

# CoolSculpting Marketing Services Spitale Laser Co-Op Q3 + Q4 2022 Total Marketing Expenses (07/1/2022 - 12/31/2022)

**Total Google Ads: \$14,270.59**  
**Total Marketing Service Fees: \$ 9,000.00**  
**Total CoolSculpting Marketing Cost: \$23,270.59**

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

Try "billing"

Reports | Tools and settings | Refresh | Help | Notifications | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview | Recommendations | Insights | Campaigns | Ad groups | Advertisements | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Experiments | Devices | Show more

Upgrade your existing keywords to broad match: Get more conversions at a similar or better ROI by expanding the reach of your Smart Bidding campaigns. +6.9% View Apply

Campaign status: All Campaign name contains cool X Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
search   coolsculpting	\$89.24/day	Eligible	1,767	7.57%	\$14,270.59
Total: Filtered campaigns					
			1,767	7.57%	\$14,270.59
Total: Account					
			2,090	7.03%	\$16,487.82

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more  
Some inventory may be provided through third party intermediaries.  
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.  
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Google Ads | Chris Zelig | Spitale Laser | 132-405-1534 | All campaigns | search | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$89.24/day Optimization score: 79.3% More details

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview | Recommendations | Insights | Ad groups | Advertisements | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Experiments | Devices | Show more

Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR. +5.3% View Apply

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,767	7.57%	\$14,270.59
(Keyword Spitale Laser Spa)   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more spitaleaserspasalon.com/coolsculpting/rochester CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Discount Ever... View assets details	0. coolsculpting - general	Eligible	521	12.95%	\$5,859.31
Spitale Laser Spa   Fat Reduction in Rochester, NY   Non-Surgical Fat Reduction +11 more spitaleaserspasalon.com/coolsculpting/rochester Our Biggest Discount Ever. CoolSculpting is Now Buy One Get One 50% Off 4+ Treatments. Best Prices. FDA-Cleared. Clinically... View assets details	x. Expanded Reach Test	Eligible	546	4.55%	\$3,702.90
Spitale Laser Spa   Fat Reduction in Rochester, NY   Non-Surgical Fat Reduction +11 more spitaleaserspasalon.com/coolsculpting/rochester Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven... View assets details	2. lipo	Eligible	513	9.50%	\$3,529.95
(Keyword Spitale Laser Spa)   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more spitaleaserspasalon.com/coolsculpting/rochester CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick... View assets details	1. coolsculpting - price	Eligible	117	16.64%	\$805.50
Spitale Laser Spa   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +12 more spitaleaserspasalon.com/coolsculpting/rochester CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest Discount Ever... View assets details	x. non-service medspa	Eligible	15	2.71%	\$131.49
CoolSculpting® in Rochester   Buy 1 Get 1 50% Off   Our Biggest Discount Ever					

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Overview | Recommendations | Insights | Ad groups | Advertisements | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Experiments | Devices | Show more

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,767	7.57%	\$14,270.59
CoolSculpting® in Rochester   Buy 1 Get 1 50% Off   Our Biggest Discount Ever spitaleaserspasalon.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	24	10.67%	\$119.55
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY. Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.	x. dynamic	Removed	7	12.07%	\$26.77
Fat Reduction in Rochester   Freeze Away Body Fat   Freeze Away Body Fat spitaleaserspasalon.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	Removed	6	4.05%	\$20.37
CoolSculpting® in Rochester   Buy 1 Get 1 50% Off   Our Biggest Discount Ever spitaleaserspasalon.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	Removed	4	11.43%	\$15.54
[Dynamically generated headline] [Dynamically generated display URL] Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.	x. dynamic	Removed	4	9.30%	\$14.38
Fat Reduction in Rochester   Freeze Away Body Fat   Buy 1 Get 1 50% Off spitaleaserspasalon.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	Removed	3	20.00%	\$13.61
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.	x. dynamic	Removed	1	4.17%	\$9.55
[Dynamically generated headline]					

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

Enabled Status: Eligible Type: Search Budget: \$89.24/day Optimization score: 79.3% More details

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview | Recommendations | Insights | Ad groups | Advertisements | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Experiments | Devices | Show more

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			1,767	7.57%	\$14,270.59
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY. Our Biggest Discount Ever. CoolSculpting is Now Buy One Get One 50% Off 4+ Treatments	x. dynamic	Eligible	1	2.78%	\$6.33
CoolSculpting® Fat Reduction   Freeze Away Body Fat   Buy 1 Get 1 50% Off spitaleaserspasalon.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	Removed	2	20.00%	\$5.68
Fat Reduction in Rochester   Eliminate Fat & Feel Great   Freeze Away Body Fat spitaleaserspasalon.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	Removed	1	16.67%	\$5.05
CoolSculpting® in Rochester   Buy 1 Get 1 50% Off   Our Biggest Discount Ever spitaleaserspasalon.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	Removed	1	5.88%	\$2.91
(Keyword Spitale Laser Spa)   CoolSculpting® Elite   Fat Reduction Treatment +9 more spitaleaserspasalon.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Rochester, NY. Schedule a Free Consultation. CoolSculpting® Elite Treats Fat in 9 Areas... View assets details	3. coolsculpting elite	Eligible	1	25.00%	\$1.70
CoolSculpting® Fat Reduction   CoolSculpting in Rochester   Biggest CoolSculpting® Promo +6 more www.spitaleaserspasalon.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY. Expert, Safe Fat Loss With Quick Results... View assets details	0. coolsculpting - general	Removed	0	-	\$0.00
CoolSculpting® Fat Reduction   Freeze Away Body Fat   Our Biggest Discount Ever spitaleaserspasalon.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

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

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$89.24/day, Optimization score: 79.3%

Recommendations: Ad status: All, Add filter

Ad groups	Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace						
	<input type="checkbox"/>	CoolSculpting® Elite   Freeze Stubborn Fat 2x Faster   Top Provider in Rochester, NY spitaleaserspasalon.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Rochester, NY. Schedule a Free Consultation. Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	3. coolsculpting elite	Removed	0	\$0.00
	<input type="checkbox"/>	[Dynamically generated headline] [Dynamically generated display URL] Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	x. dynamic	Removed	0	\$0.00
	<input type="checkbox"/>	[Dynamically generated headline] [Dynamically generated display URL] Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Buy 1 Get 1 50% Off CoolSculpting.	x. dynamic	Removed	0	\$0.00
	<input type="checkbox"/>	[Dynamically generated headline] [Dynamically generated display URL] Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest Discount Ever. CoolSculpting is Now Buy One Get One 50% Off 4+ Treatments	x. dynamic	Eligible	0	\$0.00
	<input type="checkbox"/>	[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Our Biggest Discount Ever. CoolSculpting is Now Buy One Get One 50% Off 4+ Treatments	x. dynamic	Eligible	0	\$0.00
Total: Ads in your current workspace						
Total: Campaign						

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

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

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$89.24/day, Optimization score: 79.3%

Recommendations: Responsive search ad

Ad strength: Excellent

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	Impr.	Asset source
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	3,906	Advertiser
Freeze Away Body Fat	Approved	Headline	None	1,039	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	257	Advertiser
(Keyword)Spitale Laser Spa	Approved	Headline	None	1,922	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	158	Advertiser
Freeze Your Fat Away Today	Approved	Headline	None	39	Advertiser
Top Provider in Rochester, NY	Approved	Headline	None	314	Advertiser
Fat Reduction Treatment	Approved	Headline	None	38	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	960	Advertiser
CoolSculpting in (LOCATION)(City)	Approved	Headline	None	2,744	Advertiser

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

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$89.24/day, Optimization score: 79.3%

Recommendations: Responsive search ad

Ad strength: Excellent

Asset	Status	Asset type	Position pinning	Impr.	Asset source
CoolSculpting Near Me	Approved	Headline	None	35	Advertiser
Schedule a Free Consultation	Approved	Headline	None	17	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	237	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	18	Advertiser
CoolSculpting® Elite	Approved	Headline	None	328	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	61	Advertiser
Next-Generation Fat Reduction	Approved	Headline	None	17	Advertiser
BOGO 50% Off on 4+ Treatments	Approved	Headline	None	142	Advertiser
Our Biggest Discount Ever. CoolSculpting is Now Buy One Get One 50% Off 4+ Treatments	Approved	Description	2nd position	1,112	Advertiser
Safe + Effective Fat Reduction	-	Headline	None	0	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	-	Description	None	0	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	-	Description	None	5	Advertiser

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

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$89.24/day, Optimization score: 79.3%

Recommendations: Responsive search ad

Ad strength: Excellent

Asset	Status	Asset type	Position pinning	Impr.	Asset source
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	-	Description	None	0	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	-	Description	None	5	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY	-	Description	None	0	Advertiser
Save 50% Off 8+ Treatments	-	Headline	None	0	Advertiser
Save \$1,200 On 8+ Treatments	-	Headline	None	0	Advertiser
Book Now for Up to \$1200 Off	-	Headline	None	0	Advertiser
Buy 1 Get 1 50% Off	-	Headline	None	204	Advertiser
Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.	-	Description	2nd position	2,034	Advertiser

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

Overview: Enabled, Status: Eligible, Type: Search, Budget: \$89.24/day, Optimization score: 79.3%

Recommendations: Assets

Asset type: All, Asset status: All

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Structured snippet									
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search   coolscutpling	Campaign	Eligible	Advertiser	13	175	7.43%	\$6.87	\$89.35
Sitelink									
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolscutpling	Campaign	Eligible	Advertiser	982	11,758	8.35%	\$9.76	\$9,580.81
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Rochester, NY.	Account	Account	Eligible	Advertiser	919	11,294	8.14%	\$9.49	\$8,722.76
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible	Advertiser	831	10,306	8.06%	\$9.95	\$8,268.31
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible	Advertiser	757	10,003	7.57%	\$8.87	\$6,717.66
Nails	search   coolscutpling > x. Expanded Reach Test	Ad group	Removed	Automatically created	13	235	5.53%	\$6.91	\$89.88

Google Ads											
Overview											
<span>Enabled</span> Status: <span>Eligible</span> Type: <span>Search</span> Budget: <span>\$89.24/day</span> Optimization score: <span>79.3%</span> <a href="#">More details</a>											
Recommendations											
<span>Asset type: All</span> <span>Asset status: All</span> <a href="#">Add filter</a>											
Insights											
Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost		
Facials	search   coolsculpting > 2. lipo	Ad group	Eligible	Automatically created	7	98	7.14%	\$11.84	\$82.88		
Salon	search   coolsculpting > 0. coolsculpting - general	Ad group	Removed	Automatically created	9	117	7.69%	\$8.15	\$73.35		
Laser Spa	search   coolsculpting > 2. lipo	Ad group	Eligible	Automatically created	6	109	5.50%	\$12.21	\$73.25		
Salon	search   coolsculpting > 2. lipo	Ad group	Eligible	Automatically created	6	129	4.65%	\$12.21	\$73.25		
Nails	search   coolsculpting > 2. lipo	Ad group	Eligible	Automatically created	6	124	4.84%	\$12.21	\$73.25		
Laser Spa	search   coolsculpting > x. Expanded Reach Test	Ad group	Removed	Automatically created	11	240	4.58%	\$6.54	\$71.93		
Salon	search   coolsculpting > x. Expanded Reach Test	Ad group	Removed	Automatically created	11	244	4.51%	\$6.28	\$69.10		
Facials	search   coolsculpting > x. Expanded Reach Test	Ad group	Removed	Automatically created	10	210	4.76%	\$6.04	\$60.37		
Nails	search   coolsculpting > 0. coolsculpting - general	Ad group	Removed	Automatically created	8	125	6.40%	\$7.37	\$58.94		
Nails	search   coolsculpting > 2. lipo	Ad group	Removed	Automatically created	7	80	8.75%	\$6.90	\$48.33		
Salon	search   coolsculpting > 2. lipo	Ad group	Removed	Automatically created	7	84	8.33%	\$6.90	\$48.33		
Laser Spa	search   coolsculpting > 0. coolsculpting - general	Ad group	Removed	Automatically created	6	92	6.52%	\$7.27	\$43.63		
Nails	search   coolsculpting > 0. coolsculpting - general	Ad group	Eligible	Automatically created	6	110	5.45%	\$6.38	\$38.25		
Laser Spa	search   coolsculpting > 2. lipo	Ad group	Removed	Automatically created	6	63	9.52%	\$5.80	\$34.78		
Facials	search   coolsculpting > 2. lipo	Ad group	Removed	Automatically created	5	64	7.81%	\$6.66	\$33.32		
Laser Spa	search   coolsculpting > x. Expanded Reach Test	Ad group	Eligible	Automatically created	5	317	1.58%	\$6.40	\$32.00		
Salon	search   coolsculpting > x. Expanded Reach Test	Ad group	Eligible	Automatically created	5	328	1.52%	\$6.40	\$32.00		
Salon	search   coolsculpting >	Ad group	Eligible	Automatically created	5	328	1.52%	\$6.40	\$32.00		

Google Ads											
Overview											
<span>Enabled</span> Status: <span>Eligible</span> Type: <span>Search</span> Budget: <span>\$89.24/day</span> Optimization score: <span>79.3%</span> <a href="#">More details</a>											
Recommendations											
<span>Asset type: All</span> <span>Asset status: All</span> <a href="#">Add filter</a>											
Insights											
Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost		
Nails	search   coolsculpting > x. Expanded Reach Test	Ad group	Eligible	Automatically created	5	321	1.56%	\$6.40	\$32.00		
Salon	search   coolsculpting > 0. coolsculpting - general	Ad group	Eligible	Automatically created	5	107	4.67%	\$5.50	\$27.51		
Facials	search   coolsculpting > x. Expanded Reach Test	Ad group	Eligible	Automatically created	4	270	1.48%	\$4.91	\$19.62		
Laser Spa	search   coolsculpting > 1. coolsculpting - price	Ad group	Removed	Automatically created	4	16	25.00%	\$4.78	\$19.12		
Nails	search   coolsculpting > 1. coolsculpting - price	Ad group	Removed	Automatically created	4	16	25.00%	\$4.78	\$19.12		
Salon	search   coolsculpting > 1. coolsculpting - price	Ad group	Removed	Automatically created	4	16	25.00%	\$4.78	\$19.12		
Laser Spa	search   coolsculpting > 0. coolsculpting - general	Ad group	Eligible	Automatically created	3	90	3.33%	\$5.97	\$17.91		
Facials	search   coolsculpting > 0. coolsculpting - general	Ad group	Eligible	Automatically created	3	81	3.70%	\$5.97	\$17.91		
Facials	search   coolsculpting > 0. coolsculpting - general	Ad group	Removed	Automatically created	4	82	4.88%	\$3.96	\$15.82		
Join Our Team	search   coolsculpting > x. Expanded Reach Test	Ad group	Eligible	Automatically created	1	34	2.94%	\$12.38	\$12.38		
Join Our Team	search   coolsculpting > 1. coolsculpting - price	Ad group	Removed	Automatically created	2	5	40.00%	\$5.01	\$10.02		
Facials	search   coolsculpting > 1. coolsculpting - price	Ad group	Removed	Automatically created	2	11	18.18%	\$4.55	\$9.10		
Laser Spa	search   coolsculpting > 1. coolsculpting - price	Ad group	Eligible	Automatically created	4	18	22.22%	\$1.83	\$7.33		
Salon	search   coolsculpting > 1. coolsculpting - price	Ad group	Eligible	Automatically created	4	19	21.05%	\$1.83	\$7.33		
Facials	search   coolsculpting > 1. coolsculpting - price	Ad group	Eligible	Automatically created	4	14	28.57%	\$1.83	\$7.33		
Nails	search   coolsculpting > 1. coolsculpting - price	Ad group	Eligible	Automatically created	4	20	20.00%	\$1.83	\$7.33		
News Center	Account	Account	Eligible	Automatically created	1	12	8.33%	\$6.33	\$6.33		

Google Ads											
Overview											
<span>Enabled</span> Status: <span>Eligible</span> Type: <span>Search</span> Budget: <span>\$89.24/day</span> Optimization score: <span>79.3%</span> <a href="#">More details</a>											
Recommendations											
<span>Asset type: All</span> <span>Asset status: All</span> <a href="#">Add filter</a>											
Insights											
Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost		
Join Our Team	search   coolsculpting > 2. lipo	Ad group	Removed	Automatically created	1	1	100.00%	\$1.46	\$1.46		
News Center	Browse Through Our News Articles To Get Valuable Insights.	Account	Eligible	Automatically created	0	3	0.00%	—	\$0.00		
Join Our Team	search   coolsculpting > 0. coolsculpting - general	Ad group	Removed	Automatically created	0	1	0.00%	—	\$0.00		
Join Our Team	search   coolsculpting > 0. coolsculpting - general	Ad group	Eligible	Automatically created	0	8	0.00%	—	\$0.00		
Join Our Team	search   coolsculpting > 1. coolsculpting - price	Ad group	Eligible	Automatically created	0	4	0.00%	—	\$0.00		
Join Our Team	search   coolsculpting > 2. lipo	Ad group	Eligible	Automatically created	0	14	0.00%	—	\$0.00		
Join Our Team	search   coolsculpting > x. Expanded Reach Test	Ad group	Removed	Automatically created	0	4	0.00%	—	\$0.00		
Facials	search   coolsculpting > 3. coolsculpting elite	Ad group	Removed	Automatically created	0	0	—	—	\$0.00		
Laser Spa	search   coolsculpting > 3. coolsculpting elite	Ad group	Removed	Automatically created	0	0	—	—	\$0.00		
Nails	search   coolsculpting > 3. coolsculpting elite	Ad group	Removed	Automatically created	0	0	—	—	\$0.00		
Join Our Team	search   coolsculpting > 3. coolsculpting elite	Ad group	Removed	Automatically created	0	0	—	—	\$0.00		
Salon	search   coolsculpting > 3. coolsculpting elite	Ad group	Removed	Automatically created	0	0	—	—	\$0.00		
Laser Spa	search   coolsculpting > 3. coolsculpting elite	Ad group	Eligible	Automatically created	0	0	—	—	\$0.00		
Join Our Team	search   coolsculpting > 3. coolsculpting elite	Ad group	Eligible	Automatically created	0	0	—	—	\$0.00		
Salon	search   coolsculpting > 3. coolsculpting elite	Ad group	Eligible	Automatically created	0	0	—	—	\$0.00		
Facials	search   coolsculpting > 3. coolsculpting elite	Ad group	Eligible	Automatically created	0	0	—	—	\$0.00		
Nails	search   coolsculpting >	Ad group	Eligible	Automatically created	0	0	—	—	\$0.00		

Google Ads											
Overview											
<span>Enabled</span> Status: <span>Eligible</span> Type: <span>Search</span> Budget: <span>\$89.24/day</span> Optimization score: <span>79.3%</span> <a href="#">More details</a>											
Recommendations											
<span>Asset type: All</span> <span>Asset status: All</span> <a href="#">Add filter</a>											
Insights											
Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost		
Nails	search   coolsculpting > 3. coolsculpting elite	Ad group	Eligible	Automatically created	0	0	—	—	\$0.00		
Facials	search   coolsculpting > x. non-service medspa	Ad group	Removed	Automatically created	0	23	0.00%	—	\$0.00		
Laser Spa	search   coolsculpting > x. non-service medspa	Ad group	Removed	Automatically created	0	11	0.00%	—	\$0.00		
Nails	search   coolsculpting > x. non-service medspa	Ad group	Removed	Automatically created	0	16	0.00%	—	\$0.00		
Join Our Team	search   coolsculpting > x. non-service medspa	Ad group	Removed	Automatically created	0	3	0.00%	—	\$0.00		
Salon	search   coolsculpting > x. non-service medspa	Ad group	Removed	Automatically created	0	19	0.00%	—	\$0.00		
Laser Spa	search   coolsculpting > x. non-service medspa	Ad group	Eligible	Automatically created	0	37	0.00%	—	\$0.00		
Join Our Team	search   coolsculpting > x. non-service medspa	Ad group	Eligible	Automatically created	0	11	0.00%	—	\$0.00		
Salon	search   coolsculpting > x. non-service medspa	Ad group	Eligible	Automatically created	0	52	0.00%	—	\$0.00		
Facials	search   coolsculpting > x. non-service medspa	Ad group	Eligible	Automatically created	0	58	0.00%	—	\$0.00		
Nails	search   coolsculpting > x. non-service medspa	Ad group	Eligible	Automatically created	0	35	0.00%	—	\$0.00		
Callout											
FDA Cleared	search   coolsculpting	Campaign	Eligible	Advertiser	161	2,141	7.52%	\$8.83	\$1,421.20		
Freeze Your Fat	search   coolsculpting	Campaign	Eligible	Advertiser	129	1,843	7.00%	\$9.72	\$1,254.09		
Buy 1 Get 1 50% Off	search   coolsculpting	Campaign	Eligible	Advertiser	122	1,611	7.57%	\$9.05	\$1,104.33		
Nonsurgical Fat Reduction	search   coolsculpting	Campaign	Eligible	Advertiser	117	1,532	7.64%	\$8.79	\$1,027.98		
Highlights: No Surgery	search   coolsculpting	Campaign	Eligible	Advertiser	114	1,640	6.95%	\$8.86	\$1,010.01		
Liposuction Alternative	search   coolsculpting	Campaign	Eligible	Advertiser	121	1,707	7.09%	\$8.10	\$980.70		

Google Ads											
Overview											
<span>Enabled</span> Status: <span>Eligible</span> Type: <span>Search</span> Budget: <span>\$89.24/day</span> Optimization score: <span>79.3%</span> <a href="#">More details</a>											
Recommendations											
<span>Asset type: All</span> <span>Asset status: All</span> <a href="#">Add filter</a>											
Insights											
Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost		
Liposuction Alternative	search   coolsculpting	Campaign	Eligible	Advertiser	121	1,707	7.09%	\$8.10	\$980.70		
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											
Fall Sale - 50% off Buy 1 Get 1	search   coolsculpting	Campaign	Removed	Advertiser	454	5,206	8.72%	\$5.92	\$2,687.08		
Winter Sale - 50% off Buy One Get One	search   coolsculpting	Campaign	Eligible	Advertiser	139	1,674	8.30%	\$12.34	\$1,715.29		
Winter Sale - \$1,200 off 8+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	0	0	—	—	\$0.00		
Spring Sale - \$1,200 off 8+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	0	0	—	—	\$0.00		
Call											
(885) 256-3490	Account	Account	Eligible	Advertiser	106	1,416	7.49%	\$12.41	\$1,315.97		
Total: Sitelinks					985	11,888	8.29%	\$9.76	\$9,612.16		
Total: Callouts					317	4,290	7.39%	\$8.42	\$2,670.16		
Total: Structured snippets					13	175	7.43%	\$6.87	\$89.35		
Total: Calls					106	1,416	7.49%	\$12.41	\$1,315.97		
Total: Promotions					593	6,880	8.62%	\$7.42	\$4,402.37		

**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
<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads</li></ul> 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				<b>\$0.00</b>

**PAID**

**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 #** 1856

**DATE** 08/01/2022

**DUE DATE** 08/01/2022

**TERMS** Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads</li></ul> 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				<b>\$0.00</b>

**PAID**

**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 #** 1891

**DATE** 09/01/2022

**DUE DATE** 09/01/2022

**TERMS** Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads</li></ul> 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				<b>\$0.00</b>

**PAID**

**Medstar Media, INC.**

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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 #** 1928

**DATE** 10/01/2022

**DUE DATE** 10/01/2022

**TERMS** Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads</li></ul> 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				<b>\$0.00</b>

**PAID**

**Medstar Media, INC.**

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South Jordan, UT 84095

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# INVOICE

**BILL TO**

Michael Spitale

Spitale Laser Spa Salon

**INVOICE #** 1966

**DATE** 11/01/2022

**DUE DATE** 11/01/2022

**TERMS** Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads</li></ul> 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				<b>\$0.00</b>

**PAID**

**Medstar Media, INC.**

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support@medstarmedia.com

# INVOICE

**BILL TO**

Michael Spitale  
Spitale Laser Spa Salon

**INVOICE #** 2006

**DATE** 12/01/2022

**DUE DATE** 12/01/2022

**TERMS** Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Digital Marketing Monthly Management	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads</li></ul> 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				<b>\$0.00</b>

**PAID**