

CoolSculpting Marketing Services Pellé Medical Spa Co-Op Q3 2023 Total Marketing Expenses (7/1/2023 - 9/30/2023)

Total Google Ads: \$ 3,620.97
Total Meta Ads: \$ 2,853.74
Total Marketing Service Fees: \$ 6,747.00
Total CoolSculpting Marketing Cost: \$13,221.71

Google Ads interface showing Campaigns overview for Pelle Medical Spa. Campaigns are filtered by name containing 'cool'.

Campaign	Budget	Status	Clicks	CTR	Cost
MS search coolsculpting	\$90.93/day	Paused All ads limited by policy	241	11.41%	\$1,534.28
\$250 Off CoolSculpting	\$5.00/day \$152.00/month	Paused	0	-	\$0.00
\$250 Off CoolSculpting - Website Traffic	\$5.00/day \$152.00/month	Paused	0	-	\$0.00
Coolsculpting 250 - Maximize Clicks	\$20.00/day	Paused All ads disapproved, All ad groups paused	0	-	\$0.00
Total: Campaigns in your current view			241	11.41%	\$1,534.28
Total: Account	\$99.96/day		2,045	11.01%	\$9,105.87

Google Ads interface showing Ads details for the 'MS | search | coolsculpting' campaign. Ads are filtered by status 'All'.

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
Pelle Medical Spa Coolsculpting Coolsculpting® Elite +11 more pelemedicalspsa.com/coolsculpting/manchester Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments. Coolsculpting® Elite Treats Fat L... View assets details					
	x. Expanded Reach Test	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	100	7.41%	\$644.25
(Keyword:Pelle Medical Spa) Coolsculpting Coolsculpting® Elite +12 more pelemedicalspsa.com/coolsculpting/manchester Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments. Coolsculpting® Elite Treats Fat L... View assets details					
	0. coolsculpting - general	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	53	20.00%	\$433.53
(Keyword:Pelle Medical Spa) Coolsculpting Coolsculpting® Elite +12 more pelemedicalspsa.com/coolsculpting/manchester Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments. Coolsculpting® Elite Treats Fat L... View assets details					
	2. lipo	Not eligible Policy (Restricted medical content +1 more), Campaign paused	71	20.23%	\$357.81
(Keyword:Pelle Medical Spa) Coolsculpting Coolsculpting® Elite +12 more pelemedicalspsa.com/coolsculpting/manchester Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments. Coolsculpting® Elite Treats Fat L... View assets details					
	1. body sculpting	Not eligible Policy (Restricted medical content +1 more), Campaign paused	11	16.67%	\$81.56
(Keyword:Pelle Medical Spa) Coolsculpting Coolsculpting® Elite +7 more pelemedicalspsa.com/coolsculpting/manchester Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments. Coolsculpting® Elite Treats Fat L... View assets details					
	2. lipo	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	2	10.00%	\$5.24
(Keyword:Pelle Medical Spa) Coolsculpting Coolsculpting® Elite +12 more pelemedicalspsa.com/coolsculpting/manchester Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments. Coolsculpting® Elite Treats Fat L... View assets details					
	3. coolsculpting elite	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	1	33.33%	\$4.52
Pelle Medical Spa Coolsculpting Coolsculpting® Elite +6 more pelemedicalspsa.com/coolsculpting/manchester					
		Not eligible			

Google Ads interface showing Ads details for the 'MS | search | coolsculpting' campaign. Ads are filtered by status 'All'.

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
Pelle Medical Spa Coolsculpting Coolsculpting® Elite +6 more pelemedicalspsa.com/coolsculpting/manchester Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments. Coolsculpting® Elite Treats Fat L... View assets details					
	x. Expanded Reach Test	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	3.70%	\$3.91
(Keyword:Pelle Medical Spa) Coolsculpting Coolsculpting® Elite +7 more pelemedicalspsa.com/coolsculpting/manchester Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments. Coolsculpting® Elite Treats Fat L... View assets details					
	0. coolsculpting - general	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	2	16.67%	\$3.46
(Keyword:Pelle Medical Spa) Coolsculpting in Manchester Fat Reduction Treatment +12 more www.pellemedicalspsa.com Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation. Top Fat Reduction Treatment. Target Love... View assets details					
	7. coolsculpting - near me	Removed Under review, Ad group removed, +1	0	-	\$0.00
CoolSculpting® in Manchester Fat Reduction Treatment Flexible Payment Options www.pellemedicalspsa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation					
	7. coolsculpting - near me	Removed Policy (Restricted medical content +1 more), Ad group removed, +1	0	-	\$0.00
2020 Coolsculpting Discount \$1,000 Off September Special Flexible Payment Options www.pellemedicalspsa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation					
	7. coolsculpting - near me	Removed Policy (Restricted medical content +1 more), Ad group removed, +1	0	-	\$0.00
CoolSculpting® in Manchester Freeze Away Stubborn Fat Flexible Payment Options www.pellemedicalspsa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation					
	7. coolsculpting - near me	Removed Policy (Restricted medical content +1 more), Ad group removed, +1	0	-	\$0.00
CoolSculpting Special 30% Off Fat Reduction Treatment Our Biggest Discount Ever www.pellemedicalspsa.com Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation					
	7. coolsculpting - near me	Removed Policy (Restricted medical content +1 more), Ad group removed, +1	0	-	\$0.00

Google Ads interface showing Ads details for the 'MS | search | coolsculpting' campaign. Ads are filtered by status 'All'.

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
In Manchester, NH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now					
	Campaign paused				
CoolSculpting® Fat Reduction Limited Time Offer Apr 2021 Our Biggest Discount Ever www.pellemedicalspsa.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today					
	1. body sculpting	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
CoolSculpting® Fat Reduction Save 50% On 8+ Treatments Our Biggest Discount Ever pelemedicalspsa.com/coolsculpting/manchester Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Manchester, NH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now					
	1. body sculpting	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
CoolSculpting® Fat Reduction Up to 50% off CoolSculpting Our Biggest Discount Ever pelemedicalspsa.com/coolsculpting/manchester Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today					
	1. body sculpting	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
CoolSculpting® in Manchester Freeze Away Body Fat Our Biggest Discount Ever pelemedicalspsa.com/coolsculpting/manchester Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Manchester, NH. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now					
	1. body sculpting	Removed Policy (Restricted medical content), Campaign paused	0	-	\$0.00
Total: Ads in your current view					
			241	11.41%	\$1,534.28
Total: Campaign					
			241	11.41%	\$1,534.28

Responsive search ad

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Pelle Medical Spa	Approved (limited)	Headline	None	0	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	165	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	36	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	82	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	144	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	49	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	3	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	248	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	61	Advertiser
Top Provider in Manchester, NH	Approved (limited)	Headline	2nd position	73	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	492	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	51	Advertiser
Coolsculpting Manchester, NH	Approved (limited)	Headline	1st position	1,153	Advertiser

Responsive search ad

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	49	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	3	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	248	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	61	Advertiser
Top Provider in Manchester, NH	Approved (limited)	Headline	2nd position	73	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	492	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	51	Advertiser
Coolsculpting Manchester, NH	Approved (limited)	Headline	1st position	1,153	Advertiser
CoolSculpting® Manchester, NH	Approved (limited)	Headline	1st position	143	Advertiser
The Elite Dual Applicators Treat Two Areas at the Same Time. Safely Freeze Twice the Fat.	Approved (limited)	Description	None	20	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	31	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	1,299	Advertiser
Our Biggest Deal Ever Now Available: Save Up to 50% Off 8+ Coolsculpting Elite Treatments	Approved (limited)	Description	2nd position	1,018	Advertiser

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS search coolsculpting	Campaign	Eligible	6	9.23%	\$36.35
Before and After Photos See Real Patient Results & Before and After Photos.	Account	Account	Eligible	221	14.01%	\$1,409.61
Current Specials Don't Miss Our Specials & Exclusive Offers. Learn More Now.	Account	Account	Eligible	219	14.28%	\$1,404.81
CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search coolsculpting	Campaign	Eligible	194	13.86%	\$1,245.68
Full Range of Services Learn More About Our Complete Range of Top Services for Face and Body.	Account	Account	Eligible	179	14.01%	\$1,148.15
5 Star Reviews Read Real Client Reviews & Patient Testimonials.	Account	Account	Eligible	124	11.83%	\$779.80
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible	48	8.05%	\$287.09
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible	31	5.95%	\$207.53
FDA Cleared	MS search coolsculpting	Campaign	Eligible	85	16.70%	\$606.33

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
FDA Cleared	MS search coolsculpting	Campaign	Eligible	85	16.70%	\$606.33
Nonsurgical Fat Reduction	MS search coolsculpting	Campaign	Eligible	82	17.79%	\$592.32
Freeze Your Fat	MS search coolsculpting	Campaign	Eligible	80	16.67%	\$554.05
Liposuction Alternative	MS search coolsculpting	Campaign	Eligible	77	17.04%	\$552.76
Highlights: No Surgery	MS search coolsculpting	Campaign	Eligible	74	15.74%	\$501.31
Up to 50% Off	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
5-Star Rated Spa	Account	Account	Eligible	0	-	\$0.00
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
Winter Sale - Up to 50% off CoolSculpting Elite	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Spring Sale - Up to 50% off CoolSculpting Elite	MS search coolsculpting	Campaign	Removed	0	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Fall Sale - 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Winter Sale - 50% off 8+ Treatments	MS search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00

Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
PELLÉ MEDICAL SPA	MS search coolsculpting	Campaign	Eligible	234	11.50%	\$1,494.58
(603) 627-7000	Account	Account	Eligible	7	4.79%	\$54.41
PELLÉ MEDICAL SPA	MS search coolsculpting	Campaign	Eligible	48	10.46%	\$315.05
PELLÉ MEDICAL SPA	MS search coolsculpting	Campaign	Removed Disapproved (Business Logo Poorly Cropped)	0	-	\$0.00
Total: Images				0	-	\$0.00
Total: Business name				234	11.50%	\$1,494.58
Total: Business logo				48	10.46%	\$315.05
Total: Sitelinks				221	14.00%	\$1,409.61
Total: Callouts				128	16.16%	\$897.23
Total: Structured snippets				6	9.23%	\$36.35
Total: Calls				7	4.79%	\$54.41
Total: Promotions				0	-	\$0.00

Google Ads | Medstar Media | Pelle Medical Spa | All campaigns | MS | search | prospecting

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$99.96/day | Optimization score: 95.4% | Campaign 5 of 6

Ad groups

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

Ad group	Status	Target CPA	Conversions	Cost / conv.	Clicks	CTR	Cost
coolsculpting	Eligible (Limited) All ads limited by policy	-	34.50	\$44.07	384	13.08%	\$1,520.36
x. Exp Reach coolsculpting	Eligible (Limited) All ads limited by policy	-	23.50	\$24.10	146	6.78%	\$566.33
Total: Filtered ad groups			58.00	\$35.98	530	10.41%	\$2,086.69
Total: Campaign			225.08	\$33.64	1,804	10.96%	\$7,571.59

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

Google Ads | Medstar Media | Pelle Medical Spa | All campaigns | MS | search | prospecting

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$99.96/day | Optimization score: 95.4% | Campaign 5 of 6

Ads

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

Improve your responsive search ads: Get more clicks on your responsive search ads by improving your headlines and descriptions +4.2% View Apply all

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword:Pelle Medical Spa) Coolsculpting Coolsculpting® Elite +12 more pellemedicalspa.com/coolsculpting/manchester Our Biggest Coolsculpting Deal Ever. Get 50% Off 8+ Treatments of Coolsculpting Elite. Expert, Safe Fat Loss With Quick Results... View assets details	coolsculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	384	13.08%	\$1,520.36
Pelle Medical Spa Coolsculpting Coolsculpting® Elite +11 more pellemedicalspa.com/coolsculpting/manchester Our Biggest Coolsculpting Deal Ever. Get 50% Off 8+ Treatments of Coolsculpting Elite. Expert, Safe Fat Loss With Quick Results... View assets details	x. Exp Reach coolsculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	146	6.78%	\$566.33
Total: Filtered ads			530	10.41%	\$2,086.69
Total: Campaign			1,804	10.96%	\$7,571.59

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

Google Ads | Medstar Media | Pelle Medical Spa | All campaigns | MS | search | prospecting

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$99.96/day | Optimization score: 95.4% | Campaign 5 of 6

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
Pelle Medical Spa	Approved (limited)	Headline	None	0	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	127	Advertiser
(Keyword:Pelle Medical Spa)	Approved (limited)	Headline	1st position	2,296	Advertiser
Coolsculpting in Manchester	Approved (limited)	Headline	1st position	396	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	25	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	34	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	163	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	82	Advertiser
Coolsculpting® Elite	Approved (limited)	Headline	1st position	5	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	295	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	10	Advertiser
Top Provider in Manchester, NH	Approved (limited)	Headline	2nd position	1,275	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	924	Advertiser

Google Ads | Medstar Media | Pelle Medical Spa | All campaigns | MS | search | prospecting

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$99.96/day | Optimization score: 95.4% | Campaign 5 of 6

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
Flexible Payment Options	Approved (limited)	Headline	2nd position	163	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	82	Advertiser
Coolsculpting® Elite	Approved (limited)	Headline	1st position	5	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	295	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	10	Advertiser
Top Provider in Manchester, NH	Approved (limited)	Headline	2nd position	1,275	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	924	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	121	Advertiser
Coolsculpting® Elite NH	Approved (limited)	Headline	1st position	117	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	2,835	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	47	Advertiser
Coolsculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	53	Advertiser
Our Biggest Coolsculpting Deal Ever. Get 50% Off 8+ Treatments of Coolsculpting Elite.	Approved (limited)	Description	2nd position	2,139	Advertiser

Show rows: 500 1 - 19 of 19

Google Ads | Medstar Media | Pelle Medical Spa | All campaigns | MS | search | prospecting

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$99.96/day | Optimization score: 95.4% | Campaign 5 of 6

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
Pelle Medical Spa	Approved (limited)	Headline	None	0	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	2nd position	221	Advertiser
Coolsculpting in Manchester	Approved (limited)	Headline	1st position	1,345	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	2nd position	41	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	2nd position	155	Advertiser
Flexible Payment Options	Approved (limited)	Headline	2nd position	77	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	356	Advertiser
Coolsculpting® Elite	Approved (limited)	Headline	1st position	5	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	549	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	30	Advertiser
Top Provider in Manchester, NH	Approved (limited)	Headline	2nd position	281	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	444	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	630	Advertiser
Coolsculpting® Elite NH	Approved (limited)	Headline	1st position	174	Advertiser

Google Ads | Medstar Media > Pelle Medical Spa 731-861-0264 | All campaigns > MS | search | prospecting

Enabled Status: All ads limited by policy Type: Search Budget: \$99.96/day Optimization score: 95.4% Campaign 5 of 6

Overview: Asset status: All Add filter

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

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Flexible Payment Options	Approved (limited)	Headline	2nd position	77	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	2nd position	356	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	1st position	5	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	2nd position	549	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	2nd position	30	Advertiser
Top Provider in Manchester, NH	Approved (limited)	Headline	2nd position	281	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	2nd position	444	Advertiser
Coolsculpting	Approved (limited)	Headline	1st position	630	Advertiser
CoolSculpting® Elite NH	Approved (limited)	Headline	1st position	174	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	2,059	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	57	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	38	Advertiser
Our Biggest CoolSculpting Deal Ever. Get 50% Off 8+ Treatments of CoolSculpting Elite.	Approved (limited)	Description	2nd position	1,632	Advertiser

Show rows: 500 1 - 18 of 18

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

Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

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Google Ads | Medstar Media > Pelle Medical Spa 731-861-0264 | All campaigns > MS | search | prospecting

Enabled Status: All ads limited by policy Type: Search Budget: \$99.96/day Optimization score: 95.4% Campaign 5 of 6

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

Recommendations: Asset status: All Asset type: All Ad group name contains cool Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS search prospecting coolsculpting	Ad group	Eligible	28	17.72%	\$126.48
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS search prospecting x. Exp Reach coolsculpting	Ad group	Eligible	11	9.57%	\$53.54
Sitelink						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search prospecting coolsculpting	Ad group	Eligible	191	13.75%	\$844.02
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS search prospecting x. Exp Reach coolsculpting	Ad group	Eligible	84	8.04%	\$324.40
Callout						
FDA Cleared	MS search prospecting coolsculpting	Ad group	Eligible	96	14.44%	\$446.80
Freeze Your Fat	MS search prospecting coolsculpting	Ad group	Eligible	87	15.56%	\$407.47
Highlights: No Surgery	MS search prospecting coolsculpting	Ad group	Eligible	86	17.03%	\$405.11
Nonsurgical Fat Reduction	MS search prospecting coolsculpting	Ad group	Eligible	82	17.45%	\$381.30
Liposuction Alternative	MS search prospecting coolsculpting	Ad group	Eligible	74	14.74%	\$335.63
FDA Cleared	MS search prospecting x. Exp Reach coolsculpting	Ad group	Eligible	51	11.75%	\$197.99
Liposuction Alternative	MS search prospecting x. Exp Reach coolsculpting	Ad group	Eligible	39	12.42%	\$155.62

Google Ads | Medstar Media > Pelle Medical Spa 731-861-0264 | All campaigns > MS | search | prospecting

Enabled Status: All ads limited by policy Type: Search Budget: \$99.96/day Optimization score: 95.4% Campaign 5 of 6

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

Recommendations: Asset status: All Asset type: All Ad group name contains cool Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Promotion						
Summer Sale - Up to 50% off 8+ Treatments	MS search prospecting coolsculpting	Ad group	Removed Policy (Restricted medical content +1 more)	111	15.02%	\$500.60
Summer Sale - Up to 50% off 8+ Treatments	MS search prospecting x. Exp Reach coolsculpting	Ad group	Removed Policy (Restricted medical content +1 more)	53	9.80%	\$205.38
Fall Sale - Up to 50% off 8+ Treatments	MS search prospecting coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	55	13.68%	\$202.91
Spring Sale - Up to 50% off 8+ Treatments	MS search prospecting coolsculpting	Ad group	Removed Policy (Restricted medical content +1 more)	4	13.33%	\$32.57
Fall Sale - Up to 50% off 8+ Treatments	MS search prospecting x. Exp Reach coolsculpting	Ad group	Eligible (Limited) Policy (Restricted medical content +1 more)	9	4.13%	\$23.57
Image						
	MS search prospecting coolsculpting	Ad group	Eligible	28	16.00%	\$120.95
	MS search prospecting x. Exp Reach coolsculpting	Ad group	Eligible	11	8.33%	\$38.29
	MS search prospecting coolsculpting	Ad group	Not eligible Disapproved (Text or graphic overlays)	0	-	\$0.00

Google Ads | Medstar Media > Pelle Medical Spa 731-861-0264 | All campaigns > MS | search | prospecting

Enabled Status: All ads limited by policy Type: Search Budget: \$99.96/day Optimization score: 95.4% Campaign 5 of 6

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

Recommendations: Asset status: All Asset type: All Ad group name contains cool Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
	MS search prospecting x. Exp Reach coolsculpting	Ad group	Eligible	11	8.33%	\$38.29
	MS search prospecting coolsculpting	Ad group	Not eligible Disapproved (Text or graphic overlays)	0	-	\$0.00
	MS search prospecting x. Exp Reach coolsculpting	Ad group	Not eligible Disapproved (Text or graphic overlays)	0	-	\$0.00
Summary						
Total: Images				39	12.70%	\$159.24
Total: Business name				1,690	11.00%	\$7,140.30
Total: Business logo				1,690	11.00%	\$7,140.30
Total: Sitelinks				1,494	13.06%	\$6,655.69
Total: Callouts				683	12.87%	\$3,144.33
Total: Structured snippets				39	14.29%	\$180.02
Total: Calls				141	9.07%	\$690.38
Total: Promotions				367	9.25%	\$1,625.39

Show rows: 500 1 - 23 of 23

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

Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

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Campaigns Pelle Med Spa (1266158117061762) Updated 18 minutes ago Discard drafts Review and publish

Search Campaign name contains cool Search and filter Save Clear Jul 1, 2023 - Sep 30, 2023

Campaigns Ad sets Ads

+ Create Edit A/B Test Rules View Setup Columns: Custom Breakdown Reports Export

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	MS Coolsculpting (Conversions)	Active 1 recommendation	Using ad set bi...	Using ad set b...	Multiple attrib...	Website Lead	50,256	138,481	-	\$2,853.74	Ongoing
Results from 1 campaign						Multiple attrib...	50,256	138,481	-	\$2,853.74	
						Website Lead		Total	Per Lead	Total Spent	

Off / On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>		Jan 5, 2023, 9:42... 78 days ago	7-day click or ...	50 Website Leads	30,537	58,433	\$22.55 Per Lead	—	—	—	\$1,127.37
<input type="checkbox"/>		Sep 17, 2023, 4:0... 4 days ago	7-day click	7 Website Leads	12,912	19,015	\$56.79 Per Lead	—	—	—	\$397.54
<input type="checkbox"/>		Jan 5, 2023, 9:42... 78 days ago	7-day click or ...	24 Website Leads	9,172	19,716	\$15.43 Per Lead	—	—	—	\$370.20
<input type="checkbox"/>		Sep 17, 2023, 4:0... 4 days ago	7-day click	4 Website Leads	7,105	10,845	\$56.84 Per Lead	—	—	—	\$227.34
<input type="checkbox"/>		Jan 5, 2023, 9:42... 78 days ago	7-day click or ...	7 Website Leads	1,704	7,986	\$23.85 Per Lead	—	—	—	\$166.94
<input type="checkbox"/>		Jan 5, 2023, 9:42... 78 days ago	7-day click or ...	10 Website Leads	2,969	7,118	\$15.84 Per Lead	—	—	—	\$158.37
<input type="checkbox"/>		Sep 17, 2023, 4:0... 4 days ago	7-day click	— Website Lead	2,056	3,439	— Per Lead	—	—	—	\$109.05
<input type="checkbox"/>		Sep 17, 2023, 4:0... 4 days ago	7-day click	1 Website Lead	1,705	3,298	\$98.14 Per Lead	—	—	—	\$98.14
<input type="checkbox"/>		Sep 17, 2023, 4:0... 4 days ago	7-day click	8 Website Leads	2,680	3,512	\$9.35 Per Lead	Average	Average	Average	\$74.80
<input type="checkbox"/>		Jan 5, 2023, 9:42... 78 days ago	7-day click or ...	— Website Lead	1,322	2,693	— Per Lead	—	—	—	\$52.55
<input type="checkbox"/>		Sep 17, 2023, 4:0... 4 days ago	7-day click	1 Website Lead	465	907	\$33.76 Per Lead	—	—	—	\$33.76
<input type="checkbox"/>		Sep 17, 2023, 4:0... 4 days ago	7-day click	1 Website Lead	1,056	1,349	\$30.24 Per Lead	Average	Average	Average	\$30.24
<input type="checkbox"/>		Sep 17, 2023, 4:0... 4 days ago	7-day click	—	105	170	—	—	—	—	\$7.44
Results from 25 ads				Multiple attrib...	—	50,256 Total	138,481 Total	— Per Lead	—	—	\$2,853.74 Total Spent

Ads Pelle Med Spa (1266158117061762)

Campaign name contains cool

1 selected

View preview

Pellé Medical Spa Sponsored

CoolSculpting is the #1 non-surgical fat reduction treatment. Learn more at <http://www.pellemedicalsapa.com/treatments/coolsculpting-non-invasive-fat-reduction/>

CoolSculpting® is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling..

pellemedicalsapa.com
50% Off 8+ Treatments
Learn more about Coolsc...

154 59 comments 27 shares

Like Comment Share

Updated just now

Discard drafts Review and publish

1 selected

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$22.55 Per Lead	—	—	—	\$1,127.37
\$56.79 Per Lead	—	—	—	\$397.54
\$15.43 Per Lead	—	—	—	\$370.20
\$56.84 Per Lead	—	—	—	\$227.34
\$23.85 Per Lead	—	—	—	\$166.94
\$15.84 Per Lead	—	—	—	\$158.37
— Per Lead	—	—	—	\$109.05
\$98.14 Per Lead	—	—	—	\$98.14
\$9.35 Per Lead	Average	Average	Average	\$74.80
— Per Lead	—	—	—	\$52.55
\$33.76 Per Lead	—	—	—	\$33.76
\$30.24 Per Lead	Average	Average	Average	\$30.24
— Per Lead	—	—	—	\$7.44
— Per Lead	—	—	—	\$2,853.74 Total Spent

Ads Pelle Med Spa (1266158117061762)

Campaign name contains cool

1 selected

View preview

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18 1 comment

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Discard drafts Review and publish

1 selected

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$22.55 Per Lead	—	—	—	\$1,127.37
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\$23.85 Per Lead	—	—	—	\$166.94
\$15.84 Per Lead	—	—	—	\$158.37
— Per Lead	—	—	—	\$109.05
\$98.14 Per Lead	—	—	—	\$98.14
\$9.35 Per Lead	Average	Average	Average	\$74.80
— Per Lead	—	—	—	\$52.55
\$33.76 Per Lead	—	—	—	\$33.76
\$30.24 Per Lead	Average	Average	Average	\$30.24
— Per Lead	—	—	—	\$7.44
— Per Lead	—	—	—	\$2,853.74 Total Spent

Ads Pelle Med Spa (1266158117061762)

Campaign name contains cool

1 selected

View preview

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95 26 comments 16 shares

Like Comment Share

Full Size Preview

Updated just now

Discard drafts Review and publish

1 selected

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$22.55 Per Lead	—	—	—	\$1,127.37
\$56.79 Per Lead	—	—	—	\$397.54
\$15.43 Per Lead	—	—	—	\$370.20
\$56.84 Per Lead	—	—	—	\$227.34
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\$98.14 Per Lead	—	—	—	\$98.14
\$9.35 Per Lead	Average	Average	Average	\$74.80
— Per Lead	—	—	—	\$52.55
\$33.76 Per Lead	—	—	—	\$33.76
\$30.24 Per Lead	Average	Average	Average	\$30.24
— Per Lead	—	—	—	\$7.44
— Per Lead	—	—	—	\$2,853.74 Total Spent

Ads Pelle Med Spa (1266158117061762)

Campaign name contains cool

1 selected

View preview

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11 2 comments 3 shares

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1 selected

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$22.55 Per Lead	—	—	—	\$1,127.37
\$56.79 Per Lead	—	—	—	\$397.54
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\$98.14 Per Lead	—	—	—	\$98.14
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— Per Lead	—	—	—	\$52.55
\$33.76 Per Lead	—	—	—	\$33.76
\$30.24 Per Lead	Average	Average	Average	\$30.24
— Per Lead	—	—	—	\$7.44
— Per Lead	—	—	—	\$2,853.74 Total Spent

Ads Pelle Med Spa (1266158117061762)

Campaign name contains cool Search and filter

Campaigns 1 selected

Off / On	Ad	Last significant edit
<input type="checkbox"/>	CS Elite - Video - UGC Sitting	Jan 5, 2023, 9:42 78 days ago
<input type="checkbox"/>	CS Elite - Video - UGC Sitting	Sep 17, 2023, 4:0 4 days ago
<input type="checkbox"/>	CS Elite - Video - David	Jan 5, 2023, 9:42 78 days ago
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<input type="checkbox"/>	CS Elite - Video - Procedure	Jan 5, 2023, 9:42 78 days ago
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Results from 25 ads

View preview

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24 19 comments 3 shares

Like Comment Share

per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$22.55	—	—	—	\$1,127.37
\$56.79	—	—	—	\$397.54
\$15.43	—	—	—	\$370.20
\$56.84	—	—	—	\$227.34
\$23.85	—	—	—	\$166.94
\$15.84	—	—	—	\$158.37
—	—	—	—	\$109.05
\$98.14	—	—	—	\$98.14
\$9.35	Average	Average	Average	\$74.80
—	—	—	—	\$52.55
\$33.76	—	—	—	\$33.76
\$30.24	Average	Average	Average	\$30.24
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Results from 25 ads

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18 2 shares

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\$30.24	Average	Average	Average	\$30.24
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Campaign name contains cool Search and filter

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<input type="checkbox"/>	CS Elite - Image - With Offer	Sep 17, 2023, 4:0 4 days ago
<input type="checkbox"/>	2020-09 - CS - Women - Image 1	Jan 5, 2023, 9:42 78 days ago
<input type="checkbox"/>	2020-09 - CS - Women - Image 5	Jan 5, 2023, 9:42 78 days ago


Results from 25 ads

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5 1 share

Like Comment Share

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Results from 25 ads

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3 1 share

Like Comment Share

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<input type="checkbox"/>	2020-09 - CS - Women - Image 5	Jan 5, 2023, 9:42 78 days ago
<input type="checkbox"/>	2020-09 - CS - Women - Image 2	Jan 5, 2023, 9:42 78 days ago
<input type="checkbox"/>	2020-09 - CS - Women - Image 3	Jan 5, 2023, 9:42 78 days ago

Results from 25 ads

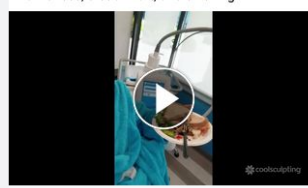
View preview

Mobile Feed

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2 1 share

Like Comment Share

Full Size Preview

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\$30.24	Average	Average	Average	\$30.24
—	—	—	—	\$7.44
—	—	—	—	\$2,853.74

Medstar Media, INC.

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

SALES RECEIPT

BILL TO

Cheryl Boyarsky
Pelle Medical Spa

SALES # 2215
DATE 07/01/2023

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Digital Marketing Monthly Management	<ul style="list-style-type: none"> • Monthly management of Google Ads / Social Media Ads • Optimize campaigns for conversions monthly • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Conversion Tools + Lead Nurture Technology 	1	2,000.00	2,000.00
	Text Blast	Text Blast Additional Edits at \$200 per hour	2	200.00	400.00
	Text Blast	Summer Sales (3,775 Contacts + Design fee) Set up text message format <ul style="list-style-type: none"> • Graphic design of custom text message • Includes one edit • One-time fee 	1	347.00	347.00

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.

TOTAL	2,747.00
BALANCE DUE	\$0.00

No additional transfer fees or taxes apply.

Payment services brought by:

Intuit Payments Inc.
2700 Coast Avenue, Mountain View, CA 94043
Phone number 1-888-536-4801
NMLS #1098819

For more information about Intuit Payments' money transmission licenses, please visit <https://www.intuit.com/legal/licenses/payment-licenses/>.

Medstar Media, INC.

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

SALES RECEIPT

BILL TO

Cheryl Boyarsky
Pelle Medical Spa

SALES # 2259
DATE 08/01/2023

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Digital Marketing Monthly Management	<ul style="list-style-type: none">• Monthly management of Google Ads / Social Media Ads• Optimize campaigns for conversions monthly• Monitor budget and adjust bids to gain better ROI• Manage keyword selection and audience targeting• Conversion Tools + Lead Nurture Technology	1	2,000.00	2,000.00

Referral Program

TOTAL
BALANCE DUE 2,000.00
\$0.00

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No additional transfer fees or taxes apply.

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Medstar Media, INC.

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South Jordan, UT 84095
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support@medstarmedia.com

SALES RECEIPT

BILL TO

Cheryl Boyarsky
Pelle Medical Spa

SALES # 2292

DATE 09/01/2023

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Digital Marketing Monthly Management	<ul style="list-style-type: none"> • Monthly management of Google Ads / Social Media Ads • Optimize campaigns for conversions monthly • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Conversion Tools + Lead Nurture Technology 	1	2,000.00	2,000.00
	Text Blast	Text Blast Design Fee, one edit included: Juvederm Day	1	49.00	49.00
	Text Blast	Text Blast Delivery Fee: Juvederm Day - 6,388 contacts	1	497.00	497.00
	Website Development	New treatment page design and development: Glo2Facial page	1	250.00	250.00

Referral Program

**TOTAL
BALANCE DUE**

2,796.00

\$0.00

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