

CoolSculpting Marketing Services La Bella Laser & Slimming Co-Op Q4 2023 Total Marketing Expenses (10/1/2023 - 12/31/2023)

Total Google Ads: \$11,512.88
Total Marketing Service Fees: \$ 4,500.00
Total CoolSculpting Marketing Cost: \$16,012.88

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

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

Overview Campaigns

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting	\$125.20/day	Eligible	1,032	5.02%	\$11,512.88
Total: Campaigns in your current view					
Total: Account			1,680	5.85%	\$14,530.18

Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more

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: \$125.20/day Optimization score: 100% More details Campaign 1 of 1

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
(Keyword: La Bella Laser & Slimming) CoolSculpting CoolSculpting® Elite +12 more labelalaser.com/coolsculpting/arcadia_ca Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	0. coolsculpting	Eligible	316	7.36%	\$9,921.93
La Bella Laser & Slimming CoolSculpting CoolSculpting® Elite +11 more labelalaser.com/coolsculpting/arcadia_ca Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	3. liposuction	Eligible	283	5.73%	\$2,669.91
La Bella Laser & Slimming CoolSculpting CoolSculpting® Elite +11 more labelalaser.com/coolsculpting/arcadia_ca Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. Expanded Reach	Eligible	161	2.55%	\$1,850.09
La Bella Laser & Slimming CoolSculpting CoolSculpting® Elite +11 more labelalaser.com/coolsculpting/arcadia_ca Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	1. coolsculpting - general	Eligible	101	4.71%	\$1,341.75
La Bella Laser & Slimming CoolSculpting CoolSculpting® Elite +11 more labelalaser.com/coolsculpting/arcadia_ca Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	2. body sculpting	Eligible	108	6.15%	\$1,130.27
(Keyword: La Bella Laser & Slimming) CoolSculpting CoolSculpting® Elite +7 more labelalaser.com/coolsculpting/arcadia_ca Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	0. coolsculpting	Eligible	20	8.23%	\$183.30

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Enabled Status: Eligible Type: Search Budget: \$125.20/day Optimization score: 100% More details Campaign 1 of 1

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
La Bella Laser & Slimming CoolSculpting CoolSculpting® Elite +6 more labelalaser.com/coolsculpting/arcadia_ca Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	x. Expanded Reach	Eligible	12	3.45%	\$160.71
La Bella Laser & Slimming CoolSculpting CoolSculpting® Elite +6 more labelalaser.com/coolsculpting/arcadia_ca Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	3. liposuction	Eligible	14	5.32%	\$103.42
La Bella Laser & Slimming CoolSculpting CoolSculpting® Elite +6 more labelalaser.com/coolsculpting/arcadia_ca Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	2. body sculpting	Eligible	9	5.84%	\$91.47
La Bella Laser & Slimming CoolSculpting CoolSculpting® Elite +6 more labelalaser.com/coolsculpting/arcadia_ca Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. CoolSculpting® Elite Treats Fat in 9...	1. coolsculpting - general	Eligible	8	7.14%	\$60.03
La Bella Laser & Slimming Fat Reduction in Arcadia, CA Non-Surgical Fat Reduction +6 more labelalaser.com/coolsculpting/arcadia_ca CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared...	x. Expanded Reach	Removed	0	-	\$0.00
Fat Reduction in Arcadia, CA Freezing Fat Really Works Freeze Away Body Fat +6 more labelalaser.com/coolsculpting/arcadia_ca 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	Removed	0	-	\$0.00
Fat Reduction in Arcadia, CA Freeze Away Body Fat Get Rid of Unwanted Fat +6 more labelalaser.com/coolsculpting/arcadia_ca CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No...	x. Expanded Reach	Removed	0	-	\$0.00

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Enabled Status: Eligible Type: Search Budget: \$125.20/day Optimization score: 100% More details Campaign 1 of 1

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
In Arcadia, CA. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now			1,032	5.02%	\$11,512.88
CoolSculpting® Fat Reduction CoolSculpting in Arcadia, CA Biggest CoolSculpting® Promo +5 more labelalaser.com/coolsculpting/arcadia_ca Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arcadia, CA. Expert, Safe Fat Loss With Quick Results. Minimal...	1. coolsculpting - general	Removed	0	-	\$0.00
CoolSculpting® Fat Reduction Feb Only \$1,000 Off 6+ Cycles Our Biggest Discount Ever labelalaser.com/coolsculpting/arcadia_ca 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 - general	Removed	0	-	\$0.00
Best CoolSculpting Deal Ever Feb Only \$1,000 Off 6+ Cycles Hurry Offer Ends In 4-COUNTDOWN(2021/02/28 00:00:00);en... labelalaser.com/coolsculpting/arcadia_ca 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 - general	Removed	0	-	\$0.00
Best CoolSculpting Deal Ever Limited Time Offer Feb 2021 CoolSculpting Special 30% Off labelalaser.com/coolsculpting/arcadia_ca 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 - general	Removed	0	-	\$0.00
Total: Ads in your current view					
Total: Campaign			1,032	5.02%	\$11,512.88

Show rows: 100 1 - 100 of 634

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Responsive search ad

Assets Combinations

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
La Bella Laser & Slimming	Eligible	Headline	None	Learning	479	Advertiser
Flexible Payment Options	Eligible	Headline	2nd position	Learning	60	Advertiser
(Keyword:La Bella Laser & Slimming)	Eligible	Headline	1st position	Good	1,317	Advertiser
No Surgery & Minimal Downtime	Eligible	Headline	2nd position	Learning	709	Advertiser
Affordable & Quick Treatments	Eligible	Headline	2nd position	Learning	378	Advertiser
Top Provider in Arcadia, CA	Eligible	Headline	2nd position	Learning	319	Advertiser
Freeze Your Fat Away Today	Eligible	Headline	2nd position	Learning	52	Advertiser
Fat Reduction Treatment	Eligible	Headline	2nd position	Learning	53	Advertiser
50% Off 8+ Treatments	Eligible	Headline	2nd position	Good	2,493	Advertiser
Coolsculpting	Eligible	Headline	1st position	Learning	126	Advertiser
CoolSculpting® Elite	Eligible	Headline	1st position	Learning	54	Advertiser
Coolsculpting in Arcadia, CA	Eligible	Headline	1st position	Good	2,707	Advertiser
CoolSculpting® Elite Arcadia	Eligible	Headline	1st position	Learning	89	Advertiser
Freeze Stubborn Fat 2x Faster	Eligible	Headline	2nd position	Learning	222	Advertiser

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Top Provider in Arcadia, CA	Eligible	Headline	2nd position	Learning	319	Advertiser
Freeze Your Fat Away Today	Eligible	Headline	2nd position	Learning	52	Advertiser
Fat Reduction Treatment	Eligible	Headline	2nd position	Learning	53	Advertiser
50% Off 8+ Treatments	Eligible	Headline	2nd position	Good	2,493	Advertiser
Coolsculpting	Eligible	Headline	1st position	Learning	126	Advertiser
CoolSculpting® Elite	Eligible	Headline	1st position	Learning	54	Advertiser
Coolsculpting in Arcadia, CA	Eligible	Headline	1st position	Good	2,707	Advertiser
CoolSculpting® Elite Arcadia	Eligible	Headline	1st position	Learning	89	Advertiser
Freeze Stubborn Fat 2x Faster	Eligible	Headline	2nd position	Learning	222	Advertiser
Next-Generation Fat Reduction	Eligible	Headline	2nd position	Learning	7	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Eligible	Description	2nd position	Good	3,586	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Eligible	Description	None	Good	4,162	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Eligible	Description	None	Learning	65	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Eligible	Description	None	Learning	66	Advertiser

Show rows: 100 1 - 19 of 19

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Some inventory may be provided through third party intermediaries.
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Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS search coolsculpting	Campaign	Eligible	34	10.43%	\$432.60
Sitelink						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting	Campaign	Eligible	28	5.51%	\$573.60
Callout						
FDA Cleared	MS search coolsculpting	Campaign	Eligible	254	6.43%	\$3,594.34
Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	249	6.31%	\$3,523.57
Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	251	6.78%	\$3,480.38
Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	239	6.61%	\$3,341.42
Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	215	6.19%	\$2,999.92
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
Promotion						
Fall Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible	421	6.56%	\$4,666.47

Asset	Added to	Level	Status	Clicks	CTR	Cost
Call						
(626) 445-2706	Account	Account	Eligible	97	4.16%	\$1,626.15
(626) 445-2706	Account	Account	Removed	0	-	\$0.00
Image						
	MS search coolsculpting	Campaign	Eligible	355	6.14%	\$4,857.42
Total: Images				355	6.14%	\$4,857.42
Total: Sitelinks				28	5.51%	\$573.60
Total: Callouts				419	5.77%	\$5,696.91
Total: Structured snippets				34	10.43%	\$432.60
Total: Calls				97	4.16%	\$1,626.15
Total: Promotions				421	6.56%	\$4,666.47

Show rows: 100 1 - 21 of 21

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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 # 2337

DATE 10/01/2023

DUE DATE 10/01/2023

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

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support@medstarmedia.com

INVOICE

BILL TO

Sarah Chan

La Bella Laser & Slimming

1004 N. Santa Anita Ave

Arcadia, CA 91006

INVOICE # 2370

DATE 11/01/2023

DUE DATE 11/01/2023

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

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PAYMENT

BALANCE DUE

1,500.00

\$0.00

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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 # 2405

DATE 12/01/2023

DUE DATE 12/01/2023

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

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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