

# CoolSculpting Marketing Services La Bella Laser & Slimming Co-Op Q2 2023 Total Marketing Expenses (4/1/2023 - 6/30/2023)

**Total Google Ads: \$11,660.13**  
**Total Marketing Service Fees: \$ 4,500.00**  
**Total CoolSculpting Marketing Cost: \$16,160.13**

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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Campaign	Budget	Status	Clicks	CTR	Cost
MS   search   coolsculpting	\$125.20/day	Eligible	1,687	6.17%	\$11,660.13
Total: Campaigns in your current view					
			1,687	6.17%	\$11,660.13
Total: Account					
			2,587	6.46%	\$14,669.38

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
			1,687	6.17%	\$11,660.13
(Keyword: La Bella Laser & Slimming)   CoolSculpting   CoolSculpting® Elite +12 more www.labelalaser.com/elite/arcadia Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	0. coolsculpting - general	Eligible	266	8.78%	\$2,605.71
(Keyword: La Bella Laser & Slimming)   CoolSculpting   CoolSculpting® Elite +12 more www.labelalaser.com/elite/arcadia Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	3. lipo	Eligible	349	7.02%	\$1,959.17
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +11 more www.labelalaser.com/elite/arcadia Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. Expanded Reach Test	Eligible	228	3.62%	\$1,428.60
(Keyword: La Bella Laser & Slimming)   CoolSculpting   CoolSculpting® Elite +12 more www.labelalaser.com/elite/arcadia Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	2. body sculpting	Eligible	166	6.83%	\$1,116.20
La Bella Laser & Slimming   Fat Reduction in Arcadia, CA   Non-Surgical Fat Reduction +12 more labelalaser.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	Removed	163	4.36%	\$1,000.18

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
			1,687	6.17%	\$11,660.13
La Bella Laser & Slimming   Fat Reduction in Arcadia, CA   Non-Surgical Fat Reduction +12 more labelalaser.com/coolsculpting/arcadia Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven...	3. lipo	Removed	148	6.04%	\$951.27
(Keyword: La Bella Laser & Slimming)   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +11 more labelalaser.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	Removed	80	9.88%	\$744.74
(Keyword: La Bella Laser & Slimming)   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +11 more labelalaser.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	Removed	65	8.64%	\$549.34
(Keyword: La Bella Laser & Slimming)   CoolSculpting   CoolSculpting® Elite +12 more www.labelalaser.com/elite/arcadia Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	1. coolsculpting - price	Eligible	70	14.40%	\$499.09
(Keyword: La Bella Laser & Slimming)   CoolSculpting   CoolSculpting® Elite +7 more www.labelalaser.com/elite/arcadia Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	3. lipo	Eligible	32	6.10%	\$164.31
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +11 more www.labelalaser.com/elite/arcadia Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. non-service medspa	Eligible	23	5.65%	\$135.41

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
			1,687	6.17%	\$11,660.13
(Keyword: La Bella Laser & Slimming)   CoolSculpting   CoolSculpting® Elite +7 more www.labelalaser.com/elite/arcadia Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	2. body sculpting	Eligible	29	7.40%	\$116.43
(Keyword: La Bella Laser & Slimming)   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +11 more labelalaser.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	Removed	17	9.50%	\$115.46
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +6 more www.labelalaser.com/elite/arcadia Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. Expanded Reach Test	Eligible	19	5.71%	\$113.32
(Keyword: La Bella Laser & Slimming)   CoolSculpting   CoolSculpting® Elite +7 more www.labelalaser.com/elite/arcadia Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	0. coolsculpting - general	Eligible	15	6.98%	\$71.07
(Keyword: La Bella Laser & Slimming)   CoolSculpting   CoolSculpting® Elite +7 more www.labelalaser.com/elite/arcadia Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	1. coolsculpting - price	Eligible	11	25.00%	\$45.11
La Bella Laser & Slimming   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +11 more labelalaser.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	Removed	6	2.97%	\$44.72

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

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting Ad groups (7) Select an ad group Change view

Enabled Status: Eligible Type: Search Budget: \$125.20/day Optimization score: 57.2% More details Campaign 1 of 1

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Show less Dynamic ad targets Locations Ad schedule

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
			1,687	6.17%	\$11,660.13
<input type="checkbox"/> <input checked="" type="radio"/> Ad					
Hurry Offer Ends In (COUNTDOWN('2021/05/31 00:00:00';en... labelais.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	2. body sculpting	Removed	0	-	\$0.00
<input type="checkbox"/> <input checked="" type="radio"/> Ad					
CoolSculpting® in Arcadia, CA   May Only 50% Off 8+ Treatments   Our Biggest Discount Ever labelais.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	2. body sculpting	Removed	0	-	\$0.00
<input type="checkbox"/> <input checked="" type="radio"/> Ad					
CoolSculpting® Fat Reduction   Limited Time Offer   May 2021   Up to 50% Off of CoolSculpting labelais.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	2. body sculpting	Removed	0	-	\$0.00
<input type="checkbox"/> <input checked="" type="radio"/> Ad					
CoolSculpting® in Arcadia, CA   Limited Time Offer   May 2021   Hurry Offer Ends In (COUNTDOWN('2021/05/31 00:00:00';en... labelais.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	2. body sculpting	Removed	0	-	\$0.00
Total: Ads in your current view					
			1,687	6.17%	\$11,660.13
Total: Campaign					
			1,687	6.17%	\$11,660.13

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All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting Ad groups (7) Select an ad group Change view

Enabled Status: Eligible Type: Search Budget: \$125.20/day Optimization score: 57.2% More details Campaign 1 of 1

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Show less Dynamic ad targets Locations Ad schedule

Responsive search ad Leave feedback

Custom Apr 1 - Jun 30, 2023 Show last 30 days

Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Impr.	Asset source
La Bella Laser & Slimming	Approved	Headline	None	323	Advertiser
Flexible Payment Options	Approved	Headline	2nd position	93	Advertiser
(Keyword:La Bella Laser & Slimming)	Approved	Headline	1st position	647	Advertiser
No Surgery & Minimal Downtime	Approved	Headline	2nd position	236	Advertiser
Affordable & Quick Treatments	Approved	Headline	2nd position	174	Advertiser
Top Provider in Arcadia, CA	Approved	Headline	2nd position	184	Advertiser
Freeze Your Fat Away Today	Approved	Headline	2nd position	55	Advertiser
Fat Reduction Treatment	Approved	Headline	2nd position	22	Advertiser
50% Off 8+ Treatments	Approved	Headline	2nd position	2,165	Advertiser
Coolsculpting	Approved	Headline	1st position	59	Advertiser
CoolSculpting® Elite	Approved	Headline	1st position	31	Advertiser
Coolsculpting in Arcadia, CA	Approved	Headline	1st position	2,241	Advertiser
CoolSculpting® Elite Arcadia	Approved	Headline	1st position	53	Advertiser

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

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting Ad groups (7) Select an ad group Change view

Enabled Status: Eligible Type: Search Budget: \$125.20/day Optimization score: 57.2% More details Campaign 1 of 1

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Show less Dynamic ad targets Locations Ad schedule

Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Fat Reduction Treatment	Approved	Headline	2nd position	22	Advertiser
50% Off 8+ Treatments	Approved	Headline	2nd position	2,165	Advertiser
Coolsculpting	Approved	Headline	1st position	59	Advertiser
CoolSculpting® Elite	Approved	Headline	1st position	31	Advertiser
Coolsculpting in Arcadia, CA	Approved	Headline	1st position	2,241	Advertiser
CoolSculpting® Elite Arcadia	Approved	Headline	1st position	53	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	2nd position	89	Advertiser
Next-Generation Fat Reduction	Approved	Headline	2nd position	13	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	2,571	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	2,913	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved	Description	None	54	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	64	Advertiser

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All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting Ad groups (7) Select an ad group Change view

Enabled Status: Eligible Type: Search Budget: \$125.20/day Optimization score: 57.2% More details Campaign 1 of 1

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Show less Dynamic ad targets Locations Ad schedule

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
<input type="checkbox"/> <input checked="" type="radio"/> Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS   search   coolsculpting	Campaign	Eligible	12	5.94%	\$135.47
Sitelink						
<input type="checkbox"/> <input checked="" type="radio"/> CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   coolsculpting	Campaign	Eligible	5	10.42%	\$82.38
Callout						
<input type="checkbox"/> <input checked="" type="radio"/> FDA Cleared	MS   search   coolsculpting	Campaign	Eligible	318	7.22%	\$2,605.21
<input type="checkbox"/> <input checked="" type="radio"/> Liposuction Alternative	MS   search   coolsculpting	Campaign	Eligible	302	7.64%	\$2,516.10
<input type="checkbox"/> <input checked="" type="radio"/> Freeze Your Fat	MS   search   coolsculpting	Campaign	Eligible	301	7.30%	\$2,508.96
<input type="checkbox"/> <input checked="" type="radio"/> Nonsurgical Fat Reduction	MS   search   coolsculpting	Campaign	Eligible	299	7.71%	\$2,419.60
<input type="checkbox"/> <input checked="" type="radio"/> Highlights: No Surgery	MS   search   coolsculpting	Campaign	Eligible	276	7.17%	\$2,337.83
<input type="checkbox"/> <input checked="" type="radio"/> 5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
<input type="checkbox"/> <input checked="" type="radio"/> Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
<input type="checkbox"/> <input checked="" type="radio"/> Up to 50% Off	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Promotion						

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

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All campaigns Unsaved view (3 filters) Campaign MS | search | coolsculpting Ad groups (7) Select an ad group Change view

Enabled Status: Eligible Type: Search Budget: \$125.20/day Optimization score: 57.2% More details Campaign 1 of 1

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Show less Dynamic ad targets Locations Ad schedule

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Promotion						
<input type="checkbox"/> <input checked="" type="radio"/> Spring Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Eligible	689	7.42%	\$5,165.63
<input type="checkbox"/> <input checked="" type="radio"/> Winter Sale - 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed Disapproved (Destination mismatch)	0	-	\$0.00
<input type="checkbox"/> <input checked="" type="radio"/> Spring Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
<input type="checkbox"/> <input checked="" type="radio"/> Summer Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
<input type="checkbox"/> <input checked="" type="radio"/> Fall Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
<input type="checkbox"/> <input checked="" type="radio"/> Winter Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Eligible	0	-	\$0.00
Call						
<input type="checkbox"/> <input checked="" type="radio"/> (626) 445-2706	Account	Account	Eligible	156	5.47%	\$1,511.56
<input type="checkbox"/> <input checked="" type="radio"/> (626) 445-2706	Account	Account	Removed	0	-	\$0.00
Total: Sitelinks				5	10.42%	\$82.38
Total: Callouts				552	6.98%	\$4,328.82
Total: Structured snippets				12	5.94%	\$135.47
Total: Calls				156	5.47%	\$1,511.56
Total: Promotions				689	7.42%	\$5,165.63

**Medstar Media, INC.**

10808 S. River Front Parkway Suite 3020

South Jordan, UT 84095

+1 6466949450

support@medstarmedia.com

# INVOICE

**BILL TO**

Sarah Chan

La Bella Laser & Slimming

1004 N. Santa Anita Ave

Arcadia, CA 91006

**INVOICE #** 2130

**DATE** 04/01/2023

**DUE DATE** 04/01/2023

**TERMS** Due on receipt

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Conversion Tools + Lead Nurture Technology</li></ul>	1	1,500.00	1,500.00

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.

**PAYMENT**

**BALANCE DUE**

1,500.00

**\$0.00**

**Medstar Media, INC.**

10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095  
+1 6466949450  
support@medstarmedia.com

# INVOICE

**BILL TO**

Sarah Chan  
La Bella Laser & Slimming  
1004 N. Santa Anita Ave  
Arcadia, CA 91006

**INVOICE #** 2156  
**DATE** 05/01/2023  
**DUE DATE** 05/01/2023  
**TERMS** Due on receipt

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Conversion Tools + Lead Nurture Technology</li></ul>	1	1,500.00	1,500.00

Referral Program

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PAYMENT 1,500.00  
BALANCE DUE **\$0.00**

**Medstar Media, INC.**

10808 S. River Front Parkway Suite 3020

South Jordan, UT 84095

+1 6466949450

support@medstarmedia.com

# INVOICE

**BILL TO**

Sarah Chan

La Bella Laser & Slimming

1004 N. Santa Anita Ave

Arcadia, CA 91006

**INVOICE #** 2194

**DATE** 06/01/2023

**DUE DATE** 06/01/2023

**TERMS** Due on receipt

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Conversion Tools + Lead Nurture Technology</li></ul>	1	1,500.00	1,500.00

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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.

**PAYMENT**

**BALANCE DUE**

1,500.00

**\$0.00**