

CoolSculpting Marketing Services Eternal Medical Spa December 2022 Total Marketing Expenses (12/1/2022 - 12/31/2022)

Total Google Ads: \$6,410.23
Total Marketing Service Fee: \$2,250.00
Total CoolSculpting Marketing Cost: \$8,660.23

Overview	Campaigns	Budget	Status	Clicks	CTR	Cost
	search coolsculpting	\$214.45/day	All ads limited by policy	652	10.20%	\$6,410.23
	search beta coolsculpting generic broad	Avg. \$48.33/day in CoolSculpting in CoolSculpting by 3 campaigns \$145.00/day used by 3 campaigns	Removed	0	-	\$0.00
	search beta coolsculpting exact	Avg. \$48.33/day in CoolSculpting in CoolSculpting by 3 campaigns \$145.00/day used by 3 campaigns	Removed	0	-	\$0.00
	search beta coolsculpting broad	Avg. \$48.33/day in CoolSculpting in CoolSculpting 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 in CoolSculpting 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 in CoolSculpting 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 in CoolSculpting 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 in CoolSculpting 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			652	10.20%	\$6,410.23
	Total: Account	\$318.68/day		1,729	9.38%	\$10,905.14

Overview	Ads	Ad group	Status	Clicks	CTR	Cost
	Total: Ads in your current workspace					
	(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... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +2 more)	154	17.11%	\$2,029.53
	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... View assets details	3. lipo	Eligible (Limited) Policy (Restricted drug terms +2 more)	253	9.93%	\$1,807.65
	(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... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +2 more)	46	19.17%	\$616.86
	(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... View assets details	2. body sculpting	Eligible (Limited) Policy (Moderately Restricted +2 more)	51	14.61%	\$523.77
	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... View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted drug terms +2 more)	66	5.22%	\$518.82
	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... View assets details	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +2 more)	55	6.35%	\$436.39

Overview	Ads	Ad group	Status	Clicks	CTR	Cost
	Total: Ads in your current workspace					
	[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)	13	17.33%	\$231.38
	[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)	12	8.82%	\$206.48
	[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)	2	13.33%	\$39.35
	#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... View assets details	coolsculpting	Removed Policy (Restricted medical content), Ad group paused	0	-	\$0.00
	Freeze off your stubborn fat #1 CoolSculpting provider www.eternalmedicalspa.com CoolSculpting freezes way fat with non- surgical fat reduction technology.	coolsculpting	Removed Policy (Restricted medical content), Ad group paused	0	-	\$0.00
	#1 CoolSculpting New Jersey Safe + Effective Fat Reduction www.eternalmedicalspa.com Leading CoolSculpting provider in Totowa, NJ. Schedule a Free Consultation	coolsculpting	Removed Ad group paused	0	-	\$0.00
	#1 CoolSculpting deal 25% off Reduce fat with no downtime www.eternalmedicalspa.com 25% off CoolSculpting. #1 FDA-Cleared, non-surgical fat reduction treatment.	coolsculpting	Removed Policy (Restricted medical content), Ad group paused	0	-	\$0.00
	(Keyword: #1 CoolSculpting New Jersey) Freeze Off Your Stubborn Fat 25% Off CoolSculpting +6 more www.eternalmedicalspa.com #1 CoolSculpting in Totowa, NJ. Reduce Stubborn Fat. No Surgery	coolsculpting	Removed Policy (Punctuation and symbols +1 more), Ad	0	-	\$0.00

Overview	Ads	Ad group	Status	Clicks	CTR	Cost
	Total: Ads in your current workspace					
	Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today					
	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. Don't 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 25% Off All CoolSculpting www.eternalmedicalspa.com 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 - price	Removed Policy (Moderately Restricted)	0	-	\$0.00
	CoolSculpting® in Totowa Feb Only \$1,000 Off 8+ Cycles Hurry Offer Ends In (-COUNTDOWN:"2021/02/28 00:00:00";en-US;31) www.eternalmedicalspa.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Removed Policy (Moderately Restricted)	0	-	\$0.00
	CoolSculpting® in Totowa Feb Only \$1,000 Off 8+ Cycles Hurry Offer Ends In (-COUNTDOWN:"2021/02/28 00:00:00";en-US;31) www.eternalmedicalspa.com 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 - price	Removed Policy (Moderately Restricted)	0	-	\$0.00
	Total: Ads in your current workspace			652	10.20%	\$6,410.23
	Total: Campaign			652	10.20%	\$6,410.23

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Google Ads | Chris Zelig > Eternal Medical Spa 916-184-4933 | All campaigns > search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$214.45/day, Optimization score: 66.4%

Responsive search ad: Leave feedback

Ad strength: Excellent

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	878
CoolSculpting in (LOCATION)(City)	Approved (limited)	Headline	None	Good	834
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Pending	793
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	296
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	Learning	266
(KeyWord)Eternal Medical Spa	Approved (limited)	Headline	None	Learning	135
50% Off 8+ Treatments	Approved (limited)	Headline	None	Pending	134
Top Provider in Totowa, NJ	Approved (limited)	Headline	None	Learning	42
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Learning	27

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Asset	Status	Asset type	Position pinning	Performance	Impr.
CoolSculpting® Elite	Approved (limited)	Headline	None	Learning	20
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	None	Learning	18
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	Learning	16
Affordable & Quick Treatments	Approved (limited)	Headline	None	Learning	9
Freeze Your Fat Away Today	Approved (limited)	Headline	None	Learning	7
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Learning	6
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	5
CoolSculpting Near Me	Approved (limited)	Headline	None	Learning	5
Fat Reduction Treatment	Approved (limited)	Headline	None	Learning	1
Next-Generation Fat Reduction	Approved (limited)	Headline	None	Learning	1
Safe + Effective Fat Reduction	-	Headline	None	-	0

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Asset	Status	Asset type	Position pinning	Performance	Impr.
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
Our Biggest CoolSculpting Discount Ever. Save Up to 25% Off 8+ CoolSculpting Treatments	-	Description	2nd position	-	0
25% Off 8+ Treatments	-	Headline	None	-	0

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Ad strength: Excellent

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

Asset	Status	Asset type	Position pinning	Performance	Impr.
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
25% Off 8+ Treatments	-	Headline	None	-	0
Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments	-	Description	2nd position	-	0

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Assets

Table view: Associations

Asset status: All, Asset type: All

Asset	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	search coolsculpting	Campaign	Eligible	3	7.89%	\$73.54
Before and After Photos See Real Patient Results & Before and After Photos.	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +2 more)	473	12.37%	\$4,927.34
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +2 more)	463	12.33%	\$4,813.58
Book A Free Consultation Quickly & Conveniently Book Your Free Consultation Online Now.	Account	Account	Eligible (Limited) Policy (Restricted medical content +2 more)	402	11.92%	\$4,291.99
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)	362	11.52%	\$3,708.35
Schedule A Consultation	Account	Account	Eligible (Limited) Policy (Moderately Restricted)	0	-	\$0.00
Shop Online	Account	Account	Eligible (Limited) Policy (Restricted medical content +2 more)	0	-	\$0.00

Enabled
Status: All ads limited by policy
Type: Search
Budget: \$214.45/day
Optimization score: 66.4%
More details

Asset status: All
Asset type: All
Add filter
Segment Columns Reports Download Expand More

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						
FDA Approved	search coolsculpting	Campaign	Eligible	109	12.59%	\$1,113.36
Freeze Your Fat	search coolsculpting	Campaign	Eligible	102	12.04%	\$1,073.53
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	96	14.37%	\$1,014.89
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	90	12.62%	\$1,007.89
Liposuction Alternative	search coolsculpting	Campaign	Eligible	80	12.14%	\$862.00
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						
Winter Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +2 more)	326	13.50%	\$3,600.23
Winter Sale - \$1,000 off CoolSculpting®	search coolsculpting	Campaign	Removed Policy (Restricted medical content +2 more)	0	-	\$0.00

Enabled
Status: All ads limited by policy
Type: Search
Budget: \$214.45/day
Optimization score: 66.4%
More details

Asset status: All
Asset type: All
Add filter
Segment Columns Reports Download Expand More

Asset	Added to	Level	Status	Clicks	CTR	Cost
Winter Sale - \$1,000 off CoolSculpting®	search coolsculpting	Campaign	Removed Policy (Restricted medical content +2 more)	0	-	\$0.00
Fall Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +2 more)	0	-	\$0.00
Summer Sale - Up to 25% off 8+ Treatments	search coolsculpting	Campaign	Removed Policy (Restricted medical content +2 more)	0	-	\$0.00
Call						
(973) 358-0850	Account	Account	Eligible	25	6.14%	\$361.24
(973) 358-0850	Account	Account	Removed	0	-	\$0.00
Total: Sitelinks				475	12.30%	\$4,952.79
Total: Callouts				220	12.00%	\$2,179.04
Total: Structured snippets				3	7.89%	\$73.54
Total: Calls				25	6.14%	\$361.24
Total: Promotions				326	13.50%	\$3,600.23

Show rows: 500
1 - 23 of 23
< >

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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_334

Invoice Date: December 1, 2022

Payment Due: December 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
Website Design + Development Black Friday: Shopping Cart & Text Blasts	1	\$1,750.00	\$1,750.00
Credit Black Friday: Comp	1	(\$1,000.00)	(\$1,000.00)

Total: \$2,250.00

Payment on December 1, 2022 using  ending in 2646: \$2,250.00

Amount Due (USD): \$0.00