

# CoolSculpting Marketing Services Spitale Laser Spa Salon Co-Op Q2 2023 Total Marketing Expenses (4/1/2023 - 6/30/2023)

**Total Google Ads: \$ 8,291.05**  
**Total Marketing Service Fees: \$ 4,300.00**  
**Total CoolSculpting Marketing Cost: \$12,591.05**

Google Ads Medstar Media > Spitale Laser - 132-405-1534

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaigns (1 from 1 account) Select a campaign Change view

Filters Campaign status: All Ad group status: All Campaign name contains cool Add filter

Overview Recommendations Insights Campaigns Auction insights Ad groups Ads & assets Landing pages Keywords Audiences Settings Change history Suggested Dynamic ad targets Locations Show more Get the Google Ads mobile app

Campaigns Custom Apr 1 - Jun 30, 2023 Show last 30 days

Campaign	Budget	Status	Clicks	CTR	Cost
MS   search   coolsculpting	\$89.43/day	Eligible	660	10.22%	\$8,291.05
Total: Campaigns in your current view			660	10.22%	\$8,291.05
Total: Account			660	10.22%	\$8,291.05

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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Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting Ad groups (8) Select an ad group Change view

Enabled Status: Eligible Type: Search Budget: \$89.43/day Optimization score: 100% More details Campaign 1 of 1

Overview Recommendations Insights Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Dynamic ad targets Locations Show more Get the Google Ads mobile app

Ads Custom Apr 1 - Jun 30, 2023 Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
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	377	9.25%	\$3,836.22
(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	209	13.07%	\$3,534.83
(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	48	14.86%	\$693.61
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	18	4.72%	\$172.20
[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 4 Get 4 Free	x. dynamic	Eligible	4	9.52%	\$25.24
[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 4 Get 4 Free	x. dynamic	Eligible	2	9.52%	\$14.31

Google Ads Medstar Media > Spitale Laser - 132-405-1534

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All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting Ad groups (8) Select an ad group Change view

Enabled Status: Eligible Type: Search Budget: \$89.43/day Optimization score: 100% More details Campaign 1 of 1

Overview Recommendations Insights Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Dynamic ad targets Locations Show more Get the Google Ads mobile app

Ads Custom Apr 1 - Jun 30, 2023 Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
(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	50.00%	\$9.74
[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 4 Get 4 Free	x. dynamic	Eligible	1	5.88%	\$4.90
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
CoolSculpting® in Rochester   Freeze Away Body Fat   Get \$1200 Off 6+ Treatments 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	0	-	\$0.00
Best CoolSculpting Deal Ever   Freeze Away Body Fat   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	0. coolsculpting - general	Removed	0	-	\$0.00
CoolSculpting® Fat Reduction   Freeze Away Body Fat   Buy 1 Get 4 Free					

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All campaigns Unsaved view (3 filters) All campaigns (modified) Campaign MS | search | coolsculpting Ad groups (8) Select an ad group Change view

Enabled Status: Eligible Type: Search Budget: \$89.43/day Optimization score: 100% More details Campaign 1 of 1

Overview Recommendations Insights Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Dynamic ad targets Locations Show more Get the Google Ads mobile app

Ads Custom Apr 1 - Jun 30, 2023 Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
Learn More About Freezing Fat. Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.					
[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	0	-	\$0.00
[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	0	-	\$0.00
[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	Removed	0	-	\$0.00
[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	Removed	0	0.00%	\$0.00
Total: Ads in your current view			660	10.22%	\$8,291.05
Total: Campaign			660	10.22%	\$8,291.05

Show rows: 500 1 - 312 of 312

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Enabled Status: Eligible Type: Search Budget: \$89.43/day Optimization score: 100% More details Campaign 1 of 1

Responsive search ad Leave feedback Custom Apr 1 - Jun 30, 2023 Show last 30 days

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Safe + Effective Fat Reduction	Approved	Headline	None	Learning	45	Advertiser
Get Rid of Unwanted Fat	Approved	Headline	None	Learning	18	Advertiser
Freeze Away Body Fat	Approved	Headline	None	Learning	479	Advertiser
Non-Surgical Fat Reduction	Approved	Headline	None	Good	1,455	Advertiser
Spital Laser Spa	Approved	Headline	None	Good	1,635	Advertiser
Freezing Fat Really Works	Approved	Headline	None	Learning	1	Advertiser
Fat Reduction in Rochester, NY	Approved	Headline	None	Good	1,938	Advertiser
Located in Rochester, NY	Approved	Headline	None	Good	1,971	Advertiser
Freeze Your Way to Leaner Body	Approved	Headline	None	Learning	10	Advertiser
Get \$1,200 Off 8+ Treatments	-	Headline	None	-	0	Advertiser
Target Belly Fat, Love Handles	Approved	Headline	None	Learning	4	Advertiser
New Client Special	-	Headline	None	-	0	Advertiser
Non-Surgical Lipo Alternative	Approved	Headline	None	Learning	219	Advertiser

Enabled Status: Eligible Type: Search Budget: \$89.43/day Optimization score: 100% More details Campaign 1 of 1

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
No Surgery & Minimal Downtime	Approved	Headline	None	Learning	524	Advertiser
Schedule a Free Consultation	Approved	Headline	None	Learning	47	Advertiser
Get 50% Off 8+ Treatments	-	Headline	None	-	0	Advertiser
Buy 1 Get 1 50% Off	-	Headline	None	-	0	Advertiser
BOGO 50% Off on 4+ Treatments	-	Headline	None	-	9	Advertiser
Buy 4 Get 4 Free	Approved	Headline	None	Learning	65	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved	Description	None	Best	3,917	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved	Description	None	Learning	80	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	-	Description	None	-	0	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved	Description	None	Learning	77	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	-	47	Advertiser
Our Biggest Discount Ever. CoolSculpting Is Now Buy 4 Get 4 Free	Approved	Description	2nd position	Best	3,317	Advertiser

Show rows: 500 1 - 26 of 26

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Enabled Status: Eligible Type: Search Budget: \$89.43/day Optimization score: 100% More details Campaign 1 of 1

Assets Custom Apr 1 - Jun 30, 2023 Show last 30 days

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS   search   coolsculpting	Campaign	Eligible	2	9.09%	\$12.23
Site link						
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	MS   search   coolsculpting	Campaign	Eligible	450	12.77%	\$6,578.73
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible	412	12.70%	\$6,078.82
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Rochester, NY.	Account	Account	Eligible	423	12.57%	\$6,001.05
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible	381	12.13%	\$5,496.50
News Center	Account	Account	Removed	0	0.00%	\$0.00
News Center Browse Through Our News Articles To Get Valuable Insights.	Account	Account	Removed	0	-	\$0.00
Facials	MS   search   coolsculpting   0. coolsculpting - general	Ad group	Removed	0	-	\$0.00
Laser Spa	MS   search   coolsculpting   0. coolsculpting - general	Ad group	Removed	0	-	\$0.00
Nails	MS   search   coolsculpting   0. coolsculpting - general	Ad group	Removed	0	-	\$0.00

Enabled Status: Eligible Type: Search Budget: \$89.43/day Optimization score: 100% More details Campaign 1 of 1

Assets Custom Apr 1 - Jun 30, 2023 Show last 30 days

Asset	Added to	Level	Status	Clicks	CTR	Cost
Callout						
FDA Cleared	MS   search   coolsculpting	Campaign	Eligible	95	9.91%	\$1,248.40
Freeze Your Fat	MS   search   coolsculpting	Campaign	Eligible	86	9.99%	\$1,150.49
Highlights: No Surgery	MS   search   coolsculpting	Campaign	Eligible	61	8.97%	\$935.98
Liposuction Alternative	MS   search   coolsculpting	Campaign	Eligible	65	9.98%	\$910.00
Buy 1 Get 1 50% Off	MS   search   coolsculpting	Campaign	Eligible	65	9.05%	\$864.09
Nonsurgical Fat Reduction	MS   search   coolsculpting	Campaign	Eligible	47	8.61%	\$663.97
5-Star Rated Spa	Account	Account	Eligible	0	-	\$0.00
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
Promotion						
Winter Sale - \$1,200 off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Spring Sale - \$1,200 off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Fall Sale - 50% off Buy 1 Get 1	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Winter Sale - 50% off Buy One Get One	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Call						
(888) 256-3490	Account	Account	Eligible	65	12.04%	\$1,108.50

Enabled Status: Eligible Type: Search Budget: \$89.43/day Optimization score: 100% More details Campaign 1 of 1

Assets Custom Apr 1 - Jun 30, 2023 Show last 30 days

Asset	Added to	Level	Status	Clicks	CTR	Cost
Promotion						
Winter Sale - \$1,200 off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Spring Sale - \$1,200 off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Fall Sale - 50% off Buy 1 Get 1	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Winter Sale - 50% off Buy One Get One	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Call						
(888) 256-3490	Account	Account	Eligible	65	12.04%	\$1,108.50
Total: Sitelinks				452	12.76%	\$6,625.10
Total: Callouts				197	10.46%	\$2,700.27
Total: Structured snippets				2	9.09%	\$12.23
Total: Calls				65	12.04%	\$1,108.50
Total: Promotions				0	-	\$0.00

Show rows: 500 1 - 100 of 100

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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

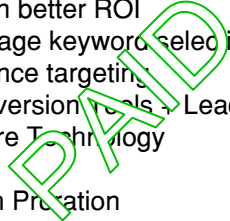
**INVOICE #** 2143

**DATE** 04/01/2023

**DUE DATE** 04/01/2023

**TERMS** Due on receipt

DATE	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>• Conversion Goals - Lead Nurture Technology</li></ul> March Promotion	1	1,300.00	1,300.00



Referral Program

Our best clients come from our best clients. Refer a similar business in aesthetics and if they partner with us, get \$500 off your next invoice and your referral \$300 off their first invoice.

**PAYMENT**

**BALANCE DUE**

1,300.00

**\$0.00**

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**BILL TO**

Michael Spitale

Spitale Laser Spa Salon

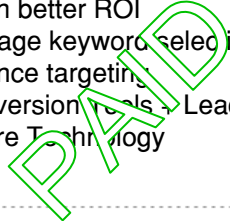
**INVOICE #** 2174

**DATE** 05/01/2023

**DUE DATE** 05/01/2023

**TERMS** Due on receipt

DATE	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>• Conversion Goals - Lead Nurture Technology</li></ul>	1	1,500.00	1,500.00



Referral Program

PAYMENT

1,500.00

BALANCE DUE

**\$0.00**

Our best clients come from our best clients. Refer a similar business in aesthetics and if they partner with us, get \$500 off your next invoice and your referral \$300 off their first invoice.

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# INVOICE

**BILL TO**

Michael Spitale

Spitale Laser Spa Salon

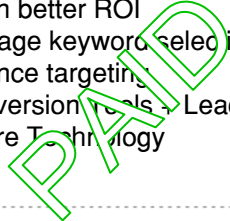
**INVOICE #** 2204

**DATE** 06/01/2023

**DUE DATE** 06/01/2023

**TERMS** Due on receipt

DATE	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>• Conversion Goals - Lead Nurture Technology</li></ul>	1	1,500.00	1,500.00



Referral Program

PAYMENT

1,500.00

BALANCE DUE

**\$0.00**

Our best clients come from our best clients. Refer a similar business in aesthetics and if they partner with us, get \$500 off your next invoice and your referral \$300 off their first invoice.