® Elite +12 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	33	5.24%	\$156.41
Glō Medical Aesthetics Coolsculpting CoolSculpting® Elite +6 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted drug terms +1 more)	25	4.33%	\$121.60

Google Ads Medstar Media > All campaigns > All campaigns (modified) MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$57.39/day Optimization score: 100% More details Campaign 3 of 3

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Glō Medical Aesthetics Coolsculpting CoolSculpting® Elite +6 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted drug terms +1 more)	25	4.33%	\$121.60
{Keyword:Glō Medical Aesthetics} Coolsculpting CoolSculpting® Elite +12 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	2. coolsculpting - fat freeze	Eligible (Limited) Policy (Restricted drug terms +1 more)	14	4.58%	\$72.28
{Keyword:Glō Medical Aesthetics} Coolsculpting CoolSculpting® Elite +7 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	3. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	10	4.90%	\$39.85
{Keyword:Glō Medical Aesthetics} Coolsculpting CoolSculpting® Elite +7 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	0. coolsculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	12	5.22%	\$29.70
Glō Medical Aesthetics Coolsculpting CoolSculpting® Elite +11 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	x. non-service medspa	Not eligible Policy (Restricted drug terms +1 more), Ad group paused	7	2.98%	\$14.19
{Keyword:Glō Medical Aesthetics} Coolsculpting CoolSculpting® Elite +7 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	2. coolsculpting - fat freeze	Eligible (Limited) Policy (Restricted medical content +1 more)	3	10.71%	\$14.15
Glō Medical Aesthetics Coolsculpting CoolSculpting® Elite +6 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	x. non-service medspa	Not eligible Policy (Restricted medical content +1 more), Ad group paused	2	3.28%	\$11.53

Google Ads Medstar Media > All campaigns > All campaigns (modified) MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$57.39/day Optimization score: 100% More details Campaign 3 of 3

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	x. non-service medspa	Not eligible Policy (Restricted drug terms +1 more), Ad group paused	7	2.98%	\$14.19
{Keyword:Glō Medical Aesthetics} Coolsculpting CoolSculpting® Elite +7 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	2. coolsculpting - fat freeze	Eligible (Limited) Policy (Restricted medical content +1 more)	3	10.71%	\$14.15
Glō Medical Aesthetics Coolsculpting CoolSculpting® Elite +6 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	x. non-service medspa	Not eligible Policy (Restricted medical content +1 more), Ad group paused	2	3.28%	\$11.53
{Keyword:Glō Medical Aesthetics} Coolsculpting CoolSculpting® Elite +7 more go.giomedicalaesthetics.com/coolsculpting/newton Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments. CoolSculpting® Elite Treats Fat L... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	2	25.00%	\$4.46
{Keyword:Glō 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
Total: Ads in your current view			1,081	3.96%	\$5,217.47
Total: Campaign			1,081	3.96%	\$5,217.47

Show rows: 500 1 - 15 of 15

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. [Learn more](#)
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Enabled Status: All ads limited by policy Type: Search Budget: \$57.39/day Optimization score: 100%

Responsive search ad

Assets Combinations

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Glo Medical Aesthetics	Approved (limited)	Headline	None	Pending	0	Advertiser
Coolsculpting in Newton, MA	Approved (limited)	Headline	1st position	Good	10,833	Advertiser
CoolSculpting® Newton, MA	Approved (limited)	Headline	1st position	Learning	431	Advertiser
Top Provider in Newton, MA	Approved (limited)	Headline	2nd position	Learning	167	Advertiser
Elite Sculpt MD	-	Headline	None	-	0	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	Learning	873	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	Learning	194	Advertiser
Coolsculpting in Hanover, MD	-	Headline	1st position	-	0	Advertiser
CoolSculpting® Hanover, MD	-	Headline	1st position	-	0	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	Good	4,091	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	Good	1,895	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	Learning	1,388	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	Learning	1,084	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	Learning	528	Advertiser

Enabled Status: All ads limited by policy Type: Search Budget: \$57.39/day Optimization score: 100%

Responsive search ad

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	Good	4,091	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	Good	1,895	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	Learning	1,388	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	Learning	1,084	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	Learning	528	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	Learning	299	Advertiser
Top Provider in Hanover, MD	-	Headline	2nd position	-	0	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	Learning	655	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	Good	2,224	Advertiser
Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments	Approved (limited)	Description	2nd position	Good	9,903	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	Good	11,926	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	None	Learning	185	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	Learning	220	Advertiser

Show rows: 500 1 - 22 of 22

Enabled Status: All ads limited by policy Type: Search Budget: \$57.39/day Optimization score: 100%

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Fat Reduction	MS search coolsculpting	Campaign	Eligible	37	3.74%	\$168.60
CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	336	3.86%	\$1,842.22
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	281	3.49%	\$1,543.37
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	272	3.43%	\$1,531.13
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)	288	3.53%	\$1,526.41
Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	128	4.29%	\$720.84
FDA Cleared	MS search coolsculpting	Campaign	Eligible	130	3.41%	\$690.61
Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	125	4.23%	\$663.08
Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	111	3.40%	\$576.33
Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	97	3.76%	\$557.14

Enabled Status: All ads limited by policy Type: Search Budget: \$57.39/day Optimization score: 100%

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Summer Sale - 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	187	4.27%	\$921.71
Fall Sale - 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	139	4.61%	\$825.23
50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	49	2.91%	\$268.53
Glo Medical Aesthetics	MS search coolsculpting	Campaign	Eligible	0	-	\$0.00
(617) 405-8886	Account	Account	Eligible	77	2.47%	\$437.55
glo	MS search coolsculpting	Campaign	Eligible	0	-	\$0.00
Image	MS search coolsculpting	Campaign	Eligible	200	4.79%	\$1,075.84
Total: Images				200	4.79%	\$1,075.84

Enabled Status: All ads limited by policy Type: Search Budget: \$57.39/day Optimization score: 100%

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
(617) 405-8886	Account	Account	Eligible	77	2.47%	\$437.55
glo	MS search coolsculpting	Campaign	Eligible	0	-	\$0.00
Image	MS search coolsculpting	Campaign	Eligible	200	4.79%	\$1,075.84
Total: Images				200	4.79%	\$1,075.84
Total: Sitelinks				340	3.88%	\$1,860.15
Total: Callouts				287	3.76%	\$1,468.69
Total: Structured snippets				37	3.74%	\$168.60
Total: Calls				77	2.47%	\$437.55
Total: Promotions				375	4.13%	\$2,015.47

Show rows: 500 1 - 19 of 19

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) • 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	\$80.54	18	\$1,449.72
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CoolSculpting Elite

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
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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/>

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 FB2023-315
Date of Issue 08/01/2023
Due Date 08/01/2023

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
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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

CoolSculpting Elite

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

*You will pay the media cost directly

Subtotal	2,497.00
Tax	0.00

Total	2,497.00
Amount Paid	2,497.00

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/>

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 FB2023-369
Date of Issue 09/01/2023
Due Date 09/01/2023

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
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Marketing Management Service (Monthly) • 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	\$2,497.00	1	\$2,497.00
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CoolSculpting Elite

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

*You will pay the media cost directly

Subtotal	2,497.00
Tax	0.00

Total	2,497.00
Amount Paid	2,497.00

Amount Due (USD)	\$0.00
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