

CoolSculpting Marketing Services

Jandali Plastic Surgery Co-Op Q3 + Q4 2022

Total Marketing Expenses

(07/01/2022 - 11/30/2022)

Total Google Ads: \$ 4,447.33
Total Marketing Service Fees: \$ 8,333.33
Total CoolSculpting Marketing Cost: \$12,780.66

Google Ads | Chris Zelig | Jandalis - Infant Ear - 272-450-4438 | All campaigns

Custom Jul 1 - Nov 30, 2022 | Show last 30 days

Campaign status: All | Campaign name contains cool

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$87.94/day	Paused All ads limited by policy	651	6.44%	\$4,447.33
Coolsculpting	\$20.00/day	Removed	0	-	\$0.00
Coolsculpting	\$30.00/day	Paused All ads limited by policy	0	-	\$0.00
Total: Filtered campaigns			651	6.44%	\$4,447.33
Total: Account	\$142.82/day		2,571	5.51%	\$19,347.06

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 | Chris Zelig | Jandalis - Infant Ear - 272-450-4438 | All campaigns | search | coolsculpting

Custom Jul 1 - Nov 30, 2022 | Show last 30 days

Paused | Type: Search | Budget: \$87.94/day | More details

Ad status: All | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
Jandali Plastic Surgery Fat Reduction in Trumbull, CT Non-Surgical Fat Reduction +11 more go.jandaliplasticsurgery.com/coolsculpting/trumbull-is-freezing-fat-right-for-you?book-a-free-coolsculpting-consultation-today-best-prices-fda-cleared-clinically-proven-... View assets details	4. lipo	Not eligible Policy (Restricted medical content +1 more), Campaign paused	231	9.09%	\$1,444.34
Jandali Plastic Surgery Fat Reduction in Trumbull, CT Non-Surgical Fat Reduction +11 more go.jandaliplasticsurgery.com/coolsculpting/trumbull-is-freezing-fat-right-for-you?book-a-free-coolsculpting-consultation-today-best-prices-fda-cleared-clinically-proven-... View assets details	x. Expanded Reach Test	Not eligible Policy (Restricted medical content +1 more), Campaign paused	229	4.34%	\$1,308.36
(Keyword: Jandali Plastic Surgery) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +10 more go.jandaliplasticsurgery.com/coolsculpting/trumbull-is-freezing-fat-right-for-you?book-a-free-coolsculpting-consultation-today-best-prices-fda-cleared-clinically-proven-... View assets details	0. coolsculpting	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	128	8.22%	\$1,162.66
(Keyword: Jandali Plastic Surgery) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +10 more go.jandaliplasticsurgery.com/coolsculpting/trumbull-is-freezing-fat-right-for-you?book-a-free-coolsculpting-consultation-today-best-prices-fda-cleared-clinically-proven-... View assets details	2. body sculpting	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	33	6.85%	\$344.48
(Keyword: Jandali Plastic Surgery) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +10 more go.jandaliplasticsurgery.com/coolsculpting/trumbull-is-freezing-fat-right-for-you?book-a-free-coolsculpting-consultation-today-best-prices-fda-cleared-clinically-proven-... View assets details	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	30	13.27%	\$187.49
Fat Reduction in Trumbull, CT Freezing Fat Really Works Freeze Away Body Fat jandali.mysculpt.net/coolsculpting/trumbull-is-freezing-fat-right-for-you?book-a-free-coolsculpting-consultation-today-best-prices-fda-cleared-clinically-proven-... View assets details	x. Expanded Reach Test	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00

Fat Reduction in Trumbull, CT | Freezing Fat Really Works | Freeze Away Body Fat | Fat Rid of

Google Ads | Chris Zelig | Jandalis - Infant Ear - 272-450-4438 | All campaigns | search | coolsculpting

Custom Jul 1 - Nov 30, 2022 | Show last 30 days

Paused | Type: Search | Budget: \$87.94/day | More details

Ad status: All | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today					
(Keyword: Jandali Plastic Surgery) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +10 more go.jandaliplasticsurgery.com/coolsculpting/trumbull-is-freezing-fat-right-for-you?book-a-free-coolsculpting-consultation-today-best-prices-fda-cleared-clinically-proven-... View assets details	1. coolsculpting - price	Removed Policy (Restricted drug terms +1 more), Campaign paused	0	-	\$0.00
(Keyword: Jandali Plastic Surgery) CoolSculpting in Trumbull, CT Biggest CoolSculpting® Promo +7 more jandali.mysculpt.net/coolsculpting/trumbull-is-freezing-fat-right-for-you?book-a-free-coolsculpting-consultation-today-best-prices-fda-cleared-clinically-proven-... View assets details	3. coolsculpting - fat freeze	Removed Policy (Restricted medical content +1 more), Ad group paused, +1	0	-	\$0.00
(Keyword: Jandali Plastic Surgery) CoolSculpting in Trumbull, CT Biggest CoolSculpting® Promo +7 more jandali.mysculpt.net/coolsculpting/trumbull-is-freezing-fat-right-for-you?book-a-free-coolsculpting-consultation-today-best-prices-fda-cleared-clinically-proven-... View assets details	2. coolsculpting - body	Removed Policy (Restricted drug terms +1 more), Ad group paused, +1	0	-	\$0.00
Jandali Plastic Surgery CoolSculpting in (LOCATION:City) Freeze Away Body Fat +10 more go.jandaliplasticsurgery.com/coolsculpting/trumbull-is-freezing-fat-right-for-you?book-a-free-coolsculpting-consultation-today-best-prices-fda-cleared-clinically-proven-... View assets details	x. non-service medspa	Not eligible Policy (Restricted medical content +1 more), Campaign paused	0	0.00%	\$0.00
Total: Ads in your current workspace					
Total: Campaign					

Show rows: 500 | 1 - 375 of 375

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Google Ads | Chris Zelig | Jandalis - Infant Ear - 272-450-4438 | All campaigns | search | coolsculpting

Custom Jul 1 - Nov 30, 2022 | Show last 30 days

Paused | Type: Search | Budget: \$87.94/day | More details

Responsive search ad | Leave feedback

Assets | Combinations

Try including more keywords in your headlines | Ad strength: Average

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset status: All enabled | Add filter | Download | Expand

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Jandali Plastic Surgery	Approved (limited)	Headline	None	843	Advertiser
Freezing Fat Really Works	Approved (limited)	Headline	None	0	Advertiser
Fat Reduction in Trumbull, CT	Approved (limited)	Headline	None	1,509	Advertiser
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	1	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	401	Advertiser
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	0	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	148	Advertiser
Freeze Your Way to Leaner Body	Approved (limited)	Headline	None	0	Advertiser
Non-Surgical Lipo Alternative	Approved (limited)	Headline	None	21	Advertiser

Overview | Paused | Type: Search | Budget: \$87.94/day | More details

Responsive search ad Leave feedback

Custom Jul 1 - Nov 30, 2022 | Show last 30 days

Assets | Combinations

Ad strength Average

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Asset status: All enabled | Add filter

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	48	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	19	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	None	54	Advertiser
Target Belly Fat, Love Handles	Approved (limited)	Headline	None	2	Advertiser
Located in Trumbull, CT	Approved (limited)	Headline	None	2,036	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	61	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	2,432	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	2,265	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved (limited)	Description	None	48	Advertiser

Show rows: 500 | 1 - 18 of 18

Overview | Paused | Type: Search | Budget: \$87.94/day | More details

Assets

Table view: Associations

Asset status: All but removed | Asset type: All | Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Structured snippet									
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search coolsculpting	Campaign	Eligible	Advertiser	1	44	2.27%	\$3.74	\$3.74
Sitelink									
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible (Limited Policy (Restricted medical content +1 more))	Advertiser	1	16	6.25%	\$8.43	\$8.43
Callout									
FDA Cleared	search coolsculpting	Campaign	Eligible	Advertiser	52	867	6.00%	\$8.12	\$422.40
Liposuction Alternative	search coolsculpting	Campaign	Eligible	Advertiser	46	728	6.32%	\$8.67	\$398.60
Freeze Your Fat	search coolsculpting	Campaign	Eligible	Advertiser	46	871	5.28%	\$8.33	\$383.18
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	Advertiser	43	711	6.05%	\$7.89	\$339.23
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	Advertiser	26	715	3.64%	\$8.59	\$223.33
Contact Us + Free Consult	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00

Overview | Paused | Type: Search | Budget: \$87.94/day | More details

Assets

Asset status: All but removed | Asset type: All | Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Promotion									
Fall Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible (Limited Policy (Restricted medical content +1 more))	Advertiser	406	5,429	7.48%	\$7.44	\$3,021.46
Winter Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible (Limited Policy (Restricted medical content +1 more))	Advertiser	0	0	-	-	\$0.00
Call									
(203) 290-2940	search coolsculpting	Campaign	Eligible	Advertiser	37	893	4.14%	\$7.46	\$276.09
Total: Sitelinks					1	16	6.25%	\$8.43	\$8.43
Total: Callouts					113	1,869	6.05%	\$7.38	\$834.43
Total: Structured snippets					1	44	2.27%	\$3.74	\$3.74
Total: Calls					37	893	4.14%	\$7.46	\$276.09
Total: Promotions					406	5,429	7.48%	\$7.44	\$3,021.46

Show rows: 500 | 1 - 11 of 11

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Medstar Media, INC.

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INVOICE

BILL TO

Dr. Shareef Jandali
Jandali Plastic Surgery

INVOICE # 1884

DATE 09/01/2022

DUE DATE 09/01/2022

TERMS QB Customer

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Set Up (One-Time Fee)	<ul style="list-style-type: none">• Set Up Google Ads pay per click campaigns for CoolSculpting related searches• Set up Facebook and Instagram ad campaigns• Perform keyword research, create ad groups and ad copy• Set up Facebook/Instagram ad campaigns• Set up conversion tracking, sales funnels and goals: Google Analytics, Google Tag Manager, Google Search Console, Call Tracking, Facebook conversion tracking, etc.	1	750.00	750.00
Credit	Returning Client	1	-750.00	-750.00
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads	1	2,000.00	2,000.00

PAID

PAYMENT 2,000.00
BALANCE DUE **\$0.00**

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South Jordan, UT 84095

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INVOICE

BILL TO

Dr. Shareef Jandali
Jandali Plastic Surgery

INVOICE # 1927

DATE 10/01/2022

DUE DATE 10/01/2022

TERMS QB Customer

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads	1	2,000.00	2,000.00
Monthly Mgmt Service Proration	Ads began 8/26/22 - prepaid through 9/25/22 5 days charge.	5	66.6666667	333.33
Website Development	Website updates	2.50	200.00	500.00
Website Development	Web updates comped per Chris	-2.50	200.00	-500.00

PAID

PAYMENT 2,333.33
BALANCE DUE **\$0.00**

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INVOICE

BILL TO

Dr. Shareef Jandali
Jandali Plastic Surgery

INVOICE # 1954

DATE 11/01/2022

DUE DATE 11/01/2022

TERMS QB Customer

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Conversion Tools + Lead Nurture Technology	1	2,000.00	2,000.00
PAYMENT				2,000.00
BALANCE DUE				\$0.00

PAID

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INVOICE

BILL TO

Dr. Shareef Jandali
Jandali Plastic Surgery

INVOICE # 2005

DATE 12/01/2022

DUE DATE 12/01/2022

TERMS QB Customer

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Conversion Tools + Lead Nurture Technology	1	2,000.00	2,000.00
PAYMENT				2,000.00
BALANCE DUE				\$0.00

PAID