

# CoolSculpting Marketing Services

## La Bella Laser & Slimming Co-Op Q1 2024

### Total Marketing Expenses

(1/1/2024 - 3/31/2024)

**Total Google Ads: \$11,480.20**  
**Total Marketing Service Fees: \$ 4,500.00**  
**Total CoolSculpting Marketing Cost: \$15,980.20**

Campaign	Budget	Status	Impr.	Clicks	CTR	Conv. rate	Conversions	Cost / conv.	Search lost IS (budget)	↓ Cost
MS   search   coolsculpting	\$126.02/day	Enabled	21,444	965	4.50%	6.63%	64.00	\$179.38	16.23%	\$11,480.20
Total: Campaigns in your current view			21,444	965	4.50%	6.63%	64.00	\$179.38	16.23%	\$11,480.20
Total: Account			29,444	1,471	5.00%	6.53%	96.00	\$154.91	16.67%	\$14,871.51

Ad	Ad group	Status	Clicks	CTR	↓ Cost
Total: Ads in your current view					
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +12 more	0. coolsculpting	Removed	202	8.02%	\$2,839.58
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +11 more	x. Expanded Reach	Removed	185	2.77%	\$2,168.78
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +12 more	1. laser fat removal	Removed	149	4.10%	\$1,785.42
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +12 more	4. liposuction	Removed	141	4.24%	\$1,499.36
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +12 more	2. body sculpting	Removed	94	4.98%	\$1,122.72

Ad	Ad group	Status	Clicks	CTR	↓ Cost
Total: Ads in your current view					
La Bella Laser & Slimming   CoolSculpting in Arcadia   We Offer CoolSculpting Elite +12 more	0. coolsculpting	Eligible	33	8.62%	\$528.41
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +6 more	0. coolsculpting	Removed	44	9.89%	\$398.63
La Bella Laser & Slimming   CoolSculpting in Arcadia, CA   4 Convenient Locations +10 more	x. Expanded Reach	Removed	27	3.54%	\$275.81
La Bella Laser & Slimming   CoolSculpting Body Contouring   Sculpt Your Body in Arcadia +11 more	3. body contouring	Removed	11	6.59%	\$126.69
La Bella Laser & Slimming   CoolSculpting in Arcadia, CA   Liposuction Alternative +11 more	4. liposuction	Removed	17	5.36%	\$125.58
La Bella Laser & Slimming   CoolSculpting in Arcadia, CA   Freeze Stubborn Fat 2x Faster +9 more	1. laser fat removal	Removed	9	5.70%	\$95.94

Ad	Ad group	Status	Clicks	CTR	↓ Cost
Total: Ads in your current view					
La Bella Laser & Slimming   CoolSculpting   Fat Removal   Cosmetic Fat Reduction +12 more	x. Expanded Reach	Removed	6	7.23%	\$93.26
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +6 more	x. Expanded Reach	Removed	10	4.08%	\$75.89
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +6 more	2. body sculpting	Removed	3	4.62%	\$69.60
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +6 more	1. laser fat removal	Removed	5	4.42%	\$63.48
La Bella Laser & Slimming   CoolSculpting Removes Chin Fat   Reduce Double Chin Appearance +12 more	5. chin fat removal	Removed	9	4.71%	\$55.99
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +12 more	4. liposuction	Removed	6	10.91%	\$54.79

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

Search for a page or campaign

Appearance Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

Overview: Enabled Status: Eligible Type: Search Budget: \$126.02/day Optimization score: 100% Campaign settings

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
La Bella Laser & Slimming   CoolSculpting Near Me   CoolSculpting Arcadia, CA +12 more	0. coolsculpting	Removed	4	7.41%	\$37.91
La Bella Laser & Slimming   CoolSculpting   Body Sculpting   Sculpt Your Body in Arcadia +11 more	2. body sculpting	Removed	5	3.60%	\$36.37
La Bella Laser & Slimming   Freeze Your Belly Fat Away   Get Rid of Belly Fat +10 more	6. belly fat	Removed	3	6.25%	\$16.26
La Bella Laser & Slimming   CoolSculpting Body Contouring   Sculpt Your Body in Arcadia +12 more	3. body contouring	Removed	1	2.78%	\$5.23
La Bella Laser & Slimming   CoolSculpting   CoolSculpting® Elite +12 more	6. belly fat	Removed	1	16.67%	\$4.50
La Bella Laser & Slimming   Fat Reduction in Arcadia, CA   Non-Surgical Fat Reduction	x. Expanded Reach	Removed	0	-	\$0.00

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

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Overview: Enabled Status: Eligible Type: Search Budget: \$126.02/day Optimization score: 100% Campaign settings

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
CoolSculpting® Fat Reduction   Feb Only \$1,000 Off 6+ Cycles   Hurry Offer Ends In (-COUNTDOWN)2021/02/28... labelais.mysculpt.net	0. coolsculpting	Removed	0	-	\$0.00
CoolSculpting® Fat Reduction   Limited Time Offer   Feb 2021   30% Off All CoolSculpting labelais.mysculpt.net	0. coolsculpting	Removed	0	-	\$0.00
CoolSculpting® in Arcadia, CA   Feb Only \$1,000 Off 6+ Cycles   Hurry Offer Ends In (-COUNTDOWN)2021/02/28... labelais.mysculpt.net	0. 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.

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Search for a page or campaign

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Responsive search ad

Assets Combinations

Search term categories your ad appears for: ice, downtime, alternatives, + 82 more

You can now edit the text assets you provided directly from the table below. Hover over the asset, then click the pencil icon.

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
La Bella Laser & Slimming	Not eligible Ad removed	Headline	None	Learning	261	Advertiser
Flexible Payment Options	Not eligible Ad removed	Headline	None	Learning	71	Advertiser
(Keyword)La Bella Laser & Slimming	Removed Ad removed	Headline	1st position	-	93	Advertiser
No Surgery & Minimal Downtime	Not eligible Ad removed	Headline	None	Learning	79	Advertiser
Affordable & Quick Treatments	Not eligible Ad removed	Headline	None	Learning	76	Advertiser

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Overview: Enabled Status: Eligible Type: Search Budget: \$126.02/day Optimization score: 100% Campaign settings

Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Affordable & Quick Treatments	Not eligible Ad removed	Headline	None	Learning	76	Advertiser
Top Provider in Arcadia, CA	Not eligible Ad removed	Headline	None	Learning	120	Advertiser
Freeze Your Fat Away Today	Not eligible Ad removed	Headline	None	Learning	24	Advertiser
Fat Reduction Treatment	Not eligible Ad removed	Headline	None	Learning	27	Advertiser
50% Off 6+ Treatments	Not eligible Ad removed	Headline	None	Good	2,111	Advertiser
Coolsculpting	Not eligible Ad removed	Headline	None	Learning	169	Advertiser
CoolSculpting® Elite	Not eligible Ad removed	Headline	None	Learning	40	Advertiser
Coolsculpting in Arcadia, CA	Not eligible Ad removed	Headline	None	Good	2,076	Advertiser
CoolSculpting® Elite Arcadia	Not eligible Ad removed	Headline	None	Learning	85	Advertiser
Freeze Stubborn Fat 2x Faster	Not eligible Ad removed	Headline	None	Learning	45	Advertiser
Next-Generation Fat Reduction	Not eligible Ad removed	Headline	None	Learning	8	Advertiser
Conveniently Located Near You	Not eligible Ad removed	Headline	None	Pending	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 6+ CoolSculpting Treatments	Not eligible Ad removed	Description	2nd position	Good	2,195	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Not eligible Ad removed	Description	None	Good	2,519	Advertiser

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Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Coolsculpting	Not eligible Ad removed	Headline	None	Learning	169	Advertiser
CoolSculpting® Elite	Not eligible Ad removed	Headline	None	Learning	40	Advertiser
Coolsculpting in Arcadia, CA	Not eligible Ad removed	Headline	None	Good	2,076	Advertiser
CoolSculpting® Elite Arcadia	Not eligible Ad removed	Headline	None	Learning	85	Advertiser
Freeze Stubborn Fat 2x Faster	Not eligible Ad removed	Headline	None	Learning	45	Advertiser
Next-Generation Fat Reduction	Not eligible Ad removed	Headline	None	Learning	8	Advertiser
Conveniently Located Near You	Not eligible Ad removed	Headline	None	Pending	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 6+ CoolSculpting Treatments	Not eligible Ad removed	Description	2nd position	Good	2,195	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Not eligible Ad removed	Description	None	Good	2,519	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Not eligible Ad removed	Description	None	Learning	0	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Not eligible Ad removed	Description	None	Learning	0	Advertiser

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. Learn more

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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 #** 2429  
**DATE** 01/01/2024  
**DUE DATE** 01/01/2024  
**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** 1,500.00  
**BALANCE DUE** **\$0.00**

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# INVOICE

**BILL TO**

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

**INVOICE #** 3516

**DATE** 02/01/2024

**DUE DATE** 02/01/2024

**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
	<b>Website Development</b>	<ul style="list-style-type: none"><li>• 3rd treatment page as part of existing Monthly Marketing Plan - LP and ad initiation comped.</li><li>• Original Rate: \$750</li><li>• VIP Rate: \$0.00 (comped)</li></ul>	0	750.00	0.00

Referral Program

**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 #** 3560

**DATE** 03/01/2024

**DUE DATE** 03/01/2024

**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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**PAYMENT**

1,500.00

**BALANCE DUE**

**\$0.00**