

CoolSculpting Marketing Services La Bella Laser & Slimming Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

Total Google Ads: \$11,299.63
Total Marketing Service Fees: \$ 4,500.00
Total CoolSculpting Marketing Cost: \$15,799.63

Google Ads | Medstar Media > La Bella Laser & Slimming 454-778-1240 | All campaigns

Workspace filter: Campaign status: All | Ad group status: All | Add filter

Overview: Campaigns

Recommendations: Add broad match keywords: Get more conversions at a similar or better ROI by adding broad match versions of your existing keywords

Insights: Campaign name contains cool

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting	\$132.64/day	Eligible	1,182	5.46%	\$11,299.63
Total: Filtered campaigns			1,182	5.46%	\$11,299.63
Total: Account	\$169.94/day		2,052	5.98%	\$14,829.20

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific 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 > La Bella Laser & Slimming 454-778-1240 | All campaigns > MS | search | coolsculpting

Enabled | Status: Eligible | Type: Search | Budget: \$132.64/day | Optimization score: 62.2% | More details

Overview: Ads

Recommendations: Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR

Insights: Ad status: All | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			1,182	5.46%	\$11,299.63
(Keyword La Bella Laser & Slimming) CoolSculpting in (LOCATION(City)) Freeze Away Body Fat +11 more labelialaser.com/coolsculpting/arcadia Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick...	0. coolsculpting - general	Eligible	210	10.64%	\$3,298.31
La Bella Laser & Slimming Fat Reduction in Arcadia, CA Non-Surgical Fat Reduction +12 more labelialaser.com/coolsculpting/arcadia Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven...	3. fipo	Eligible	396	5.65%	\$2,891.56
La Bella Laser & Slimming Fat Reduction in Arcadia, CA Non-Surgical Fat Reduction +12 more labelialaser.com/coolsculpting/arcadia Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven...	x. Expanded Reach Test	Eligible	329	3.64%	\$2,426.54
(Keyword La Bella Laser & Slimming) CoolSculpting in (LOCATION(City)) Freeze Away Body Fat +11 more labelialaser.com/coolsculpting/arcadia Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arcadia, CA. Expert, Safe Fat Loss With Quick Results. Minimal...	2. body sculpting	Eligible	154	6.53%	\$1,676.07
(Keyword La Bella Laser & Slimming) CoolSculpting in (LOCATION(City)) Freeze Away Body Fat +11 more labelialaser.com/coolsculpting/arcadia Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arcadia, CA. Expert, Safe Fat Loss With Quick Results. Minimal...	1. coolsculpting - price	Eligible	62	14.16%	\$722.83
La Bella Laser & Slimming CoolSculpting in (LOCATION(City)) Freeze Away Body Fat +11 more					

Google Ads | Medstar Media > La Bella Laser & Slimming 454-778-1240 | All campaigns > MS | search | coolsculpting

Enabled | Status: Eligible | Type: Search | Budget: \$132.64/day | Optimization score: 62.2% | More details

Overview: Ads

Recommendations: Ad status: All | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			1,182	5.46%	\$11,299.63
La Bella Laser & Slimming CoolSculpting in (LOCATION(City)) Freeze Away Body Fat +11 more labelialaser.com/coolsculpting/arcadia Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick...	x. non-service medspa	Eligible	31	3.76%	\$284.32
La Bella Laser & Slimming Fat Reduction in Arcadia, CA Non-Surgical Fat Reduction +6 more labelialis.mysculpt.net/coolsculpting/arcadia CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared...	x. Expanded Reach Test	Removed	0	-	\$0.00
Fat Reduction in Arcadia, CA Freezing Fat Really Works Freeze Away Body Fat labelialis.mysculpt.net/coolsculpting/arcadia CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Removed	0	-	\$0.00
Fat Reduction in Arcadia, CA Freeze Away Body Fat Get Rid of Unwanted Fat labelialis.mysculpt.net/coolsculpting/arcadia Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Up to 50% Off of CoolSculpting® on 8+ Treatments.	x. Expanded Reach Test	Removed	0	-	\$0.00
Fat Reduction in Arcadia, CA Freeze Away Body Fat Get Rid of Unwanted Fat labelialis.mysculpt.net/coolsculpting/arcadia CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Removed	0	-	\$0.00
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Offering 50% Off 8+ Treatments labelialis.mysculpt.net/coolsculpting/arcadia CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Removed	0	-	\$0.00
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Get Rid of Unwanted Fat labelialis.mysculpt.net/coolsculpting/arcadia Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No	x. Expanded Reach Test	Removed	0	-	\$0.00

Google Ads | Medstar Media > La Bella Laser & Slimming 454-778-1240 | All campaigns > MS | search | coolsculpting

Enabled | Status: Eligible | Type: Search | Budget: \$132.64/day | Optimization score: 62.2% | More details

Overview: Ads

Recommendations: Ad status: All | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			1,182	5.46%	\$11,299.63
Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today					
CoolSculpting® in Arcadia, CA Freeze Away Body Fat Up to 50% Off on 8+ Treatments labelialaser.com/coolsculpting/arcadia 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	0	-	\$0.00
CoolSculpting® in Arcadia, CA Limited Time Offer Feb 2021 Our Biggest Discount Ever labelialis.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arcadia, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Removed	0	-	\$0.00
CoolSculpting® in Arcadia, CA Feb Only \$1,000 Off 6+ Cycles Hurry Offer Ends In 4-COUBNTDOWN(2021/02/28 00:00:00)*en... labelialis.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arcadia, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Removed	0	-	\$0.00
CoolSculpting® Fat Reduction Limited Time Offer Feb 2021 Our Biggest Discount Ever labelialis.mysculpt.net 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	0	-	\$0.00
Total: Ads in your current workspace			1,182	5.46%	\$11,299.63
Total: Campaign			1,182	5.46%	\$11,299.63

Show rows: 100 | 1 - 100 of 622

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Enabled Status: Eligible Type: Search Budget: \$132.64/day Optimization score: 62.2% More details Campaign 2 of 3

Responsive search ad Leave feedback Custom Jan 1 - Mar 31, 2023 Show last 30 days

Ad strength Excellent

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

Search term categories your ad appears for
coolsculpting, coolsculpting near me, coolsculpting for double chin, + 72 more

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	Asset type	Position pinning	Performance	Impr.	Asset source
Freeze Away Body Fat	Approved	Headline	None	Learning	241	Advertiser
Safe + Effective Fat Reduction	Approved	Headline	None	Learning	0	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	Learning	49	Advertiser
(Keyword) La Bella Laser & Slimming	Approved	Headline	None	Good	258	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	Learning	36	Advertiser
Top Provider in Arcadia, CA	Approved	Headline	None	Learning	34	Advertiser

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Freeze Your Fat Away Today	Approved	Headline	None	Learning	15	Advertiser
Fat Reduction Treatment	Approved	Headline	None	Learning	7	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	Learning	382	Advertiser
CoolSculpting in (LOCATION)(City)	Approved	Headline	None	Good	1,698	Advertiser
Book Now for Up to 50% Off	-	Headline	None	-	0	Advertiser
CoolSculpting Near Me	Approved	Headline	None	Learning	26	Advertiser
Schedule a Free Consultation	Approved	Headline	None	Learning	7	Advertiser
Save 50% On 8+ Treatments	-	Headline	None	-	0	Advertiser
Best CoolSculpting Deal Ever	Approved	Headline	None	Learning	16	Advertiser
50% off 8+ treatments	-	Headline	None	-	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	Good	1,268	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	Learning	38	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	Approved	Description	None	Learning	37	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arcadia, CA	-	Description	None	-	0	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	Good	1,898	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	-	0	Advertiser

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Book Now for Up to 50% Off	-	Headline	None	-	0	Advertiser
CoolSculpting Near Me	Approved	Headline	None	Learning	26	Advertiser
Schedule a Free Consultation	Approved	Headline	None	Learning	7	Advertiser
Save 50% On 8+ Treatments	-	Headline	None	-	0	Advertiser
Best CoolSculpting Deal Ever	Approved	Headline	None	Learning	16	Advertiser
50% off 8+ treatments	-	Headline	None	-	0	Advertiser
50% Off 8+ Treatments	Approved	Headline	None	Good	1,268	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	Learning	38	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	Approved	Description	None	Learning	37	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arcadia, CA	-	Description	None	-	0	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	Good	1,898	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	Good	1,225	Advertiser

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Assets

Table view Associations

Upgraded

All Sitelink Callout Structured snippet Call Price App Promotion

Legacy All Image Dynamic image Location Affiliate location

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	4	4.08%	\$45.35
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting	Campaign	Eligible	1	3.45%	\$12.81
FDA Cleared	MS search coolsculpting	Campaign	Eligible	139	6.55%	\$1,936.80
Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	140	6.73%	\$1,854.96
Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	125	7.01%	\$1,820.86
Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	123	6.90%	\$1,685.65
Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	111	6.36%	\$1,543.89

Asset	Added to	Level	Status	Clicks	CTR	Cost
Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	111	6.36%	\$1,543.89
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
Up to 50% Off	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible	455	6.34%	\$5,353.52
Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible	56	4.51%	\$499.11
Winter Sale - 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed (Destination mismatch)	0	-	\$0.00
Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Fall Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
(626) 605-6751	Account	Account	Eligible	96	4.78%	\$1,382.04
(626) 445-2706	Account	Account	Removed	0	-	\$0.00
Total: Sitelinks				1	3.45%	\$12.81
Total: Callouts				248	6.14%	\$3,196.36
Total: Structured snippets				4	4.08%	\$45.35

Enabled Status: Eligible Type: Search Budget: \$132.64/day Optimization score: 62.2% More details Campaign 2 of 3

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost			
Recommendations	<input type="checkbox"/>	Asset								
Insights	<input type="checkbox"/>	Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible	56	4.51%	\$499.11		
Ad groups	<input type="checkbox"/>	Winter Sale - 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Disapproved (Destination mismatch)	0	-	\$0.00		
Ads & assets	<input type="checkbox"/>	Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed	0	-	\$0.00		
Ads	<input type="checkbox"/>	Summer Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed	0	-	\$0.00		
Assets	<input type="checkbox"/>	Fall Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed	0	-	\$0.00		
Landing pages	<input type="checkbox"/>	Call								
Keywords	<input type="checkbox"/>	(626) 605-6751	Account	Account	Eligible	96	4.78%	\$1,382.04		
Audiences	<input type="checkbox"/>	(626) 445-2706	Account	Account	Removed	0	-	\$0.00		
Settings	Total: Sitelinks							1	3.45%	\$12.81
Change history	Total: Callouts							248	6.14%	\$3,196.36
Suggested	Total: Structured snippets							4	4.08%	\$45.35
Ad schedule	Total: Calls							96	4.78%	\$1,382.04
Show more	Total: Promotions							511	6.07%	\$5,852.63

Show rows: 100 1 - 18 of 18

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