

CoolSculpting Marketing Services Nava Health & Vitality Center Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

Total Google Ads: \$ 8,257.00
Total Marketing Service Fees: \$ 6,000.00
Total CoolSculpting Marketing Cost: \$14,257.00

Google Ads Medstar Media Nava Center 566-882-1529 All campaigns (modified) MS | search | coolsculpting

Workspace filter Campaign status: All Ad group status: All Campaign name contains cool Add filter

Overview Campaigns

Adjust your budgets: Get more conversions by adjusting your budgets in your Maximize conversions campaigns +2.1% View Apply

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting	\$99.87/day	All ads limited by policy	1,341	6.64%	\$8,257.00
search coolsculpting exp reach	\$40.48/day	Paused All ads disapproved	0	-	\$0.00
Total: Campaigns in your current workspace			1,341	6.64%	\$8,257.00
Total: Account			10,234	8.13%	\$38,770.30

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 Nava Center 566-882-1529 All campaigns (modified) MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$99.87/day Optimization score: 89.2% More details Campaign 1 of 2

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
(Keyword Nava Health & Vitality Center CoolSculpting in (LOCATION/City)) Freeze Away Body Fat +10 more www.thenavacenter.com/coolsculpting Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	600	8.42%	\$4,424.51
(Keyword Nava Health & Vitality Center CoolSculpting in (LOCATION/City)) Freeze Away Body Fat +10 more www.thenavacenter.com/coolsculpting Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	254	6.52%	\$1,456.60
Nava Health & Vitality Center Fat Reduction in MD & VA Non-Surgical Fat Reduction +11 more www.thenavacenter.com/coolsculpting Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven... View assets details	3. liposuction	Eligible (Limited) Policy (Restricted medical content +1 more)	189	5.74%	\$885.37
(Keyword Nava Health & Vitality Center CoolSculpting in (LOCATION/City)) Freeze Away Body Fat +10 more www.thenavacenter.com/coolsculpting CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More. Expert, Safe Fat Loss With Quick Results... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	124	9.23%	\$730.58
Nava Health & Vitality Center Fat Reduction in MD & VA Non-Surgical Fat Reduction +11 more www.thenavacenter.com/coolsculpting Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven... View assets details	x. expanded reach	Eligible (Limited) Policy (Restricted drug terms +1 more)	132	3.87%	\$532.06
Nava Health & Vitality Center CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more www.thenavacenter.com/coolsculpting Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +1 more)	41	3.92%	\$223.23

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 Nava Center 566-882-1529 All campaigns (modified) MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$99.87/day Optimization score: 89.2% More details Campaign 1 of 2

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
[Dynamically generated headline] [Dynamically generated display URL] How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now. Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	1	2.04%	\$4.65
CoolSculpting® Fat Reduction CoolSculpting in Columbia, MD Biggest CoolSculpting® Promo +5 more navacenter.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Columbia, MD. Expert, Safe Fat Loss With Quick Results... View assets details	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
CoolSculpting® Fat Reduction CoolSculpting in Columbia, MD Our Biggest Discount Ever navacenter.mysculpt.net/coolsculpting 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 (Restricted medical content +1 more)	0	-	\$0.00
Best CoolSculpting Deal Ever Freeze Away Body Fat Hurry Offer Ends In (+COUNTDOWN("2021/04/30 00:00:00",en-US,31)) navacenter.mysculpt.net 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 (Restricted medical content +1 more)	0	-	\$0.00
Best CoolSculpting Deal Ever Save \$1,000 Off 8+ Treatments Hurry Offer Ends In (+COUNTDOWN("2021/04/30 00:00:00",en-US,31)) navacenter.mysculpt.net 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 (Restricted medical content +1 more)	0	-	\$0.00
Best CoolSculpting Deal Ever Limited Time Offer Apr 2021 Hurry Offer Ends In (+COUNTDOWN("2021/04/30 00:00:00",en-US,31)) navacenter.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Columbia, MD. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Best CoolSculpting Deal Ever Limited Time Offer Apr 2021 CoolSculpting Special 25% Off navacenter.mysculpt.net 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 (Restricted medical content +1 more)	0	-	\$0.00

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 Nava Center 566-882-1529 All campaigns (modified) MS | search | coolsculpting

Enabled Status: All ads limited by policy Type: Search Budget: \$99.87/day Optimization score: 89.2% More details Campaign 1 of 2

Overview Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
In (+GeoTarget Location). How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.					
CoolSculpting® in Columbia, MD Limited Time Offer Apr 2021 25% Off All CoolSculpting navacenter.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Columbia, MD. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
CoolSculpting® Fat Reduction CoolSculpting in Columbia, MD Biggest CoolSculpting® Promo +5 more navacenter.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Columbia, MD. Expert, Safe Fat Loss With Quick Results... View assets details	2. body sculpting	Removed Policy (Restricted drug terms +2 more)	0	-	\$0.00
CoolSculpting® in Columbia, MD Limited Time Offer Apr 2021 CoolSculpting Special 25% Off navacenter.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Columbia, MD. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	2. body sculpting	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Best CoolSculpting Deal Ever Freeze Away Body Fat CoolSculpting Special 25% Off navacenter.mysculpt.net/coolsculpting Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in (+GeoTarget Location). How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now.	2. body sculpting	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Total: Ads in your current workspace			1,341	6.64%	\$8,257.00
Total: Campaign			1,341	6.64%	\$8,257.00

Show rows: 100 1 - 100 of 775

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: \$99.87/day Optimization score: 89.2% More details Campaign 1 of 2

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

Search term categories your ad appears for
coolsculpting, coolsculpting near me, fat freezing, + 175 more

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

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

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	22	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Learning	250	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	Best	1,989	Advertiser
Save \$1,000 Off 8+ Treatments	-	Headline	None	-	0	Advertiser
(Keyword:Nava Health & Vitality Center)	Approved (limited)	Headline	None	Good	1,980	Advertiser

Asset status: All Add filter

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

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
CoolSculpting in (LOCATION)(City)	Approved (limited)	Headline	None	Good	6,690	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	57	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	None	Learning	477	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	None	Learning	56	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	None	Learning	29	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	Learning	1,423	Advertiser
Top Provider in MD & VA.	-	Headline	None	-	0	Advertiser
Book Now for Up to \$1000 Off	-	Headline	None	-	0	Advertiser
CoolSculpting Near Me	Approved (limited)	Headline	None	Learning	57	Advertiser
Top Provider in MD & VA	Approved (limited)	Headline	None	Learning	26	Advertiser
Save \$1,000 On 8+ Treatments	-	Headline	None	-	0	Advertiser
Book Now for Up to 50% Off	-	Headline	None	-	0	Advertiser
Save 50% Off 8+ Treatments	-	Headline	None	-	0	Advertiser
Book Now for Up to 25% Off	-	Headline	None	-	0	Advertiser
Save 25% Off 4+ Treatments	-	Headline	None	-	0	Advertiser
25% off 4+ treatments	-	Headline	None	-	0	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	None	Learning	1,198	Advertiser

Asset status: All Add filter

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

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Save 50% Off 8+ Treatments	-	Headline	None	-	0	Advertiser
Book Now for Up to 25% Off	-	Headline	None	-	0	Advertiser
Save 25% Off 4+ Treatments	-	Headline	None	-	0	Advertiser
25% off 4+ treatments	-	Headline	None	-	0	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	None	Learning	1,198	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Learning	105	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	Best	6,906	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	-	Description	None	-	0	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Maryland & Virginia	-	Description	None	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 25% Off 4+ Treatments of CoolSculpting.	-	Description	2nd position	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 25% Off 4+ CoolSculpting Treatments	-	Description	2nd position	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Best	6,358	Advertiser
CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More	Approved (limited)	Description	None	Learning	116	Advertiser

Show rows: 100 1 - 30 of 30

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.

Asset status: All Add filter

Table view: Associations

Upgraded

Legacy

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	1.10%	\$14.70
Sitelink						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	462	6.26%	\$3,217.35
Why Choose Nava Center? Read About What Sets Us Apart from Other Medspas in VA & MD.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	450	6.16%	\$3,126.22
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	428	6.01%	\$2,943.84
Book a Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	393	5.69%	\$2,723.77

Asset status: All Add filter

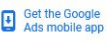
Asset	Added to	Level	Status	Clicks	CTR	Cost
Callout						
FDA Cleared	MS search coolsculpting	Campaign	Eligible	67	4.87%	\$453.77
Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	70	5.34%	\$438.60
Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	57	6.56%	\$420.92
Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	52	5.98%	\$398.81
Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	52	6.15%	\$395.66
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
25% Off 4+ Treatments	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Promotion						
Winter Sale - Up to 25% off 4+ Treatments	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	396	6.49%	\$2,682.57
Spring Sale - Up to 25% off 4+ Treatments	MS search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	62	6.72%	\$397.87
Winter Sale - \$1,000 off 8+ Treatments	MS search coolsculpting	Campaign	Removed Disapproved (Destination mismatch +3 more)	0	-	\$0.00
Fall Sale - Up to 25% off 4+ 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: \$99.87/day Optimization score: 89.2% More details Campaign 1 of 2

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Recommendations	<input type="checkbox"/>						
Insights	<input type="checkbox"/>						
Ad groups	<input type="checkbox"/>	Winter Sale - \$1,000 off 8+ Treatments	MS search coolsculpting	Campaign	0	-	\$0.00
Ads & assets	<input type="checkbox"/>	Fall Sale - Up to 25% off 4+ Treatments	MS search coolsculpting	Campaign	0	-	\$0.00
Ads	<input type="checkbox"/>	Spring Sale - \$1,000 off 8+ Treatments	MS search coolsculpting	Campaign	0	-	\$0.00
Assets	<input type="checkbox"/>	Summer Sale - Up to 25% off 4+ Treatments	MS search coolsculpting	Campaign	0	-	\$0.00
Landing pages							
Keywords							
Audiences							
Settings	<input type="checkbox"/>	(410) 910 8263	Account	Account	Eligible	32	2.32%
Change history		Total: Sitelinks			468	6.30%	\$3,244.03
Suggested		Total: Callouts			156	5.21%	\$1,061.54
Ad schedule		Total: Structured snippets			1	1.10%	\$14.70
Show more		Total: Calls			32	2.32%	\$259.13
		Total: Promotions			458	6.52%	\$3,080.44

Show rows: 100 1 - 20 of 20

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.



Medstar Media, Inc.
10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095



Paid

Bernie Dancel
Nava Health & Vitality Center

Invoice Number FB2023-008
Date of Issue 01/01/2023
Due Date 01/01/2023

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Adwords • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology Includes up to three marketing campaigns at three locations	\$1,750.00	1	\$1,750.00

Additional Site Ashburn, VA	\$250.00	1	\$250.00
--------------------------------	----------	---	----------

Subtotal 2,000.00
Tax 0.00

Total 2,000.00
Amount Paid 2,000.00

Amount Due (USD) \$0.00

Medstar Media, Inc.
10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095



Paid

Bernie Dancel
Nava Health & Vitality Center

Invoice Number FB2023-045
Date of Issue 02/01/2023
Due Date 02/01/2023

Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Adwords • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology Includes up to three marketing campaigns at three locations	\$1,750.00	1	\$1,750.00

Additional Site Ashburn, VA	\$250.00	1	\$250.00
--------------------------------	----------	---	----------

Subtotal	2,000.00
Tax	0.00
Total	2,000.00
Amount Paid	2,000.00
Amount Due (USD)	\$0.00

Medstar Media, Inc.
10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095



Bernie Dancel
Nava Health & Vitality Center

Invoice Number	FB2023-084
Date of Issue	03/01/2023
Due Date	03/01/2023
<hr/>	
Amount Due (USD)	\$2,000.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Adwords • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology Includes up to three marketing campaigns at three locations	\$1,750.00	1	\$1,750.00
Additional Site Ashburn, VA	\$250.00	1	\$250.00

Subtotal	2,000.00
Tax	0.00

Total	2,000.00
Amount Paid	0.00

Amount Due (USD)	\$2,000.00
------------------	------------

Notes

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.