

CoolSculpting Marketing Services La Bella Laser & Slimming Co-Op Q3 2023 Total Marketing Expenses (7/1/2023 - 9/30/2023)

Total Google Ads: \$11,601.31
Total Marketing Service Fees: \$ 4,500.00
Total CoolSculpting Marketing Cost: \$16,101.31

Google Ads interface showing Campaigns overview for Medstar Media > La Bella Laser & Slimming. Campaign name: MS | search | coolsculpting. Budget: \$121.04/day. Status: Eligible. Optimization score: 55.2%.

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting	\$121.04/day	Eligible	1,677	5.51%	\$11,601.31
Total: Campaigns in your current view			1,677	5.51%	\$11,601.31
Total: Account	\$155.34/day		2,444	6.01%	\$14,637.13

Google Ads interface showing Ads overview for Medstar Media > La Bella Laser & Slimming. Campaign name: MS | search | coolsculpting. Budget: \$121.04/day. Status: Eligible. Optimization score: 55.2%.

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
(Keyword: La Bella Laser & Slimming) 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	494	8.16%	\$4,203.40
(Keyword: La Bella Laser & Slimming) 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	465	6.11%	\$2,810.72
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	314	2.95%	\$2,027.35
(Keyword: La Bella Laser & Slimming) 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	208	6.21%	\$1,250.06
(Keyword: La Bella Laser & Slimming) 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	82	9.60%	\$635.75

Google Ads interface showing Ads overview for Medstar Media > La Bella Laser & Slimming. Campaign name: MS | search | coolsculpting. Budget: \$121.04/day. Status: Eligible. Optimization score: 55.2%.

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
(Keyword: La Bella Laser & Slimming) 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	33	7.30%	\$227.13
(Keyword: La Bella Laser & Slimming) 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	30	9.93%	\$125.11
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	Not eligible Ad group removed	19	3.82%	\$119.52
(Keyword: La Bella Laser & Slimming) 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	11	4.74%	\$86.77
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	10	2.82%	\$76.80
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. non-service medspa	Not eligible Ad group removed	7	12.96%	\$23.12
(Keyword: La Bella Laser & Slimming) 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	4	12.90%	\$15.58

Google Ads interface showing Ads overview for Medstar Media > La Bella Laser & Slimming. Campaign name: MS | search | coolsculpting. Budget: \$121.04/day. Status: Eligible. Optimization score: 55.2%.

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
(Keyword: La Bella Laser & Slimming) 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	4	12.90%	\$15.58
La Bella Laser & Slimming Fat Reduction in Arcadia, CA Non-Surgical Fat Reduction +6 more labelalaser.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 Freezing Fat Really Works Freeze Away Body Fat labelalaser.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 labelalaser.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 labelalaser.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 labelalaser.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 labelalaser.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

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

Enabled Status: Eligible Type: Search Budget: \$121.04/day Optimization score: 55.2% 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 Devices Advanced bid adj.

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today					
<input type="checkbox"/>	CoolSculpting® in Arcadia, CA Limited Time Offer May 2021 Our Biggest Discount Ever	Removed	0	-	\$0.00
<input type="checkbox"/>	Best CoolSculpting Deal Ever Limited Time Offer May 2021 Up to 50% Off of CoolSculpting	Removed	0	-	\$0.00
<input type="checkbox"/>	Best CoolSculpting Deal Ever Limited Time Offer May 2021 Hurry Offer Ends In (<COUNTDOWN>2021/05/31 00:00:00;en...)	Removed	0	-	\$0.00
<input type="checkbox"/>	Best CoolSculpting Deal Ever Limited Time Offer May 2021 Up to 50% Off of CoolSculpting	Removed	0	-	\$0.00
Total: Ads in your current view					
Total: Campaign					

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.
© Google, 2023.

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

Enabled Status: Eligible Type: Search Budget: \$121.04/day Optimization score: 55.2% 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 Devices Advanced bid adj.

Responsive search ad Leave feedback Custom Jul 1 - Sep 30, 2023 Show last 30 days

Assets Combinations

Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
La Bella Laser & Slimming	Approved	Headline	None	Learning	745	Advertiser
Flexible Payment Options	Approved	Headline	2nd position	Learning	115	Advertiser
(Keyword:La Bella Laser & Slimming)	Approved	Headline	1st position	Good	1,872	Advertiser
No Surgery & Minimal Downtime	Approved	Headline	2nd position	Learning	849	Advertiser
Affordable & Quick Treatments	Approved	Headline	2nd position	Learning	377	Advertiser
Top Provider in Arcadia, CA	Approved	Headline	2nd position	Learning	806	Advertiser
Freeze Your Fat Away Today	Approved	Headline	2nd position	Learning	82	Advertiser
Fat Reduction Treatment	Approved	Headline	2nd position	Learning	51	Advertiser
50% Off 8+ Treatments	Approved	Headline	2nd position	Good	3,493	Advertiser
Coolsculpting	Approved	Headline	1st position	Learning	114	Advertiser
CoolSculpting® Elite	Approved	Headline	1st position	Learning	48	Advertiser
Coolsculpting in Arcadia, CA	Approved	Headline	1st position	Good	3,956	Advertiser
CoolSculpting® Elite Arcadia	Approved	Headline	1st position	Learning	62	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	2nd position	Learning	258	Advertiser

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

Enabled Status: Eligible Type: Search Budget: \$121.04/day Optimization score: 55.2% 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 Devices Advanced bid adj.

Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Top Provider in Arcadia, CA	Approved	Headline	2nd position	Learning	806	Advertiser
Freeze Your Fat Away Today	Approved	Headline	2nd position	Learning	82	Advertiser
Fat Reduction Treatment	Approved	Headline	2nd position	Learning	51	Advertiser
50% Off 8+ Treatments	Approved	Headline	2nd position	Good	3,493	Advertiser
Coolsculpting	Approved	Headline	1st position	Learning	114	Advertiser
CoolSculpting® Elite	Approved	Headline	1st position	Learning	48	Advertiser
Coolsculpting in Arcadia, CA	Approved	Headline	1st position	Good	3,956	Advertiser
CoolSculpting® Elite Arcadia	Approved	Headline	1st position	Learning	62	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	2nd position	Learning	258	Advertiser
Next-Generation Fat Reduction	Approved	Headline	2nd position	Learning	21	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved	Description	2nd position	Good	4,858	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	Good	5,838	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved	Description	None	Learning	117	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	Learning	97	Advertiser

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.
© Google, 2023.

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

Enabled Status: Eligible Type: Search Budget: \$121.04/day Optimization score: 55.2% 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 Devices Advanced bid adj.

Asset status: All Asset type: All Add filter

Segment Columns Reports Download Expand More

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
<input type="checkbox"/>	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS search coolsculpting	Campaign	Eligible	87	\$706.16
<input type="checkbox"/>	CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting	Campaign	Eligible	0	\$0.00
Callout						
<input type="checkbox"/>	FDA Cleared	MS search coolsculpting	Campaign	Eligible	396	\$3,059.86
<input type="checkbox"/>	Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	370	\$2,893.41
<input type="checkbox"/>	Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	346	\$2,761.13
<input type="checkbox"/>	Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	338	\$2,752.71
<input type="checkbox"/>	Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	311	\$2,392.87
<input type="checkbox"/>	5-Star Rated Medspa	Account	Account	Eligible	0	\$0.00
<input type="checkbox"/>	Contact Us + Free Consult	Account	Account	Eligible	0	\$0.00
<input type="checkbox"/>	Up to 50% Off	MS search coolsculpting	Campaign	Removed	0	\$0.00
Promotion						
<input type="checkbox"/>	Summer Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible	332	\$2,561.52

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

Enabled Status: Eligible Type: Search Budget: \$121.04/day Optimization score: 55.2% 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 Devices Advanced bid adj.

Asset status: All Asset type: All Add filter

Segment Columns Reports Download Expand More

Asset	Added to	Level	Status	Clicks	CTR	Cost
Promotion						
<input type="checkbox"/>	Summer Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible	332	\$2,561.52
<input type="checkbox"/>	Fall Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible	215	\$2,104.42
<input type="checkbox"/>	Winter Sale - 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Disapproved (Destination mismatch)	0	\$0.00
<input type="checkbox"/>	Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed	0	\$0.00
<input type="checkbox"/>	Summer Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed	0	\$0.00
<input type="checkbox"/>	Fall Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed	0	\$0.00
<input type="checkbox"/>	Winter Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed	0	\$0.00
<input type="checkbox"/>	Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed	0	\$0.00
Call						
<input type="checkbox"/>	(626) 445-2706	Account	Account	Eligible	148	\$1,454.17
<input type="checkbox"/>	(626) 445-2706	Account	Account	Removed	0	\$0.00
Image						
<input type="checkbox"/>		MS search coolsculpting	Campaign	Eligible	31	\$275.71
Total: Images						

Enabled Status: Eligible Type: Search Budget: \$121.04/day Optimization score: 55.2% More details Campaign 1 of 1

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Recommendations	<input type="checkbox"/> Treatments						
Insights	<input type="checkbox"/> Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Ad groups	Call						
Ads & assets	Call						
Ads	<input type="checkbox"/> (626) 445-2706	Account	Account	Eligible	148	5.09%	\$1,454.17
Assets	<input type="checkbox"/> (626) 445-2706	Account	Account	Removed	0	-	\$0.00
Landing pages	Image						
Keywords	<input type="checkbox"/> 	MS search coolsculpting	Campaign	Eligible	31	7.97%	\$275.71
Audiences							
Settings							
Change history							
Show less							
Dynamic ad targets							
Locations							
Ad schedule							
Devices							
Advanced bid adj.							
					500	1 - 21 of 21	

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.

Get the Google Ads mobile app

© Google, 2023.

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020

South Jordan, UT 84095

+1 6467023480

support@medstarmedia.com

INVOICE

BILL TO

Sarah Chan

La Bella Laser & Slimming

1004 N. Santa Anita Ave

Arcadia, CA 91006

INVOICE # 2230

DATE 07/01/2023

DUE DATE 07/01/2023

TERMS Due on receipt

DATE	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	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 6467023480

support@medstarmedia.com

INVOICE

BILL TO

Sarah Chan

La Bella Laser & Slimming

1004 N. Santa Anita Ave

Arcadia, CA 91006

INVOICE # 2274

DATE 08/01/2023

DUE DATE 08/01/2023

TERMS Due on receipt

DATE	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	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 6467023480
support@medstarmedia.com

INVOICE

BILL TO

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

INVOICE # 2306

DATE 09/01/2023

DUE DATE 09/01/2023

TERMS Due on receipt

DATE	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	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

1,500.00

BALANCE DUE

\$0.00