

CoolSculpting Marketing Services Glō Medical Aesthetics Co-Op Q4 2023 Total Marketing Expenses (10/1/2023 - 12/31/2023)

Total Google Ads: \$ 5,265.84
Total Marketing Service Fees: \$ 8,991.00
Total CoolSculpting Marketing Cost: \$14,256.84

Google Ads Medstar Media > Glo 107-236-9115 > All campaigns > All campaigns (modified)

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	\$56.70/day	All ads limited by policy	769	3.83%	\$5,265.84
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 limited by policy	0	-	\$0.00
Total: Campaigns in your current view			769	3.83%	\$5,265.84
Total: Account	\$105.49/day		1,359	5.11%	\$9,775.13

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.
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Google Ads Medstar Media > Glo 107-236-9115 > MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$56.70/day Optimization score: 98.7% More details Campaign 3 of 3

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Glo 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	Eligible (Limited) Policy (Restricted drug terms +1 more)	219	2.79%	\$1,557.25
Glo 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	3. liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	223	4.86%	\$1,435.78
(Keyword:Glo 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 drug terms +1 more)	177	4.54%	\$1,358.30
Glo 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	1. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	45	2.70%	\$302.75
Glo 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	Eligible (Limited) Policy (Restricted medical content +1 more)	22	4.31%	\$152.76
Glo 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	2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	18	2.83%	\$124.82
Glo 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	3. liposuction	Eligible (Limited) Policy (Restricted drug terms +1 more)	18	5.77%	\$103.67

Google Ads Medstar Media > Glo 107-236-9115 > MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$56.70/day Optimization score: 98.7% 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 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treats Fat L. View assets details	3. liposuction	Eligible (Limited) Policy (Restricted drug terms +1 more)	18	5.77%	\$103.67
(Keyword:Glo 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 medical content +1 more)	20	8.16%	\$77.46
Glo 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	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	14	7.69%	\$71.37
Glo 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	1. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	9	9.18%	\$61.96
(Keyword:Glo 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	Not eligible Policy (Restricted drug terms +1 more), Ad group paused	2	2.44%	\$13.41
(Keyword:Glo 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	Not eligible Policy (Restricted drug terms +1 more), Ad group paused	2	40.00%	\$6.31
(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	2. body sculpting	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00

Google Ads Medstar Media > Glo 107-236-9115 > MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$56.70/day Optimization score: 98.7% More details Campaign 3 of 3

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
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	Not eligible Policy (Restricted drug terms +1 more), Ad group paused	2	2.44%	\$13.41
(Keyword:Glo 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	Not eligible Policy (Restricted drug terms +1 more), Ad group paused	2	40.00%	\$6.31
(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	2. body sculpting	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Glo 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	0	-	\$0.00
Glo 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	0	-	\$0.00
Total: Ads in your current view			769	3.83%	\$5,265.84
Total: Campaign			769	3.83%	\$5,265.84

Show rows: 100 1 - 15 of 15

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Enabled Status: All ads limited by policy Type: Search Budget: \$56.70/day Optimization score: 98.7% More details

Responsive search ad Leave feedback Custom Oct 1 - Dec 31, 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	Performance	Impr.	Asset source
Glo Medical Aesthetics	Approved (limited)	Headline	None	Pending	0	Advertiser
Coolsculpting in Newton, MA	Approved (limited)	Headline	1st position	Good	7,207	Advertiser
CoolSculpting® Newton, MA	Approved (limited)	Headline	1st position	Learning	315	Advertiser
Top Provider in Newton, MA	Approved (limited)	Headline	2nd position	Learning	155	Advertiser
Elite Sculpt MD	-	Headline	None	-	0	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	Learning	303	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	Learning	29	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	2,519	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	Learning	768	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	Learning	998	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	Learning	523	Advertiser

Enabled Status: All ads limited by policy Type: Search Budget: \$56.70/day Optimization score: 98.7% More details

Responsive search ad Leave feedback Custom Oct 1 - Dec 31, 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	Performance	Impr.	Asset source
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	Good	2,519	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	Learning	768	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	Learning	998	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	Learning	523	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	Learning	1,049	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	Learning	270	Advertiser
Top Provider in Hanover, MD	-	Headline	2nd position	-	0	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	Learning	398	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	Learning	1,174	Advertiser
Our Biggest Deal Ever Now Available: Save 50% Off 8+ Coolsculpting Elite Treatments	Approved (limited)	Description	2nd position	Good	6,336	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	Good	7,637	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	None	Learning	116	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	Learning	101	Advertiser

Show rows: 100 1 - 22 of 22

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Enabled Status: All ads limited by policy Type: Search Budget: \$56.70/day Optimization score: 98.7% More details

Assets Custom Oct 1 - Dec 31, 2023 Show last 30 days

Assets Asset status: All Asset type: All Add filter

Asset	Asset type	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction,...	Structured snippet	MS search coolsculpting	Campaign	Eligible	Advertiser	11	215	5.12%	\$6.63	\$72.98
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	243	5,834	4.17%	\$8.13	\$1,974.54
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Sitelink	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	218	5,491	3.97%	\$8.22	\$1,791.51
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Sitelink	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	206	5,241	3.93%	\$8.32	\$1,714.64
Why Choose Glo Medical Read About What Sets Us Apart from Other Medspas in Newton	Sitelink	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	181	5,199	3.48%	\$7.78	\$1,408.25
FDA Cleared	Callout	MS search coolsculpting	Campaign	Eligible	Advertiser	120	2,671	4.49%	\$7.71	\$925.16
Freeze Your Fat	Callout	MS search coolsculpting	Campaign	Eligible	Advertiser	109	2,667	4.09%	\$7.87	\$858.33
Highlights: No Surgery	Callout	MS search coolsculpting	Campaign	Eligible	Advertiser	106	2,409	4.40%	\$7.76	\$822.70

Enabled Status: All ads limited by policy Type: Search Budget: \$56.70/day Optimization score: 98.7% More details

Assets Custom Oct 1 - Dec 31, 2023 Show last 30 days

Assets Asset status: All Asset type: All Add filter

Asset	Asset type	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Non-surgical Fat Reduction	Callout	MS search coolsculpting	Campaign	Eligible	Advertiser	106	2,199	4.82%	\$7.73	\$819.31
5-Star Rated Medspa	Callout	MS search coolsculpting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00
Contact Us + Free Consult	Callout	MS search coolsculpting	Campaign	Removed	Advertiser	0	0	-	-	\$0.00
Fall Sale - 50% off 8+ Treatments	Promotion	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	219	5,027	4.36%	\$6.95	\$1,521.29
50% off 8+ Treatments	Promotion	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00
Summer Sale - 50% off 8+ Treatments	Promotion	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00
Glo Medical Aesthetics	Business name	MS search coolsculpting	Campaign	Eligible	Advertiser	0	4	0.00%	-	\$0.00
(617) 405-8886	Call	Account	Account	Eligible	Advertiser	15	1,128	1.33%	\$10.83	\$162.39
glo	Business logo	MS search coolsculpting	Campaign	Eligible	Advertiser	0	4	0.00%	-	\$0.00

Enabled Status: All ads limited by policy Type: Search Budget: \$56.70/day Optimization score: 98.7% More details

Assets Custom Oct 1 - Dec 31, 2023 Show last 30 days

Assets Asset status: All Asset type: All Add filter

Asset	Asset type	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
glo	Business logo	MS search coolsculpting	Campaign	Eligible	Advertiser	0	4	0.00%	-	\$0.00
Image	Image	MS search coolsculpting	Campaign	Eligible	Advertiser	189	4,534	4.17%	\$7.32	\$1,382.71
Total: Images						189	4,534	4.17%	\$7.32	\$1,382.71
Total: Business name						0	4	0.00%	-	\$0.00
Total: Business logo						0	4	0.00%	-	\$0.00
Total: Sitelinks						246	5,867	4.19%	\$8.16	\$2,008.28
Total: Callouts						221	5,146	4.29%	\$7.50	\$1,657.69
Total: Structured snippets						11	215	5.12%	\$6.63	\$72.98
Total: Calls						15	1,128	1.33%	\$10.83	\$162.39
Total: Promotions						219	5,027	4.36%	\$6.95	\$1,521.29

Show rows: 100 1 - 19 of 19

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



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

Invoice Number FB2023-422
Date of Issue 10/01/2023
Due Date 10/01/2023

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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Treatment campaign:

CoolSculpting Elite

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

*You will pay the media cost directly

Event Marketing Custom event page development, website banner, popup, and configuration with form that hooks up to leadsheet and Medstar app	\$1,500.00	1	\$1,500.00
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Subtotal	3,997.00
Tax	0.00

Total	3,997.00
Amount Paid	3,997.00

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



Paid

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

Invoice Number FB2023-482
Date of Issue 11/01/2023
Due Date 11/01/2023

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
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
Treatment campaign: 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
<hr/> Total	2,497.00
Amount Paid	2,497.00
<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/>

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



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

Invoice Number FB2023-547
Date of Issue 12/01/2023
Due Date 12/01/2023

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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Treatment campaign:

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

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