

# CoolSculpting Marketing Services Spitale Laser Co-Op Q4 2022 Total Marketing Expenses (10/1/2022 - 12/31/2022)

**Total Google Ads: \$ 8,315.38**  
**Total Marketing Service Fees: \$ 4,500.00**  
**Total CoolSculpting Marketing Cost: \$12,815.38**

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

Overview | Campaigns | Recommendations | Insights

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. +6.5% View Apply

Campaign status: All Campaign name contains cool X Add filter

Ad group	Budget	Status	Clicks	CTR	Cost
search   coolsculpting	\$89.24/day	Eligible	797	7.44%	\$8,315.38
Total: Filtered campaigns			797	7.44%	\$8,315.38
Total: Account	\$89.24/day		797	7.44%	\$8,315.38

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 | search | coolsculpting

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

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
(Keyword: Spitale Laser Spa)   CoolSculpting in (LOCATION/City)   Freeze Away Body Fat +12 more	0. coolsculpting - general	Eligible	256	13.13%	\$3,790.51
Spitale Laser Spa   Fat Reduction in Rochester, NY   Non-Surgical Fat Reduction +11 more	x. Expanded Reach Test	Eligible	242	4.38%	\$2,022.50
Spitale Laser Spa   Fat Reduction in Rochester, NY   Non-Surgical Fat Reduction +11 more	2. lipo	Eligible	225	9.55%	\$1,868.29
(Keyword: Spitale Laser Spa)   CoolSculpting in (LOCATION/City)   Freeze Away Body Fat +12 more	1. coolsculpting - price	Eligible	57	22.62%	\$492.07
Spitale Laser Spa   CoolSculpting in (LOCATION/City)   Freeze Away Body Fat +12 more	x. non-service medspa	Eligible	15	2.71%	\$131.49
[Dynamically generated headline]	x. dynamic	Eligible	1	2.78%	\$6.33

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

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

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
[Dynamically generated headline]	x. dynamic	Removed	1	10.00%	\$4.19
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® Fat Reduction   Freeze Away Body Fat   Buy 1 Get 1 50% Off	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 Zelig | Spitale Laser - 132-405-1534 | search | coolsculpting

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

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
[Dynamically generated headline]	x. dynamic	Removed	0	-	\$0.00
[Dynamically generated headline]	x. dynamic	Removed	0	0.00%	\$0.00
[Dynamically generated headline]	x. dynamic	Removed	0	0.00%	\$0.00
[Dynamically generated headline]	x. dynamic	Eligible	0	0.00%	\$0.00
[Dynamically generated headline]	x. dynamic	Eligible	0	0.00%	\$0.00
Total: Ads in your current workspace					
Total: Campaign					

Show rows: 500 1 - 309 of 309

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 | coolsculpting

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

Responsive search ad: Leave feedback

Ad strength: Excellent

Assets

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	1,892	Advertiser
Freeze Away Body Fat	Approved	Headline	None	508	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	159	Advertiser
(Keyword Spitale Laser Spa)	Approved	Headline	None	1,047	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	69	Advertiser
Freeze Your Fat Away Today	Approved	Headline	None	11	Advertiser
Top Provider in Rochester, NY	Approved	Headline	None	191	Advertiser
Fat Reduction Treatment	Approved	Headline	None	27	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	495	Advertiser
CoolSculpting in (LOCATION)(City)	Approved	Headline	None	1,195	Advertiser

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

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

Responsive search ad: Leave feedback

Ad strength: Excellent

Assets

Asset	Status	Asset type	Position pinning	Impr.	Asset source
CoolSculpting Near Me	Approved	Headline	None	12	Advertiser
Schedule a Free Consultation	Approved	Headline	None	8	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	30	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	4	Advertiser
CoolSculpting® Elite	Approved	Headline	None	68	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	28	Advertiser
Next-Generation Fat Reduction	Approved	Headline	None	4	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	0	Advertiser

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

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

Responsive search ad: Leave feedback

Ad strength: Excellent

Assets

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	0	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	21	Advertiser
Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.	-	Description	2nd position	544	Advertiser

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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

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

Assets

Associations

Asset type: All, Asset status: All

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search   coolsculpting	Campaign	Eligible	Advertiser	7	61	11.48%	\$7.79	\$54.51
CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting	Campaign	Eligible	Advertiser	476	5,506	8.65%	\$12.44	\$5,921.39
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Rochester, NY.	Account	Account	Eligible	Advertiser	440	5,229	8.41%	\$11.96	\$5,263.11
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible	Advertiser	402	4,764	8.44%	\$12.69	\$5,100.92
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible	Advertiser	367	4,664	7.87%	\$11.20	\$4,111.05
Nails	search   coolsculpting > x. Expanded Reach Test	Ad group	Removed	Automatically created	13	235	5.53%	\$6.91	\$89.88

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

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

Assets

Asset type: All, Asset status: All

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

Google Ads											
Chris Zelig > Spitale Laser - 132-405-1534											
All campaigns > search   coolsculpting											
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											
Ad groups											
Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Nails	search   coolsculpting > x. Expanded Reach Test	Ad group	Eligible	Automatically created	5	321	1.56%	\$6.40	\$32.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Salon	search   coolsculpting > 0. coolsculpting - general	Ad group	Eligible	Automatically created	5	107	4.67%	\$5.50	\$27.51
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facials	search   coolsculpting > x. Expanded Reach Test	Ad group	Eligible	Automatically created	4	270	1.48%	\$4.91	\$19.62
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Laser Spa	search   coolsculpting > 1. coolsculpting - price	Ad group	Removed	Automatically created	4	16	25.00%	\$4.78	\$19.12
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Nails	search   coolsculpting > 1. coolsculpting - price	Ad group	Removed	Automatically created	4	16	25.00%	\$4.78	\$19.12
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Salon	search   coolsculpting > 1. coolsculpting - price	Ad group	Removed	Automatically created	4	16	25.00%	\$4.78	\$19.12
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Laser Spa	search   coolsculpting > 0. coolsculpting - general	Ad group	Eligible	Automatically created	3	90	3.33%	\$5.97	\$17.91
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facials	search   coolsculpting > 0. coolsculpting - general	Ad group	Eligible	Automatically created	3	81	3.70%	\$5.97	\$17.91
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facials	search   coolsculpting > 0. coolsculpting - general	Ad group	Removed	Automatically created	4	82	4.88%	\$3.96	\$15.82
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Join Our Team	search   coolsculpting > x. Expanded Reach Test	Ad group	Eligible	Automatically created	1	34	2.94%	\$12.38	\$12.38
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Join Our Team	search   coolsculpting > 1. coolsculpting - price	Ad group	Removed	Automatically created	2	5	40.00%	\$5.01	\$10.02
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facials	search   coolsculpting > 1. coolsculpting - price	Ad group	Removed	Automatically created	2	11	18.18%	\$4.55	\$9.10
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Laser Spa	search   coolsculpting > 1. coolsculpting - price	Ad group	Eligible	Automatically created	4	18	22.22%	\$1.83	\$7.33
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Salon	search   coolsculpting > 1. coolsculpting - price	Ad group	Eligible	Automatically created	4	19	21.05%	\$1.83	\$7.33
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facials	search   coolsculpting > 1. coolsculpting - price	Ad group	Eligible	Automatically created	4	14	28.57%	\$1.83	\$7.33
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Nails	search   coolsculpting > 1. coolsculpting - price	Ad group	Eligible	Automatically created	4	20	20.00%	\$1.83	\$7.33
<input type="checkbox"/>	<input checked="" type="checkbox"/>	News Center	Account	Account	Eligible	Automatically created	1	12	8.33%	\$6.33	\$6.33

Google Ads											
Chris Zelig > Spitale Laser - 132-405-1534											
All campaigns > search   coolsculpting											
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											
Ad groups											
Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Join Our Team	search   coolsculpting > 2. lipo	Ad group	Removed	Automatically created	1	1	100.00%	\$1.46	\$1.46
<input type="checkbox"/>	<input checked="" type="checkbox"/>	News Center	Browse Through Our News Articles To Get Valuable Insights.	Account	Eligible	Automatically created	0	3	0.00%	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Join Our Team	search   coolsculpting > 0. coolsculpting - general	Ad group	Removed	Automatically created	0	1	0.00%	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Join Our Team	search   coolsculpting > 0. coolsculpting - general	Ad group	Eligible	Automatically created	0	8	0.00%	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Join Our Team	search   coolsculpting > 1. coolsculpting - price	Ad group	Eligible	Automatically created	0	4	0.00%	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Join Our Team	search   coolsculpting > 2. lipo	Ad group	Eligible	Automatically created	0	14	0.00%	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Join Our Team	search   coolsculpting > x. Expanded Reach Test	Ad group	Removed	Automatically created	0	4	0.00%	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facials	search   coolsculpting > 3. coolsculpting elite	Ad group	Removed	Automatically created	0	0	—	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Laser Spa	search   coolsculpting > 3. coolsculpting elite	Ad group	Removed	Automatically created	0	0	—	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Nails	search   coolsculpting > 3. coolsculpting elite	Ad group	Removed	Automatically created	0	0	—	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Join Our Team	search   coolsculpting > 3. coolsculpting elite	Ad group	Removed	Automatically created	0	0	—	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Salon	search   coolsculpting > 3. coolsculpting elite	Ad group	Removed	Automatically created	0	0	—	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Laser Spa	search   coolsculpting > 3. coolsculpting elite	Ad group	Eligible	Automatically created	0	0	—	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Join Our Team	search   coolsculpting > 3. coolsculpting elite	Ad group	Eligible	Automatically created	0	0	—	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Salon	search   coolsculpting > 3. coolsculpting elite	Ad group	Eligible	Automatically created	0	0	—	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facials	search   coolsculpting > 3. coolsculpting elite	Ad group	Eligible	Automatically created	0	0	—	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Nails	search   coolsculpting > 3. coolsculpting elite	Ad group	Eligible	Automatically created	0	0	—	—	\$0.00

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Chris Zelig > Spitale Laser - 132-405-1534											
All campaigns > search   coolsculpting											
Overview											
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Recommendations											
<span>Asset type: All</span> <span>Asset status: All</span> <a href="#">Add filter</a>											
Insights											
Ad groups											
Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost		
Callout											
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FDA Cleared	search   coolsculpting	Campaign	Eligible	Advertiser	66	871	7.58%	\$10.67	\$704.07
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Freeze Your Fat	search   coolsculpting	Campaign	Eligible	Advertiser	49	707	6.93%	\$12.59	\$616.84
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Buy 1 Get 1 50% Off	search   coolsculpting	Campaign	Eligible	Advertiser	55	652	8.44%	\$10.82	\$595.23
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Nonsurgical Fat Reduction	search   coolsculpting	Campaign	Eligible	Advertiser	55	588	9.35%	\$10.72	\$589.55
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Highlights: No Surgery	search   coolsculpting	Campaign	Eligible	Advertiser	48	637	7.54%	\$11.11	\$533.51
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Liposuction Alternative	search   coolsculpting	Campaign	Eligible	Advertiser	51	644	7.92%	\$9.82	\$500.67
<input type="checkbox"/>	<input checked="" type="checkbox"/>	5-Star Rated Spa	Account	Account	Eligible	Advertiser	0	0	—	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Contact Us + Free Consult	Account	Account	Eligible	Advertiser	0	0	—	—	\$0.00
Promotion											
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Winter Sale - 50% off Buy One Get One	search   coolsculpting	Campaign	Eligible	Advertiser	139	1,674	8.30%	\$12.34	\$1,715.29
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Fall Sale - 50% off Buy 1 Get 1	search   coolsculpting	Campaign	Removed	Advertiser	12	107	11.21%	\$10.09	\$121.06
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Winter Sale - \$1,200 off 8+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	0	0	—	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Spring Sale - \$1,200 off 8+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	0	0	—	—	\$0.00
Call											
<input type="checkbox"/>	<input checked="" type="checkbox"/>	(585) 256-3490	Account	Account	Eligible	Advertiser	91	1,206	7.55%	\$13.57	\$1,234.62
Total: Sitelinks							479	5,601	8.55%	\$12.43	\$5,952.74

Google Ads											
Chris Zelig > Spitale Laser - 132-405-1534											
All campaigns > search   coolsculpting											
Overview											
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<span>Asset type: All</span> <span>Asset status: All</span> <a href="#">Add filter</a>											
Insights											
Ad groups											
Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Contact Us + Free Consult	Account	Account	Eligible	Advertiser	0	0	—	—	\$0.00
Promotion											
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Winter Sale - 50% off Buy One Get One	search   coolsculpting	Campaign	Eligible	Advertiser	139	1,674	8.30%	\$12.34	\$1,715.29
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Fall Sale - 50% off Buy 1 Get 1	search   coolsculpting	Campaign	Removed	Advertiser	12	107	11.21%	\$10.09	\$121.06
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Winter Sale - \$1,200 off 8+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	0	0	—	—	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Spring Sale - \$1,200 off 8+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	0	0	—	—	\$0.00
Call											
<input type="checkbox"/>	<input checked="" type="checkbox"/>	(585) 256-3490	Account	Account	Eligible	Advertiser	91	1,206	7.55%	\$13.57	\$1,234.62
Total: Sitelinks							479	5,601	8.55%	\$12.43	\$5,952.74
Total: Callouts							133	1,754	7.58%	\$10.46	\$1,390.67
Total: Structured snippets							7	61	11.48%	\$7.79	\$54.51
Total: Calls							91	1,206	7.55%	\$13.57	\$1,234.62
Total: Promotions							151	1,781	8.48%	\$12.16	\$1,836.35

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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**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 #** 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.**

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 #** 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.**

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 #** 2006

**DATE** 12/01/2022

**DUE DATE** 12/01/2022

**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**