

# CoolSculpting Marketing Services Nava Health & Vitality Center Co-Op Q3 2023 Total Marketing Expenses (7/1/2023 - 9/30/2023)

**Total Google Ads: \$ 919.28**  
**Total Marketing Service Fees: \$6,000.00**  
**Total CoolSculpting Marketing Cost: \$6,919.28**

Google Ads | Medstar Media | Nava Center | 566-882-1529 | All campaigns | MS | search | columbia

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$112.78/day | Optimization score: 59.9% | More details

Overview | Ad groups | Custom | Jul 1 - Sep 30, 2023 | Show last 30 days

Ad group name contains cool X Add filter

Ad group	Status	Target CPA	Conversions	Cost / conv.	Clicks	CTR	Cost
x Exp Reach   coolsculpting	Eligible (Limited) All ads limited by policy	-	10.00	\$22.38	79	2.73%	\$223.75
coolsculpting	Eligible (Limited) All ads limited by policy	-	2.00	\$65.20	51	3.93%	\$130.40
Total: Filtered ad groups			12.00	\$29.51	130	3.10%	\$354.15
Total: Campaign			558.00	\$18.96	3,240	8.46%	\$10,581.16

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

Google Ads | Medstar Media | Nava Center | 566-882-1529 | All campaigns | MS | search | columbia | x Exp Reach | coolsculpting

Enabled | Status: Eligible (Limited) | Type: Standard | More details

Overview | Ads | Custom | Jul 1 - Sep 30, 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 +7.7% View Apply

Ad status: All Add filter

Ad	Status	Clicks	CTR	Cost
Nava Health & Vitality Center   CoolSculpting   Huge CoolSculpting Promotion +11 more www.thenavacenter.com/columbia Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. CoolSculpting® Treats Fat in 8 Areas: Thighs,...	Eligible (Limited) Policy (Restricted medical content +1 more)	79	2.73%	\$223.75
Total: Ads in your current view		79	2.73%	\$223.75
Total: Ad group		79	2.73%	\$223.75

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

Google Ads | Medstar Media | Nava Center | 566-882-1529 | All campaigns | MS | search | columbia | x Exp Reach | coolsculpting

Enabled | Status: Eligible (Limited) | Type: Standard | More details

Overview | Responsive search ad | Leave feedback | Custom | Jul 1 - Sep 30, 2023 | Show last 30 days

Assets | Asset status: All Add filter

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
CoolSculpting in Columbia, MD	Approved (limited)	Headline	1st position	2,454	Advertiser
Safe + Effective Fat Reduction	Approved (limited)	Headline	2nd position	117	Advertiser
Nava Health & Vitality Center	Approved (limited)	Headline	None	0	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	448	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	522	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	192	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	1st position	80	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	979	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	84	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	287	Advertiser
Coolsculpting Near Me	Approved (limited)	Headline	1st position	76	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	446	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	56	Advertiser

Google Ads | Medstar Media | Nava Center | 566-882-1529 | All campaigns | MS | search | columbia | x Exp Reach | coolsculpting

Enabled | Status: Eligible (Limited) | Type: Standard | More details

Overview | Responsive search ad | Leave feedback | Custom | Jul 1 - Sep 30, 2023 | Show last 30 days

Assets | Asset status: All Add filter

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	192	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	1st position	80	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	979	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	84	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	287	Advertiser
Coolsculpting Near Me	Approved (limited)	Headline	1st position	76	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	446	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	56	Advertiser
Top Provider in Columbia	Approved (limited)	Headline	2nd position	53	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	52	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	2,786	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	2,261	Advertiser
CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More	Approved (limited)	Description	None	59	Advertiser

Show rows: 500 1 - 18 of 18

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

Google Ads | Medstar Media | Nava Center | 566-882-1529 | All campaigns | MS | search | columbia | x. Exp Reach | coolsculpting

Enabled | Status: Eligible (Limited) | Type: Standard | More details | Ad group 6 of 8

### Assets

Asset status: All | Asset type: All | Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Sitelink						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   columbia   x. Exp Reach   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	27	3.27%	\$82.92
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	26	3.36%	\$80.81
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)	26	3.11%	\$80.24
Book a Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	25	3.18%	\$78.13
Callout						
5-Star Rated Medspa	Account	Account	Eligible	8	2.29%	\$30.82
Contact Us + Free Consult	Account	Account	Eligible	6	2.07%	\$26.07
Promotion						
Summer Sale - Up to 25% off 4+ Treatments	MS   search   columbia   x. Exp Reach   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	13	2.89%	\$44.76
Fall Sale - Up to 25% off 4+ Treatments	MS   search   columbia   x. Exp Reach   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	4	2.00%	\$9.24
Business name						

Google Ads | Medstar Media | Nava Center | 566-882-1529 | All campaigns | MS | search | columbia | x. Exp Reach | coolsculpting

Enabled | Status: Eligible (Limited) | Type: Standard | More details | Ad group 6 of 8

### Assets

Asset status: All | Asset type: All | Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Business name						
Nava Center	MS   search   columbia	Campaign	Eligible	73	2.70%	\$206.44
Call						
(410) 910 8263	Account	Account	Eligible	3	2.07%	\$9.79
Business logo						
	MS   search   columbia	Campaign	Eligible	73	2.70%	\$206.44
Total: Business name				73	2.70%	\$206.44
Total: Business logo				73	2.70%	\$206.44
Total: Sitelinks				27	3.19%	\$82.92
Total: Callouts				9	2.09%	\$37.93
Total: Structured snippets				0	-	\$0.00
Total: Calls				3	2.07%	\$9.79
Total: Promotions				17	2.62%	\$54.00

Show rows: 500 | 1 - 11 of 11

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

Enabled | Status: Eligible (Limited) | Type: Standard | More details | Ad group 1 of 8

### Ads

Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR +7.7% View Apply

Ad	Status	Clicks	CTR	Cost
(Keyword:Nava Health & Vitality Center)   CoolSculpting   Huge CoolSculpting Promotion +12 more www.thenavacenter.com/columbia Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. CoolSculpting® Treats Fat in 8 Areas: Thighs,...	Eligible (Limited) Policy (Restricted drug terms +1 more)	51	3.93%	\$130.40
Total: Ads in your current view		51	3.93%	\$130.40
Total: Ad group		51	3.93%	\$130.40

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

Enabled | Status: Eligible (Limited) | Type: Standard | More details | Ad group 1 of 8

### Responsive search ad

Assets | Combinations

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
CoolSculpting in Columbia, MD	Approved (limited)	Headline	1st position	745	Advertiser
Safe + Effective Fat Reduction	Approved (limited)	Headline	2nd position	10	Advertiser
(Keyword:Nava Health & Vitality Center)	Approved (limited)	Headline	1st position	474	Advertiser
Nava Health & Vitality Center	Approved (limited)	Headline	None	0	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	274	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	180	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	31	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	1st position	36	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	173	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	308	Advertiser
CoolSculpting	Approved (limited)	Headline	1st position	33	Advertiser
CoolSculpting Near Me	Approved (limited)	Headline	1st position	11	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	108	Advertiser

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

Enabled | Status: Eligible (Limited) | Type: Standard | More details | Ad group 1 of 8

### Responsive search ad

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	31	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	1st position	36	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	173	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	308	Advertiser
CoolSculpting	Approved (limited)	Headline	1st position	33	Advertiser
CoolSculpting Near Me	Approved (limited)	Headline	1st position	11	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	108	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	7	Advertiser
Top Provider in Columbia	Approved (limited)	Headline	2nd position	208	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	20	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	1,258	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	1,009	Advertiser
CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More	Approved (limited)	Description	None	21	Advertiser

Show rows: 500 | 1 - 19 of 19

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

Enabled Status: Eligible (Limited) Type: Standard

Ad group 1 of 8

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet							
Assets	Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmin, Fat...	MS   search   columbia   coolsculpting	Ad group	Eligible	1	2.44%	\$2.24
Landing pages	Sitelink						
Keywords	CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   columbia   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	14	2.85%	\$40.51
Audience	Book a Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	14	2.90%	\$40.51
Settings	About Us Learn More About Our Team, Location and Available Aesthetic Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	14	2.88%	\$40.51
Dynamic ad targets	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)	13	2.65%	\$38.30
Devices	Callout						
	FDA Cleared	MS   search   columbia   coolsculpting	Ad group	Eligible	4	3.45%	\$10.64
	Nonsurgical Fat Reduction	MS   search   columbia   coolsculpting	Ad group	Eligible	2	2.70%	\$10.09
	Freeze Your Fat	MS   search   columbia   coolsculpting	Ad group	Eligible	3	3.03%	\$8.36
	Highlights: No Surgery	MS   search   columbia   coolsculpting	Ad group	Eligible	3	3.23%	\$7.55
	Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
	5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00

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

Enabled Status: Eligible (Limited) Type: Standard

Ad group 1 of 8

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Promotion							
Assets	Fall Sale - Up to 25% off 4+ Treatments	MS   search   columbia   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	5	2.49%	\$20.77
Landing pages	Summer Sale - Up to 25% off 4+ Treatments	MS   search   columbia   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	3	2.11%	\$6.87
Keywords	Spring Sale - Up to 25% off 4+ Treatments	MS   search   columbia   coolsculpting	Ad group	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Audience	Business name						
Settings	Nava Center	MS   search   columbia	Campaign	Eligible	49	3.95%	\$124.15
Dynamic ad targets	Call						
Devices	(410) 910 8263	Account	Account	Eligible	1	0.79%	\$1.53
	Business logo						
		MS   search   columbia	Campaign	Eligible	49	3.95%	\$124.15
	Total: Business name				49	3.95%	\$124.15
	Total: Business logo				49	3.95%	\$124.15
	Total: Sitelinks				14	2.82%	\$40.51
	Total: Callouts				7	2.59%	\$22.65

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

Enabled Status: Eligible (Limited) Type: Standard

Ad group 1 of 8

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Business name							
Assets	Nava Center	MS   search   columbia	Campaign	Eligible	49	3.95%	\$124.15
Landing pages	Call						
Keywords	(410) 910 8263	Account	Account	Eligible	1	0.79%	\$1.53
Audience	Business logo						
Settings		MS   search   columbia	Campaign	Eligible	49	3.95%	\$124.15
Dynamic ad targets	Total: Business name				49	3.95%	\$124.15
	Total: Business logo				49	3.95%	\$124.15
	Total: Sitelinks				14	2.82%	\$40.51
	Total: Callouts				7	2.59%	\$22.65
	Total: Structured snippets				1	2.44%	\$2.24
	Total: Calls				1	0.79%	\$1.53
	Total: Promotions				8	2.33%	\$27.64

Show rows: 500 1 - 18 of 18

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

Enabled Status: All ads limited by policy Type: Search Budget: \$113.06/day Optimization score: 63.8%

Campaign 1 of 15

Overview	Ad group	Status	Target CPA	Conversions	Cost / conv.	Clicks	CTR	Cost
Ad groups	coolsculpting	Eligible (Limited) All ads limited by policy	-	8.00	\$20.73	48	7.95%	\$165.85
Auction insights	x. Exp Reach   coolsculpting	Eligible (Limited) All ads limited by policy	-	12.00	\$12.43	61	3.76%	\$149.14
Summary	Total: Filtered ad groups			20.00	\$15.75	109	4.90%	\$314.99
	Total: Campaign			411.50	\$25.69	2,880	8.42%	\$10,571.21

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

Enabled Status: Eligible (Limited) Type: Standard

Ad group 1 of 8

Overview	Ad	Status	Clicks	CTR	Cost
Assets	(Keyword Nava Health & Vitality Center)   Coolsculpting   Huge CoolSculpting Promotion +12 more www.thenavacenter.com/ashburn Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. CoolSculpting® Treats Fat in 8 Areas: Thighs... View assets details	Eligible (Limited) Policy (Restricted drug terms +1 more)	48	7.95%	\$165.85
Settings	(Keyword Nava Health & Vitality Center)   CoolSculpting in Ashburn, VA   Freeze Away Body Fat +10 more www.thenavacenter.com/ashburn Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick Results... View assets details	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Dynamic ad targets	(Keyword Nava Health & Vitality Center)   CoolSculpting in Ashburn, VA   Freeze Away Body Fat +10 more www.thenavacenter.com/ashburn CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More. Expert, Safe Fat Loss With Quick Results. Minimal Downtim... View assets details	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
	Nava Health & Vitality Center   Fat Reduction in Ashburn, VA   Non-Surgical Fat Reduction +11 more www.thenavacenter.com/ashburn Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No... View assets details	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
	Total: Ads in your current view		48	7.95%	\$165.85
	Total: Ad group		48	7.95%	\$165.85

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Some inventory may be provided through third party intermediaries.

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Responsive search ad Leave feedback Custom Jul 1 - Sep 30, 2023 Show last 30 days

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Safe + Effective Fat Reduction	Approved (limited)	Headline	2nd position	3	Advertiser
(Keyword:Nava Health & Vitality Center)	Approved (limited)	Headline	1st position	249	Advertiser
Nava Health & Vitality Center	Approved (limited)	Headline	None	0	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	99	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	48	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	5	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	1st position	15	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	46	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	166	Advertiser
CoolSculpting in Ashburn, VA	Approved (limited)	Headline	1st position	333	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	5	Advertiser
Coolsculpting Near Me	Approved (limited)	Headline	1st position	2	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	49	Advertiser

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Responsive search ad Leave feedback Custom Jul 1 - Sep 30, 2023 Show last 30 days

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Huge CoolSculpting Promotion	Approved (limited)	Headline	1st position	15	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	46	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	166	Advertiser
CoolSculpting in Ashburn, VA	Approved (limited)	Headline	1st position	333	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	5	Advertiser
Coolsculpting Near Me	Approved (limited)	Headline	1st position	2	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	49	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	3	Advertiser
Top Provider in Ashburn	Approved (limited)	Headline	2nd position	185	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	14	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	584	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	473	Advertiser
CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More	Approved (limited)	Description	None	6	Advertiser

Show rows: 500 1 - 19 of 19

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Assets Custom Jul 1 - Sep 30, 2023 Show last 30 days

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   ashburn > coolsculpting	Ad group	Eligible	1	5.26%	\$1.44
Sitelink						
CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   ashburn > coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	12	5.45%	\$49.18
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)	12	5.45%	\$49.18
Book a Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	11	5.21%	\$47.42
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	10	4.78%	\$42.12
Callout						
Freeze Your Fat	MS   search   ashburn > coolsculpting	Ad group	Eligible	4	7.41%	\$12.23
FDA Cleared	MS   search   ashburn > coolsculpting	Ad group	Eligible	3	5.56%	\$9.84
Highlights: No Surgery	MS   search   ashburn > coolsculpting	Ad group	Eligible	3	7.89%	\$7.76
Nonsurgical Fat Reduction	MS   search   ashburn > coolsculpting	Ad group	Eligible	1	2.50%	\$4.37
Liposuction Alternative	MS   search   ashburn > coolsculpting	Ad group	Eligible	1	2.63%	\$4.37

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Assets Custom Jul 1 - Sep 30, 2023 Show last 30 days

Asset	Added to	Level	Status	Clicks	CTR	Cost
Promotion						
Summer Sale - Up to 25% off 4+ Treatments	MS   search   ashburn > coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	12	9.84%	\$41.90
Fall Sale - Up to 25% off 4+ Treatments	MS   search   ashburn > coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	2	2.90%	\$10.52
Spring Sale - Up to 25% off 4+ Treatments	MS   search   ashburn > coolsculpting	Ad group	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Business name						
Nava Center	MS   search   ashburn	Campaign	Eligible	48	8.28%	\$165.85
Call						
(410) 910 8263	Account	Account	Eligible	2	5.56%	\$8.42
Business logo						
N	MS   search   ashburn	Campaign	Eligible	48	8.28%	\$165.85
Total: Business name				48	8.28%	\$165.85
Total: Business logo				48	8.28%	\$165.85
Total: Sitelinks				12	5.43%	\$49.18
Total: Callouts				6	4.51%	\$16.95

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Assets Custom Jul 1 - Sep 30, 2023 Show last 30 days

Asset	Added to	Level	Status	Clicks	CTR	Cost
Business name						
Nava Center	MS   search   ashburn	Campaign	Eligible	48	8.28%	\$165.85
Call						
(410) 910 8263	Account	Account	Eligible	2	5.56%	\$8.42
Business logo						
N	MS   search   ashburn	Campaign	Eligible	48	8.28%	\$165.85
Total: Business name				48	8.28%	\$165.85
Total: Business logo				48	8.28%	\$165.85
Total: Sitelinks				12	5.43%	\$49.18
Total: Callouts				6	4.51%	\$16.95
Total: Structured snippets				1	5.26%	\$1.44
Total: Calls				2	5.56%	\$8.42
Total: Promotions				14	7.33%	\$52.42

Show rows: 500 1 - 18 of 18

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Google Ads | Medstar Media | Nava Center | 566-882-1529 | All campaigns > MS | search | ashburn > x. Exp Reach | coolsculpting

Enabled | Status: Eligible (Limited) | Type: Standard | More details

Ad group 6 of 8

### Ads

Custom Jul 1 - Sep 30, 2023 | Show last 30 days

+7.7% View Apply

Ad status: All Add filter

Ad	Status	Clicks	CTR	Cost
Nava Health & Vitality Center   Coolsculpting   Huge Coolsculpting Promotion +11 more www.thenavacenter.com/ashburn Our Biggest Coolsculpting Discount Ever. Get Up to 25% Off 4+ Coolsculpting Treatments. Coolsculpting® Treats Fat in 8 Areas: Thighs,...	Eligible (Limited) Policy (Restricted medical content +1 more)	61	3.76%	\$149.14
Total: Ads in your current view		61	3.76%	\$149.14
Total: Ad group		61	3.76%	\$149.14

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 | Nava Center | 566-882-1529 | All campaigns > MS | search | ashburn > x. Exp Reach | coolsculpting

Enabled | Status: Eligible (Limited) | Type: Standard | More details

Ad group 6 of 8

### Responsive search ad

Leave feedback

Custom Jul 1 - Sep 30, 2023 | Show last 30 days

Asset status: All Add filter

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Safe + Effective Fat Reduction	Approved (limited)	Headline	2nd position	81	Advertiser
Nava Health & Vitality Center	Approved (limited)	Headline	None	0	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	192	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	208	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	68	Advertiser
Huge Coolsculpting Promotion	Approved (limited)	Headline	1st position	66	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	268	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	168	Advertiser
Coolsculpting in Ashburn, VA	Approved (limited)	Headline	1st position	1,400	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	94	Advertiser
Coolsculpting Near Me	Approved (limited)	Headline	1st position	61	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	501	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	57	Advertiser
The Provider in Ashburn	Approved (limited)	Headline	2nd position	78	Advertiser

Google Ads | Medstar Media | Nava Center | 566-882-1529 | All campaigns > MS | search | ashburn > x. Exp Reach | coolsculpting

Enabled | Status: Eligible (Limited) | Type: Standard | More details

Ad group 6 of 8

### Assets

Asset status: All Add filter

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Huge Coolsculpting Promotion	Approved (limited)	Headline	1st position	66	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	268	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	168	Advertiser
Coolsculpting in Ashburn, VA	Approved (limited)	Headline	1st position	1,400	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	94	Advertiser
Coolsculpting Near Me	Approved (limited)	Headline	1st position	61	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	501	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	57	Advertiser
Top Provider in Ashburn	Approved (limited)	Headline	2nd position	78	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	32	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	1,555	Advertiser
Our Biggest Coolsculpting Discount Ever. Get Up to 25% Off 4+ Coolsculpting Treatments	Approved (limited)	Description	2nd position	1,318	Advertiser
Coolsculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More	Approved (limited)	Description	None	34	Advertiser

Show rows: 500 | 1 - 18 of 18

Google Ads | Medstar Media | Nava Center | 566-882-1529 | All campaigns > MS | search | ashburn > x. Exp Reach | coolsculpting

Enabled | Status: Eligible (Limited) | Type: Standard | More details

Ad group 6 of 8

### Assets

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Coolsculpting Coolsculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   ashburn > x. Exp Reach   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	30	5.57%	\$77.48
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)	29	5.39%	\$71.79
Book a Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	23	4.62%	\$63.77
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	23	4.60%	\$60.18
5-Star Rated Medspa	Account	Account	Eligible	11	5.19%	\$26.79
Contact Us + Free Consult	Account	Account	Eligible	10	5.46%	\$21.96
Summer Sale - Up to 25% off 4+ Treatments	MS   search   ashburn > x. Exp Reach   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	9	2.78%	\$22.62
Fall Sale - Up to 25% off 4+ Treatments	MS   search   ashburn > x. Exp Reach   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	6	3.57%	\$15.70

Google Ads | Medstar Media | Nava Center | 566-882-1529 | All campaigns > MS | search | ashburn > x. Exp Reach | coolsculpting

Enabled | Status: Eligible (Limited) | Type: Standard | More details

Ad group 6 of 8

### Assets

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Nava Center	MS   search   ashburn	Campaign	Eligible	60	3.89%	\$147.81
(410) 910 8263	Account	Account	Eligible	1	1.14%	\$2.55
Nava Center Logo	MS   search   ashburn	Campaign	Eligible	60	3.89%	\$147.81
Total: Business name				60	3.89%	\$147.81
Total: Business logo				60	3.89%	\$147.81
Total: Sitelinks				30	5.52%	\$77.48
Total: Callouts				14	5.34%	\$31.08
Total: Structured snippets				0	-	\$0.00
Total: Calls				1	1.14%	\$2.55
Total: Promotions				15	3.05%	\$38.32

Show rows: 500 | 1 - 11 of 11

Enabled Status: All ads limited by policy Type: Search Budget: \$80.18/day Optimization score: 64.5% Campaign 0 of 0

### Ad groups

Custom Jul 1 - Sep 30, 2023 Show last 30 days

Ad group	Status	Target CPA	Conversions	Cost / conv.	Clicks	CTR	Cost
x. Exp Reach   coolscutlping	Eligible (Limited) All ads limited by policy	-	7.00	\$15.44	46	3.77%	\$108.07
coolscutlping	Eligible (Limited) All ads limited by policy	-	0.00	\$0.00	7	3.35%	\$19.55
Total: Filtered ad groups			7.00	\$18.23	53	3.71%	\$127.62
Total: Campaign			419.33	\$18.19	2,468	7.15%	\$7,628.22

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Enabled Status: Eligible (Limited) Type: Standard Ad group 6 of 8

### Ads

Custom Jul 1 - Sep 30, 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 +7.7% View Apply

Ad	Status	Clicks	CTR	Cost
Nava Health & Vitality Center   Coolscutlping   Huge Coolscutlping Promotion +11 more www.thenavacenter.com/bethesda Our Biggest Coolscutlping Discount Ever. Get Up to 25% Off 4+ Coolscutlping Treatments. Coolscutlping® Treats Fat in 8 Areas: Thighs,...	Eligible (Limited) Policy (Restricted medical content +1 more)	46	3.77%	\$108.07
Total: Ads in your current view		46	3.77%	\$108.07
Total: Ad group		46	3.77%	\$108.07

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### Responsive search ad

Leave feedback Custom Jul 1 - Sep 30, 2023 Show last 30 days

Assets Combinations

Asset status: All Add filter

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Safe + Effective Fat Reduction	Approved (limited)	Headline	2nd position	88	Advertiser
Nava Health & Vitality Center	Approved (limited)	Headline	None	0	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	299	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	155	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	57	Advertiser
Huge Coolscutlping Promotion	Approved (limited)	Headline	1st position	25	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	157	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	125	Advertiser
Coolscutlping in Bethesda, MD	Approved (limited)	Headline	1st position	1,070	Advertiser
Coolscutlping	Approved (limited)	Headline	1st position	56	Advertiser
Coolscutlping Near Me	Approved (limited)	Headline	1st position	70	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	244	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	31	Advertiser
Top Provider in Bethesda	Approved (limited)	Headline	2nd position	65	Advertiser

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Enabled Status: Eligible (Limited) Type: Standard Ad group 6 of 8

### Responsive search ad

Leave feedback Custom Jul 1 - Sep 30, 2023 Show last 30 days

Asset status: All Add filter

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Huge Coolscutlping Promotion	Approved (limited)	Headline	1st position	25	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	157	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	125	Advertiser
Coolscutlping in Bethesda, MD	Approved (limited)	Headline	1st position	1,070	Advertiser
Coolscutlping	Approved (limited)	Headline	1st position	56	Advertiser
Coolscutlping Near Me	Approved (limited)	Headline	1st position	70	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	244	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	31	Advertiser
Top Provider in Bethesda	Approved (limited)	Headline	2nd position	65	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	25	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	1,173	Advertiser
Our Biggest Coolscutlping Discount Ever. Get Up to 25% Off 4+ Coolscutlping Treatments	Approved (limited)	Description	2nd position	1,009	Advertiser
Coolscutlping® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More	Approved (limited)	Description	None	23	Advertiser

Show rows: 500 1 - 18 of 18

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Enabled Status: Eligible (Limited) Type: Standard Ad group 6 of 8

### Assets

Custom Jul 1 - Sep 30, 2023 Show last 30 days

Asset status: All Asset type: All Add filter


Asset	Added to	Level	Status	Clicks	CTR	Cost
Sitelink						
Coolscutlping. The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   bethesda + x. Exp Reach   coolscutlping	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	14	3.56%	\$35.23
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)	13	3.32%	\$32.88
Book a Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	11	2.96%	\$23.47
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	10	2.67%	\$21.12
Callout						
Contact Us + Free Consult	Account	Account	Eligible	3	2.31%	\$5.80
5-Star Rated Medspa	Account	Account	Eligible	2	1.25%	\$4.40
Promotion						
Summer Sale - Up to 25% off 4+ Treatments	MS   search   bethesda + x. Exp Reach   coolscutlping	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	8	3.43%	\$14.24
Fall Sale - Up to 25% off 4+ Treatments	MS   search   bethesda + x. Exp Reach   coolscutlping	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	3	4.23%	\$7.10
Business name						

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 8

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Business name							
Ads	<input type="checkbox"/> Nava Center	MS   search   bethesda	Campaign	Eligible	44	3.83%	\$103.93
Call							
Landing pages	<input type="checkbox"/> (410) 910 8263	Account	Account	Eligible	3	4.92%	\$5.60
Business logo							
Settings	<input type="checkbox"/> 	MS   search   bethesda	Campaign	Eligible	44	3.83%	\$103.93
Total: Business name					44	3.83%	\$103.93
Total: Business logo					44	3.83%	\$103.93
Total: Sitelinks					14	3.54%	\$35.23
Total: Callouts					4	2.02%	\$7.97
Total: Structured snippets					0	-	\$0.00
Total: Calls					3	4.92%	\$5.60
Total: Promotions					11	3.62%	\$21.34

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Custom Jul 1 - Sep 30, 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 +7.7% View Apply

Overview	Ad	Status	Clicks	CTR	Cost
(Keyword:Nava Health & Vitality Center)   Coolsculpting   Huge CoolSculpting Promotion +12 more www.thenavacenter.com/bethesda Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. CoolSculpting® Treats Fat in 8 Areas: Thighs,...	Eligible (Limited) Policy (Restricted drug terms +1 more)	7	3.35%	\$19.55	
Total: Ads in your current view		7	3.35%	\$19.55	
Total: Ad group		7	3.35%	\$19.55	

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more  
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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Responsive search ad Leave feedback Custom Jul 1 - Sep 30, 2023 Show last 30 days

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Safe + Effective Fat Reduction	Approved (limited)	Headline	2nd position	5	Advertiser
(Keyword:Nava Health & Vitality Center)	Approved (limited)	Headline	1st position	52	Advertiser
Nava Health & Vitality Center	Approved (limited)	Headline	None	0	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	75	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	4	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	0	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	1st position	1	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	5	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	92	Advertiser
CoolSculpting in Bethesda, MD	Approved (limited)	Headline	1st position	146	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	6	Advertiser
Coolsculpting Near Me	Approved (limited)	Headline	1st position	4	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	6	Advertiser

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Huge CoolSculpting Promotion	Approved (limited)	Headline	1st position	1	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	5	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	92	Advertiser
CoolSculpting in Bethesda, MD	Approved (limited)	Headline	1st position	146	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	6	Advertiser
Coolsculpting Near Me	Approved (limited)	Headline	1st position	4	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	6	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	0	Advertiser
Top Provider in Bethesda	Approved (limited)	Headline	2nd position	22	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	1	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	202	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	160	Advertiser
CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More	Approved (limited)	Description	None	6	Advertiser

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Assets Custom Jul 1 - Sep 30, 2023 Show last 30 days

Overview	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   bethesda + coolsculpting	Ad group	Eligible	0	0.00%	\$0.00	
Sitelink							
CoolSculpting The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   bethesda + coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00	
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)	0	0.00%	\$0.00	
Book a Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00	
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00	
Callout							
FDA Cleared	MS   search   bethesda + coolsculpting	Ad group	Eligible	0	0.00%	\$0.00	
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00	
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00	
Highlights: No Surgery	MS   search   bethesda + coolsculpting	Ad group	Eligible	0	0.00%	\$0.00	
Nonsurgical Fat Reduction	MS   search   bethesda + coolsculpting	Ad group	Eligible	0	0.00%	\$0.00	

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

Enabled Status: Eligible (Limited) Type: Standard

Ad group 1 of 8

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Promotion							
Assets	Fail Sale - Up to 25% off 4+ Treatments	MS   search   bethesda   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	2	4.55%	\$6.24
Landing pages	Spring Sale - Up to 25% off 4+ Treatments	MS   search   bethesda   coolsculpting	Ad group	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Keywords	Summer Sale - Up to 25% off 4+ Treatments	MS   search   bethesda   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
Business name							
Assets	Nava Center	MS   search   bethesda	Campaign	Eligible	5	2.50%	\$15.92
Call							
Assets	(410) 910 8263	Account	Account	Eligible	0	0.00%	\$0.00
Business logo							
Assets		MS   search   bethesda	Campaign	Eligible	5	2.50%	\$15.92
Total: Business name					5	2.50%	\$15.92
Total: Business logo					5	2.50%	\$15.92
Total: Sitelinks					0	0.00%	\$0.00
Total: Callouts					0	0.00%	\$0.00

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

Enabled Status: Eligible (Limited) Type: Standard

Ad group 1 of 8

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Business name							
Assets	Nava Center	MS   search   bethesda	Campaign	Eligible	5	2.50%	\$15.92
Call							
Assets	(410) 910 8263	Account	Account	Eligible	0	0.00%	\$0.00
Business logo							
Assets		MS   search   bethesda	Campaign	Eligible	5	2.50%	\$15.92
Total: Business name					5	2.50%	\$15.92
Total: Business logo					5	2.50%	\$15.92
Total: Sitelinks					0	0.00%	\$0.00
Total: Callouts					0	0.00%	\$0.00
Total: Structured snippets					0	0.00%	\$0.00
Total: Calls					0	0.00%	\$0.00
Total: Promotions					2	2.04%	\$6.24

Show rows: 500 1 - 18 of 18

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Google Ads Medstar Media Nava Center 566-882-1529 All campaigns MS | search | fairfax

Enabled Status: All ads limited by policy Type: Search Budget: \$81.73/day Optimization score: 63.9%

Campaign 11 of 15

### Ad groups

Custom Jul 1 - Sep 30, 2023 Show last 30 days

Ad group	Status	Target CPA	Conversions	Cost / conv.	Clicks	CTR	Cost
x. Exp Reach   coolsculpting	Eligible (Limited) All ads limited by policy	-	4.00	\$19.52	26	4.21%	\$78.07
coolsculpting	Eligible (Limited) All ads limited by policy	-	2.00	\$22.23	21	6.86%	\$44.45
Total: Filtered ad groups			6.00	\$20.42	47	5.09%	\$122.52
Total: Campaign			357.17	\$21.23	2,342	7.26%	\$7,582.85

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Google Ads Medstar Media Nava Center 566-882-1529 All campaigns MS | search | fairfax x. Exp Reach | coolsculpting

Enabled Status: Eligible (Limited) Type: Standard

Ad group 6 of 8

### Ads

Custom Jul 1 - Sep 30, 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 +7.6% View Apply

Ad	Status	Clicks	CTR	Cost
Nava Health & Vitality Center   Coolsculpting   Huge CoolSculpting Promotion +11 more www.thenavacenter.com/fairfax Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. CoolSculpting® Treats Fat in 9 Areas: Thighs...	Eligible (Limited) Policy (Restricted drug terms +1 more)	26	4.21%	\$78.07
Total: Ads in your current view		26	4.21%	\$78.07
Total: Ad group		26	4.21%	\$78.07

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

Google Ads Medstar Media Nava Center 566-882-1529 All campaigns MS | search | fairfax x. Exp Reach | coolsculpting

Enabled Status: Eligible (Limited) Type: Standard

Ad group 6 of 8

### Responsive search ad

Assets Combinations

Asset status: All Add filter

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Safe + Effective Fat Reduction	Approved (limited)	Headline	2nd position	47	Advertiser
Nava Health & Vitality Center	Approved (limited)	Headline	None	0	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	127	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	88	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	28	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	1st position	21	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	194	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	37	Advertiser
CoolSculpting in Fairfax, VA	Approved (limited)	Headline	1st position	474	Advertiser
CoolSculpting in Ashburn, VA	-	Headline	1st position	0	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	71	Advertiser
Coolsculpting Near Me	Approved (limited)	Headline	1st position	52	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	78	Advertiser

Google Ads Medstar Media > Nava Center 566-882-1529 All campaigns > MS | search | fairfax > x. Exp Reach | coolsculpting

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 8

Overview Recommendations

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	37	Advertiser
CoolSculpting in Fairfax, VA	Approved (limited)	Headline	1st position	474	Advertiser
CoolSculpting in Ashburn, VA	-	Headline	1st position	0	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	71	Advertiser
Coolsculpting Near Me	Approved (limited)	Headline	1st position	52	Advertiser
Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	78	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	2	Advertiser
Top Provider in Ashburn	-	Headline	2nd position	0	Advertiser
Top Provider in Fairfax	Approved (limited)	Headline	2nd position	17	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	13	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	581	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	484	Advertiser
CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More	Approved (limited)	Description	None	24	Advertiser

Show rows: 500 1 - 20 of 20

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Google Ads Medstar Media > Nava Center 566-882-1529 All campaigns > MS | search | fairfax > x. Exp Reach | coolsculpting

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 8

Overview Recommendations

Assets Jul 1 - Sep 30, 2023 Show last 30 days

Asset	Added to	Level	Status	Clicks	CTR	Cost
Sitelink						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   fairfax > x. Exp Reach   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	8	4.26%	\$26.17
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)	8	4.28%	\$26.17
Book a Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	6	3.55%	\$18.89
About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	4	2.34%	\$11.10
Callout						
5-Star Rated Medspa	Account	Account	Eligible	1	1.43%	\$12.62
Contact Us + Free Consult	Account	Account	Eligible	2	2.82%	\$2.39
Promotion						
Fall Sale - Up to 25% off 4+ Treatments	MS   search   fairfax > x. Exp Reach   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	2	4.65%	\$10.26
Summer Sale - Up to 25% off 4+ Treatments	MS   search   fairfax > x. Exp Reach   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	3	2.88%	\$8.77
Business name						

Show rows: 500 1 - 11 of 11

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 8

Overview Recommendations

Assets Jul 1 - Sep 30, 2023 Show last 30 days

Asset	Added to	Level	Status	Clicks	CTR	Cost
Business name						
Nava Center	MS   search   fairfax	Campaign	Eligible	25	4.36%	\$73.93
Call						
(410) 910 8263	Account	Account	Eligible	2	6.06%	\$7.58
Business logo						
N	MS   search   fairfax	Campaign	Eligible	25	4.36%	\$73.93
Total: Business name				25	4.36%	\$73.93
Total: Business logo				25	4.36%	\$73.93
Total: Sitelinks				8	4.23%	\$26.17
Total: Callouts				3	3.13%	\$15.01
Total: Structured snippets				0	-	\$0.00
Total: Calls				2	6.06%	\$7.58
Total: Promotions				5	3.40%	\$19.03

Show rows: 500 1 - 11 of 11

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Google Ads Medstar Media > Nava Center 566-882-1529 All campaigns > MS | search | fairfax > coolsculpting

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Overview Recommendations

Ads Jul 1 - Sep 30, 2023 Show last 30 days

Ad	Status	Clicks	CTR	Cost
(Keyword:Nava Health & Vitality Center)   Coolsculpting   Huge CoolSculpting Promotion +12 more www.thenavacenter.com/fairfax Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More. View assets details	Eligible (Limited) Policy (Restricted medical content +1 more)	21	6.86%	\$44.45
Total: Ads in your current view		21	6.86%	\$44.45
Total: Ad group		21	6.86%	\$44.45

1 - 1 of 1

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Google Ads Medstar Media > Nava Center 566-882-1529 All campaigns > MS | search | fairfax > coolsculpting

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Overview Recommendations

Responsive search ad Leave feedback Jul 1 - Sep 30, 2023 Show last 30 days

Assets Combinations

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Safe + Effective Fat Reduction	Approved (limited)	Headline	2nd position	2	Advertiser
(Keyword:Nava Health & Vitality Center)	Approved (limited)	Headline	1st position	191	Advertiser
Nava Health & Vitality Center	Approved (limited)	Headline	None	0	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	85	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	21	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	7	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	1st position	2	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	44	Advertiser
25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	48	Advertiser
CoolSculpting in Fairfax, VA	Approved (limited)	Headline	1st position	106	Advertiser
CoolSculpting in Ashburn, VA	-	Headline	1st position	0	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	6	Advertiser
Coolsculpting Near Me	Approved (limited)	Headline	1st position	1	Advertiser

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Overview Recommendations

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

Ads & assets	Asset	Status	Asset type	Position pinning	Impr.	Asset source
Ads	25% Off 4+ Treatments	Approved (limited)	Headline	2nd position	48	Advertiser
Assets	CoolSculpting in Fairfax, VA	Approved (limited)	Headline	1st position	106	Advertiser
Landing pages	CoolSculpting in Ashburn, VA	-	Headline	1st position	0	Advertiser
Keywords	Coolsculpting	Approved (limited)	Headline	1st position	6	Advertiser
Audience	Coolsculpting Near Me	Approved (limited)	Headline	1st position	1	Advertiser
Settings	Non-Invasive Fat Reduction	Approved (limited)	Headline	2nd position	20	Advertiser
Change history	Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	2	Advertiser
Show less	Top Provider in Ashburn	-	Headline	2nd position	0	Advertiser
Dynamic ad targets	Top Provider in Fairfax	Approved (limited)	Headline	2nd position	77	Advertiser
Devices	Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	8	Advertiser
	Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	291	Advertiser
	Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	233	Advertiser
	CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More	Approved (limited)	Description	None	7	Advertiser

Show rows: 500 1 - 21 of 21

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Overview Assets Jul 1 - Sep 30, 2023 Show last 30 days

Assets	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   fairfax   coolsculpting	Ad group	Eligible	0	0.00%	\$0.00
Sitelink							
	CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   fairfax   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	3	3.30%	\$6.09
	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)	3	3.37%	\$6.09
	Book a Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	3	3.33%	\$6.09
	About Us Learn More About Our Team, Location and Available Aesthetics Treatments	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	3	3.49%	\$6.09
Callout							
	FDA Cleared	MS   search   fairfax   coolsculpting	Ad group	Eligible	3	9.68%	\$8.29
	Nonsurgical Fat Reduction	MS   search   fairfax   coolsculpting	Ad group	Eligible	2	14.29%	\$6.53
	Highlights: No Surgery	MS   search   fairfax   coolsculpting	Ad group	Eligible	1	5.56%	\$3.83
	Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
	5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00


Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Overview Assets Jul 1 - Sep 30, 2023 Show last 30 days

Assets	Asset	Added to	Level	Status	Clicks	CTR	Cost
Promotion							
	Summer Sale - Up to 25% off 4+ Treatments	MS   search   fairfax   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	3	3.70%	\$8.20
	Fall Sale - Up to 25% off 4+ Treatments	MS   search   fairfax   coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	2	9.09%	\$3.74
	Spring Sale - Up to 25% off 4+ Treatments	MS   search   fairfax   coolsculpting	Ad group	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Business name							
	Nava Center	MS   search   fairfax	Campaign	Eligible	20	7.04%	\$42.54
Call							
	(410) 910 8263	Account	Account	Eligible	2	8.70%	\$3.51
Business logo							
		MS   search   fairfax	Campaign	Eligible	20	7.04%	\$42.54
Total: Business name					20	7.04%	\$42.54
Total: Business logo					20	7.04%	\$42.54
Total: Sitelinks					3	3.30%	\$6.09
Total: Callouts					4	7.41%	\$10.99

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 8

Overview Assets Jul 1 - Sep 30, 2023 Show last 30 days

Assets	Asset	Added to	Level	Status	Clicks	CTR	Cost
Business name							
	Nava Center	MS   search   fairfax	Campaign	Eligible	20	7.04%	\$42.54
Call							
	(410) 910 8263	Account	Account	Eligible	2	8.70%	\$3.51
Business logo							
		MS   search   fairfax	Campaign	Eligible	20	7.04%	\$42.54
Total: Business name					20	7.04%	\$42.54
Total: Business logo					20	7.04%	\$42.54
Total: Sitelinks					3	3.30%	\$6.09
Total: Callouts					4	7.41%	\$10.99
Total: Structured snippets					0	0.00%	\$0.00
Total: Calls					2	8.70%	\$3.51
Total: Promotions					5	4.85%	\$11.94

Show rows: 500 1 - 18 of 18

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



Bernie Dancel  
Nava Health & Vitality Center

Invoice Number FB2023-246  
Date of Issue 07/01/2023  
Due Date 07/01/2023  

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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**

**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.

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



Bernie Dancel  
Nava Health & Vitality Center

Invoice Number FB2023-290  
Date of Issue 08/01/2023  
Due Date 08/01/2023  
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

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.

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



Bernie Dancel  
Nava Health & Vitality Center

Invoice Number	FB2023-345
Date of Issue	09/01/2023
Due Date	09/01/2023
Amount Due (USD)	<b>\$2,000.00</b>

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)	<b>\$2,000.00</b>

**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.