

# CoolSculpting Marketing Services Nava Health & Vitality Center Co-Op Q4 2023 Total Marketing Expenses (10/1/2023 - 12/31/2023)

**Total Google Ads: \$ 5,424.22**  
**Total Marketing Service Fees: \$ 6,000.00**  
**Total CoolSculpting Marketing Cost: \$11,424.22**

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

Enabled Status: All ads limited by policy Type: Search Budget: \$114.00/day Optimization score: 95.4% Campaign 1 of 15

### Ad groups

Custom Oct 1 - Dec 31, 2023 Show last 30 days

| Ad group                         | Status  | Target CPA | Conversions   | Cost / conv.    | Clicks       | CTR          | Cost               |
|----------------------------------|---|------------|---------------|-----------------|--------------|--------------|--------------------|
| coolsculpting                    | Eligible (Limited)<br>All ads limited by policy | -          | 4.00          | \$209.79        | 128          | 6.19%        | \$839.17           |
| x. Exp Reach   coolsculpting     | Eligible (Limited)<br>All ads limited by policy | -          | 1.00          | \$660.65        | 94           | 2.94%        | \$660.65           |
| <b>Total: Filtered ad groups</b> |   |            | <b>5.00</b>   | <b>\$299.96</b> | <b>222</b>   | <b>4.22%</b> | <b>\$1,499.82</b>  |
| <b>Total: Campaign</b>           |   |            | <b>142.50</b> | <b>\$74.48</b>  | <b>2,355</b> | <b>7.82%</b> | <b>\$10,613.43</b> |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

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 10

### Ads

Custom Oct 1 - Dec 31, 2023 Show last 30 days

| Ad  | Status  | Clicks     | CTR          | Cost            |
|---|---|------------|--------------|-----------------|
| {Keyword:Nava Health & Vitality Center}   CoolSculpting   Huge CoolSculpting Promotion +12 more<br>www.thenavacenter.com/ashburn<br>Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. CoolSculpting® Treats Fat in 8 Areas: Thighs,...                  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 128        | 6.19%        | \$839.17        |
| {Keyword:Nava Health & Vitality Center}   CoolSculpting in Ashburn, VA   Freeze Away Body Fat +10 more<br>www.thenavacenter.com/ashburn<br>Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick Results...                | Removed<br>Policy (Restricted medical content +1 more)            | 0          | -            | \$0.00          |
| {Keyword:Nava Health & Vitality Center}   CoolSculpting in Ashburn, VA   Freeze Away Body Fat +10 more<br>www.thenavacenter.com/ashburn<br>CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More. Expert, Safe Fat Loss With Quick Results. Minimal Downtim... | Removed<br>Policy (Restricted medical content +1 more)            | 0          | -            | \$0.00          |
| Nava Health & Vitality Center   Fat Reduction in Ashburn, VA   Non-Surgical Fat Reduction +11 more<br>www.thenavacenter.com/ashburn<br>Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No...            | Removed<br>Policy (Restricted medical content +1 more)            | 0          | -            | \$0.00          |
| <b>Total: Ads in your current view</b>  |   | <b>128</b> | <b>6.19%</b> | <b>\$839.17</b> |
| <b>Total: Ad group</b>  |   | <b>128</b> | <b>6.19%</b> | <b>\$839.17</b> |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

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 10

### Responsive search ad

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     | 2     | Advertiser   |
| {Keyword:Nava Health & Vitality Center} | Approved (limited) | Headline   | 1st position     | 518   | Advertiser   |
| Nava Health & Vitality Center           | Approved (limited) | Headline   | None             | 0     | Advertiser   |
| Affordable & Quick Treatments           | Approved (limited) | Headline   | 2nd position     | 555   | Advertiser   |
| Freeze Your Fat Away Today              | Approved (limited) | Headline   | 2nd position     | 53    | Advertiser   |
| Fat Reduction Treatment                 | Approved (limited) | Headline   | 2nd position     | 70    | Advertiser   |
| Huge CoolSculpting Promotion            | Approved (limited) | Headline   | 1st position     | 156   | Advertiser   |
| No Surgery & Minimal Downtime           | Approved (limited) | Headline   | 2nd position     | 289   | Advertiser   |
| 25% Off 4+ Treatments                   | Approved (limited) | Headline   | 2nd position     | 585   | Advertiser   |
| CoolSculpting in Ashburn, VA            | Approved (limited) | Headline   | 1st position     | 1,374 | Advertiser   |
| CoolSculpting                           | Approved (limited) | Headline   | 1st position     | 6     | Advertiser   |
| CoolSculpting Near Me                   | Approved (limited) | Headline   | 1st position     | 13    | Advertiser   |
| Non-Invasive Fat Reduction              | Approved (limited) | Headline   | 2nd position     | 117   | Advertiser   |

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 10

### Responsive search ad

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     | 156   | Advertiser   |
| No Surgery & Minimal Downtime  | Approved (limited) | Headline    | 2nd position     | 289   | Advertiser   |
| 25% Off 4+ Treatments  | Approved (limited) | Headline    | 2nd position     | 585   | Advertiser   |
| CoolSculpting in Ashburn, VA   | Approved (limited) | Headline    | 1st position     | 1,374 | Advertiser   |
| CoolSculpting  | Approved (limited) | Headline    | 1st position     | 6     | Advertiser   |
| CoolSculpting Near Me  | Approved (limited) | Headline    | 1st position     | 13    | Advertiser   |
| Non-Invasive Fat Reduction   | Approved (limited) | Headline    | 2nd position     | 117   | Advertiser   |
| Next-Generation Fat Reduction  | Approved (limited) | Headline    | 2nd position     | 6     | Advertiser   |
| Top Provider in Ashburn  | Approved (limited) | Headline    | 2nd position     | 390   | 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             | 2,011 | Advertiser   |
| Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments     | Approved (limited) | Description | 2nd position     | 1,663 | Advertiser   |
| CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More       | Approved (limited) | Description | None             | 36    | Advertiser   |

Show rows: 100 1 - 19 of 19

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10 Show last 30 days

Assets

| Asset   | Asset type         | Added to                              | Level    | Status   | Source     | Clicks | Impr. | CTR    | Avg. CPC | Cost     |
|---|--------------------|---------------------------------------|----------|--|------------|--------|-------|--------|----------|----------|
| Service catalog: CoolSculpting, Non-Surgical Liposuction,...                          | Structured snippet | MS   search   ashburn   coolsculpting | Ad group | Eligible   | Advertiser | 4      | 14    | 28.57% | \$6.04   | \$24.15  |
| CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More | Sitelink           | MS   search   ashburn   coolsculpting | Ad group | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 39     | 706   | 5.52%  | \$7.78   | \$303.27 |
| Why Choose Nava Center? Read About What Sets Us Apart from Other Medspas in VA & MD.  | Sitelink           | Account                               | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 39     | 692   | 5.64%  | \$7.78   | \$303.27 |
| Book a Free Consultation Contact Us Today to Schedule Your Free Consultation          | Sitelink           | Account                               | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 32     | 646   | 4.95%  | \$8.13   | \$260.18 |
| About Us Learn More About Our Team, Location and Available Aesthetics Treatments      | Sitelink           | Account                               | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 34     | 655   | 5.19%  | \$7.47   | \$253.85 |
| Highlights: No Surgery  | Callout            | MS   search   ashburn   coolsculpting | Ad group | Eligible   | Advertiser | 13     | 94    | 13.83% | \$11.00  | \$143.02 |
| Freeze Your Fat   | Callout            | MS   search   ashburn   coolsculpting | Ad group | Eligible   | Advertiser | 12     | 146   | 8.22%  | \$10.45  | \$125.34 |
| FDA Cleared   | Callout            | MS   search   ashburn   coolsculpting | Ad group | Eligible   | Advertiser | 13     | 129   | 10.08% | \$9.19   | \$119.47 |

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

Assets

| Asset                                     | Asset type    | Added to                              | Level    | Status   | Source     | Clicks | Impr. | CTR    | Avg. CPC | Cost     |
|---|---------------|---------------------------------------|----------|--|------------|--------|-------|--------|----------|----------|
| Nonsurgical Fat Reduction                 | Callout       | MS   search   ashburn   coolsculpting | Ad group | Eligible   | Advertiser | 11     | 122   | 9.02%  | \$10.24  | \$112.60 |
| Liposuction Alternative                   | Callout       | MS   search   ashburn   coolsculpting | Ad group | Eligible   | Advertiser | 10     | 80    | 12.50% | \$9.99   | \$99.93  |
| Contact Us + Free Consult                 | Callout       | Account                               | Account  | Eligible   | Advertiser | 0      | 0     | -      | -        | \$0.00   |
| 5-Star Rated Medspa                       | Callout       | Account                               | Account  | Eligible   | Advertiser | 0      | 0     | -      | -        | \$0.00   |
| Winter Sale - Up to 25% off 4+ Treatments | Promotion     | MS   search   ashburn   coolsculpting | Ad group | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 17     | 240   | 7.08%  | \$11.52  | \$195.83 |
| Fall Sale - Up to 25% off 4+ Treatments   | Promotion     | MS   search   ashburn   coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more)            | Advertiser | 31     | 488   | 6.35%  | \$5.40   | \$167.25 |
| Spring Sale - Up to 25% off 4+ Treatments | Promotion     | MS   search   ashburn   coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more)            | Advertiser | 0      | 0     | -      | -        | \$0.00   |
| Summer Sale - Up to 25% off 4+ Treatments | Promotion     | MS   search   ashburn   coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more)            | Advertiser | 0      | 0     | -      | -        | \$0.00   |
| Nava Center                               | Business name | MS   search   ashburn                 | Campaign | Eligible   | Advertiser | 128    | 1,997 | 6.41%  | \$6.56   | \$839.17 |
| (410) 910 8263                            | Call          | Account                               | Account  | Eligible   | Advertiser | 4      | 128   | 3.13%  | \$2.90   | \$11.58  |

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

Assets

| Asset                      | Asset type    | Added to              | Level    | Status   | Source     | Clicks | Impr. | CTR    | Avg. CPC | Cost     |
|----------------------------|---------------|-----------------------|----------|----------|------------|--------|-------|--------|----------|----------|
| Nava Center                | Business name | MS   search   ashburn | Campaign | Eligible | Advertiser | 128    | 1,997 | 6.41%  | \$6.56   | \$839.17 |
| (410) 910 8263             | Call          | Account               | Account  | Eligible | Advertiser | 4      | 128   | 3.13%  | \$2.90   | \$11.58  |
| Nava Center Logo           | Business logo | MS   search   ashburn | Campaign | Eligible | Advertiser | 128    | 1,997 | 6.41%  | \$6.56   | \$839.17 |
| Total: Business name       |               |                       |          |          |            | 128    | 1,997 | 6.41%  | \$6.56   | \$839.17 |
| Total: Business logo       |               |                       |          |          |            | 128    | 1,997 | 6.41%  | \$6.56   | \$839.17 |
| Total: Sitelinks           |               |                       |          |          |            | 39     | 708   | 5.51%  | \$7.78   | \$303.27 |
| Total: Callouts            |               |                       |          |          |            | 18     | 274   | 6.57%  | \$9.23   | \$166.11 |
| Total: Structured snippets |               |                       |          |          |            | 4      | 14    | 28.57% | \$6.04   | \$24.15  |
| Total: Calls               |               |                       |          |          |            | 4      | 128   | 3.13%  | \$2.90   | \$11.58  |
| Total: Promotions          |               |                       |          |          |            | 48     | 728   | 6.59%  | \$7.56   | \$363.08 |

Show rows: 100 1 - 19 of 19

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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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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 10

Ads

Add images to your ads: Your ads aren't as prominent as they could be if you added images, which can improve your CTR +4.6% View

| Ad   | Status  | Clicks | CTR   | Cost     |
|--|---|--------|-------|----------|
| Nava Health & Vitality Center   Coolsculpting   Huge CoolSculpting Promotion +11 more<br>www.thenavacenter.com/ashburn<br>Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. CoolSculpting® Treats Fat in 9 Areas: Thighs...<br>View assets details | Eligible (Limited) Policy (Restricted drug terms +1 more) | 94     | 2.94% | \$660.65 |
| Total: Ads in your current view  |   | 94     | 2.94% | \$660.65 |
| Total: Ad group  |   | 94     | 2.94% | \$660.65 |

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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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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 10

Responsive search ad

Assets

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     | 56    | Advertiser   |
| Nava Health & Vitality Center  | Approved (limited) | Headline   | None             | 0     | Advertiser   |
| Affordable & Quick Treatments  | Approved (limited) | Headline   | 2nd position     | 614   | Advertiser   |
| Freeze Your Fat Away Today     | Approved (limited) | Headline   | 2nd position     | 479   | Advertiser   |
| Fat Reduction Treatment        | Approved (limited) | Headline   | 2nd position     | 569   | Advertiser   |
| Huge CoolSculpting Promotion   | Approved (limited) | Headline   | 1st position     | 144   | Advertiser   |
| No Surgery & Minimal Downtime  | Approved (limited) | Headline   | 2nd position     | 397   | Advertiser   |
| 25% Off 4+ Treatments          | Approved (limited) | Headline   | 2nd position     | 339   | Advertiser   |
| CoolSculpting in Ashburn, VA   | Approved (limited) | Headline   | 1st position     | 2,952 | Advertiser   |
| Coolsculpting                  | Approved (limited) | Headline   | 1st position     | 47    | Advertiser   |
| Coolsculpting Near Me          | Approved (limited) | Headline   | 1st position     | 55    | Advertiser   |
| Non-Invasive Fat Reduction     | Approved (limited) | Headline   | 2nd position     | 507   | Advertiser   |
| Next-Generation Fat Reduction  | Approved (limited) | Headline   | 2nd position     | 72    | Advertiser   |
| Top Provider in Ashburn        | Approved (limited) | Headline   | 2nd position     | 165   | Advertiser   |

Enabled Status: Eligible (Limited) Type: Standard

Ad group 6 of 10

| Overview           | Asset  | Status             | Asset type  | Position pinning | Impr. | Asset source |
|--------------------|--|--------------------|-------------|------------------|-------|--------------|
| Ads                | Huge CoolSculpting Promotion   | Approved (limited) | Headline    | 1st position     | 144   | Advertiser   |
| Assets             | No Surgery & Minimal Downtime  | Approved (limited) | Headline    | 2nd position     | 397   | Advertiser   |
| Landing pages      | 25% Off 4+ Treatments  | Approved (limited) | Headline    | 2nd position     | 339   | Advertiser   |
| Keywords           | CoolSculpting in Ashburn, VA   | Approved (limited) | Headline    | 1st position     | 2,952 | Advertiser   |
| Audience           | Coolsculpting  | Approved (limited) | Headline    | 1st position     | 47    | Advertiser   |
| Settings           | Coolsculpting Near Me  | Approved (limited) | Headline    | 1st position     | 55    | Advertiser   |
| Change history     | Non-Invasive Fat Reduction   | Approved (limited) | Headline    | 2nd position     | 507   | Advertiser   |
| Show less          | Next-Generation Fat Reduction  | Approved (limited) | Headline    | 2nd position     | 72    | Advertiser   |
| Dynamic ad targets | Top Provider in Ashburn  | Approved (limited) | Headline    | 2nd position     | 165   | Advertiser   |
| Devices            | Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.  | Approved (limited) | Description | None             | 25    | Advertiser   |
|                    | Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today | Approved (limited) | Description | None             | 3,151 | Advertiser   |
|                    | Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments     | Approved (limited) | Description | 2nd position     | 2,537 | Advertiser   |
|                    | CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More       | Approved (limited) | Description | None             | 22    | Advertiser   |

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Enabled Status: Eligible (Limited) Type: Standard

Ad group 6 of 10

### Assets

Custom Oct 1 - Dec 31, 2023 Show last 30 days

| Asset     | Asset type  | Added to   | Level    | Status   | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost     |
|-----------|---|--|----------|--|------------|--------|-------|-------|----------|----------|
| Sitelink  | 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) | Advertiser | 36     | 990   | 3.64% | \$8.35   | \$300.71 |
|           | 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) | Advertiser | 33     | 960   | 3.44% | \$7.53   | \$248.47 |
|           | About Us Learn More About Our Team, Location and Available Aesthetics Treatments      | Account  | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 29     | 886   | 3.27% | \$8.19   | \$237.50 |
|           | Book a Free Consultation Contact Us Today to Schedule Your Free Consultation          | Account  | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 28     | 882   | 3.17% | \$7.46   | \$208.91 |
| Callout   | Contact Us + Free Consult   | Account  | Account  | Eligible   | Advertiser | 10     | 202   | 4.95% | \$6.57   | \$65.71  |
|           | 5-Star Rated Medspa   | Account  | Account  | Eligible   | Advertiser | 10     | 290   | 3.45% | \$5.99   | \$59.85  |
| Promotion | Winter Sale - Up to 25% off 4+ Treatments   | MS   search   ashburn x. Exp Reach   coolsculpting | Ad group | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 31     | 892   | 3.48% | \$7.98   | \$247.30 |
|           | Fall Sale - Up to 25% off   | MS   search   ashburn                              |          | Removed  |            |        |       |       |          |          |

Enabled Status: Eligible (Limited) Type: Standard

Ad group 6 of 10

### Assets

| Asset                      | Asset type                                | Added to   | Level    | Status  | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost     |
|----------------------------|---|--|----------|---|------------|--------|-------|-------|----------|----------|
|                            | Fall Sale - Up to 25% off 4+ Treatments   | MS   search   ashburn x. Exp Reach   coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more) | Advertiser | 9      | 295   | 3.05% | \$4.76   | \$42.81  |
|                            | Summer Sale - Up to 25% off 4+ Treatments | MS   search   ashburn x. Exp Reach   coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more) | Advertiser | 0      | 0     | -     | -        | \$0.00   |
| Business name              | Nava Center                               | MS   search   ashburn                              | Campaign | Eligible  | Advertiser | 91     | 3,049 | 2.98% | \$7.09   | \$644.83 |
| Call                       | (410) 910 8263                            | Account  | Account  | Eligible  | Advertiser | 2      | 154   | 1.30% | \$10.85  | \$21.70  |
| Business logo              |   | MS   search   ashburn                              | Campaign | Eligible  | Advertiser | 91     | 3,049 | 2.98% | \$7.09   | \$644.83 |
| Total: Business name       |   |  |          |   |            | 91     | 3,049 | 2.98% | \$7.09   | \$644.83 |
| Total: Business logo       |   |  |          |   |            | 91     | 3,049 | 2.98% | \$7.09   | \$644.83 |
| Total: Sitelinks           |   |  |          |   |            | 38     | 1,003 | 3.79% | \$8.31   | \$315.97 |
| Total: Callouts            |   |  |          |   |            | 12     | 313   | 3.83% | \$6.03   | \$72.39  |
| Total: Structured snippets |   |  |          |   |            | 0      | 0     | -     | -        | \$0.00   |
| Total: Calls               |   |  |          |   |            | 2      | 154   | 1.30% | \$10.85  | \$21.70  |
| Total: Promotions          |   |  |          |   |            | 40     | 1,187 | 3.37% | \$7.25   | \$290.11 |

Enabled Status: Eligible (Limited) Type: Standard

Ad group 6 of 10

### Assets

| Asset                      | Asset type     | Added to              | Level    | Status   | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost     |
|----------------------------|----------------|-----------------------|----------|----------|------------|--------|-------|-------|----------|----------|
| Business name              | Nava Center    | MS   search   ashburn | Campaign | Eligible | Advertiser | 91     | 3,049 | 2.98% | \$7.09   | \$644.83 |
| Call                       | (410) 910 8263 | Account               | Account  | Eligible | Advertiser | 2      | 154   | 1.30% | \$10.85  | \$21.70  |
| Business logo              |                | MS   search   ashburn | Campaign | Eligible | Advertiser | 91     | 3,049 | 2.98% | \$7.09   | \$644.83 |
| Total: Business name       |                |                       |          |          |            | 91     | 3,049 | 2.98% | \$7.09   | \$644.83 |
| Total: Business logo       |                |                       |          |          |            | 91     | 3,049 | 2.98% | \$7.09   | \$644.83 |
| Total: Sitelinks           |                |                       |          |          |            | 38     | 1,003 | 3.79% | \$8.31   | \$315.97 |
| Total: Callouts            |                |                       |          |          |            | 12     | 313   | 3.83% | \$6.03   | \$72.39  |
| Total: Structured snippets |                |                       |          |          |            | 0      | 0     | -     | -        | \$0.00   |
| Total: Calls               |                |                       |          |          |            | 2      | 154   | 1.30% | \$10.85  | \$21.70  |
| Total: Promotions          |                |                       |          |          |            | 40     | 1,187 | 3.37% | \$7.25   | \$290.11 |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

Enabled Status: All ads limited by policy Type: Search Budget: \$114.26/day Optimization score: 95.4%

Campaign 5 of 15

### Ad groups

Ad group name contains cool

| Ad group                     | Status                                       | Target CPA | Conversions | Cost / conv. | Clicks | CTR   | Cost        |
|------------------------------|--|------------|-------------|--------------|--------|-------|-------------|
| x. Exp Reach   coolsculpting | Eligible (Limited) All ads limited by policy | -          | 21.00       | \$57.07      | 205    | 3.34% | \$1,198.44  |
| coolsculpting                | Eligible (Limited) All ads limited by policy | -          | 15.00       | \$59.49      | 187    | 5.08% | \$892.32    |
| Total: Filtered ad groups    |  |            | 36.00       | \$58.08      | 392    | 3.99% | \$2,090.76  |
| Total: Campaign              |  |            | 262.50      | \$40.17      | 2,812  | 7.59% | \$10,544.09 |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

Enabled Status: Eligible (Limited) Type: Standard

### Ads

Custom Oct 1 - Dec 31, 2023 Show last 30 days

| Ad   | Status  | Clicks | CTR   | Cost       |
|--|---|--------|-------|------------|
| Nava Health & Vitality Center   Coolsculpting   Huge Coolsculpting Promotion +11 more<br>www.thenavacenter.com/columbia<br>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. | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | 205    | 3.34% | \$1,198.44 |
| Total: Ads in your current view  |   | 205    | 3.34% | \$1,198.44 |
| Total: Ad group  |   | 205    | 3.34% | \$1,198.44 |

1 - 1 of 1

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Enabled Status: Eligible (Limited) Type: Standard

### Responsive search ad

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 | Performance | Impr. | Asset source |
|--------------------------------|--------------------|------------|------------------|-------------|-------|--------------|
| Coolsculpting in Columbia, MD  | Approved (limited) | Headline   | 1st position     | Good        | 5,770 | Advertiser   |
| Safe + Effective Fat Reduction | Approved (limited) | Headline   | 2nd position     | Learning    | 103   | Advertiser   |
| Nava Health & Vitality Center  | Approved (limited) | Headline   | None             | Pending     | 0     | Advertiser   |
| Affordable & Quick Treatments  | Approved (limited) | Headline   | 2nd position     | Good        | 1,638 | Advertiser   |
| Freeze Your Fat Away Today     | Approved (limited) | Headline   | 2nd position     | Learning    | 621   | Advertiser   |
| Fat Reduction Treatment        | Approved (limited) | Headline   | 2nd position     | Good        | 1,275 | Advertiser   |
| Huge Coolsculpting Promotion   | Approved (limited) | Headline   | 1st position     | Learning    | 95    | Advertiser   |
| No Surgery & Minimal Downtime  | Approved (limited) | Headline   | 2nd position     | Good        | 1,592 | Advertiser   |
| 25% Off 4+ Treatments          | Approved (limited) | Headline   | 2nd position     | Learning    | 128   | Advertiser   |
| Coolsculpting                  | Approved (limited) | Headline   | 1st position     | Learning    | 196   | Advertiser   |
| Coolsculpting Near Me          | Approved (limited) | Headline   | 1st position     | Learning    | 82    | Advertiser   |
| Non-Invasive Fat Reduction     | Approved (limited) | Headline   | 2nd position     | Learning    | 520   | Advertiser   |
| Next-Generation Fat Reduction  | Approved (limited) | Headline   | 2nd position     | Learning    | 59    | Advertiser   |
| Top Provider in Columbia       | Approved (limited) | Headline   | 2nd position     | Learning    | 207   | Advertiser   |

Enabled Status: Eligible (Limited) Type: Standard

### Responsive search ad

Asset status: All Add filter

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

| Asset  | Status             | Asset type  | Position pinning | Performance | Impr. | Asset source |
|--|--------------------|-------------|------------------|-------------|-------|--------------|
| Fat Reduction Treatment  | Approved (limited) | Headline    | 2nd position     | Good        | 1,275 | Advertiser   |
| Huge Coolsculpting Promotion   | Approved (limited) | Headline    | 1st position     | Learning    | 95    | Advertiser   |
| No Surgery & Minimal Downtime  | Approved (limited) | Headline    | 2nd position     | Good        | 1,592 | Advertiser   |
| 25% Off 4+ Treatments  | Approved (limited) | Headline    | 2nd position     | Learning    | 128   | Advertiser   |
| Coolsculpting  | Approved (limited) | Headline    | 1st position     | Learning    | 196   | Advertiser   |
| Coolsculpting Near Me  | Approved (limited) | Headline    | 1st position     | Learning    | 82    | Advertiser   |
| Non-Invasive Fat Reduction   | Approved (limited) | Headline    | 2nd position     | Learning    | 520   | Advertiser   |
| Next-Generation Fat Reduction  | Approved (limited) | Headline    | 2nd position     | Learning    | 59    | Advertiser   |
| Top Provider in Columbia   | Approved (limited) | Headline    | 2nd position     | Learning    | 207   | Advertiser   |
| Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.  | Approved (limited) | Description | None             | Learning    | 77    | Advertiser   |
| Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today | Approved (limited) | Description | None             | Good        | 5,998 | Advertiser   |
| Our Biggest Coolsculpting Discount Ever. Get Up to 25% Off 4+ Coolsculpting Treatments     | Approved (limited) | Description | 2nd position     | Good        | 4,877 | Advertiser   |
| Coolsculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More       | Approved (limited) | Description | None             | Learning    | 68    | Advertiser   |

Show rows: 100 1 - 18 of 18

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Enabled Status: Eligible (Limited) Type: Standard

### Assets

Asset status: All Asset type: All Add filter

| Asset   | Asset type | Added to  | Level    | Status  | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost     |
|---|------------|---|----------|---|------------|--------|-------|-------|----------|----------|
| Sitelink  |            |   |          |   |            |        |       |       |          |          |
| Coolsculpting Coolsculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More | Sitelink   | MS   search   columbia > x. Exp Reach   coolsculpting | Ad group | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | Advertiser | 70     | 1,797 | 3.90% | \$6.50   | \$455.25 |
| Why Choose Nava Center? Read About What Sets Us Apart from Other Medspas in VA & MD.  | Sitelink   | Account   | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | Advertiser | 64     | 1,735 | 3.69% | \$6.40   | \$409.83 |
| About Us Learn More About Our Team, Location and Available Aesthetics Treatments      | Sitelink   | Account   | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | Advertiser | 59     | 1,601 | 3.69% | \$6.37   | \$375.91 |
| Book a Free Consultation Contact Us Today to Schedule Your Free Consultation          | Sitelink   | Account   | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | Advertiser | 53     | 1,611 | 3.29% | \$6.48   | \$343.70 |
| Callout   |            |   |          |   |            |        |       |       |          |          |
| 5-Star Rated Medspa   | Callout    | Account   | Account  | Eligible  | Advertiser | 17     | 488   | 3.48% | \$5.47   | \$93.01  |
| Contact Us + Free Consult   | Callout    | Account   | Account  | Eligible  | Advertiser | 14     | 378   | 3.70% | \$5.78   | \$80.98  |
| Promotion   |            |   |          |   |            |        |       |       |          |          |
| Winter Sale - Up to 25% off 4+ Treatments   | Promotion  | MS   search   columbia > x. Exp Reach   coolsculpting | Ad group | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | Advertiser | 55     | 1,110 | 4.95% | \$6.58   | \$362.08 |

Enabled Status: Eligible (Limited) Type: Standard

### Assets

Asset status: All Asset type: All Add filter

| Asset                                     | Asset type    | Added to  | Level    | Status   | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost       |
|---|---------------|---|----------|--|------------|--------|-------|-------|----------|------------|
| 4+ Treatments                             |               |   |          |  |            |        |       |       |          |            |
| 4+ Treatments                             | Promotion     | x. Exp Reach   coolsculpting                          | Ad group | Policy (Restricted medical content +1 more)            | Advertiser | 34     | 891   | 3.82% | \$4.97   | \$168.95   |
| Summer Sale - Up to 25% off 4+ Treatments |               |   |          |  |            |        |       |       |          |            |
| Summer Sale - Up to 25% off 4+ Treatments | Promotion     | MS   search   columbia > x. Exp Reach   coolsculpting | Ad group | Removed<br>Policy (Restricted medical content +1 more) | Advertiser | 0      | 0     | -     | -        | \$0.00     |
| Business name                             |               |   |          |  |            |        |       |       |          |            |
| Nava Center                               | Business name | MS   search   columbia                                | Campaign | Eligible   | Advertiser | 199    | 5,840 | 3.41% | \$5.87   | \$1,167.31 |
| Call                                      |               |   |          |  |            |        |       |       |          |            |
| (410) 910 8263                            | Call          | Account   | Account  | Eligible   | Advertiser | 3      | 313   | 0.96% | \$5.90   | \$17.70    |
| Business logo                             |               |   |          |  |            |        |       |       |          |            |
| Nava Center Logo                          | Business logo | MS   search   columbia                                | Campaign | Eligible   | Advertiser | 199    | 5,840 | 3.41% | \$5.87   | \$1,167.31 |
| Total: Business name                      |               |   |          |  |            |        |       |       |          |            |
|   |               |   |          |  |            | 199    | 5,840 | 3.41% | \$5.87   | \$1,167.31 |
| Total: Business logo                      |               |   |          |  |            |        |       |       |          |            |
|   |               |   |          |  |            | 199    | 5,840 | 3.41% | \$5.87   | \$1,167.31 |
| Total: Sitelinks                          |               |   |          |  |            |        |       |       |          |            |
|   |               |   |          |  |            | 70     | 1,811 | 3.87% | \$6.50   | \$455.25   |
| Total: Callouts                           |               |   |          |  |            |        |       |       |          |            |
|   |               |   |          |  |            | 19     | 561   | 3.39% | \$5.31   | \$100.95   |
| Total: Structured snippets                |               |   |          |  |            |        |       |       |          |            |
|   |               |   |          |  |            | 0      | 0     | -     | -        | \$0.00     |
| Total: Calls                              |               |   |          |  |            |        |       |       |          |            |
|   |               |   |          |  |            | 3      | 313   | 0.96% | \$5.90   | \$17.70    |
| Total: Promotions                         |               |   |          |  |            |        |       |       |          |            |
|   |               |   |          |  |            | 89     | 2,001 | 4.45% | \$5.97   | \$530.93   |

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 10

| Overview           | Asset status: All          | Asset type: All                                 | Add filter    |                        | Segment  | Columns  | Reports    | Download | Expand | More  |          |            |
|--------------------|----------------------------|---|---------------|------------------------|----------|----------|------------|----------|--------|-------|----------|------------|
| Recommendations    | <input type="checkbox"/>   | <input checked="" type="radio"/> Asset          | Asset type    | Added to               | Level    | Status   | Source     | Clicks   | Impr.  | CTR   | Avg. CPC | ↓ Cost     |
| Ads & assets       | Business name              |   |               |                        |          |          |            |          |        |       |          |            |
| Ads                | <input type="checkbox"/>   | <input checked="" type="radio"/> Nava Center    | Business name | MS   search   columbia | Campaign | Eligible | Advertiser | 199      | 5,840  | 3.41% | \$5.87   | \$1,167.31 |
| Assets             | Call                       |   |               |                        |          |          |            |          |        |       |          |            |
| Landing pages      | <input type="checkbox"/>   | <input checked="" type="radio"/> (410) 910 8263 | Call          | Account                | Account  | Eligible | Advertiser | 3        | 313    | 0.96% | \$5.90   | \$17.70    |
| Keywords           | Business logo              |   |               |                        |          |          |            |          |        |       |          |            |
| Audience           | <input type="checkbox"/>   | <input checked="" type="radio"/>                | Business logo | MS   search   columbia | Campaign | Eligible | Advertiser | 199      | 5,840  | 3.41% | \$5.87   | \$1,167.31 |
| Settings           | Total: Business name       |   |               |                        |          |          |            |          |        |       |          |            |
| Change history     | Total: Business logo       |   |               |                        |          |          |            |          |        |       |          |            |
| Dynamic ad targets | Total: Sitelinks           |   |               |                        |          |          |            |          |        |       |          |            |
| Devices            | Total: Callouts            |   |               |                        |          |          |            |          |        |       |          |            |
|                    | Total: Structured snippets |   |               |                        |          |          |            |          |        |       |          |            |
|                    | Total: Calls               |   |               |                        |          |          |            |          |        |       |          |            |
|                    | Total: Promotions          |   |               |                        |          |          |            |          |        |       |          |            |

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

### Ads

Custom Oct 1 - Dec 31, 2023 Show last 30 days

Add images to your ads: Your ads aren't as prominent as they could be if you added images, which can improve your CTR +4.6% View

| Overview        | Ad status: All  | Add filter                          |  | Search | Segment | Columns  | Reports | Download | Expand | More |
|-----------------|---|-------------------------------------|--|--------|---------|----------|---------|----------|--------|------|
| Recommendations | <input type="checkbox"/>  | <input checked="" type="radio"/> Ad | Status   | Clicks | CTR     | ↓ Cost   |         |          |        |      |
| Ads & assets    | (Keyword:Nava Health & Vitality Center)   Coolsculpting   Huge Coolsculpting Promotion +12 more |                                     |  |        |         |          |         |          |        |      |
| Ads             | <input type="checkbox"/>  | <input checked="" type="radio"/>    | Eligible (Limited) Policy (Restricted medical content +1 more) | 187    | 5.08%   | \$892.32 |         |          |        |      |
| Landing pages   | Total: Ads in your current view   |                                     |  |        |         |          |         |          |        |      |
| Keywords        | Total: Ad group   |                                     |  |        |         |          |         |          |        |      |

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

### Responsive search ad

Leave feedback Custom Oct 1 - Dec 31, 2023 Show last 30 days

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

| Overview           | Asset                            | Status             | Asset type | Position pinning | Impr. | Asset source |
|--------------------|----------------------------------|--------------------|------------|------------------|-------|--------------|
| Ads & assets       | <input checked="" type="radio"/> | Approved (limited) | Headline   | 1st position     | 2,736 | Advertiser   |
| Assets             | <input checked="" type="radio"/> | Approved (limited) | Headline   | 2nd position     | 9     | Advertiser   |
| Landing pages      | <input checked="" type="radio"/> | Approved (limited) | Headline   | 1st position     | 755   | Advertiser   |
| Keywords           | <input checked="" type="radio"/> | Approved (limited) | Headline   | None             | 0     | Advertiser   |
| Audience           | <input checked="" type="radio"/> | Approved (limited) | Headline   | 2nd position     | 1,651 | Advertiser   |
| Settings           | <input checked="" type="radio"/> | Approved (limited) | Headline   | 2nd position     | 108   | Advertiser   |
| Change history     | <input checked="" type="radio"/> | Approved (limited) | Headline   | 2nd position     | 147   | Advertiser   |
| Dynamic ad targets | <input checked="" type="radio"/> | Approved (limited) | Headline   | 2nd position     | 147   | Advertiser   |
| Devices            | <input checked="" type="radio"/> | Approved (limited) | Headline   | 2nd position     | 147   | Advertiser   |
|                    | <input checked="" type="radio"/> | Approved (limited) | Headline   | 1st position     | 128   | Advertiser   |
|                    | <input checked="" type="radio"/> | Approved (limited) | Headline   | 2nd position     | 698   | Advertiser   |
|                    | <input checked="" type="radio"/> | Approved (limited) | Headline   | 2nd position     | 569   | Advertiser   |
|                    | <input checked="" type="radio"/> | Approved (limited) | Headline   | 1st position     | 32    | Advertiser   |
|                    | <input checked="" type="radio"/> | Approved (limited) | Headline   | 1st position     | 29    | Advertiser   |
|                    | <input checked="" type="radio"/> | Approved (limited) | Headline   | 2nd position     | 142   | Advertiser   |

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

### Assets

Custom Oct 1 - Dec 31, 2023 Show last 30 days

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

| Overview           | Asset                            | Status             | Asset type  | Position pinning | Impr. | Asset source |
|--------------------|----------------------------------|--------------------|-------------|------------------|-------|--------------|
| Ads & assets       | <input checked="" type="radio"/> | Approved (limited) | Headline    | 2nd position     | 147   | Advertiser   |
| Assets             | <input checked="" type="radio"/> | Approved (limited) | Headline    | 1st position     | 128   | Advertiser   |
| Landing pages      | <input checked="" type="radio"/> | Approved (limited) | Headline    | 2nd position     | 698   | Advertiser   |
| Keywords           | <input checked="" type="radio"/> | Approved (limited) | Headline    | 2nd position     | 569   | Advertiser   |
| Audience           | <input checked="" type="radio"/> | Approved (limited) | Headline    | 1st position     | 32    | Advertiser   |
| Settings           | <input checked="" type="radio"/> | Approved (limited) | Headline    | 1st position     | 29    | Advertiser   |
| Change history     | <input checked="" type="radio"/> | Approved (limited) | Headline    | 2nd position     | 142   | Advertiser   |
| Dynamic ad targets | <input checked="" type="radio"/> | Approved (limited) | Headline    | 2nd position     | 13    | Advertiser   |
| Devices            | <input checked="" type="radio"/> | Approved (limited) | Headline    | 2nd position     | 343   | Advertiser   |
|                    | <input checked="" type="radio"/> | Approved (limited) | Description | None             | 68    | Advertiser   |
|                    | <input checked="" type="radio"/> | Approved (limited) | Description | None             | 3,553 | Advertiser   |
|                    | <input checked="" type="radio"/> | Approved (limited) | Description | 2nd position     | 2,889 | Advertiser   |
|                    | <input checked="" type="radio"/> | Approved (limited) | Description | None             | 59    | Advertiser   |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

### Assets

Custom Oct 1 - Dec 31, 2023 Show last 30 days

| Overview           | Asset status: All        | Asset type: All                        | Add filter   |  | Segment  | Columns  | Reports    | Download | Expand | More  |          |          |
|--------------------|--------------------------|--|--|--|----------|--|------------|----------|--------|-------|----------|----------|
| Recommendations    | <input type="checkbox"/> | <input checked="" type="radio"/> Asset | Asset type   | Added to                               | Level    | Status   | Source     | Clicks   | Impr.  | CTR   | Avg. CPC | ↓ Cost   |
| Ads & assets       | Structured snippet       |  |  |  |          |  |            |          |        |       |          |          |
| Ads                | <input type="checkbox"/> | <input checked="" type="radio"/>       | Service catalog: Coolsculpting, Non-Surgical Liposuction,...                         | MS   search   columbia > coolsculpting | Ad group | Eligible   | Advertiser | 1        | 33     | 3.03% | \$1.10   | \$1.10   |
| Landing pages      | Sitelink                 |  |  |  |          |  |            |          |        |       |          |          |
| Keywords           | <input type="checkbox"/> | <input checked="" type="radio"/>       | Coolsculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More              | MS   search   columbia > coolsculpting | Ad group | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 46       | 1,133  | 4.06% | \$5.87   | \$270.10 |
| Audience           | <input type="checkbox"/> | <input checked="" type="radio"/>       | 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) | Advertiser | 45       | 1,121  | 4.01% | \$5.77   | \$259.80 |
| Settings           | <input type="checkbox"/> | <input checked="" type="radio"/>       | Book a Free Consultation Contact Us Today to Schedule Your Free Consultation         | Account                                | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 40       | 1,066  | 3.75% | \$5.92   | \$236.80 |
| Change history     | <input type="checkbox"/> | <input checked="" type="radio"/>       | About Us Learn More About Our Team, Location and Available Aesthetics Treatments     | Account                                | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 39       | 1,078  | 3.62% | \$5.99   | \$233.76 |
| Dynamic ad targets | Callout                  |  |  |  |          |  |            |          |        |       |          |          |
| Devices            | <input type="checkbox"/> | <input checked="" type="radio"/>       | Freeze Your Fat  | MS   search   columbia > coolsculpting | Ad group | Eligible   | Advertiser | 9        | 232    | 3.88% | \$6.67   | \$59.99  |
|                    | <input type="checkbox"/> | <input checked="" type="radio"/>       | FDA Cleared  | MS   search   columbia > coolsculpting | Ad group | Eligible   | Advertiser | 7        | 173    | 4.05% | \$7.14   | \$50.00  |
|                    | <input type="checkbox"/> | <input checked="" type="radio"/>       | Liposuction Alternative  | MS   search   columbia > coolsculpting | Ad group | Eligible   | Advertiser | 6        | 119    | 5.04% | \$4.61   | \$27.63  |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

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 10

| Overview           | Asset                    | Asset type                                | Added to                             | Level    | Status   | Source     | Clicks | Imp.  | CTR   | Avg. CPC | Cost     |
|--------------------|--------------------------|---|--------------------------------------|----------|--|------------|--------|-------|-------|----------|----------|
| Recommendations    | <input type="checkbox"/> | Asset                                     |                                      |          |  |            |        |       |       |          |          |
| Ads & assets       | <input type="checkbox"/> | Nonsurgical Fat Reduction                 | MS   search   columbia coolsculpting | Ad group | Eligible   | Advertiser | 3      | 155   | 1.94% | \$7.84   | \$23.53  |
| Ads                | <input type="checkbox"/> | Highlights: No Surgery                    | MS   search   columbia coolsculpting | Ad group | Eligible   | Advertiser | 4      | 135   | 2.96% | \$4.72   | \$18.88  |
| Assets             | <input type="checkbox"/> | Contact Us + Free Consult                 | Account                              | Account  | Eligible   | Advertiser | 0      | 0     | -     | -        | \$0.00   |
| Landing pages      | <input type="checkbox"/> | 5-Star Rated Medspa                       | Account                              | Account  | Eligible   | Advertiser | 0      | 0     | -     | -        | \$0.00   |
| Keywords           | Promotion                |   |                                      |          |  |            |        |       |       |          |          |
| Audience           | <input type="checkbox"/> | Winter Sale - Up to 25% off 4+ Treatments | MS   search   columbia coolsculpting | Ad group | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 28     | 401   | 6.98% | \$5.88   | \$164.59 |
| Settings           | <input type="checkbox"/> | Fall Sale - Up to 25% off 4+ Treatments   | MS   search   columbia coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more)            | Advertiser | 32     | 781   | 4.10% | \$4.65   | \$148.87 |
| Change history     | <input type="checkbox"/> | Spring Sale - Up to 25% off 4+ Treatments | MS   search   columbia coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more)            | Advertiser | 0      | 0     | -     | -        | \$0.00   |
| Show less          | <input type="checkbox"/> | Summer Sale - Up to 25% off 4+ Treatments | MS   search   columbia coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more)            | Advertiser | 0      | 0     | -     | -        | \$0.00   |
| Dynamic ad targets | Business name            |   |                                      |          |  |            |        |       |       |          |          |
| Devices            | <input type="checkbox"/> | Nava Center                               | MS   search   columbia               | Campaign | Eligible   | Advertiser | 183    | 3,552 | 5.15% | \$4.79   | \$877.38 |
|                    | <input type="checkbox"/> | (410) 910 8263                            | Account                              | Account  | Eligible   | Advertiser | 5      | 245   | 2.04% | \$5.12   | \$25.59  |
|                    | <input type="checkbox"/> | Business logo                             | MS   search   columbia               | Campaign | Eligible   | Advertiser | 183    | 3,552 | 5.15% | \$4.79   | \$877.38 |

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 10

| Overview           | Asset                      | Asset type     | Added to               | Level    | Status   | Source     | Clicks | Imp.  | CTR   | Avg. CPC | Cost     |
|--------------------|----------------------------|----------------|------------------------|----------|----------|------------|--------|-------|-------|----------|----------|
| Recommendations    | <input type="checkbox"/>   | Asset          |                        |          |          |            |        |       |       |          |          |
| Ads & assets       | <input type="checkbox"/>   | Nava Center    | MS   search   columbia | Campaign | Eligible | Advertiser | 183    | 3,552 | 5.15% | \$4.79   | \$877.38 |
| Ads                | <input type="checkbox"/>   | Call           | Account                | Account  | Eligible | Advertiser | 5      | 245   | 2.04% | \$5.12   | \$25.59  |
| Landing pages      | <input type="checkbox"/>   | (410) 910 8263 | Account                | Account  | Eligible | Advertiser | 5      | 245   | 2.04% | \$5.12   | \$25.59  |
| Keywords           | Business logo              |                |                        |          |          |            |        |       |       |          |          |
| Audience           | <input type="checkbox"/>   |                | MS   search   columbia | Campaign | Eligible | Advertiser | 183    | 3,552 | 5.15% | \$4.79   | \$877.38 |
| Settings           | Total: Business name       |                |                        |          |          |            |        |       |       |          |          |
| Change history     | Total: Business logo       |                |                        |          |          |            |        |       |       |          |          |
| Show less          | Total: Sitelinks           |                |                        |          |          |            |        |       |       |          |          |
| Dynamic ad targets | Total: Callouts            |                |                        |          |          |            |        |       |       |          |          |
| Devices            | Total: Structured snippets |                |                        |          |          |            |        |       |       |          |          |
|                    | Total: Calls               |                |                        |          |          |            |        |       |       |          |          |
|                    | Total: Promotions          |                |                        |          |          |            |        |       |       |          |          |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

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

Enabled Status: All ads limited by policy Type: Search Budget: \$81.62/day Optimization score: 95.4%

Campaign 3 of 15

### Ad groups

Custom Oct 1 - Dec 31, 2023 Show last 30 days

| Ad group                    | Status                                       | Target CPA | Conversions | Cost / conv. | Clicks | CTR   | Cost       |
|-----------------------------|--|------------|-------------|--------------|--------|-------|------------|
| coolsculpting               | Eligible (Limited) All ads limited by policy | -          | 8.00        | \$78.91      | 121    | 5.15% | \$631.25   |
| x Exp Reach   coolsculpting | Eligible (Limited) All ads limited by policy | -          | 2.00        | \$221.27     | 69     | 2.82% | \$442.54   |
| Total: Filtered ad groups   |  |            | 10.00       | \$107.38     | 190    | 3.96% | \$1,073.79 |
| Total: Campaign             |  |            | 139.83      | \$53.83      | 2,126  | 6.96% | \$7,527.08 |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

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 10

### Ads

Custom Oct 1 - Dec 31, 2023 Show last 30 days

Add images to your ads: Your ads aren't as prominent as they could be if you added images, which can improve your CTR +4.6% View

| 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 9 Areas: Thighs... View assets details | Eligible (Limited) Policy (Restricted medical content +1 more) | 121    | 5.15% | \$631.25 |
| Total: Ads in your current view  |  | 121    | 5.15% | \$631.25 |
| Total: Ad group  |  | 121    | 5.15% | \$631.25 |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more

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 10

### Responsive search ad

Leave feedback

Custom Oct 1 - Dec 31, 2023 Show last 30 days

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

| Asset                                   | Status             | Asset type | Position pinning | Imp.  | Asset source |
|---|--------------------|------------|------------------|-------|--------------|
| Safe + Effective Fat Reduction          | Approved (limited) | Headline   | 2nd position     | 3     | Advertiser   |
| (Keyword:Nava Health & Vitality Center) | Approved (limited) | Headline   | 1st position     | 431   | Advertiser   |
| Nava Health & Vitality Center           | Approved (limited) | Headline   | None             | 0     | Advertiser   |
| Affordable & Quick Treatments           | Approved (limited) | Headline   | 2nd position     | 1,040 | Advertiser   |
| Freeze Your Fat Away Today              | Approved (limited) | Headline   | 2nd position     | 70    | Advertiser   |
| Fat Reduction Treatment                 | Approved (limited) | Headline   | 2nd position     | 52    | Advertiser   |
| Huge CoolSculpting Promotion            | Approved (limited) | Headline   | 1st position     | 83    | Advertiser   |
| No Surgery & Minimal Downtime           | Approved (limited) | Headline   | 2nd position     | 363   | Advertiser   |
| 25% Off 4+ Treatments                   | Approved (limited) | Headline   | 2nd position     | 466   | Advertiser   |
| CoolSculpting in Bethesda, MD           | Approved (limited) | Headline   | 1st position     | 1,813 | Advertiser   |
| Coolsculpting                           | Approved (limited) | Headline   | 1st position     | 12    | Advertiser   |
| Coolsculpting Near Me                   | Approved (limited) | Headline   | 1st position     | 12    | Advertiser   |
| Non-Invasive Fat Reduction              | Approved (limited) | Headline   | 2nd position     | 83    | Advertiser   |
| Next-Generation Fat Reduction           | Annervet (limited) | Headline   | 2nd position     | 9     | Advertiser   |

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

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                | Huge CoolSculpting Promotion   | Approved (limited) | Headline    | 1st position     | 83    | Advertiser   |
| Assets             | No Surgery & Minimal Downtime  | Approved (limited) | Headline    | 2nd position     | 363   | Advertiser   |
| Landing pages      | 25% Off 4+ Treatments  | Approved (limited) | Headline    | 2nd position     | 466   | Advertiser   |
| Keywords           | CoolSculpting in Bethesda, MD  | Approved (limited) | Headline    | 1st position     | 1,813 | Advertiser   |
| Audience           | Coolsculpting  | Approved (limited) | Headline    | 1st position     | 12    | Advertiser   |
| Settings           | Coolsculpting Near Me  | Approved (limited) | Headline    | 1st position     | 12    | Advertiser   |
| Change history     | Non-Invasive Fat Reduction   | Approved (limited) | Headline    | 2nd position     | 83    | Advertiser   |
| Show less          | Next-Generation Fat Reduction  | Approved (limited) | Headline    | 2nd position     | 9     | Advertiser   |
| Dynamic ad targets | Top Provider in Bethesda   | Approved (limited) | Headline    | 2nd position     | 265   | Advertiser   |
| Devices            | Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.  | Approved (limited) | Description | None             | 15    | Advertiser   |
|                    | Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today | Approved (limited) | Description | None             | 2,302 | Advertiser   |
|                    | Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments     | Approved (limited) | Description | 2nd position     | 1,922 | Advertiser   |
|                    | CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More       | Approved (limited) | Description | None             | 34    | Advertiser   |

Show rows: 100 1 - 19 of 19

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

Overview Assets Custom Oct 1 - Dec 31, 2023 Show last 30 days

Recommendations

| Assets             | Asset   | Asset type         | Added to                             | Level    | Status   | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost     |
|--------------------|---|--------------------|--------------------------------------|----------|--|------------|--------|-------|-------|----------|----------|
| Structured snippet |   |                    |                                      |          |  |            |        |       |       |          |          |
|                    | Service catalog: CoolSculpting, Non-Surgical Liposuction...                           | Structured snippet | MS   search   bethesda coolsculpting | Ad group | Eligible   | Advertiser | 0      | 11    | 0.00% | -        | \$0.00   |
| Sitelink           |   |                    |                                      |          |  |            |        |       |       |          |          |
|                    | CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More | Sitelink           | MS   search   bethesda coolsculpting | Ad group | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 28     | 777   | 3.60% | \$6.80   | \$190.37 |
|                    | Why Choose Nava Center? Read About What Sets Us Apart from Other Medspas in VA & MD.  | Sitelink           | Account                              | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 28     | 767   | 3.65% | \$6.80   | \$190.37 |
|                    | Book a Free Consultation Contact Us Today to Schedule Your Free Consultation          | Sitelink           | Account                              | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 25     | 736   | 3.40% | \$6.94   | \$173.51 |
|                    | About Us Learn More About Our Team, Location and Available Aesthetics Treatments      | Sitelink           | Account                              | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 24     | 745   | 3.22% | \$5.96   | \$143.09 |
| Callout            |   |                    |                                      |          |  |            |        |       |       |          |          |
|                    | FDA Cleared   | Callout            | MS   search   bethesda coolsculpting | Ad group | Eligible   | Advertiser | 5      | 122   | 4.10% | \$12.29  | \$61.45  |
|                    | Nonsurgical Fat Reduction   | Callout            | MS   search   bethesda coolsculpting | Ad group | Eligible   | Advertiser | 3      | 79    | 3.80% | \$15.53  | \$46.58  |
|                    | Freeze Your Fat   | Callout            | MS   search   bethesda coolsculpting | Ad group | Eligible   | Advertiser | 4      | 145   | 2.76% | \$8.93   | \$35.70  |


Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

Overview Assets

| Assets        | Asset                                     | Asset type    | Added to                             | Level    | Status   | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost     |
|---------------|---|---------------|--------------------------------------|----------|--|------------|--------|-------|-------|----------|----------|
| Callout       | Liposuction Alternative                   | Callout       | MS   search   bethesda coolsculpting | Ad group | Eligible   | Advertiser | 2      | 67    | 2.99% | \$13.21  | \$26.41  |
| Callout       | Highlights: No Surgery                    | Callout       | MS   search   bethesda coolsculpting | Ad group | Eligible   | Advertiser | 1      | 73    | 1.37% | \$3.08   | \$3.08   |
| Callout       | Contact Us + Free Consult                 | Callout       | Account                              | Account  | Eligible   | Advertiser | 0      | 0     | -     | -        | \$0.00   |
| Callout       | 5-Star Rated Medspa                       | Callout       | Account                              | Account  | Eligible   | Advertiser | 0      | 0     | -     | -        | \$0.00   |
| Promotion     |   |               |                                      |          |  |            |        |       |       |          |          |
|               | Fall Sale - Up to 25% off 4+ Treatments   | Promotion     | MS   search   bethesda coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more)            | Advertiser | 21     | 506   | 4.15% | \$4.62   | \$96.98  |
|               | Winter Sale - Up to 25% off 4+ Treatments | Promotion     | MS   search   bethesda coolsculpting | Ad group | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 13     | 278   | 4.68% | \$7.11   | \$92.42  |
|               | Spring Sale - Up to 25% off 4+ Treatments | Promotion     | MS   search   bethesda coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more)            | Advertiser | 0      | 0     | -     | -        | \$0.00   |
|               | Summer Sale - Up to 25% off 4+ Treatments | Promotion     | MS   search   bethesda coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more)            | Advertiser | 0      | 0     | -     | -        | \$0.00   |
| Business name |   |               |                                      |          |  |            |        |       |       |          |          |
|               | Nava Center                               | Business name | MS   search   bethesda               | Campaign | Eligible   | Advertiser | 120    | 2,267 | 5.29% | \$5.23   | \$628.14 |
| Call          |   |               |                                      |          |  |            |        |       |       |          |          |
|               | (410) 910 8263                            | Call          | Account                              | Account  | Eligible   | Advertiser | 2      | 182   | 1.10% | \$4.20   | \$8.40   |
| Business logo |   |               |                                      |          |  |            |        |       |       |          |          |

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

Overview Assets

| Assets                     | Asset   | Asset type    | Added to               | Level    | Status   | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost     |
|----------------------------|---|---------------|------------------------|----------|----------|------------|--------|-------|-------|----------|----------|
| Business name              |   |               |                        |          |          |            |        |       |       |          |          |
|                            | Nava Center   | Business name | MS   search   bethesda | Campaign | Eligible | Advertiser | 120    | 2,267 | 5.29% | \$5.23   | \$628.14 |
| Call                       |   |               |                        |          |          |            |        |       |       |          |          |
|                            | (410) 910 8263  | Call          | Account                | Account  | Eligible | Advertiser | 2      | 182   | 1.10% | \$4.20   | \$8.40   |
| Business logo              |   |               |                        |          |          |            |        |       |       |          |          |
|                            |  | Business logo | MS   search   bethesda | Campaign | Eligible | Advertiser | 120    | 2,267 | 5.29% | \$5.23   | \$628.14 |
| Total: Business name       |   |               |                        |          |          |            | 120    | 2,267 | 5.29% | \$5.23   | \$628.14 |
| Total: Business logo       |   |               |                        |          |          |            | 120    | 2,267 | 5.29% | \$5.23   | \$628.14 |
| Total: Sitelinks           |   |               |                        |          |          |            | 28     | 778   | 3.60% | \$6.80   | \$190.37 |
| Total: Callouts            |   |               |                        |          |          |            | 8      | 261   | 3.07% | \$9.32   | \$74.58  |
| Total: Structured snippets |   |               |                        |          |          |            | 0      | 11    | 0.00% | -        | \$0.00   |
| Total: Calls               |   |               |                        |          |          |            | 2      | 182   | 1.10% | \$4.20   | \$8.40   |
| Total: Promotions          |   |               |                        |          |          |            | 34     | 784   | 4.34% | \$5.57   | \$189.40 |

Show rows: 100 1 - 19 of 19

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 10

Overview Ads Custom Oct 1 - Dec 31, 2023 Show last 30 days

Recommendations Add images to your ads: Your ads aren't as prominent as they could be if you added images, which can improve your CTR +4.6% View

| Ads                             | Ad   | Status   | Clicks | CTR   | Cost     |
|---------------------------------|--|--|--------|-------|----------|
|                                 | Nava Health & Vitality Center   Coolsculpting   Huge CoolSculpting Promotion +11 more www.thenavacenter.com/bethesda                     | Eligible (Limited) Policy (Restricted medical content +1 more) | 69     | 2.82% | \$442.54 |
|                                 | Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. CoolSculpting® Treats Fat in 8 Areas: Thighs,... |  |        |       |          |
| Total: Ads in your current view |  |  | 69     | 2.82% | \$442.54 |
| Total: Ad group                 |  |  | 69     | 2.82% | \$442.54 |

1 - 1 of 1

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 10

Responsive search ad Leave feedback Custom Oct 1 - Dec 31, 2023 Show last 30 days

Assets Combinations

Asset status: All Add filter Download Expand

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     | 82    | Advertiser   |
| Nava Health & Vitality Center  | Approved (limited) | Headline   | None             | 0     | Advertiser   |
| Affordable & Quick Treatments  | Approved (limited) | Headline   | 2nd position     | 768   | Advertiser   |
| Freeze Your Fat Away Today     | Approved (limited) | Headline   | 2nd position     | 217   | Advertiser   |
| Fat Reduction Treatment        | Approved (limited) | Headline   | 2nd position     | 422   | Advertiser   |
| Huge CoolSculpting Promotion   | Approved (limited) | Headline   | 1st position     | 28    | Advertiser   |
| No Surgery & Minimal Downtime  | Approved (limited) | Headline   | 2nd position     | 279   | Advertiser   |
| 25% Off 4+ Treatments          | Approved (limited) | Headline   | 2nd position     | 209   | Advertiser   |
| CoolSculpting in Bethesda, MD  | Approved (limited) | Headline   | 1st position     | 2,306 | Advertiser   |
| Coolsculpting                  | Approved (limited) | Headline   | 1st position     | 71    | Advertiser   |
| Coolsculpting Near Me          | Approved (limited) | Headline   | 1st position     | 41    | Advertiser   |
| Non-Invasive Fat Reduction     | Approved (limited) | Headline   | 2nd position     | 209   | Advertiser   |
| Next-Generation Fat Reduction  | Approved (limited) | Headline   | 2nd position     | 41    | Advertiser   |

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 10

Responsive search ad Leave feedback Custom Oct 1 - Dec 31, 2023 Show last 30 days

Assets Combinations

Asset status: All Add filter Download Expand

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     | 28    | Advertiser   |
| No Surgery & Minimal Downtime  | Approved (limited) | Headline    | 2nd position     | 279   | Advertiser   |
| 25% Off 4+ Treatments  | Approved (limited) | Headline    | 2nd position     | 209   | Advertiser   |
| CoolSculpting in Bethesda, MD  | Approved (limited) | Headline    | 1st position     | 2,306 | Advertiser   |
| Coolsculpting  | Approved (limited) | Headline    | 1st position     | 71    | Advertiser   |
| Coolsculpting Near Me  | Approved (limited) | Headline    | 1st position     | 41    | Advertiser   |
| Non-Invasive Fat Reduction   | Approved (limited) | Headline    | 2nd position     | 209   | Advertiser   |
| Next-Generation Fat Reduction  | Approved (limited) | Headline    | 2nd position     | 41    | Advertiser   |
| Top Provider in Bethesda   | Approved (limited) | Headline    | 2nd position     | 219   | Advertiser   |
| Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.  | Approved (limited) | Description | None             | 24    | Advertiser   |
| Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today | Approved (limited) | Description | None             | 2,403 | Advertiser   |
| Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments     | Approved (limited) | Description | 2nd position     | 1,951 | Advertiser   |
| CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More       | Approved (limited) | Description | None             | 19    | Advertiser   |

Show rows: 100 1 - 18 of 18

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 10

Assets Custom Oct 1 - Dec 31, 2023 Show last 30 days

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

| Asset   | Asset type | Added to  | Level    | Status   | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost     |  |
|---|------------|---|----------|--|------------|--------|-------|-------|----------|----------|--|
| Sitelink  |            |   |          |  |            |        |       |       |          |          |  |
| CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More | Sitelink   | MS   search   bethesda x. Exp Reach   coolsculpting | Ad group | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 23     | 790   | 2.91% | \$8.96   | \$206.00 |  |
| Book a Free Consultation Contact Us Today to Schedule Your Free Consultation          | Sitelink   | Account   | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 21     | 714   | 2.94% | \$9.29   | \$195.19 |  |
| Why Choose Nava Center? Read About What Sets Us Apart from Other Medspas in VA & MD.  | Sitelink   | Account   | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 19     | 748   | 2.54% | \$6.85   | \$130.23 |  |
| About Us Learn More About Our Team, Location and Available Aesthetics Treatments      | Sitelink   | Account   | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 17     | 701   | 2.43% | \$6.99   | \$118.81 |  |
| Callout   |            |   |          |  |            |        |       |       |          |          |  |
| 5-Star Rated Medspa   | Callout    | Account   | Account  | Eligible   | Advertiser | 5      | 231   | 2.16% | \$8.30   | \$41.50  |  |
| Contact Us + Free Consult   | Callout    | Account   | Account  | Eligible   | Advertiser | 4      | 166   | 2.41% | \$6.57   | \$26.27  |  |
| Promotion   |            |   |          |  |            |        |       |       |          |          |  |
| Winter Sale - Up to 25% off 4+ Treatments   | Promotion  | MS   search   bethesda x. Exp Reach   coolsculpting | Ad group | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 30     | 638   | 4.70% | \$8.09   | \$242.56 |  |

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 10

Assets Custom Oct 1 - Dec 31, 2023 Show last 30 days

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

| Asset                                     | Asset type    | Added to  | Level    | Status  | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost     |  |
|---|---------------|---|----------|---|------------|--------|-------|-------|----------|----------|--|
| Fall Sale - Up to 25% off 4+ Treatments   | Promotion     | MS   search   bethesda x. Exp Reach   coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more) | Advertiser | 4      | 254   | 1.57% | \$2.36   | \$9.42   |  |
| Summer Sale - Up to 25% off 4+ Treatments | Promotion     | MS   search   bethesda x. Exp Reach   coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more) | Advertiser | 0      | 0     | -     | -        | \$0.00   |  |
| Business name                             |               |   |          |   |            |        |       |       |          |          |  |
| Nava Center                               | Business name | MS   search   bethesda                              | Campaign | Eligible  | Advertiser | 67     | 2,300 | 2.91% | \$6.50   | \$435.71 |  |
| Call                                      |               |   |          |   |            |        |       |       |          |          |  |
| (410) 910 8263                            | Call          | Account   | Account  | Eligible  | Advertiser | 5      | 152   | 3.29% | \$12.64  | \$63.20  |  |
| Business logo                             |               |   |          |   |            |        |       |       |          |          |  |
| N   | Business logo | MS   search   bethesda                              | Campaign | Eligible  | Advertiser | 67     | 2,300 | 2.91% | \$6.50   | \$435.71 |  |
| Total: Business name                      |               |   |          |   |            | 67     | 2,300 | 2.91% | \$6.50   | \$435.71 |  |
| Total: Business logo                      |               |   |          |   |            | 67     | 2,300 | 2.91% | \$6.50   | \$435.71 |  |
| Total: Sitelinks                          |               |   |          |   |            | 23     | 792   | 2.90% | \$8.96   | \$206.00 |  |
| Total: Callouts                           |               |   |          |   |            | 5      | 258   | 1.94% | \$8.30   | \$41.50  |  |
| Total: Structured snippets                |               |   |          |   |            | 0      | 0     | -     | -        | \$0.00   |  |
| Total: Calls                              |               |   |          |   |            | 5      | 152   | 3.29% | \$12.64  | \$63.20  |  |
| Total: Promotions                         |               |   |          |   |            | 34     | 892   | 3.81% | \$7.41   | \$251.98 |  |

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 10

Assets Custom Oct 1 - Dec 31, 2023 Show last 30 days

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

| Asset                      | Asset type    | Added to               | Level    | Status   | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost     |  |
|----------------------------|---------------|------------------------|----------|----------|------------|--------|-------|-------|----------|----------|--|
| Business name              |               |                        |          |          |            |        |       |       |          |          |  |
| Nava Center                | Business name | MS   search   bethesda | Campaign | Eligible | Advertiser | 67     | 2,300 | 2.91% | \$6.50   | \$435.71 |  |
| Call                       |               |                        |          |          |            |        |       |       |          |          |  |
| (410) 910 8263             | Call          | Account                | Account  | Eligible | Advertiser | 5      | 152   | 3.29% | \$12.64  | \$63.20  |  |
| Business logo              |               |                        |          |          |            |        |       |       |          |          |  |
| N                          | Business logo | MS   search   bethesda | Campaign | Eligible | Advertiser | 67     | 2,300 | 2.91% | \$6.50   | \$435.71 |  |
| Total: Business name       |               |                        |          |          |            | 67     | 2,300 | 2.91% | \$6.50   | \$435.71 |  |
| Total: Business logo       |               |                        |          |          |            | 67     | 2,300 | 2.91% | \$6.50   | \$435.71 |  |
| Total: Sitelinks           |               |                        |          |          |            | 23     | 792   | 2.90% | \$8.96   | \$206.00 |  |
| Total: Callouts            |               |                        |          |          |            | 5      | 258   | 1.94% | \$8.30   | \$41.50  |  |
| Total: Structured snippets |               |                        |          |          |            | 0      | 0     | -     | -        | \$0.00   |  |
| Total: Calls               |               |                        |          |          |            | 5      | 152   | 3.29% | \$12.64  | \$63.20  |  |
| Total: Promotions          |               |                        |          |          |            | 34     | 892   | 3.81% | \$7.41   | \$251.98 |  |

Show rows: 100 1 - 12 of 12

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Enabled Status: All ads limited by policy Type: Search Budget: \$81.12/day Optimization score: 95.4% More details Campaign 0 of 0

### Ad groups

Custom Oct 1 - Dec 31, 2023 Show last 30 days

| Ad group                     | Status  | Target CPA | Conversions | Cost / conv. | Clicks | CTR   | Cost       |
|------------------------------|---|------------|-------------|--------------|--------|-------|------------|
| coolsculpting                | Eligible (Limited)<br>All ads limited by policy | -          | 5.00        | \$80.22      | 83     | 5.93% | \$401.12   |
| x. Exp Reach   coolsculpting | Eligible (Limited)<br>All ads limited by policy | -          | 4.00        | \$89.68      | 64     | 2.55% | \$358.73   |
| Total: Filtered ad groups    |   |            | 9.00        | \$84.43      | 147    | 3.76% | \$759.85   |
| Total: Campaign              |   |            | 142.17      | \$52.77      | 2,084  | 7.11% | \$7,502.40 |

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

### Ads

Custom Oct 1 - Dec 31, 2023 Show last 30 days

Add images to your ads: Your ads aren't as prominent as they could be if you added images, which can improve your CTR +4.6% View

| Ad   | Status   | Clicks | CTR   | Cost     |
|--|--|--------|-------|----------|
| (Keyword:Nava Health & Vitality Center)   Coolsculpting   Huge CoolSculpting Promotion +12 more<br>www.thenavacenter.com/fairfax<br>Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments. CoolSculpting® Treats Fat in 8 Areas: Thighs,... | Eligible (Limited)<br>Policy (Restricted drug terms +1 more) | 83     | 5.93% | \$401.12 |
| Total: Ads in your current view  |  |        | 83    | 5.93%    |
| Total: Ad group  |  |        | 83    | 5.93%    |

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more  
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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

### 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     | 0     | Advertiser   |
| (Keyword:Nava Health & Vitality Center) | Approved (limited) | Headline   | 1st position     | 344   | Advertiser   |
| Nava Health & Vitality Center           | Approved (limited) | Headline   | None             | 0     | Advertiser   |
| Affordable & Quick Treatments           | Approved (limited) | Headline   | 2nd position     | 614   | Advertiser   |
| Freeze Your Fat Away Today              | Approved (limited) | Headline   | 2nd position     | 61    | Advertiser   |
| Fat Reduction Treatment                 | Approved (limited) | Headline   | 2nd position     | 35    | Advertiser   |
| Huge CoolSculpting Promotion            | Approved (limited) | Headline   | 1st position     | 109   | Advertiser   |
| No Surgery & Minimal Downtime           | Approved (limited) | Headline   | 2nd position     | 291   | Advertiser   |
| 25% Off 4+ Treatments                   | Approved (limited) | Headline   | 2nd position     | 231   | Advertiser   |
| CoolSculpting in Fairfax, VA            | Approved (limited) | Headline   | 1st position     | 898   | Advertiser   |
| CoolSculpting in Ashburn, VA            | -                  | Headline   | 1st position     | 0     | Advertiser   |
| Coolsculpting                           | Approved (limited) | Headline   | 1st position     | 36    | Advertiser   |
| Coolsculpting Near Me                   | Approved (limited) | Headline   | 1st position     | 12    | Advertiser   |

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Some inventory may be provided through third party intermediaries.  
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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

### Assets

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 |
|--|--------------------|-------------|------------------|-------|--------------|
| 25% Off 4+ Treatments  | Approved (limited) | Headline    | 2nd position     | 231   | Advertiser   |
| CoolSculpting in Fairfax, VA   | Approved (limited) | Headline    | 1st position     | 898   | Advertiser   |
| CoolSculpting in Ashburn, VA   | -                  | Headline    | 1st position     | 0     | Advertiser   |
| Coolsculpting  | Approved (limited) | Headline    | 1st position     | 36    | Advertiser   |
| Coolsculpting Near Me  | Approved (limited) | Headline    | 1st position     | 12    | Advertiser   |
| Non-Invasive Fat Reduction   | Approved (limited) | Headline    | 2nd position     | 26    | Advertiser   |
| Next-Generation Fat Reduction  | Approved (limited) | Headline    | 2nd position     | 6     | Advertiser   |
| Top Provider in Ashburn  | -                  | Headline    | 2nd position     | 0     | Advertiser   |
| Top Provider in Fairfax  | Approved (limited) | Headline    | 2nd position     | 135   | Advertiser   |
| Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.  | Approved (limited) | Description | None             | 22    | Advertiser   |
| Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today | Approved (limited) | Description | None             | 1,359 | Advertiser   |
| Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 4+ CoolSculpting Treatments     | Approved (limited) | Description | 2nd position     | 1,120 | Advertiser   |
| CoolSculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More       | Approved (limited) | Description | None             | 18    | Advertiser   |

Show rows: 100 1 - 21 of 21

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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 1 of 10

### Assets

Asset status: All Asset type: All Add filter

| Asset  | Asset type         | Added to                              | Level    | Status  | Source     | Clicks | Impr. | CTR    | Avg. CPC | Cost     |
|--|--------------------|---------------------------------------|----------|---|------------|--------|-------|--------|----------|----------|
| Service catalog: CoolSculpting, Non-Surgical Liposuction...                          | Structured snippet | MS   search   fairfax + coolsculpting | Ad group | Eligible  | Advertiser | 2      | 14    | 14.29% | \$4.28   | \$8.56   |
| CoolSculpting The Top Non-Surgical Fat Reduction Treatment. Learn More               | Sitelink           | MS   search   fairfax + coolsculpting | Ad group | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | Advertiser | 18     | 467   | 3.85%  | \$6.48   | \$116.59 |
| Why Choose Nava Center? Read About What Sets Us Apart from Other Medspas in VA & MD. | Sitelink           | Account                               | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | Advertiser | 18     | 462   | 3.90%  | \$6.48   | \$116.59 |
| Book a Free Consultation Contact Us Today to Schedule Your Free Consultation         | Sitelink           | Account                               | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | Advertiser | 15     | 444   | 3.38%  | \$6.59   | \$98.84  |
| About Us Learn More About Our Team, Location and Available Aesthetics Treatments     | Sitelink           | Account                               | Account  | Eligible (Limited)<br>Policy (Restricted medical content +1 more) | Advertiser | 15     | 449   | 3.34%  | \$6.59   | \$98.84  |
| FDA Cleared  | Callout            | MS   search   fairfax + coolsculpting | Ad group | Eligible  | Advertiser | 8      | 66    | 12.12% | \$4.97   | \$39.77  |
| Highlights: No Surgery   | Callout            | MS   search   fairfax + coolsculpting | Ad group | Eligible  | Advertiser | 6      | 49    | 12.24% | \$5.93   | \$35.58  |
| Freeze Your Fat!   | Callout            | MS   search   fairfax + coolsculpting | Ad group | Eligible  | Advertiser | 8      | 72    | 11.11% | \$3.09   | \$24.70  |

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

Enabled Status: Eligible (Limited) Type: Standard

Overview Recommendations

| Asset                                     | Asset type    | Added to                              | Level    | Status   | Source     | Clicks | Imp.  | CTR    | Avg. CPC | Cost     |
|---|---------------|---------------------------------------|----------|--|------------|--------|-------|--------|----------|----------|
| Non-surgical Fat Reduction                | Callout       | MS   search   fairfax + coolsculpting | Ad group | Eligible   | Advertiser | 6      | 54    | 11.11% | \$3.71   | \$22.25  |
| Liposuction Alternative                   | Callout       | MS   search   fairfax + coolsculpting | Ad group | Eligible   | Advertiser | 4      | 43    | 9.30%  | \$4.28   | \$17.12  |
| Contact Us + Free Consult                 | Callout       | Account                               | Account  | Eligible   | Advertiser | 0      | 0     | -      | -        | \$0.00   |
| 5-Star Rated Medspa                       | Callout       | Account                               | Account  | Eligible   | Advertiser | 0      | 0     | -      | -        | \$0.00   |
| Promotion                                 |               |                                       |          |  |            |        |       |        |          |          |
| Winter Sale - Up to 25% off 4+ Treatments | Promotion     | MS   search   fairfax + coolsculpting | Ad group | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 11     | 241   | 4.56%  | \$7.57   | \$83.27  |
| Fall Sale - Up to 25% off 4+ Treatments   | Promotion     | MS   search   fairfax + coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more)            | Advertiser | 17     | 267   | 6.37%  | \$3.73   | \$63.47  |
| Spring Sale - Up to 25% off 4+ Treatments | Promotion     | MS   search   fairfax + coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more)            | Advertiser | 0      | 0     | -      | -        | \$0.00   |
| Summer Sale - Up to 25% off 4+ Treatments | Promotion     | MS   search   fairfax + coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more)            | Advertiser | 0      | 0     | -      | -        | \$0.00   |
| Business name                             |               |                                       |          |  |            |        |       |        |          |          |
| Nava Center                               | Business name | MS   search   fairfax                 | Campaign | Eligible   | Advertiser | 82     | 1,354 | 6.06%  | \$4.84   | \$397.07 |
| Call                                      |               |                                       |          |  |            |        |       |        |          |          |
| (410) 910 8263                            | Call          | Account                               | Account  | Eligible   | Advertiser | 4      | 108   | 3.70%  | \$7.93   | \$31.71  |
| Business logo                             |               |                                       |          |  |            |        |       |        |          |          |

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

Enabled Status: Eligible (Limited) Type: Standard

Overview Recommendations

| Asset                      | Asset type    | Added to              | Level    | Status   | Source     | Clicks | Imp.  | CTR    | Avg. CPC | Cost     |
|----------------------------|---------------|-----------------------|----------|----------|------------|--------|-------|--------|----------|----------|
| Business name              |               |                       |          |          |            |        |       |        |          |          |
| Nava Center                | Business name | MS   search   fairfax | Campaign | Eligible | Advertiser | 82     | 1,354 | 6.06%  | \$4.84   | \$397.07 |
| Call                       |               |                       |          |          |            |        |       |        |          |          |
| (410) 910 8263             | Call          | Account               | Account  | Eligible | Advertiser | 4      | 108   | 3.70%  | \$7.93   | \$31.71  |
| Business logo              |               |                       |          |          |            |        |       |        |          |          |
|                            | Business logo | MS   search   fairfax | Campaign | Eligible | Advertiser | 82     | 1,354 | 6.06%  | \$4.84   | \$397.07 |
| Total: Business name       |               |                       |          |          |            | 82     | 1,354 | 6.06%  | \$4.84   | \$397.07 |
| Total: Business logo       |               |                       |          |          |            | 82     | 1,354 | 6.06%  | \$4.84   | \$397.07 |
| Total: Sitelinks           |               |                       |          |          |            | 18     | 469   | 3.84%  | \$6.48   | \$116.59 |
| Total: Callouts            |               |                       |          |          |            | 16     | 150   | 10.67% | \$4.27   | \$68.35  |
| Total: Structured snippets |               |                       |          |          |            | 2      | 14    | 14.29% | \$4.28   | \$8.56   |
| Total: Calls               |               |                       |          |          |            | 4      | 108   | 3.70%  | \$7.93   | \$31.71  |
| Total: Promotions          |               |                       |          |          |            | 28     | 508   | 5.51%  | \$5.24   | \$146.74 |

Show rows: 100 1 - 19 of 19

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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

Overview Recommendations

Ads

Add images to your ads: Your ads aren't as prominent as they could be if you added images, which can improve your CTR +4.6% View

| Ad   | Status   | Clicks | CTR   | Cost     |
|--|--|--------|-------|----------|
| Nava Health & Vitality Center   Coolsculpting   Huge Coolsculpting Promotion +11 more<br>www.thenavacenter.com/fairfax<br>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) | 64     | 2.55% | \$358.73 |
| Total: Ads in your current view  |  | 64     | 2.55% | \$358.73 |
| Total: Ad group  |  | 64     | 2.55% | \$358.73 |

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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

Overview Recommendations

Responsive search ad

Assets Combinations

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

| Asset                          | Status             | Asset type | Position pinning | Imp.  | Asset source |
|--------------------------------|--------------------|------------|------------------|-------|--------------|
| Safe + Effective Fat Reduction | Approved (limited) | Headline   | 2nd position     | 46    | Advertiser   |
| Nava Health & Vitality Center  | Approved (limited) | Headline   | None             | 0     | Advertiser   |
| Affordable & Quick Treatments  | Approved (limited) | Headline   | 2nd position     | 691   | Advertiser   |
| Freeze Your Fat Away Today     | Approved (limited) | Headline   | 2nd position     | 338   | Advertiser   |
| Fat Reduction Treatment        | Approved (limited) | Headline   | 2nd position     | 367   | Advertiser   |
| Huge Coolsculpting Promotion   | Approved (limited) | Headline   | 1st position     | 104   | Advertiser   |
| No Surgery & Minimal Downtime  | Approved (limited) | Headline   | 2nd position     | 516   | Advertiser   |
| 25% Off 4+ Treatments          | Approved (limited) | Headline   | 2nd position     | 113   | Advertiser   |
| Coolsculpting in Fairfax, VA   | Approved (limited) | Headline   | 1st position     | 2,124 | Advertiser   |
| Coolsculpting in Ashburn, VA   | -                  | Headline   | 1st position     | 0     | Advertiser   |
| Coolsculpting                  | Approved (limited) | Headline   | 1st position     | 221   | Advertiser   |
| Coolsculpting Near Me          | Approved (limited) | Headline   | 1st position     | 65    | Advertiser   |
| Non-Invasive Fat Reduction     | Approved (limited) | Headline   | 2nd position     | 339   | 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

Overview Recommendations

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

| Asset  | Status             | Asset type  | Position pinning | Imp.  | Asset source |
|--|--------------------|-------------|------------------|-------|--------------|
| 25% Off 4+ Treatments  | Approved (limited) | Headline    | 2nd position     | 113   | Advertiser   |
| Coolsculpting in Fairfax, VA   | Approved (limited) | Headline    | 1st position     | 2,124 | Advertiser   |
| Coolsculpting in Ashburn, VA   | -                  | Headline    | 1st position     | 0     | Advertiser   |
| Coolsculpting  | Approved (limited) | Headline    | 1st position     | 221   | Advertiser   |
| Coolsculpting Near Me  | Approved (limited) | Headline    | 1st position     | 65    | Advertiser   |
| Non-Invasive Fat Reduction   | Approved (limited) | Headline    | 2nd position     | 339   | Advertiser   |
| Next-Generation Fat Reduction  | Approved (limited) | Headline    | 2nd position     | 52    | Advertiser   |
| Top Provider in Ashburn  | -                  | Headline    | 2nd position     | 0     | Advertiser   |
| Top Provider in Fairfax  | Approved (limited) | Headline    | 2nd position     | 52    | Advertiser   |
| Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.  | Approved (limited) | Description | None             | 21    | Advertiser   |
| Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today | Approved (limited) | Description | None             | 2,476 | Advertiser   |
| Our Biggest Coolsculpting Discount Ever. Get Up to 25% Off 4+ Coolsculpting Treatments     | Approved (limited) | Description | 2nd position     | 2,034 | Advertiser   |
| Coolsculpting® Treats Fat in 8 Areas: Thighs, Love Handles, Arms, Double Chin & More       | Approved (limited) | Description | None             | 17    | Advertiser   |

Show rows: 100 1 - 20 of 20


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Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 10 Show last 30 days


| Asset                    | Asset type  | Added to   | Level    | Status   | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost     |
|--------------------------|---|--|----------|--|------------|--------|-------|-------|----------|----------|
| Sitelink                 |   |  |          |  |            |        |       |       |          |          |
| <input type="checkbox"/> | 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) | Advertiser | 24     | 784   | 3.06% | \$6.93   | \$166.35 |
| <input type="checkbox"/> | 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) | Advertiser | 23     | 753   | 3.05% | \$6.82   | \$156.93 |
| <input type="checkbox"/> | About Us Learn More About Our Team, Location and Available Aesthetics Treatments      | Account  | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 17     | 691   | 2.46% | \$7.40   | \$125.80 |
| <input type="checkbox"/> | Book a Free Consultation Contact Us Today to Schedule Your Free Consultation          | Account  | Account  | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 17     | 697   | 2.44% | \$7.19   | \$122.18 |
| Callout                  |   |  |          |  |            |        |       |       |          |          |
| <input type="checkbox"/> | 5-Star Rated Medspa   | Account  | Account  | Eligible   | Advertiser | 6      | 222   | 2.70% | \$3.04   | \$18.22  |
| <input type="checkbox"/> | Contact Us + Free Consult   | Account  | Account  | Eligible   | Advertiser | 3      | 175   | 1.71% | \$2.47   | \$7.42   |
| Promotion                |   |  |          |  |            |        |       |       |          |          |
| <input type="checkbox"/> | Winter Sale - Up to 25% off 4+ Treatments   | MS   search   fairfax x. Exp Reach   coolsculpting | Ad group | Eligible (Limited) Policy (Restricted medical content +1 more) | Advertiser | 19     | 574   | 3.31% | \$5.71   | \$108.47 |

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 10

| Asset                      | Asset type  | Added to   | Level    | Status  | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost     |
|----------------------------|---|--|----------|---|------------|--------|-------|-------|----------|----------|
| <input type="checkbox"/>   | Summer Sale - Up to 25% off 4+ Treatments   | MS   search   fairfax x. Exp Reach   coolsculpting | Ad group | Removed Policy (Restricted medical content +1 more) | Advertiser | 0      | 0     | -     | -        | \$0.00   |
| Business name              |   |  |          |   |            |        |       |       |          |          |
| <input type="checkbox"/>   | Nava Center   | MS   search   fairfax                              | Campaign | Eligible  | Advertiser | 62     | 2,378 | 2.61% | \$5.62   | \$348.21 |
| Call                       |   |  |          |   |            |        |       |       |          |          |
| <input type="checkbox"/>   | (410) 910 8263  | Account  | Account  | Eligible  | Advertiser | 0      | 122   | 0.00% | -        | \$0.00   |
| Business logo              |   |  |          |   |            |        |       |       |          |          |
| <input type="checkbox"/>   |  | MS   search   fairfax                              | Campaign | Eligible  | Advertiser | 62     | 2,378 | 2.61% | \$5.62   | \$348.21 |
| Total: Business name       |   |  |          |   |            | 62     | 2,378 | 2.61% | \$5.62   | \$348.21 |
| Total: Business logo       |   |  |          |   |            | 62     | 2,378 | 2.61% | \$5.62   | \$348.21 |
| Total: Sitelinks           |   |  |          |   |            | 25     | 791   | 3.16% | \$7.75   | \$193.68 |
| Total: Callouts            |   |  |          |   |            | 6      | 252   | 2.38% | \$3.04   | \$18.22  |
| Total: Structured snippets |   |  |          |   |            | 0      | 0     | -     | -        | \$0.00   |
| Total: Calls               |   |  |          |   |            | 0      | 122   | 0.00% | -        | \$0.00   |
| Total: Promotions          |   |  |          |   |            | 26     | 843   | 3.08% | \$5.19   | \$135.01 |

Show rows: 100 1 - 12 of 12

Enabled Status: Eligible (Limited) Type: Standard More details Ad group 6 of 10

| Asset                      | Asset type  | Added to              | Level    | Status   | Source     | Clicks | Impr. | CTR   | Avg. CPC | Cost     |
|----------------------------|---|-----------------------|----------|----------|------------|--------|-------|-------|----------|----------|
| Business name              |   |                       |          |          |            |        |       |       |          |          |
| <input type="checkbox"/>   | Nava Center   | MS   search   fairfax | Campaign | Eligible | Advertiser | 62     | 2,378 | 2.61% | \$5.62   | \$348.21 |
| Call                       |   |                       |          |          |            |        |       |       |          |          |
| <input type="checkbox"/>   | (410) 910 8263  | Account               | Account  | Eligible | Advertiser | 0      | 122   | 0.00% | -        | \$0.00   |
| Business logo              |   |                       |          |          |            |        |       |       |          |          |
| <input type="checkbox"/>   |  | MS   search   fairfax | Campaign | Eligible | Advertiser | 62     | 2,378 | 2.61% | \$5.62   | \$348.21 |
| Total: Business name       |   |                       |          |          |            | 62     | 2,378 | 2.61% | \$5.62   | \$348.21 |
| Total: Business logo       |   |                       |          |          |            | 62     | 2,378 | 2.61% | \$5.62   | \$348.21 |
| Total: Sitelinks           |   |                       |          |          |            | 25     | 791   | 3.16% | \$7.75   | \$193.68 |
| Total: Callouts            |   |                       |          |          |            | 6      | 252   | 2.38% | \$3.04   | \$18.22  |
| Total: Structured snippets |   |                       |          |          |            | 0      | 0     | -     | -        | \$0.00   |
| Total: Calls               |   |                       |          |          |            | 0      | 122   | 0.00% | -        | \$0.00   |
| Total: Promotions          |   |                       |          |          |            | 26     | 843   | 3.08% | \$5.19   | \$135.01 |

Show rows: 100 1 - 12 of 12

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) 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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Medstar Media, Inc.  
10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095



Bernie Dancel  
Nava Health & Vitality Center

Invoice Number FB2023-398  
Date of Issue 10/01/2023  
Due Date 10/01/2023  
Amount Due (USD) \$0.00

| Description  | Rate             | Qty | Line Total |
|--|------------------|-----|------------|
| Digital Marketing Monthly Management Service<br>• Manage & optimize digital marketing campaigns on Google Adwords<br>• Optin technology to increase conversions.<br>• Call tracking & reporting<br>• Monitor budget and adjust bids to gain better ROI<br>• Manage keyword selection and audience targeting<br>• Call tracking and monitoring<br>• Conversion Tools + Lead Nurture Technology<br>Includes up to three marketing campaigns at three locations | \$1,750.00       | 1   | \$1,750.00 |
| Additional Site<br>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 FB2023-459  
Date of Issue 11/01/2023  
Due Date 11/01/2023  
Amount Due (USD) \$0.00

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

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



Bernie Dancel  
Nava Health & Vitality Center

Invoice Number FB2023-525  
Date of Issue 12/01/2023  
Due Date 12/01/2023  

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

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

|                              |                   |
|------------------------------|-------------------|
| Subtotal                     | 2,000.00          |
| Tax                          | 0.00              |
| <hr/> Total                  | 2,000.00          |
| Amount Paid                  | 0.00              |
| <hr/> <hr/> 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.