

CoolSculpting Marketing Services Mi Bella Aesthetics of Ohio Co-Op Q3 2023 Total Marketing Expenses (7/1/2023 - 9/30/2023)

Total Google Ads: \$1,469.00
Total Marketing Service Fees: \$4,500.00
Total CoolSculpting Marketing Cost: \$5,969.00

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

Filters: Campaign status: All Ad group status: All Add filter

Overview Campaigns

Recommendations Campaign name contains cool Add filter

Campaign	Budget	Status	Imp.	Clicks	CTR	Conv. rate	Conversions	Cost / conv.	Search lost IS (budget)	Cost
MS search coolsculpting target is	\$26.08/day	All ads limited by policy	7,227	337	4.66%	9.79%	33.00	\$44.52	15.74%	\$1,469.00
search beta coolsculpting exp reach	\$50.00/day	Removed	0	0	-	0.00%	0.00	\$0.00	-	\$0.00
search beta coolsculpting exp reach	\$42.00/day	Paused All ads limited by policy	0	0	-	0.00%	0.00	\$0.00	-	\$0.00
Total: Filtered campaigns			7,227	337	4.66%	9.79%	33.00	\$44.52	15.74%	\$1,469.00
Total: Account			7,227	337	4.66%	9.79%	33.00	\$44.52	15.74%	\$1,469.00

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.
© Google, 2023.

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

Enabled Status: All ads limited by policy Type: Search Budget: \$26.08/day Optimization score: 100% Campaign 2 of 5

Overview Ads

Recommendations Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view			337	4.66%	\$1,469.00
{Keyword:Mi Bella Aesthetics} CoolSculpting CoolSculpting® Elite +12 more mibellacle.com/coolsculpting/westlake Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treat... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +2 more)	82	4.60%	\$449.52
{Keyword:Mi Bella Aesthetics} CoolSculpting CoolSculpting® Elite +12 more mibellacle.com/coolsculpting/westlake Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treat... View assets details	3. lipo	Not eligible Policy (Restricted drug terms +2 more), Ad group paused	111	7.48%	\$389.12
Mi Bella Aesthetics CoolSculpting CoolSculpting® Elite +11 more mibellacle.com/coolsculpting/westlake Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treat... View assets details	x. Expanded Reach Test	Not eligible Policy (Restricted medical content +2 more), Ad group paused	85	2.76%	\$379.09
{Keyword:Mi Bella Aesthetics} CoolSculpting CoolSculpting® Elite +12 more mibellacle.com/coolsculpting/westlake Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treat... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +2 more)	26	10.16%	\$127.49
{Keyword:Mi Bella Aesthetics} CoolSculpting CoolSculpting® Elite +12 more mibellacle.com/coolsculpting/westlake Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treat... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted medical content +2 more)	10	3.42%	\$53.58

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

Enabled Status: All ads limited by policy Type: Search Budget: \$26.08/day Optimization score: 100% Campaign 2 of 5

Overview Ads

Recommendations Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view			337	4.66%	\$1,469.00
{Keyword:Mi Bella Aesthetics} CoolSculpting CoolSculpting® Elite +7 more mibellacle.com/coolsculpting/westlake Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treat... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted medical content +2 more)	10	3.42%	\$53.58
{Keyword:Mi Bella Aesthetics} CoolSculpting CoolSculpting® Elite +7 more mibellacle.com/coolsculpting/westlake Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treat... View assets details	3. lipo	Not eligible Policy (Restricted medical content +2 more), Ad group paused	8	8.33%	\$24.46
Mi Bella Aesthetics CoolSculpting CoolSculpting® Elite +11 more mibellacle.com/coolsculpting/westlake Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treat... View assets details	x. non-service medspa	Not eligible Policy (Restricted drug terms +1 more), Ad group removed	5	7.25%	\$15.33
[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	Not eligible Policy (Restricted medical content +1 more), Ad group paused	1	16.67%	\$8.47
{Keyword:Mi Bella Aesthetics} CoolSculpting CoolSculpting® Elite +7 more mibellacle.com/coolsculpting/westlake Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treat... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted medical content +2 more)	2	5.56%	\$6.34

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

Enabled Status: All ads limited by policy Type: Search Budget: \$26.08/day Optimization score: 100% Campaign 2 of 5

Overview Ads

Recommendations Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view			337	4.66%	\$1,469.00
{Keyword:Mi Bella Aesthetics} CoolSculpting CoolSculpting® Elite +7 more mibellacle.com/coolsculpting/westlake Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treat... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +2 more)	4	9.76%	\$4.97
{Keyword:Mi Bella Aesthetics} CoolSculpting CoolSculpting® Elite +12 more mibellacle.com/coolsculpting/westlake Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treat... View assets details	3. coolsculpting elite	Eligible (Limited) Policy (Restricted medical content +1 more)	1	9.09%	\$4.61
Mi Bella Aesthetics CoolSculpting CoolSculpting® Elite +6 more mibellacle.com/coolsculpting/westlake Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treat... View assets details	x. Expanded Reach Test	Not eligible Policy (Restricted drug terms +2 more), Ad group paused	1	2.33%	\$4.03
Mi Bella Aesthetics CoolSculpting CoolSculpting® Elite +6 more mibellacle.com/coolsculpting/westlake Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ CoolSculpting Elite Treatments. CoolSculpting® Elite Treat... View assets details	x. non-service medspa	Not eligible Policy (Restricted medical content +1 more), Ad group removed	1	3.85%	\$1.99
CoolSculpting® Deal \$1500 Off CoolSculpting in Westlake, OH 2020 CoolSculpting Discount +6 more www.mibellacle.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provide... View assets details	7. coolsculpting - near me	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more), Ad group removed	0	-	\$0.00

Enabled Status: All ads limited by policy Type: Search Budget: \$26.08/day Optimization score: 100% Campaign 2 of 5

Overview	Ad status: All	Add filter	Search	Segment	Columns	Reports	Download	Expand	More
Recommendations									
Insights	Total: Ads in your current view 337 4.66% \$1,469.00								
Ad groups									
Ads & assets									
Ads	2020 Coolsculpting Discount \$1,500 Off September Special Flexible Payment Options www.mibella.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading Coolsculpting Provider in Westlake, OH. Schedule a Free Consultation	6. coolsculpting - fat freeze	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more), Ad group removed				0	-	\$0.00
Assets	Coolsculpting® in Westlake, OH \$1,500 Off September Special Flexible Payment Options www.mibella.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading Coolsculpting Provider in Westlake, OH. Schedule a Free Consultation	6. coolsculpting - fat freeze	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more), Ad group removed				0	-	\$0.00
Landing pages	Coolsculpting® Deal \$1500 Off Freeze Away Stubborn Fat Our Biggest Discount Ever www.mibella.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading Coolsculpting Provider in Westlake, OH. Schedule a Free Consultation	6. coolsculpting - fat freeze	Removed Disapproved (Speculative and Experimental Medical Treatment +2 more), Ad group removed				0	-	\$0.00
Keywords									
Audiences									
Settings									
Change history	Total: Ads in your current view 337 4.66% \$1,469.00								
+ Show more	Total: Campaign 337 4.66% \$1,469.00								

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.
© Google, 2023.

Enabled Status: All ads limited by policy Type: Search Budget: \$26.08/day Optimization score: 100% Campaign 2 of 5

Assets

Table view Associations

Upgraded

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

Legacy All Dynamic image Location Affiliate location

Asset status: All 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,...	MS search coolsculpting target is	Campaign	Eligible	15	5.88%	\$92.16
Sitelink						
Membership Packages. Discover the Most Economical Way to Maintain Your Beauty Routine	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	129	5.29%	\$651.36
Coolsculpting Coolsculpting: Best Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting target is	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	128	5.23%	\$642.81

Enabled Status: All ads limited by policy Type: Search Budget: \$26.08/day Optimization score: 100% Campaign 2 of 5

Assets

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
About Us Learn More About Our Team, Location and Available Aesthetics Treatments						
Account	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	105	4.83%	\$523.18
Why Choose Mi Bella Read About What Sets Us Apart from Other Medspas in Westlake, OH.						
Account	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	93	4.44%	\$473.74
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.						
Account	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	80	4.14%	\$396.20
Callout						
Freeze Your Fat	MS search coolsculpting target is	Campaign	Eligible	65	7.69%	\$353.03
FDA Cleared	MS search coolsculpting target is	Campaign	Eligible	59	5.67%	\$288.29
Nonsurgical Fat Reduction	MS search coolsculpting target is	Campaign	Eligible	47	6.51%	\$260.09
Highlights: No Surgery	MS search coolsculpting target is	Campaign	Eligible	51	6.18%	\$247.74
Liposuction Alternative	MS search coolsculpting target is	Campaign	Eligible	42	5.38%	\$218.76
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00

Enabled Status: All ads limited by policy Type: Search Budget: \$26.08/day Optimization score: 100% Campaign 2 of 5

Assets

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Up to 50% Off						
MS search coolsculpting target is	Campaign	Campaign	Removed	0	-	\$0.00
Promotion						
Summer Sale - Up to 50% off 8+ Treatments	MS search coolsculpting target is	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	57	5.64%	\$288.31
Fall Sale - Up to 50% off 8+ Treatments	MS search coolsculpting target is	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	42	6.35%	\$199.63
Fall Sale - Up to 50% off 8+ Treatments	MS search coolsculpting target is	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Spring Sale - Up to 50% off Coolsculpting	MS search coolsculpting target is	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	MS search coolsculpting target is	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Winter Sale - Up to 50% off 8+ Treatments	MS search coolsculpting target is	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Spring Sale - Up to 50% off 8+ Treatments	MS search coolsculpting target is	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00

Enabled Status: All ads limited by policy Type: Search Budget: \$26.08/day Optimization score: 100% Campaign 2 of 5

Assets

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Business name						
Mi Bella CLE	MS search coolsculpting target is	Campaign	Eligible	257	5.05%	\$1,141.44
Mi Bella Aesthetics	MS search coolsculpting target is	Campaign	Removed Disapproved (Business Name Irrelevance)	0	-	\$0.00
Mi Bella	MS search coolsculpting target is	Campaign	Removed Disapproved (Business Name Irrelevance)	0	-	\$0.00
Mibella CLE	MS search coolsculpting target is	Campaign	Removed Under review	0	-	\$0.00
Call						
216-319-1822	Account	Account	Eligible	6	2.33%	\$32.77
Business logo						
	MS search coolsculpting target is	Campaign	Eligible	258	5.05%	\$1,151.41
	MS search coolsculpting target is	Campaign	Removed Disapproved (Business Logo Blurry)	0	-	\$0.00

Enabled Status: All ads limited by policy Type: Search Budget: \$26.08/day Optimization score: 100%

Asset	Added to	Level	Status	Clicks	CTR	Cost
Image						
	MS search coolsculpting target is	Campaign	Eligible	5	4.90%	\$30.50
Total: Images				5	4.90%	\$30.50
Total: Business name				257	5.05%	\$1,141.44
Total: Business logo				258	5.05%	\$1,151.41
Total: Sitelinks				129	5.24%	\$651.36
Total: Callouts				113	5.80%	\$577.00
Total: Structured snippets				15	5.88%	\$92.16
Total: Calls				6	2.33%	\$32.77
Total: Promotions				99	5.92%	\$487.94

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. 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.

Responsive search ad

Ad strength: Good

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

Search term categories your ad appears for: coolsculpting near me, get rid, remove belly fat without surgery, + 131 more

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.

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Asset					

Responsive search ad

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Top Provider in Westlake, OH	Approved (limited)	Headline	2nd position	163	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	31	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	9	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	369	Advertiser
Mi Bella Aesthetics	Approved (limited)	Headline	None	0	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	114	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	352	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	106	Advertiser
(Keyword:Mi Bella Aesthetics)	Approved (limited)	Headline	1st position	212	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	3	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	2	Advertiser

Responsive search ad

Asset	Status	Asset type	Position pinning	Impr.	Asset source
CoolSculpting® Elite	Approved (limited)	Headline	1st position	3	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	2	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	635	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	11	Advertiser
Coolsculpting in Westlake, OH	Approved (limited)	Headline	1st position	1,528	Advertiser
CoolSculpting® Elite Westlake	Approved (limited)	Headline	1st position	27	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	None	15	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	24	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	1,742	Advertiser
Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments	Approved (limited)	Description	2nd position	1,440	Advertiser

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. 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.

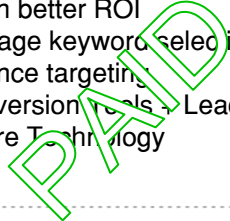
Medstar Media, INC.
10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
+1 6467023480
support@medstarmedia.com

INVOICE

BILL TO
Emily Tate
Mi Bella Aesthetics

INVOICE # 2229
DATE 07/01/2023
DUE DATE 07/01/2023
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.

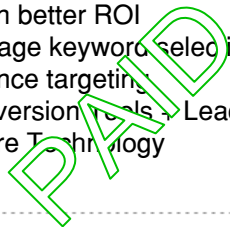
Medstar Media, INC.
10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
+1 6467023480
support@medstarmedia.com

INVOICE

BILL TO
Emily Tate
Mi Bella Aesthetics

INVOICE # 2273
DATE 08/01/2023
DUE DATE 08/01/2023
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.

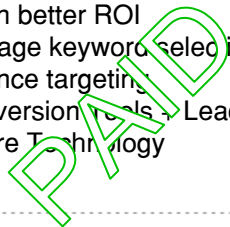
Medstar Media, INC.
10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
+1 6467023480
support@medstarmedia.com

INVOICE

BILL TO
Emily Tate
Mi Bella Aesthetics

INVOICE # 2305
DATE 09/01/2023
DUE DATE 09/01/2023
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.