

CoolSculpting Marketing Services Spitale Laser Spa Salon Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

Total Google Ads: \$4,672.54
Total Marketing Service Fees: \$3,000.00
Total CoolSculpting Marketing Cost: \$7,672.54

Google Ads Medstar Media > Spitale Laser - 132-405-1534 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 +8.5% View Apply

Search Segment Columns Reports Download Expand More

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$163.13/day	Eligible	400	8.07%	\$4,672.54
Total: Campaigns in your current workspace					
			400	8.07%	\$4,672.54
Total: Account			400	8.07%	\$4,672.54

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 Medstar Media > Spitale Laser - 132-405-1534 search | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$163.13/day Optimization score: 78.1% More details Campaign 0 of 0

Overview Ads

Recommendations Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR +5.9% View Apply

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			400	8.07%	\$4,672.54
(Keyword:Spitale Laser Spa) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +12 more spitalelaserpasalon.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	124	13.87%	\$2,246.25
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-Cleared. Clinically Proven... View assets details	2. lipo	Eligible	160	7.77%	\$1,461.83
Spitale Laser Spa Fat Reduction in Rochester, NY Non-Surgical Fat Reduction +11 more spitalelaserpasalon.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	Not eligible Ad group paused	74	5.78%	\$594.39
(Keyword:Spitale Laser Spa) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +12 more spitalelaserpasalon.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	25	17.12%	\$248.87
Spitale Laser Spa CoolSculpting in (LOCATION/City) Freeze Away Body Fat +12 more spitalelaserpasalon.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	16	2.96%	\$117.58
[Dynamically generated headline] [Dynamically generated display URL]					

Google Ads Medstar Media > Spitale Laser - 132-405-1534 search | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$163.13/day Optimization score: 78.1% More details Campaign 0 of 0

Overview Ads

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			400	8.07%	\$4,672.54
[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	Removed	1	5.00%	\$3.62
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 With Quick Results... View assets details	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 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	Removed	0	-	\$0.00
Best CoolSculpting Deal Ever Freeze Away Body Fat Our Biggest Discount Ever 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	Removed	0	-	\$0.00
CoolSculpting® Fat Reduction Freeze Away Body Fat Buy 1 Get 1 50% Off 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	Removed	0	-	\$0.00
CoolSculpting® in Rochester Freeze Away Body Fat Our Biggest Discount Ever 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. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet.	0. coolsculpting - general	Removed	0	-	\$0.00

Google Ads Medstar Media > Spitale Laser - 132-405-1534 search | coolsculpting

Enabled Status: Eligible Type: Search Budget: \$163.13/day Optimization score: 78.1% More details Campaign 0 of 0

Overview Ads

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
			400	8.07%	\$4,672.54
Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save \$1200 On 8+ Treatments of CoolSculpting.					
Spitale Laser Spa Freezing Fat Really Works Freeze Away Body Fat spitalelaserpasalon.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.	x. Expanded Reach Test	Removed Ad group paused	0	-	\$0.00
Spitale Laser Spa Freeze Away Body Fat Get \$1200 Off 8+ Treatments spitalelaserpasalon.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.	x. Expanded Reach Test	Removed Ad group paused	0	-	\$0.00
Non-Surgical Fat Reduction Eliminate Fat & Feel Great Freeze Away Body Fat spitalelaserpasalon.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.	x. Expanded Reach Test	Removed Ad group paused	0	-	\$0.00
Non-Surgical Fat Reduction Freeze Away Body Fat Freeze Away Body Fat spitalelaserpasalon.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 Ad group paused	0	-	\$0.00
Total: Ads in your current workspace			400	8.07%	\$4,672.54
Total: Campaign			400	8.07%	\$4,672.54

Show rows: 100 1 - 100 of 312

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Enabled Status: Eligible Type: Search Budget: \$163.13/day Optimization score: 78.1% More details

Responsive search ad Leave feedback Custom Jan 1 - Mar 31, 2023 Show last 30 days

Ad strength Excellent

- 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: double chin coolsculpting, coolsculpting near me, coolsculpting neck, + 20 more

You can now edit advertiser assets. Point to the asset column, then click the pencil icon.

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
Safe + Effective Fat Reduction	-	Headline	None	0	Advertiser
Freeze Away Body Fat	Approved	Headline	None	283	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	45	Advertiser
Save 50% Off B+ Treatments	-	Headline	None	0	Advertiser

Asset	Status	Asset type	Position pinning	Impr.	Asset source
(Keyword)Spitale Laser Spa	Approved	Headline	None	465	Advertiser
Save \$1,200 On 8+ Treatments	-	Headline	None	0	Advertiser
Affordable & Quick Treatments	Approved	Headline	None	23	Advertiser
Freeze Your Fat Away Today	Approved	Headline	None	9	Advertiser
Top Provider in Rochester, NY	Approved	Headline	None	44	Advertiser
Book Now for Up to \$1200 Off	-	Headline	None	0	Advertiser
Fat Reduction Treatment	Approved	Headline	None	4	Advertiser
Huge CoolSculpting Promotion	Approved	Headline	None	240	Advertiser
CoolSculpting in (LOCATION)(City)	Approved	Headline	None	552	Advertiser
CoolSculpting Near Me	Approved	Headline	None	9	Advertiser
Schedule a Free Consultation	Approved	Headline	None	4	Advertiser
Freeze Stubborn Fat 2x Faster	Approved	Headline	None	9	Advertiser
CoolSculpting® Elite	Approved	Headline	None	16	Advertiser
Next-Generation Fat Reduction	Approved	Headline	None	1	Advertiser
Buy 1 Get 1 50% Off	-	Headline	None	0	Advertiser
BOGO 50% Off on 4+ Treatments	-	Headline	None	102	Advertiser
Buy 4 Get 4 Free	Approved	Headline	None	0	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation	-	Description	None	0	Advertiser

Asset	Status	Asset type	Position pinning	Impr.	Asset source
CoolSculpting® Elite	Approved	Headline	None	16	Advertiser
Next-Generation Fat Reduction	Approved	Headline	None	1	Advertiser
Buy 1 Get 1 50% Off	-	Headline	None	0	Advertiser
BOGO 50% Off on 4+ Treatments	-	Headline	None	102	Advertiser
Buy 4 Get 4 Free	Approved	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
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved	Description	None	867	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY	-	Description	None	0	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved	Description	None	14	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved	Description	None	13	Advertiser
Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.	-	Description	2nd position	0	Advertiser
Our Biggest Discount Ever. CoolSculpting Is Now Buy One Get One 50% Off 4+ Treatments	-	Description	2nd position	737	Advertiser
Our Biggest Discount Ever. CoolSculpting Is Now Buy 4 Get 4 Free	Approved	Description	2nd position	0	Advertiser

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Assets

Table view Associations

Upgraded

All Sitelink Callout Structured snippet Call Lead form Price App Promotion

Legacy All Image Dynamic image Location Affiliate location

Asset	Added to	Level	Status	Clicks	CTR	Cost
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	search coolsculpting	Campaign	Eligible	1	5.26%	\$3.74
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	search coolsculpting	Campaign	Eligible	237	9.89%	\$3,454.48
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible	194	9.34%	\$2,871.01
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible	192	9.10%	\$2,817.64
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Rochester, NY.	Account	Account	Eligible	189	8.94%	\$2,712.38
Nails	search coolsculpting > 0, coolsculpting - general	Ad group	Removed	12	9.84%	\$180.12

Asset	Added to	Level	Status	Clicks	CTR	Cost
Salon	search coolsculpting > 0, coolsculpting - general	Ad group	Removed	10	8.40%	\$143.32
Facials	search coolsculpting > 0, coolsculpting - general	Ad group	Removed	10	13.70%	\$143.32
Laser Spa	search coolsculpting > 0, coolsculpting - general	Ad group	Removed	7	7.22%	\$107.24
Nails	search coolsculpting > 2, lipo	Ad group	Removed	11	3.70%	\$89.23
Salon	search coolsculpting > 2, lipo	Ad group	Removed	10	3.64%	\$70.10
Laser Spa	search coolsculpting > 2, lipo	Ad group	Removed	8	3.72%	\$66.87
Facials	search coolsculpting > x, Expanded Reach Test	Ad group	Removed	9	5.92%	\$61.95
Laser Spa	search coolsculpting > x, Expanded Reach Test	Ad group	Removed	8	4.42%	\$57.12
Salon	search coolsculpting > x, Expanded Reach Test	Ad group	Removed	8	4.19%	\$57.12
Nails	search coolsculpting > x, Expanded Reach Test	Ad group	Removed	8	4.44%	\$57.12
Join Our Team	search coolsculpting > 0, coolsculpting - general	Ad group	Removed	4	9.30%	\$42.28
Facials	search coolsculpting > 2, lipo	Ad group	Removed	4	2.20%	\$29.40
Join Our Team	search coolsculpting > 2, lipo	Ad group	Removed	4	4.21%	\$25.13
Facials	search coolsculpting > x, non-service medspa	Ad group	Removed	3	3.03%	\$23.76
Laser Spa	search coolsculpting > x, non-service medspa	Ad group	Removed	2	2.86%	\$18.48
Salon	search coolsculpting > 1, coolsculpting - price	Ad group	Removed	3	12.00%	\$16.82
Nails	search coolsculpting > 1, coolsculpting - price	Ad group	Removed	3	14.29%	\$16.82

Enabled Status: Eligible Type: Search Budget: \$163.13/day Optimization score: 78.1% Campaign 1 of 1

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Insights	Laser Spa	search coolsculpting > 1. coolsculpting - price	Ad group	Removed	3	15.79%	\$16.53
Ad groups	Facials	search coolsculpting > 1. coolsculpting - price	Ad group	Removed	2	13.33%	\$14.34
Ads & assets	Join Our Team	search coolsculpting > x. non-service medspa	Ad group	Removed	1	6.25%	\$10.26
Ads	Nails	search coolsculpting > x. non-service medspa	Ad group	Removed	1	1.54%	\$10.26
Landing pages	Join Our Team	search coolsculpting > 1. coolsculpting - price	Ad group	Removed	2	22.22%	\$9.84
Keywords	Salon	search coolsculpting > x. non-service medspa	Ad group	Removed	1	1.16%	\$5.28
Audiences	News Center	Account	Account	Removed	0	-	\$0.00
Settings	News Center Browse Through Our News Articles To Get Valuable Insights.	Account	Account	Removed	0	0.00%	\$0.00
Change history	Facials	search coolsculpting > 0. coolsculpting - general	Ad group	Removed	0	-	\$0.00
Suggested	Laser Spa	search coolsculpting > 0. coolsculpting - general	Ad group	Removed	0	-	\$0.00
Ad schedule	Nails	search coolsculpting > 0. coolsculpting - general	Ad group	Removed	0	-	\$0.00
Show more	Join Our Team	search coolsculpting > 0. coolsculpting - general	Ad group	Removed	0	-	\$0.00
	Salon	search coolsculpting > 0. coolsculpting - general	Ad group	Removed	0	-	\$0.00
	Salon	search coolsculpting > 0. coolsculpting - general	Ad group	Removed	0	-	\$0.00
	Nails	search coolsculpting > 0. coolsculpting - general	Ad group	Removed	0	-	\$0.00
	Laser Spa	search coolsculpting > 0. coolsculpting - general	Ad group	Removed	0	-	\$0.00
	Facials	search coolsculpting > 0. coolsculpting - general	Ad group	Removed	0	-	\$0.00

Enabled Status: Eligible Type: Search Budget: \$163.13/day Optimization score: 78.1% Campaign 1 of 1

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Insights	Callout						
Ad groups	Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	27	8.04%	\$454.36
Ads & assets	Highlights: No Surgery	search coolsculpting	Campaign	Eligible	31	9.23%	\$452.38
Ads	Buy 1 Get 1 50% Off	search coolsculpting	Campaign	Eligible	28	7.71%	\$442.08
Landing pages	Freeze Your Fat	search coolsculpting	Campaign	Eligible	30	7.63%	\$421.69
Keywords	Liposuction Alternative	search coolsculpting	Campaign	Eligible	26	7.67%	\$362.81
Audiences	FDA Cleared	search coolsculpting	Campaign	Eligible	26	5.78%	\$323.08
Settings	5-Star Rated Spa	Account	Account	Eligible	0	-	\$0.00
Change history	Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
Suggested	Promotion						
Ad schedule	Winter Sale - 50% off Buy One Get One	search coolsculpting	Campaign	Removed	129	10.09%	\$1,277.21
Show more	Winter Sale - \$1,200 off 8+ Treatments	search coolsculpting	Campaign	Removed	0	-	\$0.00
	Spring Sale - \$1,200 off 8+ Treatments	search coolsculpting	Campaign	Removed	0	-	\$0.00
	Fall Sale - 50% off Buy 1 Get 1	search coolsculpting	Campaign	Removed	0	-	\$0.00
	Call						
	(585) 256-3490	Account	Account	Eligible	53	8.70%	\$839.43
	Total: Sitelinks				241	9.73%	\$3,494.19

Enabled Status: Eligible Type: Search Budget: \$163.13/day Optimization score: 78.1% Campaign 1 of 1

Overview	Asset	Added to	Level	Status	Clicks	CTR	Cost
Insights	5-Star Rated Spa	Account	Account	Eligible	0	-	\$0.00
Ad groups	Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
Ads & assets	Promotion						
Ads	Winter Sale - 50% off Buy One Get One	search coolsculpting	Campaign	Removed	129	10.09%	\$1,277.21
Landing pages	Winter Sale - \$1,200 off 8+ Treatments	search coolsculpting	Campaign	Removed	0	-	\$0.00
Keywords	Spring Sale - \$1,200 off 8+ Treatments	search coolsculpting	Campaign	Removed	0	-	\$0.00
Audiences	Fall Sale - 50% off Buy 1 Get 1	search coolsculpting	Campaign	Removed	0	-	\$0.00
Settings	(585) 256-3490	Account	Account	Eligible	53	8.70%	\$839.43
Change history	Total: Sitelinks				241	9.73%	\$3,494.19
Suggested	Total: Callouts				74	7.92%	\$978.59
Ad schedule	Total: Structured snippets				1	5.26%	\$3.74
Show more	Total: Calls				53	8.70%	\$839.43
	Total: Promotions				129	10.09%	\$1,277.21

Show rows: 100 1 - 100 of 100

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Medstar Media, INC.

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+1 6466949450

support@medstarmedia.com

INVOICE

BILL TO

Michael Spitale

Spitale Laser Spa Salon

INVOICE # 2046

DATE 01/01/2023

DUE DATE 01/01/2023

TERMS Due on receipt

DATE	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 Extensive 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 # 2081

DATE 02/01/2023

DUE DATE 02/01/2023

TERMS Due on receipt

DATE	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 Exim 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