

CoolSculpting Marketing Services Mi Bella Aesthetics of Ohio Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

Total Google Ads: \$ 1,522.72
Total Marketing Service Fees: \$ 4,500.00
Total CoolSculpting Marketing Cost: \$ 6,022.72

Google Ads | Medstar Media > Mi Bella Aesthetics of Ohio INC 796-385-4145 | All campaigns

Workspace filter: Campaign status: All | Ad group status: All | Add filter

Overview | Campaigns | Custom | Jan 1 - Mar 31, 2023 | Show last 30 days

Add broad match keywords: Get more conversions at a similar or better ROI by adding broad match versions of your existing keywords +8.5% View Apply

Campaign name contains cool X Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting	\$22.36/day	All ads limited by policy	233	4.43%	\$1,522.72
search beta coolsculpting exp reach	\$50.00/day	Removed	0	-	\$0.00
search beta coolsculpting exp reach	\$42.00/day	Paused All ads limited by policy	0	-	\$0.00
Total: Filtered campaigns			233	4.43%	\$1,522.72
Total: Account	\$22.36/day		233	4.43%	\$1,522.72

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) 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 | Medstar Media > Mi Bella Aesthetics of Ohio INC 796-385-4145 | All campaigns > MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$22.36/day Optimization score: 76.3% More details Campaign 2 of 5

Overview | Ads | Custom | Jan 1 - Mar 31, 2023 | Show last 30 days

Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR +6.9% View Apply

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			233	4.43%	\$1,522.72
[Keyword] Mi Bella Aesthetics CoolSculpting in Westlake, OH Freeze Away Stubborn Fat +12 more mibellae.com/coolsculpting/westlake Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at... View assets details	3. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	123	6.57%	\$728.95
Mi Bella Aesthetics CoolSculpting in Westlake, OH Freeze Away Stubborn Fat +12 more mibellae.com/coolsculpting/westlake Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at... View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted drug terms +1 more)	43	2.45%	\$279.64
[Keyword] Mi Bella Aesthetics CoolSculpting in Westlake, OH Freeze Away Stubborn Fat +12 more mibellae.com/coolsculpting/westlake Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	33	4.66%	\$253.92
Mi Bella Aesthetics CoolSculpting in Westlake, OH Freeze Away Stubborn Fat +12 more mibellae.com/coolsculpting/westlake Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at... View assets details	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +1 more)	17	3.82%	\$99.90
[Keyword] Mi Bella Aesthetics CoolSculpting in Westlake, OH Freeze Away Stubborn Fat +12 more mibellae.com/coolsculpting/westlake Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	11	5.09%	\$98.56
[Keyword] Mi Bella Aesthetics CoolSculpting in Westlake, OH Freeze Away Stubborn Fat +12 more mibellae.com/coolsculpting/westlake		Eligible (Limited)			

Google Ads | Medstar Media > Mi Bella Aesthetics of Ohio INC 796-385-4145 | All campaigns > MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$22.36/day Optimization score: 76.3% More details Campaign 2 of 5

Overview | Ads | Custom | Jan 1 - Mar 31, 2023 | Show last 30 days

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			233	4.43%	\$1,522.72
[Keyword] Mi Bella Aesthetics CoolSculpting in Westlake, OH Freeze Away Stubborn Fat +12 more mibellae.com/coolsculpting/westlake Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	11	5.09%	\$98.56
[Keyword] Mi Bella Aesthetics CoolSculpting in Westlake, OH Freeze Away Stubborn Fat +12 more mibellae.com/coolsculpting/westlake Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. The Elite Dual Applicators Treat Two Areas at... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	5	2.62%	\$56.81
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	1	6.67%	\$4.94
CoolSculpting® Deal \$1500 Off CoolSculpting in Westlake, OH 2020 CoolSculpting Discount +6 more www.mibellae.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in... View assets details	7. coolsculpting - near me	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more), Ad group removed	0	-	\$0.00
CoolSculpting® in Westlake, OH Fat Reduction Treatment Flexible Payment Options www.mibellae.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Westlake, OH. Schedule a Free Consultation	7. coolsculpting - near me	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more), Ad group removed	0	-	\$0.00
CoolSculpting® Deal \$1500 Off Fat Reduction Treatment Flexible Payment Options www.mibellae.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Westlake, OH. Schedule a Free Consultation	7. coolsculpting - near me	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more), Ad group removed	0	-	\$0.00
CoolSculpting® Deal \$1500 Off Freeze Away Stubborn Fat Flexible Payment Options www.mibellae.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Westlake, OH. Schedule a Free Consultation	7. coolsculpting - near me	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more), Ad group removed	0	-	\$0.00

Google Ads | Medstar Media > Mi Bella Aesthetics of Ohio INC 796-385-4145 | All campaigns > MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$22.36/day Optimization score: 76.3% More details Campaign 2 of 5

Overview | Ads | Custom | Jan 1 - Mar 31, 2023 | Show last 30 days

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			233	4.43%	\$1,522.72
[Dynamically generated headline] [Dynamically generated display URL] Expert. Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest Deal Ever Now Available: Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
Total: Ads in your current workspace			233	4.43%	\$1,522.72
Total: Campaign			233	4.43%	\$1,522.72

Show rows: 1,000 1 - 422 of 422

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Enabled Status: All ads limited by policy Type: Search Budget: \$22.36/day Optimization score: 76.3% More details Campaign 2 of 5

Assets

Table view: Associations

Upgraded

All Business name Business logo Sitelink Callout Structured snippet Call Lead form Price App Promotion

Legacy

All Image Dynamic image Location Affiliate location

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	1	5.88%	\$9.34
Sitelink						
Membership Packages. Discover the Most Economical Way to Maintain Your Beauty Routine	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	86	4.14%	\$687.41
CoolSculpting CoolSculpting: Best Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	82	4.02%	\$657.29
Why Choose Mi Bella Read About What Sets Us Apart from Other Medspas in Westlake, OH.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	68	3.63%	\$535.70
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	64	3.47%	\$463.99

Enabled Status: All ads limited by policy Type: Search Budget: \$22.36/day Optimization score: 76.3% More details Campaign 2 of 5

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	47	3.06%	\$426.98
Callout						
FDA Cleared	MS search coolsculpting	Campaign	Eligible	26	6.30%	\$217.03
Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	18	5.56%	\$157.23
Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	17	4.83%	\$143.91
Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	14	4.93%	\$115.10
Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	15	4.49%	\$87.90
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
Up to 50% Off	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Promotion						
Winter Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	74	4.95%	\$569.82
Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	8	2.35%	\$46.94
Fall Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00

Enabled Status: All ads limited by policy Type: Search Budget: \$22.36/day Optimization score: 76.3% More details Campaign 2 of 5

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	8	2.35%	\$46.94
Fall Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Spring Sale - Up to 50% off CoolSculpting	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Call						
(216) 616-1249	Account	Account	Eligible	2	0.77%	\$15.22
Total: Sitelinks				86	4.12%	\$687.41
Total: Callouts				53	5.94%	\$393.29
Total: Structured snippets				1	5.88%	\$9.34
Total: Calls				2	0.77%	\$15.22
Total: Promotions				82	4.47%	\$616.76

Show rows: 1,000 1 - 20 of 20

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Enabled Status: All ads limited by policy Type: Search Budget: \$22.36/day Optimization score: 76.3% More details Campaign 2 of 5

Responsive search ad

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

You can now edit advertiser assets. Point to the asset column, 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

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Our Biggest Discount Ever	Approved (limited)	Headline	None	8	Advertiser
Freeze Away Stubborn Fat	Approved (limited)	Headline	None	4	Advertiser
CoolSculpting in Westlake, OH	Approved (limited)	Headline	None	748	Advertiser
Safe + Effective Fat Reduction	-	Headline	None	5	Advertiser
Freezing Fat Really Works	-	Headline	None	2	Advertiser
Non-Surgical Fat Reduction	-	Headline	None	5	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	285	Advertiser
Mi Bella Aesthetics	-	Headline	None	160	Advertiser

Enabled Status: All ads limited by policy Type: Search Budget: \$22.36/day Optimization score: 76.3% More details Campaign 2 of 5

Responsive search ad

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Non-Surgical Lipo Alternative	-	Headline	None	0	Advertiser
Get \$1,000 Off 8+ Treatments	-	Headline	None	0	Advertiser
(Keyword) Mi Bella Aesthetics	Approved (limited)	Headline	None	1,394	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	None	26	Advertiser
Schedule a Free Consultation	-	Headline	None	1	Advertiser
Fat Reduction in Westlake, OH	-	Headline	None	86	Advertiser
Freeze Away Body Fat	-	Headline	None	4	Advertiser
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	7	Advertiser
Freeze Your Way to Leaner Body	-	Headline	None	1	Advertiser
Target Belly Fat, Love Handles	-	Headline	None	1	Advertiser
New Client Special	-	Headline	None	0	Advertiser
Located in Westlake, OH	Approved (limited)	Headline	None	989	Advertiser
Get 50% Off 8+ Treatments	-	Headline	None	0	Advertiser
Up to 50% Off CoolSculpting	-	Headline	None	0	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	None	6	Advertiser
Incredible CoolSculpting Deal	Approved (limited)	Headline	None	9	Advertiser
CoolSculpting® Fat Reduction	Approved (limited)	Headline	None	4	Advertiser

Enabled
Status: All ads limited by policy
Type: Search
Budget: \$22.36/day
Optimization score: 76.3%
More details

Campaign 2 of 5

Overview	Asset status: All Add filter						Download	Expand
Recommendations	Ad may be limited by policy: Restricted medical content , Restricted drug terms							
Insights	● Asset	Status	Asset type ↑	Position pinning	Impr.	Asset source		
Ad groups	● CoolSculpting® Elite Provider	Approved (limited)	Headline	None	0	Advertiser		
Ads & assets	● Book A Free Consultation Now	Approved (limited)	Headline	None	0	Advertiser		
Ads	● Top Body Contouring Technology	Approved (limited)	Headline	None	1	Advertiser		
Assets	● Safely Freeze Twice the Fat	Approved (limited)	Headline	None	0	Advertiser		
Landing pages	● Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	–	Description	None	2	Advertiser		
Keywords	● Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	–	Description	None	0	Advertiser		
Audiences	● The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	None	1,611	Advertiser		
Settings	● Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	–	Description	None	204	Advertiser		
Change history	● Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	–	Description	None	1	Advertiser		
Suggested	● Our Biggest CoolSculpting Discount Ever. Save up to 50% Off CoolSculpting.	–	Description	2nd position	0	Advertiser		
Ad variations	● Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	–	Description	2nd position	0	Advertiser		
Devices	● Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	–	Description	2nd position	176	Advertiser		
+	● The Biggest CoolSculpting Promotion Available for a Limited Time at Mi Bella Aesthetics.	Approved (limited)	Description	None	18	Advertiser		
	● Our Biggest Deal Ever Now Available. Save Up to 50% Off 8+ CoolSculpting Elite Treatments	Approved (limited)	Description	2nd position	1,542	Advertiser		
	● Elite Fat Reduction Treatment. Target Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	37	Advertiser		

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Medstar Media, INC.
10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
+1 6466949450
support@medstarmedia.com

INVOICE

BILL TO
Emily Tate
Mi Bella Aesthetics

INVOICE # 2027
DATE 01/01/2023
DUE DATE 01/01/2023
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 Goals - Lead Nurture Technology	1	1,500.00	1,500.00
PAYMENT					1,500.00
BALANCE DUE					\$0.00

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South Jordan, UT 84095
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support@medstarmedia.com

INVOICE

BILL TO
Emily Tate
Mi Bella Aesthetics

INVOICE # 2058
DATE 02/01/2023
DUE DATE 02/01/2023
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 Goals - Lead Nurture Technology	1	1,500.00	1,500.00
PAYMENT					1,500.00
BALANCE DUE					\$0.00

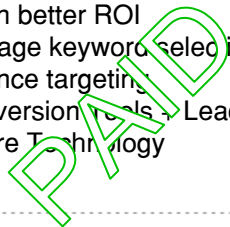
Medstar Media, INC.
10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
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support@medstarmedia.com

INVOICE

BILL TO
Emily Tate
Mi Bella Aesthetics

INVOICE # 2093
DATE 03/01/2023
DUE DATE 03/01/2023
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 Goals - Lead Nurture Technology	1	1,500.00	1,500.00



Referral Program	PAYMENT	1,500.00
	BALANCE DUE	\$0.00

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.