

CoolSculpting Marketing Services Eternal Medical Spa Sept-Nov 2022 Total Marketing Expenses (9/1/2022 - 11/30/2022)

Total Google Ads: \$19,516.95
Total Marketing Service Fee: \$ 4,950.00
Total CoolSculpting Marketing Cost: \$24,466.95

Google Ads | Chris Zelig | Eternal Medical Spa | All campaigns

Campaigns

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$219.49/day	All ads limited by policy	1,548	8.80%	\$19,516.95
search beta coolsculpting generic broad	Avg. \$48.33/day in CoolSculpting used by 3 campaigns \$145.00/day used by 3 campaigns	Removed	0	-	\$0.00
search beta coolsculpting exact	Avg. \$48.33/day in CoolSculpting used by 3 campaigns \$145.00/day used by 3 campaigns	Removed	0	-	\$0.00
search beta coolsculpting broad	Avg. \$48.33/day in CoolSculpting used by 3 campaigns \$145.00/day used by 3 campaigns	Removed	0	-	\$0.00
search beta coolsculpting generic exact	Avg. \$48.33/day in CoolSculpting used by 3 campaigns \$145.00/day used by 3 campaigns	Removed	0	-	\$0.00
search beta coolsculpting OLD	\$177.00/day	Paused All ads limited by policy	0	-	\$0.00
search beta coolsculpting broad	\$15.00/day	Paused All ads limited by policy	0	-	\$0.00
search beta coolsculpting exact	Avg. \$48.33/day in CoolSculpting used by 3 campaigns \$145.00/day used by 3 campaigns	Paused All ads limited by policy	0	-	\$0.00
search beta coolsculpting generic BMM	Avg. \$48.33/day in CoolSculpting used by 3 campaigns \$145.00/day used by 3 campaigns	Paused All ads limited by policy	0	-	\$0.00
search beta coolsculpting generic broad	\$5.00/day	Paused All ads limited by policy	0	-	\$0.00
search beta coolsculpting generic exact	Avg. \$48.33/day in CoolSculpting used by 3 campaigns \$145.00/day used by 3 campaigns	Paused All ads limited by policy	0	-	\$0.00
search alpha coolsculpting	\$51.45/day	Paused All ads limited by policy	0	-	\$0.00
search beta coolsculpting exp reach	\$0.06/day	Paused All ads limited by policy	0	-	\$0.00
Total: Filtered campaigns			1,548	8.80%	\$19,516.95
Total: Account	\$330.26/day		4,709	9.10%	\$32,488.91

Google Ads | Chris Zelig | Eternal Medical Spa | search | coolsculpting

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: 1,548 clicks, 8.80% CTR, \$19,516.95 cost					
(Keyword: Eternal Medical Spa) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more eternalmedicalspa.com/coolsculpting/totowa CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +2 more)	556	14.62%	\$8,625.82
(Keyword: Eternal Medical Spa) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more eternalmedicalspa.com/coolsculpting/totowa CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +2 more)	171	18.65%	\$2,491.45
Eternal Medical Spa Fat Reduction in Totowa, NJ Non-Surgical Fat Reduction +11 more eternalmedicalspa.com/coolsculpting/totowa Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically...	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted drug terms +2 more)	259	3.54%	\$2,352.52
Eternal Medical Spa Fat Reduction in Totowa, NJ Non-Surgical Fat Reduction +11 more eternalmedicalspa.com/coolsculpting/totowa Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge...	3. lipo	Eligible (Limited) Policy (Restricted drug terms +2 more)	269	10.12%	\$2,102.41
(Keyword: Eternal Medical Spa) CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more eternalmedicalspa.com/coolsculpting/totowa CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	2. body sculpting	Eligible (Limited) Policy (Moderately Restricted +2 more)	161	9.67%	\$1,984.49
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in (location). Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +2 more)	39	18.22%	\$679.94

Google Ads | Chris Zelig | Eternal Medical Spa | search | coolsculpting

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: 1,548 clicks, 8.80% CTR, \$19,516.95 cost					
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in (location). Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +2 more)	29	14.50%	\$498.53
[Dynamically generated headline] [Dynamically generated display URL] Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +2 more)	17	11.81%	\$299.35
Eternal Medical Spa CoolSculpting in (LOCATION:City) Freeze Away Body Fat +12 more eternalmedicalspa.com/coolsculpting/totowa CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick...	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +2 more)	35	6.19%	\$258.42
[Dynamically generated headline] [Dynamically generated display URL] Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +2 more)	9	11.25%	\$185.59
[Dynamically generated headline] [Dynamically generated display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +2 more)	1	6.67%	\$21.87
[Dynamically generated headline] [Dynamically generated display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +2 more)	2	7.41%	\$16.56
#1 CoolSculpting Deal 25% Off Freeze Off Your Stubborn Fat Best CoolSculpting Special +2 more www.eternalmedicalspa.com 25% off CoolSculpting. #1 FDA-Cleared, non-surgical fat reduction treatment. Leading CoolSculpting provider in Totowa, NJ...	coolsculpting	Removed Policy (Restricted medical content), Ad group paused	0	-	\$0.00
Freeze off your stubborn fat #1 CoolSculpting provider		Removed			

Google Ads | Chris Zelig | Eternal Medical Spa | search | coolsculpting

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: 1,548 clicks, 8.80% CTR, \$19,516.95 cost					
Eliminate Fat And Feel Great. Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today					
CoolSculpting® Fat Reduction Limited Time Offer Feb 2021 Our Biggest Discount Ever www.eternalmedicalspa.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed Policy (Moderately Restricted)	0	-	\$0.00
CoolSculpting® Fat Reduction Limited Time Offer Feb 2021 25% Off All CoolSculpting www.eternalmedicalspa.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed Policy (Moderately Restricted)	0	-	\$0.00
CoolSculpting® in Totowa Feb Only \$1,000 Off 8+ Cycles Our Biggest Discount Ever www.eternalmedicalspa.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed Policy (Moderately Restricted)	0	-	\$0.00
CoolSculpting® in Totowa Limited Time Offer Feb 2021 Our Biggest Discount Ever www.eternalmedicalspa.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed Policy (Moderately Restricted)	0	-	\$0.00
Total: Ads			1,548	8.80%	\$19,516.95
Total: Campaign			1,548	8.80%	\$19,516.95

Showing 500 of 1,550 rows

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern 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 | Chris Zelig | Eternal Medical Spa | 916-184-4933 | All campaigns | search | coolsculpting | Optimization score: 97.7%

Overview: Enabled | Status: All ads limited by policy | Type: Search | Budget: \$219.49/day | Optimization score: 97.7%

Responsive search ad | Leave feedback | Custom | Sep 1 - Nov 30, 2022 | Show last 30 days

Assets | Combinations

Your ads are all set! They'll have a higher chance of performing well. Ad strength: Excellent

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

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: All | Add filter | Download | Expand

Ad may be limited by policy: **Restricted drug terms, Moderately Restricted, Restricted medical content**

Asset	Status	Asset type	Position pinning	Performance	Impr.
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	Good	3,688
CoolSculpting in (LOCATION)(City)	Approved (limited)	Headline	None	Good	3,582
Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments	-	Description	2nd position	-	2,018
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Pending	1,250
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	1,218
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	Learning	1,181
(KeywordEternal Medical Spa)	Approved (limited)	Headline	None	Learning	611
50% Off 8+ Treatments	Approved (limited)	Headline	None	Pending	252
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Learning	189

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Asset status: All | Add filter | Download | Expand

Ad may be limited by policy: **Restricted drug terms, Moderately Restricted, Restricted medical content**

Asset	Status	Asset type	Position pinning	Performance	Impr.
Top Provider in Totowa, NJ	Approved (limited)	Headline	None	Learning	167
CoolSculpting® Elite	Approved (limited)	Headline	None	Learning	92
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	89
Affordable & Quick Treatments	Approved (limited)	Headline	None	Learning	88
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	Learning	67
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Learning	49
Freeze Your Fat Away Today	Approved (limited)	Headline	None	Learning	41
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	None	Learning	28
CoolSculpting Near Me	Approved (limited)	Headline	None	Learning	20
Fat Reduction Treatment	Approved (limited)	Headline	None	Learning	20
25% Off 8+ Treatments	-	Headline	None	-	16

Google Ads | Chris Zelig | Eternal Medical Spa | 916-184-4933 | All campaigns | search | coolsculpting | Optimization score: 97.7%

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Responsive search ad | Leave feedback | Custom | Sep 1 - Nov 30, 2022 | Show last 30 days

Assets | Combinations

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- ✓ Make your descriptions more unique

Asset status: All | Add filter | Download | Expand

Ad may be limited by policy: **Restricted drug terms, Moderately Restricted, Restricted medical content**

Asset	Status	Asset type	Position pinning	Performance	Impr.
Next-Generation Fat Reduction	Approved (limited)	Headline	None	Learning	14
Safe + Effective Fat Reduction	-	Headline	None	-	0
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ	-	Description	None	-	0
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	-	Description	None	-	0
Target, Freeze, & Eliminate Fat In Half The Time. Improved Comfort. Larger Cooling Area.	-	Description	None	-	0
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More	-	Description	None	-	0
Save \$1,000 On 8+ Treatments	-	Headline	None	-	0
Book Now For Up to \$1000 Off	-	Headline	None	-	0
Save 25% Off 8+ Treatments	-	Headline	None	-	0
Our Biggest CoolSculpting Discount Ever. Save 25% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	-	0
25% off 8+ treatments	-	Headline	None	-	0

Google Ads | Chris Zelig | Eternal Medical Spa | 916-184-4933 | All campaigns | search | coolsculpting | Optimization score: 97.7%

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Responsive search ad | Leave feedback | Custom | Sep 1 - Nov 30, 2022 | Show last 30 days

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- ✓ Make your descriptions more unique

Asset status: All | Add filter | Download | Expand

Ad may be limited by policy: **Restricted drug terms, Moderately Restricted, Restricted medical content**

Asset	Status	Asset type	Position pinning	Performance	Impr.
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More	-	Description	None	-	0
Save \$1,000 On 8+ Treatments	-	Headline	None	-	0
Book Now For Up to \$1000 Off	-	Headline	None	-	0
Save 25% Off 8+ Treatments	-	Headline	None	-	0
Our Biggest CoolSculpting Discount Ever. Save 25% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	-	0
25% off 8+ treatments	-	Headline	None	-	0
Our Biggest CoolSculpting Discount Ever. Save Up to 25% Off 8+ CoolSculpting Treatments	-	Description	2nd position	-	0

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Google Ads | Chris Zelig | Eternal Medical Spa | 916-184-4933 | All campaigns | search | coolsculpting | Optimization score: 97.7%

Overview: Enabled | Status: All ads limited by policy | Type: Search | Budget: \$219.49/day | Optimization score: 97.7%

Assets | Custom | Sep 1 - Nov 30, 2022 | Show last 30 days

Table view: Associations

Asset type: All | Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	search coolsculpting	Campaign	Eligible	5	5.10%	\$107.98
Sitelink						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +2 more)	1,167	10.06%	\$15,562.72
Before and After Photos See Real Patient Results & Before and After Photos.	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +2 more)	1,164	9.97%	\$15,557.91
Why Choose Eternal Medspa Read About What Sets Us Apart from Other Medspas in Totowa, New Jersey	Account	Account	Eligible (Limited) Policy (Restricted medical content +2 more)	977	9.30%	\$12,714.96
Book A Free Consultation Quickly & Conveniently Book Your Free Consultation Online Now.	Account	Account	Eligible (Limited) Policy (Moderately Restricted)	918	9.39%	\$12,364.85
Schedule A Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +2 more)	0	-	\$0.00
Shop Online	Account	Account	Eligible (Limited) Policy (Restricted medical content +2 more)	0	-	\$0.00

Overview: Enabled | Status: All ads limited by policy | Type: Search | Budget: \$219.49/day | Optimization score: 97.7%

Asset	Added to	Level	Status	Clicks	CTR	Cost
Special Event	Account	Account	Eligible (Limited) Policy (Restricted medical content +2 more)	0	-	\$0.00
Get Coupon	Account	Account	Eligible (Limited) Policy (Restricted medical content +2 more)	0	-	\$0.00
Callout						
Freeze Your Fat	search coolsculpting	Campaign	Eligible	243	10.54%	\$3,291.40
FDA Approved	search coolsculpting	Campaign	Eligible	228	10.00%	\$3,096.61
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	194	10.58%	\$2,753.21
Liposuction Alternative	search coolsculpting	Campaign	Eligible	191	10.24%	\$2,734.73
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	199	10.64%	\$2,662.11
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
Up to 25% Off	search coolsculpting	Campaign	Removed	0	-	\$0.00
Promotion						
Fall Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +2 more)	833	10.28%	\$11,523.29
Summer Sale - Up to 25% off 8+ Treatments	search coolsculpting	Campaign	Removed Policy (Restricted medical content +2 more)	2	2.63%	\$33.43

Overview: Enabled | Status: All ads limited by policy | Type: Search | Budget: \$219.49/day | Optimization score: 97.7%

Asset	Added to	Level	Status	Clicks	CTR	Cost
Summer Sale - Up to 25% off 8+ Treatments	search coolsculpting	Campaign	Removed Policy (Restricted medical content +2 more)	2	2.63%	\$33.43
Winter Sale - \$1,000 off CoolSculpting®	search coolsculpting	Campaign	Removed Policy (Restricted medical content +2 more)	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +2 more)	0	-	\$0.00
Call						
(973) 358-0850	Account	Account	Eligible	120	6.18%	\$1,975.17
(973) 358-0850	Account	Account	Removed	0	-	\$0.00
Total: Sitelinks				1,185	9.97%	\$15,862.79
Total: Callouts				515	10.46%	\$6,768.72
Total: Structured snippets				5	5.10%	\$107.98
Total: Calls				120	6.18%	\$1,975.17
Total: Promotions				835	10.21%	\$11,556.72

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Show rows: 500 | 1 - 23 of 23



EMSCULPT DIGITAL MARKETING

EmSculpt Targeted Marketing Campaign

Medstar Media, Inc.
10808 S. River Front Parkway Suite 3020
South Jordan, Utah 84095
United States

6466949450

BILL TO
Eternal Med Spa, LLC
Leena Swan

Invoice Number: WV 2022_241

Invoice Date: September 1, 2022

Payment Due: September 1, 2022

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Digital Marketing Monthly Management Service <ul style="list-style-type: none">• Monthly management of Google Adwords and active Facebook and Instagram campaigns.• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Consult Exit pop technology to increase leads.	1	\$1,500.00	\$1,500.00

Total: \$1,500.00

Payment on September 1, 2022 using  ending in 2646: \$1,500.00

Amount Due (USD): \$0.00



EMSCULPT DIGITAL MARKETING

EmSculpt Targeted Marketing Campaign

Medstar Media, Inc.
10808 S. River Front Parkway Suite 3020
South Jordan, Utah 84095
United States

6466949450

BILL TO
Eternal Med Spa, LLC
Leena Swan

Invoice Number: WV 2022_271

Invoice Date: October 1, 2022

Payment Due: October 1, 2022

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Digital Marketing Monthly Management Service • Monthly management of Google Adwords and active Facebook and Instagram campaigns. • Optimize campaigns for conversions monthly • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Consult Exit pop technology to increase leads.	1	\$1,500.00	\$1,500.00
Text Blast Sept promos - 2557 contacts	1	\$150.00	\$150.00

Total: \$1,650.00

Payment on October 1, 2022 using  ending in 2646: \$1,650.00

Amount Due (USD): \$0.00



EMSCULPT DIGITAL MARKETING

EmSculpt Targeted Marketing Campaign

Medstar Media, Inc.
10808 S. River Front Parkway Suite 3020
South Jordan, Utah 84095
United States

6466949450

BILL TO
Eternal Med Spa, LLC
Leena Swan

Invoice Number: WV 2022_302

Invoice Date: November 1, 2022

Payment Due: November 1, 2022

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Digital Marketing Monthly Management Service • Monthly management of Google Adwords and active Facebook and Instagram campaigns. • 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
Text Blast 2 October text blasts - 2651 & 2740 Contacts	2	\$150.00	\$300.00

Total: \$1,800.00

Payment on November 1, 2022 using  ending in 2646: \$1,800.00

Amount Due (USD): \$0.00