

CoolSculpting Marketing Services Spitale Laser Co-Op Jan-Mar 2022 Total Marketing Expenses (01/1/2022 - 03/31/2022)

Total Google Ads: \$ 6,121.50
Total Marketing Service Fees: \$ 4,500.00
Total CoolSculpting Marketing Cost: \$ 10,621.50

Google Ads | Chris Zelig > Spitale Laser - 132-405-1534 | All campaigns

Campaigns | Custom | Jan 1 - Mar 31, 2022

Campaign status: All | Campaign name contains cool | Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$64.76/day	Eligible	975	6.09%	\$6,121.50
Total: Filtered campaigns					
			975	6.09%	\$6,121.50
Total: Account					
	\$89.41/day		1,356	5.61%	\$8,410.54

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 | Chris Zelig > Spitale Laser - 132-405-1534 | All campaigns > search | beta | coolsculpting

Enabled | Status: Eligible | Type: Search | Budget: \$64.76/day | Optimization score: 83.9%

Ads | Custom | Jan 1 - Mar 31, 2022

+ 1 more | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
			975	6.09%	\$6,121.50
Fat Reduction in Rochester Freeze Away Body Fat Freeze Away Body Fat spitalelaserspasalon.com/coolsculpting/rochester CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	239	3.58%	\$1,621.89
{Keyword:Spitale Laser Spa} CoolSculpting in {LOCATION(City)} Freeze Away Body Fat +12 more spitalelaserspasalon.com/coolsculpting/rochester CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat... View assets details	0. coolsculpting - general	Eligible	230	10.62%	\$1,521.20
Fat Reduction in Rochester Freeze Away Body Fat Get \$1200 Off 8+ Treatments spitalelaserspasalon.com/coolsculpting/rochester CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	2. lipo	Eligible	125	6.68%	\$785.35
CoolSculpting® in Rochester Save \$1,200 On 8+ Treatments Our Biggest Discount Ever spitalelaserspasalon.com/coolsculpting/rochester Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book	0. coolsculpting - general	Eligible	91	9.46%	\$626.25

Google Ads | Chris Zelig > Spitale Laser - 132-405-1534 | All campaigns > search | beta | coolsculpting

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Ads | Custom | Jan 1 - Mar 31, 2022

+ 1 more | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
			975	6.09%	\$6,121.50
CoolSculpting® in Rochester Save \$1,200 On 8+ Treatments Our Biggest Discount Ever spitalelaserspasalon.com/coolsculpting/rochester Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Eligible	91	9.46%	\$626.25
Fat Reduction in Rochester Freezing Fat Really Works Freeze Away Body Fat spitalelaserspasalon.com/coolsculpting/rochester Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1200 On 8+ Treatments of CoolSculpting.	2. lipo	Eligible	74	6.27%	\$444.20
Fat Reduction in Rochester Eliminate Fat & Feel Great Freeze Away Body Fat spitalelaserspasalon.com/coolsculpting/rochester CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	2. lipo	Eligible	68	8.88%	\$427.66
{Keyword:Spitale Laser Spa} CoolSculpting in {LOCATION(City)} Freeze Away Body Fat +12 more spitalelaserspasalon.com/coolsculpting/rochester CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat... View assets details	1. coolsculpting - price	Eligible	72	18.23%	\$299.57

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Enabled | Status: Eligible | Type: Search | Budget: \$64.76/day | Optimization score: 83.9%

Ads | Custom | Jan 1 - Mar 31, 2022

+ 1 more | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
			975	6.09%	\$6,121.50
Spitale Laser Spa Freezing Fat Really Works Get \$1200 Off 8+ Treatments spitalelaserspasalon.com/coolsculpting/rochester CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	11	1.81%	\$75.84
Spitale Laser Spa Fat Reduction in Rochester, NY Non-Surgical Fat Reduction +11 more spitalelaserspasalon.com/coolsculpting/rochester Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-... View assets details	2. lipo	Eligible	19	7.66%	\$74.74
CoolSculpting® in Rochester Save \$1,200 On 8+ Treatments Our Biggest Discount Ever spitalelaserspasalon.com/coolsculpting/rochester Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Eligible	14	11.11%	\$73.64
Spitale Laser Spa Freeze Away Body Fat Get \$1200 Off 8+ Treatments spitalelaserspasalon.com/coolsculpting/rochester CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Eligible	9	1.29%	\$64.97

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Enabled Status: Eligible Type: Search Budget: \$64.76/day Optimization score: 83.9%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 975 6.09% \$6,121.50					
Spitale Laser Spa Fat Reduction in Rochester, NY Non-Surgical Fat Reduction +11 more spitalelaserpasalon.com/coolsculpting/rochester Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices, FDA-...	x. Expanded Reach Test	Eligible	8	6.25%	\$33.80
CoolSculpting® in Rochester Save \$1,200 On 8+ Treatments Our Biggest Discount Ever spitalelaserpasalon.com/coolsculpting/rochester Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Eligible	6	10.53%	\$26.92
CoolSculpting® Fat Reduction Freeze Away Body Fat Get \$1200 Off 8+ Treatments spitalelaserpasalon.com/coolsculpting/rochester 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	0. coolsculpting - general	Eligible	3	9.38%	\$24.83
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	x. dynamic	Eligible	4	8.51%	\$14.05
CoolSculpting® Fat Reduction Save \$1,200 On 8+					

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Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 975 6.09% \$6,121.50					
CoolSculpting® Fat Reduction Save \$1,200 On 8+ Treatments Our Biggest Discount Ever spitalelaserpasalon.com/coolsculpting/rochester Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Eligible	1	16.67%	\$4.44
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. dynamic	Eligible	1	12.50%	\$2.15
CoolSculpting® Fat Reduction CoolSculpting in Rochester Biggest CoolSculpting® Promo +6 more www.spitalelaserpasalon.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY. Expert, Safe Fat Loss...	0. coolsculpting - general	Removed	0	-	\$0.00
CoolSculpting® Fat Reduction Freeze Away Body Fat Our Biggest Discount Ever spitalelaserpasalon.com/coolsculpting/rochester Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed	0	-	\$0.00
CoolSculpting® in Rochester Freeze Away Body Fat Get \$1200 Off 8+ Treatments					

Google Ads | Chris Zelig > Spitale Laser - 132-405-1534 | All campaigns > search | beta | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$64.76/day Optimization score: 83.9%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads 975 6.09% \$6,121.50					
CoolSculpting® Fat Reduction Limited Time Offer Mar 2021 Hurry Offer Ends In... www.spitalelaserpasalon.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Removed	0	-	\$0.00
Best CoolSculpting Deal Ever Limited Time Offer Mar 2021 CoolSculpting Up to \$1200 Off www.spitalelaserpasalon.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. coolsculpting - price	Removed	0	-	\$0.00
Total: Ads 975 6.09% \$6,121.50					
Total: Campaign 975 6.09% \$6,121.50					

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Enabled Status: Eligible Type: Search Budget: \$64.76/day Optimization score: 83.9%

Extensions > All

Extension type: All Add filter

Extension	Extension type	Added to	Level	Status	Clicks	CTR	Cost	
Call extension								
(585) 256-3490	Call extension	Account	Account	Approved	270	5.06%	\$2,019.35	
Location extension								
michael@spitalelaser.com (View loca... All locations selected)	Location extension	Account	Account	-	-	-	-	
Total: Call extensions						270	5.06%	\$2,019.35
Total: Location extensions						601	6.44%	\$4,014.13

1 - 2 of 2

Google Ads | Chris Zelig > Spitale Laser - 132-405-1534 | All campaigns > search | beta | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$64.76/day Optimization score: 83.9%

Responsive search ad

Assets Combinations

Responsive search ads usually need around 5,000 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	Impr.
Safe + Effective Fat Reduction	-	Headline	None	13
Freeze Away Body Fat	Approved	Headline	None	319
Non-Surgical Fat Reduction	Approved	Headline	None	192
(Keyword:Spitale Laser Spa)	Approved	Headline	None	912
Save \$1,200 On 8+ Treatments	Approved	Headline	None	250
Affordable & Quick Treatments	Approved	Headline	None	264
Freeze Your Fat Away Today	Approved	Headline	None	51
Top Provider in Rochester, NY	Approved	Headline	None	156

Google Ads | Chris Zelig > Spitale Laser - 132-405-1534 | All campaigns > search | beta | coolsculpting

SEARCH REPORTS TOOLS AND SETTINGS REFRESH HELP NOTIFICATIONS 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview **Enabled** Status: Eligible Type: Search Budget: \$64.76/day Optimization score: 83.9% More details

Recommendations **Asset status: All** Add filter DOWNLOAD EXPAND

Asset	Status	Asset type ↑	Position pinning	Impr.
Top Provider in Rochester, NY	Approved	Headline	None	156
Book Now for Up to \$1200 Off	—	Headline	None	120
Fat Reduction Treatment	Approved	Headline	None	32
Huge CoolSculpting Promotion	Approved	Headline	None	334
CoolSculpting in (LOCATION(City))	Approved	Headline	None	1,704
CoolSculpting Near Me	Approved	Headline	None	72
Schedule a Free Consultation	Approved	Headline	None	41
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	0
CoolSculpting® Elite	Approved	Headline	None	0
Next-Generation Fat Reduction	Approved	Headline	None	0
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	—	Description	None	1,775
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	36
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your	Approved	Description	None	2,129

Google Ads | Chris Zelig > Spitale Laser - 132-405-1534 | All campaigns > search | beta | coolsculpting

SEARCH REPORTS TOOLS AND SETTINGS REFRESH HELP NOTIFICATIONS 259-215-0574 Chris Zelig christopherzelig@gmail.com

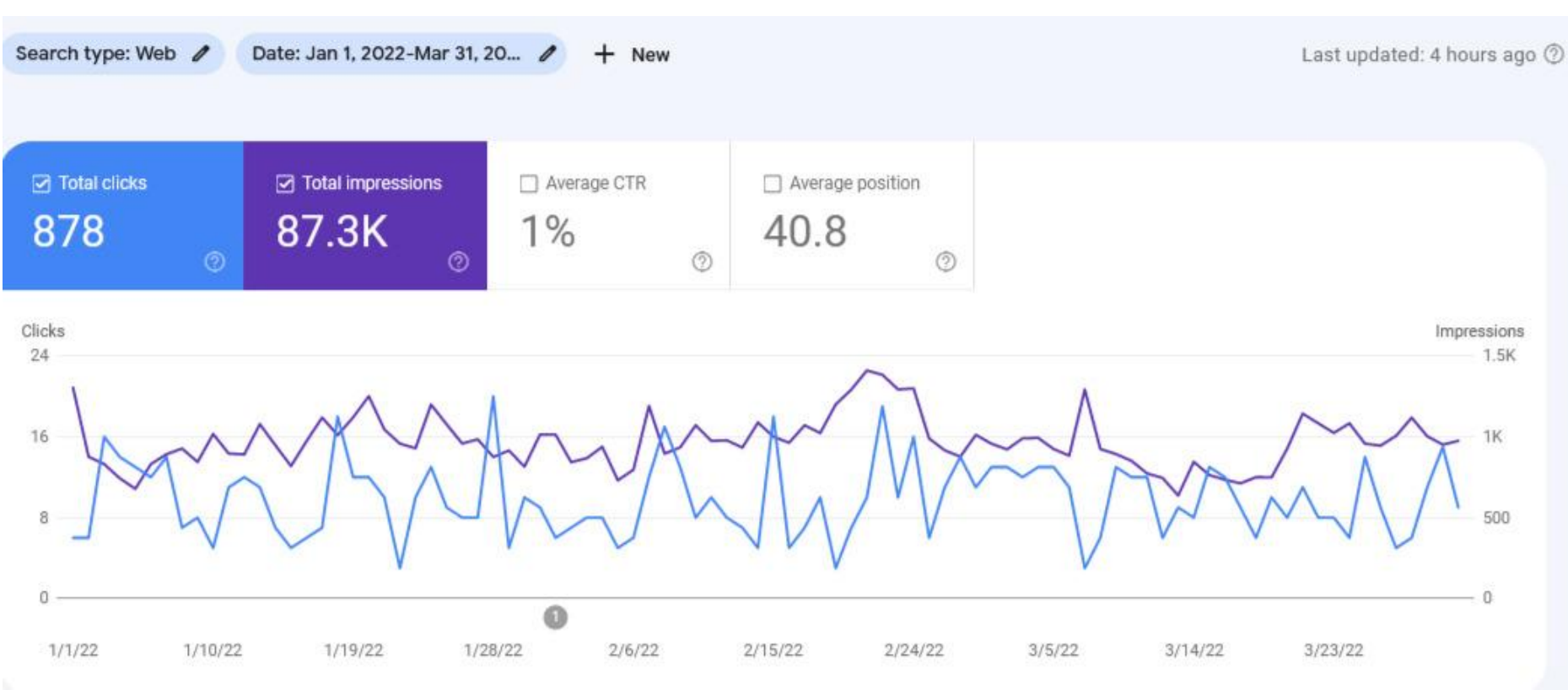
Overview **Enabled** Status: Eligible Type: Search Budget: \$64.76/day Optimization score: 83.9% More details

Recommendations **Asset status: All** Add filter DOWNLOAD EXPAND

Asset	Status	Asset type ↑	Position pinning	Impr.
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	0
CoolSculpting® Elite	Approved	Headline	None	0
Next-Generation Fat Reduction	Approved	Headline	None	0
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	—	Description	None	1,775
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	36
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	2,129
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY	—	Description	None	31
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	0
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	0

Show rows: 100 1 - 23 of 23

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Medstar Media, INC.

10808 S. River Front Parkway Suite 3020

South Jordan, UT 84095

+1 6466949450

support@medstarmedia.com

INVOICE

BILL TO

Michael Spitale

Spitale Laser Spa Salon

INVOICE # 1644

DATE 01/01/2022

DUE DATE 01/01/2022

TERMS Due on receipt

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• Consult Exit pop technology to increase leads Bonus: Up to one hour of website development per month. If additional time development time is needed our rate is \$200/hour	1	1,500.00	1,500.00
PAYMENT				1,500.00
BALANCE DUE				\$0.00

Medstar Media, INC.

10808 S. River Front Parkway Suite 3020
South Jordan, UT 84095
+1 6466949450
support@medstarmedia.com

INVOICE

BILL TO

Michael Spitale
Spitale Laser Spa Salon

INVOICE # 1668

DATE 02/01/2022

DUE DATE 02/01/2022

TERMS Due on receipt

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• Consult Exit pop technology to increase leads Bonus: Up to one hour of website development per month. If additional time development time is needed our rate is \$200/hour	1	1,500.00	1,500.00
PAYMENT				1,500.00
BALANCE DUE				\$0.00

Medstar Media, INC.

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South Jordan, UT 84095
+1 6466949450
support@medstarmedia.com

INVOICE

BILL TO

Michael Spitale
Spitale Laser Spa Salon

INVOICE # 1707

DATE 03/01/2022

DUE DATE 03/01/2022

TERMS Due on receipt

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• Consult Exit pop technology to increase leads Bonus: Up to one hour of website development per month. If additional time development time is needed our rate is \$200/hour	1	1,500.00	1,500.00
PAYMENT				1,500.00
BALANCE DUE				\$0.00