

# CoolSculpting Marketing Services Haus of Aesthetics Co-Op Q3 2023 Total Marketing Expenses (7/1/2023 - 9/30/2023)

**Total Google Ads: \$ 6,658.20**  
**Total Meta Ads: \$ 4,519.37**  
**Total Marketing Service Fees: \$10,850.00**  
**Total CoolSculpting Marketing Cost: \$22,027.57**

Google Ads | Medstar Media > Haus of Aesthetics 748-113-1648 | All campaigns > All campaigns (modified)

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

Overview | Recommendations | Insights | Campaigns | Auction insights | Ad groups | Ads & assets | Videos | Landing pages | Keywords | Audiences | Content | Settings | Change history | Show less | Dynamic ad targets | Locations

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Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Mountain 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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Campaign	Budget	Status	Clicks	CTR	Cost
MS   search   coolsculpting	\$70.12/day	All ads limited by policy	891	5.70%	\$6,658.20
AVA   CoolSculpting	\$25.00/day	Paused All ads limited by policy	0	-	\$0.00
<b>Total: Campaigns in your current view</b>			891	5.70%	\$6,658.20
<b>Total: Account</b>	\$123.71/day		1,739	6.68%	\$11,622.74

Google Ads | Medstar Media > Haus of Aesthetics 748-113-1648 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$70.12/day Optimization score: 94.4% More details Campaign 2 of 2

Overview | Recommendations | Insights | Ad groups | Ads & assets | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Show less | Dynamic ad targets | Locations | Ad schedule | Devices | Advanced bid adj.

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Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
(Keyword-Haus Of Aesthetics)   CoolSculpting   CoolSculpting® Elite +12 more hausofaestheticssc.com/coolsculpting/salt_lake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	305	7.51%	\$2,714.35
(Keyword-Haus Of Aesthetics)   CoolSculpting   CoolSculpting® Elite +12 more hausofaestheticssc.com/coolsculpting/salt_lake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	4. liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	210	6.61%	\$1,305.55
Haus Of Aesthetics   CoolSculpting   CoolSculpting® Elite +11 more hausofaestheticssc.com/coolsculpting/salt_lake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. expanded reach	Eligible (Limited) Policy (Restricted medical content +1 more)	133	2.57%	\$936.14
(Keyword-Haus Of Aesthetics)   CoolSculpting   CoolSculpting® Elite +12 more hausofaestheticssc.com/coolsculpting/salt_lake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	75	10.92%	\$608.26
(Keyword-Haus Of Aesthetics)   CoolSculpting   CoolSculpting® Elite +12 more hausofaestheticssc.com/coolsculpting/salt_lake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	68	6.17%	\$599.43
(Keyword-Haus Of Aesthetics)   CoolSculpting   CoolSculpting® Elite +7 more hausofaestheticssc.com/coolsculpting/salt_lake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +1 more)	23	11.06%	\$144.87

Google Ads | Medstar Media > Haus of Aesthetics 748-113-1648 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$70.12/day Optimization score: 94.4% More details Campaign 2 of 2

Overview | Recommendations | Insights | Ad groups | Ads & assets | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Show less | Dynamic ad targets | Locations | Ad schedule | Devices | Advanced bid adj.

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Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
Haus Of Aesthetics   CoolSculpting   CoolSculpting® Elite +6 more hausofaestheticssc.com/coolsculpting/salt_lake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. non-service medspa	Not eligible Policy (Restricted medical content +1 more), Ad group removed	26	8.93%	\$114.81
Haus Of Aesthetics   CoolSculpting   CoolSculpting® Elite +11 more hausofaestheticssc.com/coolsculpting/salt_lake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. non-service medspa	Not eligible Policy (Restricted medical content +1 more), Ad group removed	26	5.92%	\$111.79
(Keyword-Haus Of Aesthetics)   CoolSculpting   CoolSculpting® Elite +7 more hausofaestheticssc.com/coolsculpting/salt_lake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	4. liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	14	5.76%	\$66.38
(Keyword-Haus Of Aesthetics)   CoolSculpting   CoolSculpting® Elite +7 more hausofaestheticssc.com/coolsculpting/salt_lake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	7	9.09%	\$32.28
(Keyword-Haus Of Aesthetics)   CoolSculpting   CoolSculpting® Elite +7 more hausofaestheticssc.com/coolsculpting/salt_lake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	1	7.69%	\$11.09
Haus Of Aesthetics   CoolSculpting   CoolSculpting® Elite +6 more hausofaestheticssc.com/coolsculpting/salt_lake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. expanded reach	Eligible (Limited) Policy (Restricted drug terms +1 more)	2	1.47%	\$10.80
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Salt Lake City, UT. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	1	25.00%	\$2.45

Google Ads | Medstar Media > Haus of Aesthetics 748-113-1648 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$70.12/day Optimization score: 94.4% More details Campaign 2 of 2

Overview | Recommendations | Insights | Ad groups | Ads & assets | Assets | Landing pages | Keywords | Audiences | Settings | Change history | Show less | Dynamic ad targets | Locations | Ad schedule | Devices | Advanced bid adj.

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Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Salt Lake City, UT. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	1	25.00%	\$2.45
(Keyword-Haus Of Aesthetics)   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more hausofaestheticssc.com/coolsculpting/salt_lake CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount...	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
CoolSculpting® in Salt Lake   Save 50% Off 8+ Treatments   Our Biggest Discount Ever hausofaestheticssc.com/coolsculpting/salt_lake Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
CoolSculpting® in Salt Lake   Save 50% Off 8+ Treatments   Our Biggest Discount Ever hausofaestheticssc.com/coolsculpting/salt_lake Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Salt Lake, UT. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
CoolSculpting® in Salt Lake   Freeze Away Body Fat   Our Biggest Discount Ever hausofaestheticssc.com/coolsculpting/salt_lake Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
(Keyword-Haus Of Aesthetics)   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more hausofaestheticssc.com/coolsculpting/salt_lake CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount...	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
CoolSculpting® in Salt Lake   Freeze Away Body Fat   Get 50% Off 8+ Treatments hausofaestheticssc.com/coolsculpting/salt_lake Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Salt Lake, UT. How Much Does CoolSculpting Cost? Less Than	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00

Enabled Status: All ads limited by policy Type: Search Budget: \$70.12/day Optimization score: 94.4% Campaign 2 of 2

Overview	Ad status: All	Add filter	Search	Segment	Columns	Reports	Download	Expand	More
Recommendations	<input type="checkbox"/>	<input type="radio"/>	Ad	Ad group	Status	Clicks	CTR	Cost	
Insights	Total: Ads in your current view 891 5.70% \$6,658.20								
Ad groups	<input type="checkbox"/>	<input type="radio"/>	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Policy (Restricted medical content +1 more)	0	0.00%	\$0.00	
Ads & assets	<input type="checkbox"/>	<input type="radio"/>	Haus Of Aesthetics   CoolSculpting in (LOCATION/City)   Freeze Away Body Fat +12 more hausofaesthetics.com/coolsculpting/salt_lake CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick... View assets details	x. non-service medspa	Removed Policy (Restricted drug terms +1 more), Ad group removed	0	-	\$0.00	
Ads	<input type="checkbox"/>	<input type="radio"/>	[Dynamically generated headline] [Dynamically generated display URL] Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00	
Assets	<input type="checkbox"/>	<input type="radio"/>	{Keyword:Haus Of Aesthetics}   CoolSculpting   CoolSculpting® Elite +12 more hausofaesthetics.com/coolsculpting/salt_lake CoolSculpting® Elite Treats Fat in 9... View assets details	3. coolsculpting elite	Eligible (Limited) Policy (Restricted drug terms +1 more)	0	0.00%	\$0.00	
Landing pages	<input type="checkbox"/>	<input type="radio"/>	{Keyword:Haus Of Aesthetics}   CoolSculpting   CoolSculpting® Elite +7 more hausofaesthetics.com/coolsculpting/salt_lake Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9... View assets details	3. coolsculpting elite	Eligible (Limited) Policy (Restricted medical content +1 more)	0	-	\$0.00	
Keywords	Total: Ads in your current view 891 5.70% \$6,658.20								
Audiences	Total: Campaign 891 5.70% \$6,658.20								
Settings	Show rows: 500 1 - 69 of 69								

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Mountain Time. Learn more  
Some inventory may be provided through third party intermediaries.  
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Responsive search ad Leave feedback Custom Jul 1 - Sep 30, 2023 Show last 30 days

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Haus Of Aesthetics	Approved (limited)	Headline	None	0	Advertiser
{Keyword:Haus Of Aesthetics}	Approved (limited)	Headline	1st position	1,971	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	52	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	306	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	128	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	443	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	23	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	234	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	27	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	31	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	2,026	Advertiser
CoolSculpting	Approved (limited)	Headline	1st position	45	Advertiser
CoolSculpting in Salt Lake	Approved (limited)	Headline	1st position	1,862	Advertiser

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	23	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	234	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	27	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	31	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	2,026	Advertiser
CoolSculpting	Approved (limited)	Headline	1st position	45	Advertiser
CoolSculpting in Salt Lake	Approved (limited)	Headline	1st position	1,862	Advertiser
CoolSculpting® Elite Salt Lake	Approved (limited)	Headline	1st position	154	Advertiser
Top Provider in Salt Lake	Approved (limited)	Headline	2nd position	824	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	None	67	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	3,939	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	57	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	3,050	Advertiser

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Assets Custom Jul 1 - Sep 30, 2023 Show last 30 days

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

Asset	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS   search   coolsculpting	Campaign	Eligible	35	6.94%	\$401.64
Service catalog: Laser Hair Removal, CoolSculpting, Injections, Skin Care, Sexual Health, Mens Services	Account	Account	Removed	0	-	\$0.00
CoolSculpting CoolSculpting - The Top Non Surgical Fat Reduction Treatment. Learn More	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	431	7.24%	\$4,009.41
Membership Packages Discover the Most Economical Way to Maintain Your Beauty Routine.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	430	7.18%	\$3,985.16
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Salt Lake City, UT	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	376	7.04%	\$3,387.50
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	305	6.22%	\$2,739.63
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	245	5.93%	\$2,141.82
Contact Us We love hearing from you! Give us a call today.	Account	Account	Removed	0	-	\$0.00
Memberships Get exclusive access to	Account	Account	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00

Assets Asset status: All Asset type: All Add filter Segment Columns Reports Download Expand More

Asset	Added to	Level	Status	Clicks	CTR	Cost
FDA Cleared	MS   search   coolsculpting	Campaign	Eligible	125	6.14%	\$1,219.43
Liposuction Alternative	MS   search   coolsculpting	Campaign	Eligible	114	7.07%	\$1,148.43
Freeze Your Fat	MS   search   coolsculpting	Campaign	Eligible	106	6.09%	\$1,124.04
Highlights: No Surgery	MS   search   coolsculpting	Campaign	Eligible	98	6.16%	\$1,066.66
Nonsurgical Fat Reduction	MS   search   coolsculpting	Campaign	Eligible	92	5.99%	\$928.77
Schedule An Appointment	Account	Account	Eligible	0	-	\$0.00
Top Aestheticians	Account	Account	Eligible	0	-	\$0.00
Complimentary Consult	Account	Account	Eligible	0	-	\$0.00
Skin Care Experts	Account	Account	Eligible	0	-	\$0.00
#1 Med Spa In Utah	Account	Account	Eligible	0	-	\$0.00
50% Off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	180	7.16%	\$1,546.99
Fall Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	131	8.02%	\$1,149.82
Fall Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00

Google Ads Haus of Aesthetics 748-113-1648 MS | search | coolsculpting Budget: \$70.12/day Optimization score: 94.4%

Asset	Added to	Level	Status	Clicks	CTR	Cost
Business name						
<input type="checkbox"/>	Haus of Aesthetics	MS   search   coolsculpting	Campaign	Eligible	777	5.53%
Call						
<input type="checkbox"/>	801-997-8199	Account	Account	Eligible	45	4.05%
Business logo						
<input type="checkbox"/>		MS   search   coolsculpting	Campaign	Eligible	777	5.53%
<input type="checkbox"/>		MS   search   coolsculpting	Campaign	Eligible	0	-
Image						
<input type="checkbox"/>		MS   search   coolsculpting	Campaign	Eligible	14	6.93%
Total: Images				14	6.93%	\$90.81
Total: Business name				777	5.53%	\$6,077.31
Total: Business logo				777	5.53%	\$6,077.31
Total: Sitelinks				437	7.22%	\$4,056.13
Total: Callouts				228	5.44%	\$2,254.89
Total: Structured snippets				35	6.94%	\$401.64

Google Ads Haus of Aesthetics 748-113-1648 MS | search | coolsculpting Budget: \$70.12/day Optimization score: 94.4%

Asset	Added to	Level	Status	Clicks	CTR	Cost
<input type="checkbox"/>		MS   search   coolsculpting	Campaign	Eligible	777	5.53%
<input type="checkbox"/>		MS   search   coolsculpting	Campaign	Eligible	0	-
Image						
<input type="checkbox"/>		MS   search   coolsculpting	Campaign	Eligible	14	6.93%
Total: Images				14	6.93%	\$90.81
Total: Business name				777	5.53%	\$6,077.31
Total: Business logo				777	5.53%	\$6,077.31
Total: Sitelinks				437	7.22%	\$4,056.13
Total: Callouts				228	5.44%	\$2,254.89
Total: Structured snippets				35	6.94%	\$401.64
Total: Calls				45	4.05%	\$464.10
Total: Promotions				311	7.50%	\$2,696.81

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Mountain Time. Learn more

Google Ads Haus of Aesthetics (10617778576979...) Updated just now

Search and filter Campaign name contains cool

Ad sets

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	MS   Coolsculpting (Conversions)	Active	Using ad set bi...	Using ad set b...	Multiple attrib...	Website Lead	56,689	217,203	Per Lead	\$4,519.37	Ongoing
Results from 1 campaign						Multiple attrib...	56,689	217,203	Per Lead	\$4,519.37	Total Spent

Google Ads Haus of Aesthetics (10617778576979...) Updated just now

Search and filter Campaign name contains cool

Ad sets for 1 Campaign

Off / On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>	CS - Video - Talkin to Nurse		7-day click or ...	57 Website Leads	44,056	102,290	\$27.56 Per Lead	-	-	-	\$1,571.13
<input type="checkbox"/>	CS - Video - Arm Fat treatment		7-day click or ...	38 Website Leads	5,793	15,868	\$17.80 Per Lead	-	-	-	\$676.50
<input type="checkbox"/>	CS - Video - Uploading a Story		7-day click or ...	21 Website Leads	10,508	23,536	\$29.41 Per Lead	-	-	-	\$617.52
<input type="checkbox"/>	CS - Video - Doctor Explaining		7-day click or ...	14 Website Leads	8,368	17,373	\$26.04 Per Lead	-	-	-	\$364.56
<input type="checkbox"/>	CS - Video - Doctor Explaining		7-day click	9 Website Leads	5,492	10,526	\$32.57 Per Lead	-	-	-	\$293.10
<input type="checkbox"/>	CS - Image - Black Outfit Model		7-day click or ...	11 Website Leads	3,554	13,507	\$22.50 Per Lead	-	-	-	\$247.46
<input type="checkbox"/>	CS - Image - Green Outfit Model		7-day click or ...	8 Website Leads	3,856	12,101	\$21.42 Per Lead	-	-	-	\$171.33
<input type="checkbox"/>	CS - Video - Talkin to Nurse		7-day click	4 Website Leads	5,480	7,436	\$42.01 Per Lead	-	-	-	\$168.04
<input type="checkbox"/>	CS - Image - Blue Outfit Model		7-day click or ...	7 Website Leads	2,313	6,754	\$18.69 Per Lead	-	-	-	\$130.82
<input type="checkbox"/>	CS - Video - Arm Fat treatment		7-day click	1 Website Lead	1,309	2,234	\$80.69 Per Lead	-	-	-	\$80.69
<input type="checkbox"/>	CS - Video - Doctor Explaining		7-day click	-	555	1,332	-	-	-	-	\$52.39
<input type="checkbox"/>	CS - Video - Uploading a Story		7-day click	2 Website Leads	371	1,111	\$22.74 Per Lead	-	-	-	\$45.47
<input type="checkbox"/>	CS - Image - Black Outfit Model		7-day click	1 Website Lead	591	1,167	\$32.44 Per Lead	-	-	-	\$32.44
Results from 21 ads						Multiple attrib...	56,689	217,203	Per Lead	-	\$4,519.37

Google Ads Haus of Aesthetics (10617778576979...) Updated just now

Search and filter Campaign name contains cool

Ad sets for 1 Campaign

Off / On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>	CS - Video - Arm Fat treatment		7-day click	1 Website Lead	1,309	2,234	\$80.69 Per Lead	-	-	-	\$80.69
<input type="checkbox"/>	CS - Video - Doctor Explaining		7-day click	-	555	1,332	-	-	-	-	\$52.39
<input type="checkbox"/>	CS - Video - Uploading a Story		7-day click	2 Website Leads	371	1,111	\$22.74 Per Lead	-	-	-	\$45.47
<input type="checkbox"/>	CS - Image - Black Outfit Model		7-day click	1 Website Lead	591	1,167	\$32.44 Per Lead	-	-	-	\$32.44
<input type="checkbox"/>	CS - Video - Talkin to Nurse		7-day click	-	368	690	-	-	-	-	\$26.80
<input type="checkbox"/>	CS - Video - Arm Fat treatment		7-day click	-	232	571	-	-	-	-	\$22.34
<input type="checkbox"/>	CS - Image - Blue Outfit Model		7-day click	-	297	509	-	-	-	-	\$12.93
<input type="checkbox"/>	CS - Video - Uploading a Story		7-day click	-	148	159	-	-	-	-	\$4.85
<input type="checkbox"/>	CS - Image - Black Outfit Model		7-day click	-	18	25	-	-	-	-	\$0.64
<input type="checkbox"/>	CS - Image - Blue Outfit Model		7-day click	-	13	14	-	-	-	-	\$0.36
<input type="checkbox"/>	CS - Image - Green Outfit Model		7-day click	-	-	-	-	-	-	-	-
<input type="checkbox"/>	CS - Image - Green Outfit Model		7-day click	-	-	-	-	-	-	-	-
Results from 21 ads						Multiple attrib...	56,689	217,203	Per Lead	-	\$4,519.37

Ads Haus of Aesthetics (10617778576979...)

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

CS - Video - Talkin to Nurse

CS - Video - Arm Fat treatment

CS - Video - Uploading a Story

CS - Video - Doctor Explaining

CS - Video - Doctor Explaining

CS - Image - Black Outfit Model

CS - Image - Green Outfit Model

CS - Video - Talkin to Nurse

CS - Image - Blue Outfit Model

CS - Video - Arm Fat treatment

CS - Video - Doctor Explaining

CS - Video - Uploading a Story

CS - Image - Black Outfit Model


Results from 21 ads

View preview

Haus of Aesthetics Sponsored

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CoolSculpting® Elite is FDA cleared to freeze and destroy unwanted fat cells in nine areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.\*



Up to 50% OFF 8+ Treatments

33 2 comments 3 shares

Like Comment Share

Full Size Preview

Close

Updated just now Discard drafts Review and publish

Save Clear Jul 1, 2023 - Sep 30, 2023

Ads 1 selected

Columns: Custom Breakdown Reports Export

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$27.56	—	—	—	\$1,571.13
\$17.80	—	—	—	\$676.50
\$29.41	—	—	—	\$617.52
\$26.04	—	—	—	\$364.56
\$32.57	—	—	—	\$293.10
\$22.50	—	—	—	\$247.46
\$21.42	—	—	—	\$171.33
\$42.01	—	—	—	\$168.04
\$18.69	—	—	—	\$130.82
\$80.69	—	—	—	\$80.69
\$52.39	—	—	—	\$52.39
\$22.74	—	—	—	\$45.47
\$32.44	—	—	—	\$32.44
\$4,519.37	—	—	—	\$4,519.37

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Campaign name contains cool Search and filter

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CS - Video - Doctor Explaining

CS - Video - Doctor Explaining

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CS - Image - Green Outfit Model

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10 1 share

Like Comment Share

Full Size Preview

Close

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\$22.50	—	—	—	\$247.46
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CS - Image - Blue Outfit Model

CS - Video - Arm Fat treatment

CS - Video - Doctor Explaining

CS - Video - Uploading a Story

CS - Image - Black Outfit Model

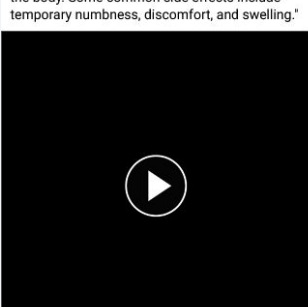
Results from 21 ads

View preview

Haus of Aesthetics Sponsored

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Up to 50% OFF 8+ Treatments

23 10 comments 2 shares

Like Comment Share

Full Size Preview

Close

Updated just now Discard drafts Review and publish

Save Clear Jul 1, 2023 - Sep 30, 2023

Ads 1 selected

Columns: Custom Breakdown Reports Export

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$27.56	—	—	—	\$1,571.13
\$17.80	—	—	—	\$676.50
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\$18.69	—	—	—	\$130.82
\$80.69	—	—	—	\$80.69
\$52.39	—	—	—	\$52.39
\$22.74	—	—	—	\$45.47
\$32.44	—	—	—	\$32.44
\$4,519.37	—	—	—	\$4,519.37

Ads Haus of Aesthetics (10617778576979...)

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

CS - Video - Talkin to Nurse

CS - Video - Arm Fat treatment

CS - Video - Uploading a Story

CS - Video - Doctor Explaining

CS - Video - Doctor Explaining

CS - Image - Black Outfit Model

CS - Image - Green Outfit Model

CS - Video - Talkin to Nurse

CS - Image - Blue Outfit Model

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CS - Video - Doctor Explaining

CS - Video - Uploading a Story

CS - Image - Black Outfit Model

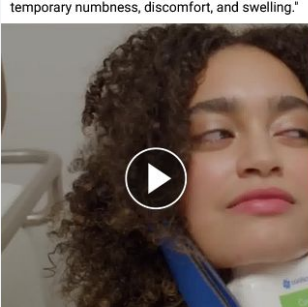
Results from 21 ads

View preview

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Up to 50% OFF 8+ Treatments

27 4 comments 3 shares

Like Comment Share

Full Size Preview

Close

Updated just now Discard drafts Review and publish

Save Clear Jul 1, 2023 - Sep 30, 2023

Ads 1 selected

Columns: Custom Breakdown Reports Export

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$27.56	—	—	—	\$1,571.13
\$17.80	—	—	—	\$676.50
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\$80.69	—	—	—	\$80.69
\$52.39	—	—	—	\$52.39
\$22.74	—	—	—	\$45.47
\$32.44	—	—	—	\$32.44
\$4,519.37	—	—	—	\$4,519.37

Ads Haus of Aesthetics (10617778576979...)

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

CS - Video - Talkin to Nurse

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CS - Video - Doctor Explaining

CS - Video - Doctor Explaining

CS - Image - Black Outfit Model

CS - Image - Green Outfit Model

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CS - Video - Uploading a Story

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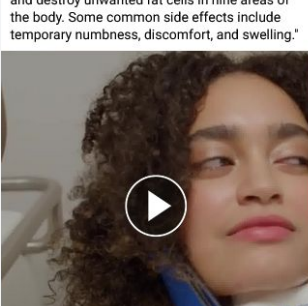
Results from 21 ads

View preview

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Up to 50% OFF 8+ Treatments

11 2 comments 1 share

Like Comment Share

Full Size Preview

Close

Updated just now Discard drafts Review and publish

Save Clear Jul 1, 2023 - Sep 30, 2023

Ads 1 selected

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\$27.56	—	—	—	\$1,571.13
\$17.80	—	—	—	\$676.50
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\$80.69	—	—	—	\$80.69
\$52.39	—	—	—	\$52.39
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Ads Haus of Aesthetics (10617778576979...)

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On	Ad	Last significant edit
<input type="checkbox"/>	CS - Video - Talkin to Nurse	
<input type="checkbox"/>	CS - Video - Arm Fat treatment	
<input type="checkbox"/>	CS - Video - Uploading a Story	
<input type="checkbox"/>	CS - Video - Doctor Explaining	
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Results from 21 ads

**View preview**

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Up to 50% OFF 8+ Treatments [Learn more](#)

2 Likes

Full Size Preview

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$27.56				\$1,571.13
\$17.80				\$676.50
\$29.41				\$617.52
\$26.04				\$364.56
\$32.57				\$293.10
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\$42.01				\$168.04
\$18.69				\$130.82
\$80.69				\$80.69
				\$52.39
\$22.74				\$45.47
\$32.44				\$32.44
				\$4,519.37

Ads Haus of Aesthetics (10617778576979...)

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On	Ad	Last significant edit
<input type="checkbox"/>	CS - video - uploading a story	
<input type="checkbox"/>	CS - Video - Doctor Explaining	
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Results from 21 ads

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6 Likes 1 share

Full Size Preview

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$29.41				\$617.52
\$26.04				\$364.56
\$32.57				\$293.10
\$22.50				\$247.46
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				\$52.39
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\$32.44				\$32.44
				\$26.80
				\$22.34
				\$4,519.37

Ads Haus of Aesthetics (10617778576979...)

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On	Ad	Last significant edit
<input type="checkbox"/>	CS - video - uploading a story	
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Results from 21 ads

**View preview**

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1 Like 1 comment 1 share

Full Size Preview

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$29.41				\$617.52
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Results from 21 ads

**View preview**

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3 Likes

Full Size Preview

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
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				\$26.80
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				\$4,519.37

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<input type="checkbox"/>	CS - Video - Talkin to Nurse	
<input checked="" type="checkbox"/>	CS - Image - Blue Outfit Model	
<input type="checkbox"/>	CS - Video - Arm Fat treatment	
<input type="checkbox"/>	CS - Video - Doctor Explaining	
<input type="checkbox"/>	CS - Video - Uploading a Story	
<input type="checkbox"/>	CS - Image - Black Outfit Model	
<input type="checkbox"/>	CS - Video - Talkin to Nurse	
<input type="checkbox"/>	CS - Video - Arm Fat treatment	
<input type="checkbox"/>	CS - Image - Blue Outfit Model	
<input type="checkbox"/>	CS - Video - Uploading a Story	

Results from 21 ads

**View preview**

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6 Likes

Full Size Preview

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\$42.01				\$168.04
\$18.69				\$130.82
\$80.69				\$80.69
				\$52.39
\$22.74				\$45.47
\$32.44				\$32.44
				\$26.80
				\$22.34
				\$12.93
				\$4.85
				\$4,519.37





https://hausofaesth...

### Performance on Search results

EXPORT

Search type: Web | Date: Jul 1, 2023-Sep 30, 2... | Query: +cool x | + New | Last updated: 4 hours ago

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					
				↓ Clicks	Impressions
does coolsculpting tighten skin				56	1,604
does coolsculpting tighten loose skin on stomach				11	422
does cool sculpting tighten skin				7	123
will coolsculpting tighten skin				6	263
what to do after coolsculpting for best results				6	27
can coolsculpting tighten loose skin				5	261
coolsculpting aftercare				5	84
cool sculpting				4	694
coolsculpting elite near me				4	633
coolsculpting tighten skin				4	220

Rows per page: 10 | 1-10 of 1000

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



Amy Archuleta  
Haus of Aesthetics

Invoice Number FB2023-257  
Date of Issue 07/01/2023  
Due Date 07/01/2023  

---

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media Ads to attract CoolSculpting patients. • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology	\$2,000.00	1	\$2,000.00
Monthly SEO + Content Creation SEO services from Medstar Media include: Blog management, monthly blog articles or additional content added to the website, local SEO (management of Google Business Profile and online directories,) on-site + off-site SEO, and data monitoring and reporting.	\$1,500.00	1	\$1,500.00
	Subtotal		3,500.00
	Tax		0.00
	Total		3,500.00
	Amount Paid		3,500.00
	Amount Due (USD)		\$0.00

Notes

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, UT 84095



Amy Archuleta  
Haus of Aesthetics

Invoice Number FB2023-301  
Date of Issue 08/01/2023  
Due Date 08/01/2023  

---

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media Ads to attract CoolSculpting patients. • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology	\$2,000.00	1	\$2,000.00
Monthly SEO + Content Creation SEO services from Medstar Media include: Blog management, monthly blog articles or additional content added to the website, local SEO (management of Google Business Profile and online directories,) on-site + off-site SEO, and data monitoring and reporting.	\$1,500.00	1	\$1,500.00

Subtotal 3,500.00  
Tax 0.00

Total 3,500.00  
Amount Paid 3,500.00

---

**Amount Due (USD) \$0.00**

**Notes**

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



Amy Archuleta  
Haus of Aesthetics

Invoice Number FB2023-356  
Date of Issue 09/01/2023  
Due Date 09/01/2023  

---

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads & Social Media Ads to attract CoolSculpting patients. • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology	\$2,000.00	1	\$2,000.00
Monthly SEO + Content Creation SEO services from Medstar Media include: Blog management, monthly blog articles or additional content added to the website, local SEO (management of Google Business Profile and online directories,) on-site + off-site SEO, and data monitoring and reporting.	\$1,500.00	1	\$1,500.00
Web Development Create a sticky header on desktop and mobile site - 1 hour	\$200.00	1	\$200.00
Text Blast Coolevent Reminder - 1,583 contacts	\$150.00	1	\$150.00

Subtotal 3,850.00  
Tax 0.00

Total 3,850.00  
Amount Paid 3,850.00

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**Amount Due (USD) \$0.00**

**Notes**

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