

CoolSculpting Marketing Services Spitale Laser Co-Op Q3 2022 Total Marketing Expenses (07/1/2022 - 09/30/2022)

Total Google Ads: \$ 5,955.21
Total Marketing Service Fees: \$ 4,500.00
Total CoolSculpting Marketing Cost: \$10,455.21

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

Campaigns | Custom | Jul 1 - Sep 30, 2022 | Show last 30 days

Campaign	Budget	Status	Clicks	CTR	Cost
search beta coolsculpting	\$96.28/day	Eligible	970	7.68%	\$5,955.21
Total: Filtered campaigns			970	7.68%	\$5,955.21
Total: Account			1,293	6.80%	\$8,172.44

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 | Spital Laser - 132-405-1534 | search | beta | coolsculpting

Enabled | Status: Eligible | Type: Search | Budget: \$96.28/day | Optimization score: 80.1% | More details

Ads | Custom | Jul 1 - Sep 30, 2022 | Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: Ads					
(Keyword: Spital Laser Spa) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +12 more	0. coolsculpting - general	Eligible	265	12.78%	\$2,068.80
Spital Laser Spa Fat Reduction in Rochester, NY Non-Surgical Fat Reduction +11 more	x. Expanded Reach Test	Eligible	304	4.70%	\$1,680.40
Spital Laser Spa Fat Reduction in Rochester, NY Non-Surgical Fat Reduction +11 more	2. lipo	Eligible	288	9.47%	\$1,661.66
(Keyword: Spital Laser Spa) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +12 more	1. coolsculpting - price	Eligible	60	13.30%	\$313.43
CoolSculpting® in Rochester Buy 1 Get 1 50% Off Our Biggest Discount Ever	0. coolsculpting - general	Removed	24	10.67%	\$119.55
[Dynamically generated headline] [Dynamically generated display URL]	x. dynamic	Eligible	6	12.50%	\$22.58
Fat Reduction in Rochester Freeze Away Body Fat Freeze Away Body Fat					

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Total: Ads					
Total: Ads					
Fat Reduction in Rochester Freeze Away Body Fat Freeze Away Body Fat	x. Expanded Reach Test	Removed	6	4.05%	\$20.37
CoolSculpting® in Rochester Buy 1 Get 1 50% Off Our Biggest Discount Ever	1. coolsculpting - price	Removed	4	11.43%	\$15.54
[Dynamically generated headline] [Dynamically generated display URL]	x. dynamic	Eligible	4	11.43%	\$14.38
Fat Reduction in Rochester Freeze Away Body Fat Buy 1 Get 1 50% Off	2. lipo	Removed	3	20.00%	\$13.61
[Dynamically generated headline] [Dynamically generated display URL]	x. dynamic	Eligible	1	4.35%	\$9.55
CoolSculpting® Fat Reduction Freeze Away Body Fat Buy 1 Get 1 50% Off	0. coolsculpting - general	Removed	2	20.00%	\$5.68
Fat Reduction in Rochester Eliminate Fat & Feel Great Freeze Away Body Fat	2. lipo	Removed	1	16.67%	\$5.05

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Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads					
Total: Ads					
CoolSculpting® in Rochester Buy 1 Get 1 50% Off Our Biggest Discount Ever	1. coolsculpting - price	Removed	1	5.88%	\$2.91
(Keyword: Spital Laser Spa) CoolSculpting® Elite Fat Reduction Treatment +9 more	3. coolsculpting elite	Eligible	1	50.00%	\$1.70
CoolSculpting® Fat Reduction CoolSculpting in Rochester Biggest CoolSculpting® Promo +6 more	0. coolsculpting - general	Removed	0	-	\$0.00
CoolSculpting® Fat Reduction Freeze Away Body Fat Our Biggest Discount Ever	0. coolsculpting - general	Removed	0	-	\$0.00
CoolSculpting® in Rochester Freeze Away Body Fat Get \$1200 Off 8+ Treatments	0. coolsculpting - general	Removed	0	-	\$0.00
Best CoolSculpting Deal Ever Freeze Away Body Fat Our Biggest Discount Ever	0. coolsculpting - general	Removed	0	-	\$0.00
CoolSculpting® in Rochester Freeze Away Body Fat Our Biggest Discount Ever	0. coolsculpting - general	Removed	0	-	\$0.00

Google Ads | Chris Zeig | Spital Laser - 132-405-1534 | All campaigns | search | beta | coolsculpting

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$96.28/day, Optimization score: 80.1%

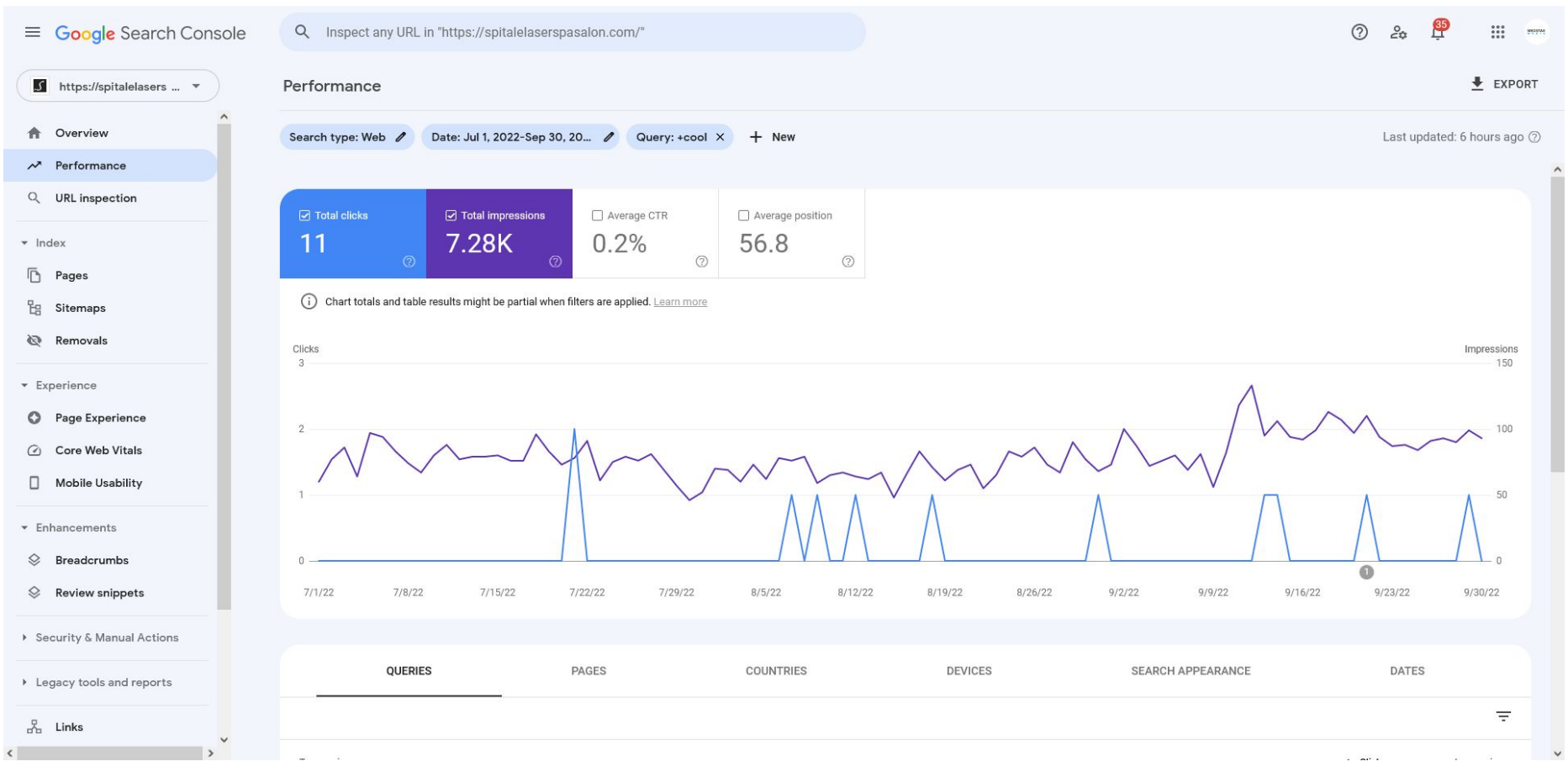
Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Callout									
FDA Cleared	search beta coolsculpting	Campaign	Eligible	Advertiser	95	1,270	7.48%	\$7.55	\$717.13
Freeze Your Fat	search beta coolsculpting	Campaign	Eligible	Advertiser	80	1,136	7.04%	\$7.97	\$637.25
Buy 1 Get 1 50% Off	search beta coolsculpting	Campaign	Eligible	Advertiser	67	959	6.99%	\$7.60	\$509.10
Liposuction Alternative	search beta coolsculpting	Campaign	Eligible	Advertiser	70	1,063	6.59%	\$6.86	\$480.03
Highlights: No Surgery	search beta coolsculpting	Campaign	Eligible	Advertiser	66	1,003	6.58%	\$7.22	\$476.50
Nonsurgical Fat Reduction	search beta coolsculpting	Campaign	Eligible	Advertiser	62	944	6.57%	\$7.07	\$438.43
5-Star Rated Spa	Account	Account	Eligible	Advertiser	1	15	6.67%	\$8.87	\$8.87
Contact Us + Free Consult	Account	Account	Eligible	Advertiser	1	10	10.00%	\$8.87	\$8.87
Promotion									
Summer Sale - 50% off Buy 1 Get 1	search beta coolsculpting	Campaign	Eligible	Advertiser	442	5,099	8.67%	\$5.81	\$2,566.02
Call									
(585) 535-9112	Account	Account	Not eligible Disapproved (Unverified phone number)	Advertiser	15	210	7.14%	\$5.42	\$81.35
Total: Sitelinks					506	6,287	8.05%	\$7.23	\$3,659.42
Total: Callouts					184	2,536	7.26%	\$6.95	\$1,279.49
Total: Structured snippets					6	114	5.26%	\$5.81	\$34.84

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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 # 1807

DATE 07/01/2022

DUE DATE 07/01/2022

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

PAID

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South Jordan, UT 84095
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support@medstarmedia.com

INVOICE

BILL TO

Michael Spitale
Spitale Laser Spa Salon

INVOICE # 1856

DATE 08/01/2022

DUE DATE 08/01/2022

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

PAID

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INVOICE

BILL TO

Michael Spitale
Spitale Laser Spa Salon

INVOICE # 1891

DATE 09/01/2022

DUE DATE 09/01/2022

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
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