

# CoolSculpting Marketing Services Skin Tight Medspa Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

**Total Google Ads: \$16,509.36**  
**Total Marketing Service Fees: \$ 5,424.15**  
**Total CoolSculpting Marketing Cost: \$21,933.51**

Google Ads Medstar Media > Skin Tight Medical Spa 141-787-3091 All campaigns > All campaigns (modified)

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

Overview Campaigns

Recommendations Add broad match keywords: Get more conversions at a similar or better ROI by adding broad match versions of your existing keywords +4.5% View Apply all

Insights

Campaigns Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
MS   search   coolsculpting   action	\$72.43/day	Some ads limited by policy	818	4.53%	\$5,533.30
MS   search   coolsculpting   newton	\$68.25/day	Some ads limited by policy	1,235	3.98%	\$5,499.27
MS   search   coolsculpting   natick	\$71.80/day	Some ads limited by policy	862	4.82%	\$5,476.79
CoolSculpting	\$150.00/day	Paused	0	-	\$0.00
Total: Campaigns in your current workspace			2,915	4.35%	\$16,509.36
Total: Account			6,430	5.52%	\$32,929.09

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 > Skin Tight Medical Spa 141-787-3091 All campaigns > All campaigns (modified) > MS | search | coolsculpting | action

Enabled Status: Some ads limited by policy Type: Search Budget: \$72.43/day Optimization score: 77.3% More details Campaign 2 of 4

Overview Ads

Recommendations Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR +6.9% View Apply

Insights

Ad groups Add status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Skin Tight Med Spa   Fat Reduction in Acton, MA   Non-Surgical Fat Reduction +11 more go.skinrightmedspaspa.com/coolsculpting/action Our Biggest CoolSculpting Discount Ever. Get Up to a \$1000 Off CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	448	3.85%	\$2,731.33
Skin Tight Med Spa   Fat Reduction in Acton, MA   Non-Surgical Fat Reduction +11 more go.skinrightmedspaspa.com/coolsculpting/action Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge... View assets details	3. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	288	5.78%	\$1,910.15
(Keyword:Skin Tight Med Spa)   CoolSculpting in Acton, MA   Freeze Away Body Fat +11 more go.skinrightmedspaspa.com/coolsculpting/action Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Eligible	53	6.52%	\$621.89
(Keyword:Skin Tight Med Spa)   CoolSculpting in Acton, MA   Freeze Away Body Fat +11 more go.skinrightmedspaspa.com/coolsculpting/action Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Eligible	14	9.09%	\$153.67
(Keyword:Skin Tight Med Spa)   CoolSculpting in Acton, MA   Freeze Away Body Fat +11 more go.skinrightmedspaspa.com/coolsculpting/action Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Eligible	13	3.01%	\$95.41
Skin Tight Med Spa   CoolSculpting in Acton, MA   Freeze Away Body Fat +11 more go.skinrightmedspaspa.com/coolsculpting/action Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	x. non-service medspa	Eligible	2	5.13%	\$20.85
Total: Ads in your current workspace			818	4.53%	\$5,533.30
Total: Campaign			818	4.53%	\$5,533.30

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Some inventory may be provided through third party intermediaries.  
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Google Ads Medstar Media > Skin Tight Medical Spa 141-787-3091 All campaigns > All campaigns (modified) > MS | search | coolsculpting | action

Enabled Status: Some ads limited by policy Type: Search Budget: \$72.43/day Optimization score: 77.3% More details Campaign 2 of 4

Overview Ads

Recommendations

Insights

Ad groups Add status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Reduction +11 more go.skinrightmedspaspa.com/coolsculpting/action Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge... View assets details	3. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	288	5.78%	\$1,910.15
(Keyword:Skin Tight Med Spa)   CoolSculpting in Acton, MA   Freeze Away Body Fat +11 more go.skinrightmedspaspa.com/coolsculpting/action Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Eligible	53	6.52%	\$621.89
(Keyword:Skin Tight Med Spa)   CoolSculpting in Acton, MA   Freeze Away Body Fat +11 more go.skinrightmedspaspa.com/coolsculpting/action Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Eligible	14	9.09%	\$153.67
(Keyword:Skin Tight Med Spa)   CoolSculpting in Acton, MA   Freeze Away Body Fat +11 more go.skinrightmedspaspa.com/coolsculpting/action Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Eligible	13	3.01%	\$95.41
Skin Tight Med Spa   CoolSculpting in Acton, MA   Freeze Away Body Fat +11 more go.skinrightmedspaspa.com/coolsculpting/action Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	x. non-service medspa	Eligible	2	5.13%	\$20.85
Total: Ads in your current workspace			818	4.53%	\$5,533.30
Total: Campaign			818	4.53%	\$5,533.30

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more  
Some inventory may be provided through third party intermediaries.  
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.  
© Google, 2023.

Google Ads Medstar Media > Skin Tight Medical Spa 141-787-3091 All campaigns > All campaigns (modified) > MS | search | coolsculpting | action

Enabled Status: Some ads limited by policy Type: Search Budget: \$72.43/day Optimization score: 77.3% More details Campaign 2 of 4

Overview Responsive search ad Leave feedback

Assets Combinations

Try including more keywords in your headlines Ad strength Good

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

Insights BETA

Search term categories your ad appears for  
weight loss clinic near me, get rid of double chin, airsculpt boston, + 998 more  
View more details

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset status: All Add filter

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

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Fat Reduction in Acton, MA	Approved (limited)	Headline	None	Good	5,447	Advertiser
Non-Surgical Lipo Alternative	Approved (limited)	Headline	None	Learning	365	Advertiser
Freeze Your Way to Leaner Body	Approved (limited)	Headline	None	Learning	127	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	Good	2,191	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	428	Advertiser

Get the Google Ads mobile app

Enabled Status: Some ads limited by policy Type: Search Budget: \$72.43/day Optimization score: 77.3% Campaign 2 of 4

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

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
Target Belly Fat, Love Handles	Approved (limited)	Headline	None	Learning	212	Advertiser
Located in Acton, MA	Approved (limited)	Headline	None	Good	2,999	Advertiser
Freezing Fat Really Works	Approved (limited)	Headline	None	Learning	311	Advertiser
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	Learning	139	Advertiser
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	1,354	Advertiser
50% Off+ Treatments	-	Headline	None	-	805	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Good	2,030	Advertiser
Skin Tight Med Spa	Approved (limited)	Headline	None	Learning	595	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	6,255	Advertiser
New Client Special: \$1000 Off	Approved	Headline	None	Learning	0	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved (limited)	Description	None	Good	10,373	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Good	11,349	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	Learning	238	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off+ CoolSculpting Treatments	-	Description	None	-	265	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to a \$1000 Off CoolSculpting Treatments	Approved	Description	None	Learning	0	Advertiser

Show rows: 100 1 - 20 of 20

Enabled Status: Some ads limited by policy Type: Search Budget: \$72.43/day Optimization score: 77.3% Campaign 2 of 4

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Assets

Table view: Associations

Upgraded

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

Legacy All Image Dynamic image Location Affiliate location

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS   search   coolsculpting   action	Campaign	Eligible	2	2.67%	\$2.54
Sitelink						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   coolsculpting   action	Campaign	Eligible	0	0.00%	\$0.00
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Newton, MA	Account	Account	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Request A Consultation	Account	Account	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Callout						
Freeze Your Fat	MS   search   coolsculpting   action	Campaign	Eligible	91	4.34%	\$791.15

Show rows: 100 1 - 20 of 20

Enabled Status: Some ads limited by policy Type: Search Budget: \$68.25/day Optimization score: 62.9% Campaign 4 of 4

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Highlights: No Surgery	MS   search   coolsculpting   action	Campaign	Eligible	80	4.46%	\$653.81
Liposuction Alternative	MS   search   coolsculpting   action	Campaign	Eligible	79	4.46%	\$643.58
Contact Us + Free Consult	MS   search   coolsculpting   action	Campaign	Eligible	76	4.36%	\$643.45
FDA Approved	MS   search   coolsculpting   action	Campaign	Eligible	86	4.13%	\$610.88
Nonsurgical Fat Reduction	MS   search   coolsculpting   action	Campaign	Eligible	76	4.51%	\$572.43
5-Star Rated Medspa	MS   search   coolsculpting   action	Campaign	Eligible	65	3.65%	\$507.93
Promotion						
Spring Sale - \$1,000 off New Client Special	MS   search   coolsculpting   action	Campaign	Eligible	38	7.18%	\$424.66
Call						
(617) 829-9064	MS   search   coolsculpting   action	Campaign	Removed	28	3.63%	\$266.06
(917) 540-8549	MS   search   coolsculpting   action	Campaign	Eligible	13	2.65%	\$144.79
Total: Sitelinks				0	0.00%	\$0.00
Total: Callouts				193	4.22%	\$1,542.88
Total: Structured snippets				2	2.67%	\$2.54
Total: Calls				41	3.25%	\$410.85
Total: Promotions				38	7.18%	\$424.66

Show rows: 100 1 - 14 of 14

Enabled Status: Some ads limited by policy Type: Search Budget: \$68.25/day Optimization score: 62.9% Campaign 4 of 4

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Ad status: All Add filter

Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR +6.9% View Apply

Ad	Ad group	Status	Clicks	CTR	Cost
Skin Tight Med Spa   Fat Reduction in Newton, MA   Non-Surgical Fat Reduction +11 more go.skintightmedicals.../coolsculpting/newton Our Biggest CoolSculpting Discount Ever. Get Up to a \$1000 Off CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	669	3.86%	\$2,759.40
Skin Tight Med Spa   Fat Reduction in Newton, MA   Non-Surgical Fat Reduction +11 more go.skintightmedicals.../coolsculpting/newton Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge... View assets details	3. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	426	4.34%	\$1,709.06
{Keyword:Skin Tight Med Spa}   CoolSculpting in Newton, MA   Freeze Away Body Fat +11 more go.skintightmedicals.../coolsculpting/newton Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Eligible	60	2.90%	\$496.38
{Keyword:Skin Tight Med Spa}   CoolSculpting in Newton, MA   Freeze Away Body Fat +11 more go.skintightmedicals.../coolsculpting/newton Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Eligible	41	7.82%	\$280.28
{Keyword:Skin Tight Med Spa}   CoolSculpting in Newton, MA   Freeze Away Body Fat +11 more go.skintightmedicals.../coolsculpting/newton Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Eligible	39	2.92%	\$254.15
Skin Tight Med Spa   CoolSculpting in Newton, MA   Freeze Away Body Fat +11 more go.skintightmedicals.../coolsculpting/newton Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	x. non-service medspa	Eligible	0	-	\$0.00

Enabled Status: Some ads limited by policy Type: Search Budget: \$68.25/day Optimization score: 62.9% Campaign 4 of 4

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Fat Reduction +11 more go.skintightmedicals.../coolsculpting/newton Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge... View assets details	3. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	426	4.34%	\$1,709.06
{Keyword:Skin Tight Med Spa}   CoolSculpting in Newton, MA   Freeze Away Body Fat +11 more go.skintightmedicals.../coolsculpting/newton Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Eligible	60	2.90%	\$496.38
{Keyword:Skin Tight Med Spa}   CoolSculpting in Newton, MA   Freeze Away Body Fat +11 more go.skintightmedicals.../coolsculpting/newton Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Eligible	41	7.82%	\$280.28
{Keyword:Skin Tight Med Spa}   CoolSculpting in Newton, MA   Freeze Away Body Fat +11 more go.skintightmedicals.../coolsculpting/newton Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Eligible	39	2.92%	\$254.15
Skin Tight Med Spa   CoolSculpting in Newton, MA   Freeze Away Body Fat +11 more go.skintightmedicals.../coolsculpting/newton Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	x. non-service medspa	Eligible	0	-	\$0.00
Total: Ads in your current workspace			1,235	3.98%	\$5,499.27
Total: Campaign			1,235	3.98%	\$5,499.27

1 - 6 of 6

Enabled Status: Some ads limited by policy Type: Search Budget: \$68.25/day Optimization score: 62.9% Campaign 4 of 4

### Responsive search ad

Assets Combinations

Ad strength Good

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

Search term categories your ad appears for: best way to lose belly fat, best supplements for weight loss female, awaken 180 newton, + 997 more

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. [Learn more](#)

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Non-Surgical Lipo Alternative	Approved (limited)	Headline	None	Learning	761	Advertiser
Freeze Your Way to Leaner Body	Approved (limited)	Headline	None	Learning	139	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	Good	2,888	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	713	Advertiser
Located in Newton, MA	Approved (limited)	Headline	None	Good	5,264	Advertiser

Enabled Status: Some ads limited by policy Type: Search Budget: \$68.25/day Optimization score: 62.9% Campaign 4 of 4

### Responsive search ad

Asset	Status	Asset type	Position pinning	Performance	Imp.	Asset source
Target Belly Fat, Love Handles	Approved (limited)	Headline	None	Learning	889	Advertiser
Freezing Fat Really Works	Approved (limited)	Headline	None	Learning	457	Advertiser
Get Rid of Unwanted Fat	Approved	Headline	None	Learning	426	Advertiser
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	412	Advertiser
50% Off 8+ Treatments	-	Headline	None	-	1,431	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Good	5,117	Advertiser
Skin Tight Med Spa	Approved (limited)	Headline	None	Learning	756	Advertiser
Fat Reduction in Newton, MA	Approved (limited)	Headline	None	Good	7,381	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	8,058	Advertiser
New Client Special: \$1000 Off	Approved	Headline	None	Learning	0	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	Approved (limited)	Description	None	Good	15,271	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Good	16,944	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	Learning	369	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	-	Description	None	-	354	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to a \$1000 Off CoolSculpting Treatments	Approved	Description	None	Learning	0	Advertiser

Enabled Status: Some ads limited by policy Type: Search Budget: \$68.25/day Optimization score: 62.9% Campaign 4 of 4

### Assets

Associations

Upgraded

Asset status: All Asset type: All

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet: Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolimini, Fat...	MS   search   coolsculpting   newton	Campaign	Eligible	2	2.63%	\$6.83
Sitelink: CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   coolsculpting   newton	Campaign	Eligible	1	4.55%	\$11.37
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Newton, MA	Account	Account	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Request A Consultation	Account	Account	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Callout: FDA Approved	MS   search   coolsculpting   newton	Campaign	Eligible	113	4.21%	\$569.49

Enabled Status: Some ads limited by policy Type: Search Budget: \$68.25/day Optimization score: 62.9% Campaign 4 of 4

### Assets

Asset	Added to	Level	Status	Clicks	CTR	Cost
Freeze Your Fat	MS   search   coolsculpting   newton	Campaign	Eligible	93	3.63%	\$477.14
5-Star Rated Medspa	MS   search   coolsculpting   newton	Campaign	Eligible	91	4.13%	\$466.51
Highlights: No Surgery	MS   search   coolsculpting   newton	Campaign	Eligible	90	4.25%	\$463.27
Liposuction Alternative	MS   search   coolsculpting   newton	Campaign	Eligible	85	4.06%	\$451.50
Nonsurgical Fat Reduction	MS   search   coolsculpting   newton	Campaign	Eligible	77	3.64%	\$411.26
Contact Us + Free Consult	MS   search   coolsculpting   newton	Campaign	Eligible	77	3.82%	\$377.49
Promotion: Spring Sale - \$1,000 off New Client Special	MS   search   coolsculpting   newton	Campaign	Eligible	39	4.57%	\$256.05
Call: (617) 829-9064	MS   search   coolsculpting   newton	Campaign	Removed	43	3.84%	\$260.41
Call: (617) 829-9064	MS   search   coolsculpting   newton	Campaign	Eligible	26	3.21%	\$144.24
Total: Sitelinks				1	4.55%	\$11.37
Total: Callouts				239	4.20%	\$1,212.80
Total: Structured snippets				2	2.63%	\$6.83
Total: Calls				69	3.58%	\$404.65
Total: Promotions				39	4.57%	\$256.05

Enabled Status: Some ads limited by policy Type: Search Budget: \$71.80/day Optimization score: 77.3% Campaign 3 of 4

### Ads

Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR +6.9%

Ad	Ad group	Status	Clicks	CTR	Cost
Skin Tight Med Spa   Fat Reduction in Natick, MA   Non-Surgical Fat Reduction +11 more go.skinrightmedicalspsa.com/coolsculpting/natick Our Biggest CoolSculpting Discount Ever. Get Up to a \$1000 Off CoolSculpting Treatments. Best Prices. FDA-Cleared. Clinically...	x. Expanded Reach Test	Eligible (Limited) Policy (Restricted medical content +1 more)	408	4.22%	\$2,238.22
Skin Tight Med Spa   Fat Reduction in Natick, MA   Non-Surgical Fat Reduction +11 more go.skinrightmedicalspsa.com/coolsculpting/natick Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge...	3. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	356	5.43%	\$2,129.51
{KeywordSkin Tight Med Spa}   CoolSculpting in Natick, MA   Freeze Away Body Fat +11 more go.skinrightmedicalspsa.com/coolsculpting/natick Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick...	0. coolsculpting - general	Eligible	59	5.20%	\$790.61
{KeywordSkin Tight Med Spa}   CoolSculpting in Natick, MA   Freeze Away Body Fat +11 more go.skinrightmedicalspsa.com/coolsculpting/natick Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick...	2. body sculpting	Eligible	20	6.33%	\$183.38
{KeywordSkin Tight Med Spa}   CoolSculpting in Natick, MA   Freeze Away Body Fat +11 more go.skinrightmedicalspsa.com/coolsculpting/natick Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick...	1. coolsculpting - price	Eligible	19	9.69%	\$135.07
Skin Tight Med Spa   CoolSculpting in Natick, MA   Freeze Away Body Fat +11 more go.skinrightmedicalspsa.com/coolsculpting/natick Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More. Expert, Safe Fat Loss With Quick...	x. non-service medspa	Eligible	0	0.00%	\$0.00

Google Ads Medstar Media Skin Tight Medical Spa 141-787-3091 All campaigns MS | search | coolsculpting | natick

Enabled Status: Some ads limited by policy Type: Search Budget: \$71.80/day Optimization score: 77.3%

Overview	Ad status: All	Add filter	Search	Segment	Columns	Reports	Download	Expand	More
Recommendations	<input type="checkbox"/>	Ad	Ad group	Status	Clicks	CTR	Cost		
Insights	<input type="checkbox"/>	<b>Fat Reduction +11 more</b> go.skintightmedicalspa.com/coolsculpting/natick Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge... View assets details	3. lipo	Eligible (Limited) Policy (Restricted medical content +1 more)	356	5.43%	\$2,129.51		
Ad groups	<input type="checkbox"/>	<b>[Keyword:Skin Tight Med Spa]   CoolSculpting in Natick, MA   Freeze Away Body Fat +11 more</b> go.skintightmedicalspa.com/coolsculpting/natick Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Budge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Eligible	59	5.20%	\$790.61		
Ads & assets	<input type="checkbox"/>	<b>[Keyword:Skin Tight Med Spa]   CoolSculpting in Natick, MA   Freeze Away Body Fat +11 more</b> go.skintightmedicalspa.com/coolsculpting/natick Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Budge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Eligible	20	6.33%	\$183.38		
Assets	<input type="checkbox"/>	<b>[Keyword:Skin Tight Med Spa]   CoolSculpting in Natick, MA   Freeze Away Body Fat +11 more</b> go.skintightmedicalspa.com/coolsculpting/natick Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Budge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Eligible	19	9.69%	\$135.07		
Landing pages	<input type="checkbox"/>	<b>Skin Tight Med Spa   CoolSculpting in Natick, MA   Freeze Away Body Fat +11 more</b> go.skintightmedicalspa.com/coolsculpting/natick Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Budge, Double Chin, & More. Expert, Safe Fat Loss With Quick... View assets details	x. non-service medspa	Eligible	0	0.00%	\$0.00		
Keywords	Total: Ads in your current workspace				862	4.82%	\$5,476.79		
Audiences	Total: Campaign				862	4.82%	\$5,476.79		

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more  
Some inventory may be provided through third party intermediaries.  
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.  
© Google, 2023.

Google Ads Medstar Media Skin Tight Medical Spa 141-787-3091 All campaigns MS | search | coolsculpting | natick

Enabled Status: Some ads limited by policy Type: Search Budget: \$71.80/day Optimization score: 77.3%

Responsive search ad  Leave feedback

Custom Jan 1 - Mar 31, 2023 Show last 30 days

Assets Combinations

Try including more keywords in your headlines

Ad strength Good

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

Search term categories your ad appears for  
lipo 360 massachusetts, flatten stomach, weight loss clinic near me, + 998 more  
View more details

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset status: All Add filter

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

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Non-Surgical Lipo Alternative	Approved (limited)	Headline	None	Learning	275	Advertiser
Freeze Your Way to Leaner Body	Approved (limited)	Headline	None	Learning	104	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	Learning	768	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	532	Advertiser
Located in Natick, MA	Approved (limited)	Headline	None	Good	2,284	Advertiser

Google Ads Medstar Media Skin Tight Medical Spa 141-787-3091 All campaigns MS | search | coolsculpting | natick

Enabled Status: Some ads limited by policy Type: Search Budget: \$71.80/day Optimization score: 77.3%

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
Target Belly Fat, Love Handles	Approved (limited)	Headline	None	Learning	110	Advertiser
Fat Reduction in Natick, MA	Approved (limited)	Headline	None	Good	3,444	Advertiser
Freezing Fat Really Works	Approved (limited)	Headline	None	Learning	396	Advertiser
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	Learning	51	Advertiser
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	1,350	Advertiser
50% Off 8+ Treatments	-	Headline	None	-	992	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Good	4,269	Advertiser
Skin Tight Med Spa	Approved (limited)	Headline	None	Learning	237	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	4,546	Advertiser
New Client Special: \$1000 Off	Approved	Headline	None	Learning	0	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Budge, Double Chin, & More	Approved (limited)	Description	None	Good	8,622	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Good	9,425	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	Learning	227	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	-	Description	None	-	249	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to a \$1000 Off CoolSculpting Treatments	Approved	Description	None	Learning	0	Advertiser

Show rows: 100 1 - 20 of 20

Google Ads Medstar Media Skin Tight Medical Spa 141-787-3091 All campaigns MS | search | coolsculpting | natick

Enabled Status: Some ads limited by policy Type: Search Budget: \$71.80/day Optimization score: 77.3%

Assets

Table view Associations

Upgraded

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

Legacy All Image Dynamic image Location Affiliate location

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS   search   coolsculpting   natick	Campaign	Eligible	4	5.41%	\$22.05
Sitelink						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   coolsculpting   natick	Campaign	Eligible	0	0.00%	\$0.00
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Newton, MA	Account	Account	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Request A Consultation	Account	Account	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Callout						
FDA Approved	MS   search   coolsculpting   natick	Campaign	Eligible	103	5.26%	\$771.00

Google Ads Medstar Media Skin Tight Medical Spa 141-787-3091 All campaigns MS | search | coolsculpting | natick

Enabled Status: Some ads limited by policy Type: Search Budget: \$71.80/day Optimization score: 77.3%

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
Freeze Your Fat	MS   search   coolsculpting   natick	Campaign	Eligible	108	5.52%	\$673.84
Highlights: No Surgery	MS   search   coolsculpting   natick	Campaign	Eligible	93	5.77%	\$635.64
Nonsurgical Fat Reduction	MS   search   coolsculpting   natick	Campaign	Eligible	93	5.74%	\$584.70
Liposuction Alternative	MS   search   coolsculpting   natick	Campaign	Eligible	78	4.79%	\$571.95
Contact Us + Free Consult	MS   search   coolsculpting   natick	Campaign	Eligible	78	4.84%	\$527.27
5-Star Rated Medspa	MS   search   coolsculpting   natick	Campaign	Eligible	79	4.64%	\$476.42
Promotion						
Spring Sale - \$1,000 off New Client Special	MS   search   coolsculpting   natick	Campaign	Eligible	31	6.92%	\$441.46
Call						
(617) 829-9064	MS   search   coolsculpting   natick	Campaign	Removed	30	3.59%	\$229.54
(917) 970-2756	MS   search   coolsculpting   natick	Campaign	Eligible	25	5.10%	\$182.88
Total: Sitelinks				0	0.00%	\$0.00
Total: Callouts				220	5.16%	\$1,530.06
Total: Structured snippets				4	5.41%	\$22.05
Total: Calls				55	4.15%	\$412.42
Total: Promotions				31	6.92%	\$441.46

Show rows: 100 1 - 14 of 14







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



**Paid**

John Keramaris  
Skin Tight Medspa  
<https://www.skintightmedicalsapa.com/>

Invoice Number                      FB2023-065  
Date of Issue                         02/01/2023  
Due Date                                02/01/2023  

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Amount Due (USD)                    \$0.00

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Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads + active Meta campaigns • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Conversion tools + lead nurture technology First location = \$2497 - additional locations +\$400 each (client starting with three locations)	\$3,297.00	1	\$3,297.00

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Digital Marketing Monthly Mgmt Service Proration Ads began Jan 12th - prepaid through Feb 11th - 11 days credit.	-\$106.35	11	-\$1,169.85
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Subtotal	2,127.15
Tax	0.00
Total	2,127.15
Amount Paid	2,127.15
<hr/> <b>Amount Due (USD)</b>	<b>\$0.00</b>

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



John Keramaris  
Skin Tight Medspa  
<https://www.skintightmedicalsapa.com/>

Invoice Number	FB2023-104
Date of Issue	03/01/2023
Due Date	03/01/2023
<hr/>	
Amount Due (USD)	\$0.00

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Ads + active Meta campaigns • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Conversion tools + lead nurture technology First location = \$2497 - additional locations +\$400 each (client starting with three locations)	\$3,297.00	1	\$3,297.00

Subtotal	3,297.00
Tax	0.00
<hr/>	
Total	3,297.00
Amount Paid	3,297.00
<hr/>	
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.