

# CoolSculpting Marketing Services Spitale Laser Spa Salon Co-Op Q1 2024 Total Marketing Expenses (1/1/2024 - 3/31/2024)

**Total Google Ads: \$ 8,050.22**  
**Total Meta Ads: \$ 2,281.13**  
**Total Marketing Service Fees: \$ 4,650.00**  
**Total CoolSculpting Marketing Cost: \$14,981.35**

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.  
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Campaign	Budget	Status	Clicks	CTR	Cost
MS   search   coolsculpting	\$49.06/day	Eligible	750	8.39%	\$8,050.22
Total: Filtered campaigns			750	8.39%	\$8,050.22
Total: Account			770	8.41%	\$8,084.73

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
Spitale Laser Spa   Coolsculpting   CoolSculpting® Elite +11 more spitaleaserspasalon.com/coolsculpting/rochester_ny CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest... View assets details	0. coolsculpting	Removed	249	12.97%	\$3,233.61
Spitale Laser Spa   Coolsculpting   CoolSculpting® Elite +11 more spitaleaserspasalon.com/coolsculpting/rochester_ny CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest... View assets details	4. liposuction	Removed	219	7.53%	\$1,968.64
Spitale Laser Spa   Coolsculpting   CoolSculpting® Elite +11 more spitaleaserspasalon.com/coolsculpting/rochester_ny CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest... View assets details	1. laser fat removal	Removed	142	6.27%	\$1,250.40
Spitale Laser Spa   Coolsculpting   CoolSculpting® Elite +11 more spitaleaserspasalon.com/coolsculpting/rochester_ny CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest... View assets details	2. body sculpting	Removed	60	7.15%	\$751.60
Spitale Laser Spa   Coolsculpting in Rochester   Freeze Stubborn Fat 2x Faster +12 more spitaleaserspasalon.com/coolsculpting/rochester Our Biggest CoolSculpting Discount Ever. Get Up to \$600 Off CoolSculpting Package. CoolSculpting® Elite Treats Fat in ... View assets details	0. coolsculpting	Removed	34	13.93%	\$492.64
Spitale Laser Spa   Coolsculpting in Rochester   Freeze Stubborn Fat 2x Faster +12 more spitaleaserspasalon.com/coolsculpting/rochester	▼ removed reach	Removed	16	7.00%	\$138.96

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
Spitale Laser Spa   Coolsculpting in Rochester   Freeze Stubborn Fat 2x Faster +12 more spitaleaserspasalon.com/coolsculpting/rochester Our Biggest CoolSculpting Discount Ever. Get Up to \$600 Off CoolSculpting Package. CoolSculpting® Elite Treats Fat in ... View assets details	x. expanded reach	Removed	16	7.80%	\$138.96
Spitale Laser Spa   Coolsculpting in Rochester   Freeze Stubborn Fat 2x Faster +12 more spitaleaserspasalon.com/coolsculpting/rochester Our Biggest CoolSculpting Discount Ever. Get Up to \$600 Off CoolSculpting Package. CoolSculpting® Elite Treats Fat in ... View assets details	4. liposuction	Removed	7	4.14%	\$65.86
Spitale Laser Spa   Coolsculpting in Rochester   Freeze Stubborn Fat 2x Faster +12 more spitaleaserspasalon.com/coolsculpting/rochester Our Biggest CoolSculpting Discount Ever. Get Up to \$600 Off CoolSculpting Package. CoolSculpting® Elite Treats Fat in ... View assets details	6. belly fat	Removed	6	6.12%	\$48.34
Spitale Laser Spa   Coolsculpting in Rochester   Freeze Stubborn Fat 2x Faster +12 more spitaleaserspasalon.com/coolsculpting/rochester Our Biggest CoolSculpting Discount Ever. Get Up to \$600 Off CoolSculpting Package. CoolSculpting® Elite Treats Fat in ... View assets details	5. chin fat removal	Removed	4	9.09%	\$17.70
Spitale Laser Spa   Coolsculpting in Rochester   Freeze Stubborn Fat 2x Faster +12 more spitaleaserspasalon.com/body_sculpting/rochester Our Biggest CoolSculpting Discount Ever. Get Up to \$600 Off CoolSculpting Package. CoolSculpting® Elite Treats Fat in ... View assets details	2. body sculpting	Removed	3	8.11%	\$16.49
Spitale Laser Spa   Coolsculpting in Rochester   Freeze Stubborn Fat 2x Faster +12 more spitaleaserspasalon.com/body_contouring/rochester Our Biggest CoolSculpting Discount Ever. Get Up to \$600 Off CoolSculpting Package. CoolSculpting® Elite Treats Fat in ... View assets details	3. body contouring	Removed	3	7.50%	\$15.31

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
[Dynamically generated headline] [Dynamically generated display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest CoolSculpting Discount Ever. Get Up to \$600 Off CoolSculpting Package.	x. dynamic	Eligible	1	25.00%	\$10.88
Spitale Laser Spa   CoolSculpting Removes Chin Fat   Reduce Double Chin Appearance +12 more spitaleaserspasalon.com/chin_fat/removal Our Biggest CoolSculpting Discount Ever. Get Up to \$600 Off CoolSculpting Package. CoolSculpting® Elite Treats Fat in ... View assets details	5. chin fat removal	Removed	2	40.00%	\$10.84
Spitale Laser Spa   Freeze Your Belly Fat Away   Get Rid of Belly Fat +10 more spitaleaserspasalon.com/belly_fat/removal Our Biggest CoolSculpting Discount Ever. Get Up to \$600 Off CoolSculpting Package. CoolSculpting® Elite Treats Fat in ... View assets details	6. belly fat	Removed	1	5.56%	\$9.65
Spitale Laser Spa   CoolSculpting Body Contouring   Sculpt Your Body in Rochester +11 more spitaleaserspasalon.com/body_contouring/rochester Our Biggest CoolSculpting Discount Ever. Get Up to \$600 Off CoolSculpting Package. CoolSculpting® Elite Treats Fat in ... View assets details	3. body contouring	Removed	1	16.67%	\$9.16
Spitale Laser Spa   CoolSculpting   Body Sculpting   Sculpt Your Body in Rochester +11 more spitaleaserspasalon.com/body_sculpting/rochester Our Biggest CoolSculpting Discount Ever. Get Up to \$600 Off CoolSculpting Package. CoolSculpting® Elite Treats Fat in ... View assets details	2. body sculpting	Removed	1	12.50%	\$6.14
[Dynamically generated headline] [Dynamically generated display URL] Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Deal Ever. Get 50% Off 8+ Treatments of CoolSculpting Elite.	x. dynamic	Removed	1	7.69%	\$4.00

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

Search for a page or campaign

Appearance Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

Overview View (2 filters) Campaign MS | search | coolsculpting Ad groups (13)

Enabled Status: Eligible Type: Search Budget: \$49.06/day Optimization score: 100% Campaign settings

Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current view					
			750	8.39%	\$8,050.22
<input type="checkbox"/> <input type="radio"/> Non-Surgical Fat Reduction   Freeze Away Body Fat   Get \$1200 Off 8+ Treatments spitalaserspasalon.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.	4. liposuction	Removed	0	-	\$0.00
<input type="checkbox"/> <input type="radio"/> Non-Surgical Fat Reduction   Freeze Away Body Fat   Freeze Away Body Fat spitalaserspasalon.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.	4. liposuction	Removed	0	-	\$0.00
<input type="checkbox"/> <input type="radio"/> Spital Laser Spa   Freeze Away Body Fat   Freeze Away Body Fat spitalaserspasalon.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.	4. liposuction	Removed	0	-	\$0.00
Total: Ads in your current view					
			750	8.39%	\$8,050.22
Total: Campaign					
			750	8.39%	\$8,050.22

Show rows: 100 1 - 100 of 351

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Search for a page or campaign

Appearance Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

Overview View (2 filters) Campaign MS | search | coolsculpting Ad groups (13)

Enabled Status: Eligible Type: Search Budget: \$49.06/day Optimization score: 100% Campaign settings

Responsive search ad Leave feedback

Custom Jan 1 - Mar 31, 2024 Show last 30 days

Assets Combinations

Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Impr.	Asset source
<input type="radio"/> Flexible Payment Options	Not eligible Ad removed	Headline	None	40	Advertiser
<input type="radio"/> Safe + Effective Fat Reduction	Removed Ad removed	Headline	None	0	Advertiser
<input type="radio"/> Freeze Away Body Fat	Removed Ad removed	Headline	None	0	Advertiser
<input type="radio"/> Non-Surgical Fat Reduction	Removed Ad removed	Headline	None	0	Advertiser
<input type="radio"/> Spital Laser Spa	Not eligible Ad removed	Headline	None	97	Advertiser
<input type="radio"/> Save 50% Off 8+ Treatments	Removed Ad removed	Headline	None	0	Advertiser
<input type="radio"/> (Keyword:Spital Laser Spa)	Removed Ad removed	Headline	1st position	58	Advertiser
<input type="radio"/> No Surgery & Minimal Downtime	Not eligible Ad removed	Headline	None	110	Advertiser
<input type="radio"/> Save \$1,200 On 8+ Treatments	Removed Ad removed	Headline	None	0	Advertiser
<input type="radio"/> Affordable & Quick Treatments	Not eligible Ad removed	Headline	None	167	Advertiser
<input type="radio"/> Freeze Your Fat Away Today	Not eligible Ad removed	Headline	None	36	Advertiser

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

Search for a page or campaign

Appearance Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

Overview View (2 filters) Campaign MS | search | coolsculpting Ad groups (13)

Enabled Status: Eligible Type: Search Budget: \$49.06/day Optimization score: 100% Campaign settings

Responsive search ad Leave feedback

Custom Jan 1 - Mar 31, 2024 Show last 30 days

Assets Combinations

Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Impr.	Asset source
<input type="radio"/> Top Provider in Rochester, NY	Not eligible Ad removed	Headline	None	70	Advertiser
<input type="radio"/> Book Now for Up to \$1200 Off	Removed Ad removed	Headline	None	0	Advertiser
<input type="radio"/> Fat Reduction Treatment	Not eligible Ad removed	Headline	None	33	Advertiser
<input type="radio"/> Huge CoolSculpting Promotion	Removed Ad removed	Headline	None	0	Advertiser
<input type="radio"/> CoolSculpting in (LOCATION(City))	Removed Ad removed	Headline	None	0	Advertiser
<input type="radio"/> CoolSculpting Near Me	Removed Ad removed	Headline	None	0	Advertiser
<input type="radio"/> Schedule a Free Consultation	Removed Ad removed	Headline	None	0	Advertiser
<input type="radio"/> Freeze Stubborn Fat 2x Faster	Not eligible Ad removed	Headline	None	138	Advertiser
<input type="radio"/> CoolSculpting® Elite	Not eligible Ad removed	Headline	1st position	36	Advertiser
<input type="radio"/> Next-Generation Fat Reduction	Not eligible Ad removed	Headline	None	23	Advertiser
<input type="radio"/> Buy 1 Get 1 50% Off	Removed Ad removed	Headline	None	0	Advertiser

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

Search for a page or campaign

Appearance Refresh Help Notifications 259-215-0574 Medstar Media support@medstarmedia.com

Overview View (2 filters) Campaign MS | search | coolsculpting Ad groups (13)

Enabled Status: Eligible Type: Search Budget: \$49.06/day Optimization score: 100% Campaign settings

Responsive search ad Leave feedback

Custom Jan 1 - Mar 31, 2024 Show last 30 days

Assets Combinations

Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Impr.	Asset source
<input type="radio"/> BOGO 50% Off on 4+ Treatments	Removed Ad removed	Headline	None	0	Advertiser
<input type="radio"/> Buy 4 Get 4 Free	Removed Ad removed	Headline	None	0	Advertiser
<input type="radio"/> 50% Off CoolSculpting Elite	Removed Ad removed	Headline	2nd position	0	Advertiser
<input type="radio"/> CoolSculpting	Not eligible Ad removed	Headline	1st position	114	Advertiser
<input type="radio"/> CoolSculpting in Rochester, NY	Not eligible Ad removed	Headline	1st position	1,525	Advertiser
<input type="radio"/> CoolSculpting® Elite Rochester	Not eligible Ad removed	Headline	1st position	187	Advertiser
<input type="radio"/> 50% Off 8+ Treatments	Removed Ad removed	Headline	None	1,195	Advertiser
<input type="radio"/> \$600 Off CoolSculpting Package	Not eligible Ad removed	Headline	None	89	Advertiser
<input type="radio"/> How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	Removed Ad removed	Description	None	0	Advertiser
<input type="radio"/> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Removed Ad removed	Description	None	0	Advertiser
<input type="radio"/> Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Not eligible Ad removed	Description	None	1,920	Advertiser

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Search for a page or campaign

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Overview View (2 filters) Campaign MS | search | coolsculpting Ad groups (13)

Enabled Status: Eligible Type: Search Budget: \$49.06/day Optimization score: 100% Campaign settings

Responsive search ad Leave feedback

Custom Jan 1 - Mar 31, 2024 Show last 30 days

Assets Combinations

Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Impr.	Asset source
<input type="radio"/> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY	Removed Ad removed	Description	None	0	Advertiser
<input type="radio"/> CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Not eligible Ad removed	Description	None	0	Advertiser
<input type="radio"/> Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Not eligible Ad removed	Description	None	0	Advertiser
<input type="radio"/> Our Biggest Discount Ever. CoolSculpting Treatments Are Now Buy One Get One 50% Off.	Removed Ad removed	Description	2nd position	0	Advertiser
<input type="radio"/> Our Biggest Discount Ever. CoolSculpting is Now Buy One Get One 50% Off 4+ Treatments	Removed Ad removed	Description	2nd position	0	Advertiser
<input type="radio"/> Our Biggest Discount Ever. CoolSculpting is Now Buy 4 Get 4 Free	Removed Ad removed	Description	2nd position	0	Advertiser
<input type="radio"/> Our Biggest CoolSculpting Deal Ever. Get 50% Off 8+ Treatments of CoolSculpting Elite.	Removed Ad removed	Description	2nd position	1,444	Advertiser
<input type="radio"/> Our Biggest CoolSculpting Deal Ever. Get \$600 Off a Package of 4+ CoolSculpting Treatments	Not eligible Ad removed	Description	2nd position	82	Advertiser

Show rows: 100 1 - 41 of 41

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

Search for a page or campaign

View (2 filters) All campaigns Campaign MS | search | coolsculpting Ad groups (13) Select an ad group

Enabled Status: Eligible Type: Search Budget: \$49.06/day Optimization score: 100% Campaign settings

### Assets

Table view Associations

Upgraded

All Image Business name Business logo Sitelink Headline Description Callout Structured snippet Call Lead form Location

Price App Promotion

Legacy All Dynamic image

Asset status: All Asset type: All Add filter

Asset	Asset type	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet							
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	Structured snippet	MS   search   coolsculpting	Campaign	Eligible	4	10.81%	\$33.29
Sitelink							
CoolSculpting Elite CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	Sitelink	MS   search   coolsculpting	Campaign	Eligible	485	10.31%	\$5,896.55
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Rochester, NY.	Sitelink	Account	Account	Eligible	460	10.45%	\$5,664.35

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

Search for a page or campaign

View (2 filters) All campaigns Campaign MS | search | coolsculpting Ad groups (13) Select an ad group

Enabled Status: Eligible Type: Search Budget: \$49.06/day Optimization score: 100% Campaign settings

### Assets

Asset status: All Asset type: All Add filter

Asset	Asset type	Added to	Level	Status	Clicks	CTR	Cost
Sitelink							
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Sitelink	Account	Account	Eligible	415	9.92%	\$5,197.46
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Sitelink	Account	Account	Eligible	369	10.27%	\$4,729.51
News Center	Sitelink	Account	Account	Removed	0	-	\$0.00
News Center Browse Through Our News Articles To Get Valuable Insights.	Sitelink	Account	Account	Removed	0	-	\$0.00
Facials	Sitelink	MS   search   coolsculpting > 0. coolsculpting	Ad group	Removed	0	-	\$0.00
Laser Spa	Sitelink	MS   search   coolsculpting > 0. coolsculpting	Ad group	Removed	0	-	\$0.00
Nails	Sitelink	MS   search   coolsculpting > 0. coolsculpting	Ad group	Removed	0	-	\$0.00
Join Our Team	Sitelink	MS   search   coolsculpting > 0. coolsculpting	Ad group	Removed	0	-	\$0.00
Salon	Sitelink	MS   search   coolsculpting > 0. coolsculpting	Ad group	Removed	0	-	\$0.00
Laser Spa	Sitelink	MS   search   coolsculpting > 0. coolsculpting	Ad group	Removed	0	-	\$0.00
Join Our Team	Sitelink	MS   search   coolsculpting > 0. coolsculpting	Ad group	Removed	0	-	\$0.00
Salon	Sitelink	MS   search   coolsculpting > 0. coolsculpting	Ad group	Removed	0	-	\$0.00
Facials	Sitelink	MS   search   coolsculpting > 0. coolsculpting	Ad group	Removed	0	-	\$0.00

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

Search for a page or campaign

View (2 filters) All campaigns Campaign MS | search | coolsculpting Ad groups (13) Select an ad group

Enabled Status: Eligible Type: Search Budget: \$49.06/day Optimization score: 100% Campaign settings

### Assets

Asset status: All Asset type: All Add filter

Asset	Asset type	Added to	Level	Status	Clicks	CTR	Cost
Callout							
50% Off	Callout	MS   search   coolsculpting	Campaign	Removed	252	10.15%	\$3,016.83
Nonsurgical Fat Reduction	Callout	MS   search   coolsculpting	Campaign	Eligible	138	9.04%	\$1,701.01
Freeze Your Fat	Callout	MS   search   coolsculpting	Campaign	Eligible	135	10.18%	\$1,542.57
FDA Cleared	Callout	MS   search   coolsculpting	Campaign	Eligible	127	9.40%	\$1,492.01
Highlights: No Surgery	Callout	MS   search   coolsculpting	Campaign	Eligible	92	9.22%	\$1,081.57
Liposuction Alternative	Callout	MS   search   coolsculpting	Campaign	Eligible	85	10.19%	\$904.45
5-Star Rated Spa	Callout	Account	Account	Eligible	0	-	\$0.00
Contact Us + Free Consult	Callout	Account	Account	Eligible	0	-	\$0.00
Promotion							
Spring Sale - \$600 off Package of 4+	Promotion	MS   search   coolsculpting	Campaign	Eligible	74	12.07%	\$864.70
Winter Sale - \$1,200 off 8+ Treatments	Promotion	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Spring Sale - \$1,200 off 8+ Treatments	Promotion	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Fall Sale - 50% off Buy 1 Get 1	Promotion	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Winter Sale - 50% off Buy One Get One	Promotion	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00

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

Search for a page or campaign

View (2 filters) All campaigns Campaign MS | search | coolsculpting Ad groups (13) Select an ad group

Enabled Status: Eligible Type: Search Budget: \$49.06/day Optimization score: 100% Campaign settings

### Assets

Asset status: All Asset type: All Add filter

Asset	Asset type	Added to	Level	Status	Clicks	CTR	Cost
Winter Sale - \$1,200 off 8+ Treatments	Promotion	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Spring Sale - \$1,200 off 8+ Treatments	Promotion	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Fall Sale - 50% off Buy 1 Get 1	Promotion	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Winter Sale - 50% off Buy One Get One	Promotion	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Total: Images					217	8.12%	\$2,445.74
Total: Business name					712	8.88%	\$7,704.48
Total: Business logo					712	8.88%	\$7,704.48
Total: Sitelinks					488	10.31%	\$5,923.46
Total: Callouts					308	9.70%	\$3,621.52
Total: Structured snippets					4	10.81%	\$33.29
Total: Calls					27	7.52%	\$314.26
Total: Promotions					74	12.07%	\$864.70

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Campaigns Michael Spitalase (534409253244360) Updated just now Review and publish

Some detailed targeting options have been discontinued Remove the unavailable targeting options to fix the errors with your ad sets. Learn more See Affected Ad Sets

Search and filter Campaign name contains cool Save Clear Jan 1, 2024 - Mar 31, 2024

Campaigns Ad sets Ads

Create A/B test More

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
On	MS   CoolSculpting Elite - (Conversions)	Active	Using ad set bid...	Using ad set bu...	Multiple attrib...	47 Website Leads	19,112	116,442	\$48.53 Per Lead	\$2,281.13	Ongoing
Off	CoolSculpting - LP Views	Off	Highest volume	\$33.00 Daily	7-day click	Multiple conversions	-	-	-	\$0.00	Ongoing
Results from 2 campaigns						Multiple conversions	19,112	116,442 Total	-	\$2,281.13 Total spent	

Michael Spitale (534409253244360) Updated just now Review and publish

Some detailed targeting options have been discontinued Remove the unavailable targeting options to fix the errors with your ad sets. Learn more See Affected Ad Sets

Campaign name contains cool Search and filter Save Clear Jan 1, 2024 - Mar 31, 2024

1 selected Ad sets for 1 Campaign Ads for 1 Campaign

Off/On	Ad	Most significant fit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>		b 8, 2024, 3:39... days ago	7-day click	11 Website Leads	9,235	27,127	\$47.45 Per Lead	—	—	—	\$521.90
<input type="checkbox"/>		b 8, 2024, 3:39... days ago	7-day click	8 Website Leads	6,837	19,381	\$45.30 Per Lead	—	—	—	\$362.37
<input type="checkbox"/>		b 8, 2024, 3:39... days ago	7-day click	5 Website Leads	6,673	18,867	\$67.69 Per Lead	—	—	—	\$338.43
<input type="checkbox"/>		b 8, 2024, 3:39... days ago	7-day click	3 Website Leads	5,596	16,629	\$102.72 Per Lead	—	—	—	\$308.17
<input type="checkbox"/>		1 2, 2023, 10:5... days ago	7-day click	6 Website Leads	1,044	6,882	\$23.10 Per Lead	—	—	—	\$138.60
<input type="checkbox"/>		1 2, 2023, 10:5... days ago	7-day click	1 Website Lead	764	4,017	\$101.91 Per Lead	—	—	—	\$101.91
<input type="checkbox"/>		b 8, 2024, 3:39... days ago	7-day click	1 Website Lead	3,053	6,984	\$97.38 Per Lead	—	—	—	\$97.38
<input type="checkbox"/>		1 2, 2023, 10:5... days ago	7-day click	7 Website Leads	904	4,722	\$13.53 Per Lead	—	—	—	\$94.72
<input type="checkbox"/>			7-day click, 1-...	1 Website Lead	1,149	1,926	\$65.65 Per Lead	—	—	—	\$65.65
<input type="checkbox"/>			7-day click, 1-...	2 Website Leads	1,122	1,749	\$32.62 Per Lead	—	—	—	\$65.23
<input type="checkbox"/>		1 2, 2023, 10:5... days ago	7-day click	— Website Lead	693	2,821	— Per Lead	—	—	—	\$52.72
Results from 23 ads				47 Website Leads	19,092 Accounts Center acc...	116,315 Total	\$48.43 Per Lead			\$2,276.32 Total spent	

Michael Spitale (534409253244360) Updated just now Review and publish

Some detailed targeting options have been discontinued Remove the unavailable targeting options to fix the errors with your ad sets. Learn more See Affected Ad Sets

Campaign name contains cool Search and filter Save Clear Jan 1, 2024 - Mar 31, 2024

1 selected Ad sets for 1 Campaign Ads for 1 Campaign

Off/On	Ad	Most significant fit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>			7-day click, 1-...	— Website Lead	685	1,203	— Per Lead	—	—	—	\$30.87
<input type="checkbox"/>			7-day click, 1-...	— Website Lead	540	818	— Per Lead	—	—	—	\$24.43
<input type="checkbox"/>			7-day click, 1-...	1 Website Lead	471	936	\$23.02 Per Lead	—	—	—	\$23.02
<input type="checkbox"/>		1 2, 2023, 10:5... days ago	7-day click	1 Website Lead	428	1,224	\$20.99 Per Lead	—	—	—	\$20.99
<input type="checkbox"/>			7-day click, 1-...	— Website Lead	267	474	— Per Lead	—	—	—	\$11.87
<input type="checkbox"/>			7-day click, 1-...	— Website Lead	258	352	— Per Lead	—	—	—	\$11.68
<input type="checkbox"/>			7-day click, 1-...	— Website Lead	98	128	— Per Lead	—	—	—	\$3.55
<input type="checkbox"/>			7-day click, 1-...	— Website Lead	54	75	— Per Lead	—	—	—	\$2.83
<input type="checkbox"/>		1 2, 2023, 10:5... days ago	7-day click	— Website Lead	—	—	— Per Lead	—	—	—	—
<input type="checkbox"/>			7-day click	— Website Lead	—	—	— Per Lead	—	—	—	—
<input type="checkbox"/>			7-day click	— Website Lead	—	—	— Per Lead	—	—	—	—
Results from 23 ads				47 Website Leads	19,092 Accounts Center acc...	116,315 Total	\$48.43 Per Lead			\$2,276.32 Total spent	

View preview

Mobile Feed Spital Laser Spa Salon Sponsored

CoolSculpting Elite freezes stubborn fat 2x faster. Non surgical. Non invasive. No downtime. Improved results.

CoolSculpting® Elite is FDA cleared to freeze and destroy unwanted fat cells in nine areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.

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50% off CoolSculpting  
CoolSculpting is the most p... Book now

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Ads Michael Spitale (534409253244360)

Some detailed targeting options have been discontinued. Remove the unavailable options.

Campaign name contains cool Search and filter

Campaigns **Advanced** Ad sets for 1 Campaign

+ Create Edit A/B test Preview

Off / On	Ad	Most significant
<input type="checkbox"/>	CS Elite - Image - Doctor & Patient	b 8, 2024, 3:39 3 days ago
<input type="checkbox"/>	CS Elite - Image - Marks On Belly	b 8, 2024, 3:39 3 days ago
<input type="checkbox"/>	CS Elite - Image - Curly Hair Model	b 8, 2024, 3:39 3 days ago
<input checked="" type="checkbox"/>	CS Elite - Image - Smile	b 8, 2024, 3:39 3 days ago
<input type="checkbox"/>	CS Elite - Image - Curly Hair Model	2, 2023, 10:5 1 days ago
<input type="checkbox"/>	CS Elite - Video - Curly Hair Model	2, 2023, 10:5 1 days ago
<input type="checkbox"/>	CS Elite - Image - Blue	b 8, 2024, 3:39 3 days ago
<input type="checkbox"/>	CS Elite - Image - Marks On Belly	2, 2023, 10:5 1 days ago
<input type="checkbox"/>	Spitale Laser - CS Elite - Video - Today Is The...	
<input type="checkbox"/>	Spitale Laser - CS Elite - Video - 6 Months A...	
<input type="checkbox"/>	CS Elite - Image - Doctor & Patient	2, 2023, 10:5 1 days ago

Results from 23 ads

**View preview**

Mobile Feed **Spitale Laser Spa Salon** Sponsored

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spitalelaserspasalon.com  
**50% off CoolSculpting**  
CoolSculpting is the most p...

1 Like 1 comment

Like Comment Share

Close

Per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$47.45 Per Lead	—	—	—	\$521.90
\$45.30 Per Lead	—	—	—	\$362.37
\$67.69 Per Lead	—	—	—	\$338.43
\$102.72 Per Lead	—	—	—	\$308.17
\$23.10 Per Lead	—	—	—	\$138.60
\$101.91 Per Lead	—	—	—	\$101.91
\$97.38 Per Lead	—	—	—	\$97.38
\$13.53 Per Lead	—	—	—	\$94.72
\$65.65 Per Lead	—	—	—	\$65.65
\$32.62 Per Lead	—	—	—	\$65.23
— Per Lead	—	—	—	\$52.72
\$48.43 Per Lead	—	—	—	\$2,276.32 Total spent

Ads Michael Spitale (534409253244360)

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<input type="checkbox"/>	Spitale Laser - CS Elite - Video - Today Is The...	
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Results from 23 ads

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**50% off CoolSculpting**  
CoolSculpting is the most p...

6 Likes 1 comment

Like Comment Share

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\$13.53 Per Lead	—	—	—	\$94.72
\$65.65 Per Lead	—	—	—	\$65.65
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<input type="checkbox"/>	Spitale Laser - CS Elite - Video - Today Is The...	
<input type="checkbox"/>	Spitale Laser - CS Elite - Video - 6 Months A...	
<input type="checkbox"/>	CS Elite - Image - Doctor & Patient	2, 2023, 10:5 1 days ago

Results from 23 ads

**View preview**

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CoolSculpting is the most p...

24 Likes 4 shares

Like Comment Share

Close

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\$47.45 Per Lead	—	—	—	\$521.90
\$45.30 Per Lead	—	—	—	\$362.37
\$67.69 Per Lead	—	—	—	\$338.43
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\$48.43 Per Lead	—	—	—	\$2,276.32 Total spent

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<input type="checkbox"/>	Spitale Laser - CS Elite - Video - 6 Months A...	
<input type="checkbox"/>	CS Elite - Image - Doctor & Patient	2, 2023, 10:5 1 days ago
<input type="checkbox"/>	Spitale Laser - CS Elite - Image - Laughing	
<input type="checkbox"/>	Spitale Laser - CS Elite - Image - Purple Theme	

Results from 23 ads

**View preview**

Mobile Feed **Spitale Laser Spa Salon** Sponsored

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CoolSculpting is the most p...

2 Likes 1 comment

Like Comment Share

Close

Per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
\$67.69 Per Lead	—	—	—	\$338.43
\$102.72 Per Lead	—	—	—	\$308.17
\$23.10 Per Lead	—	—	—	\$138.60
\$101.91 Per Lead	—	—	—	\$101.91
\$97.38 Per Lead	—	—	—	\$97.38
\$13.53 Per Lead	—	—	—	\$94.72
\$65.65 Per Lead	—	—	—	\$65.65
\$32.62 Per Lead	—	—	—	\$65.23
— Per Lead	—	—	—	\$52.72
— Per Lead	—	—	—	\$30.87
— Per Lead	—	—	—	\$24.43
\$48.43 Per Lead	—	—	—	\$2,276.32 Total spent

Ads Michael Spitale (534409253244360)

Some detailed targeting options have been discontinued. Remove the unavailable options.

Campaign name contains cool Search and filter

Campaigns **Advanced** Ad sets for 1 Campaign

+ Create Edit A/B test Preview

Off / On	Ad	Most significant
<input type="checkbox"/>	CS Elite - Video - Curly Hair Model	2, 2023, 10:5 1 days ago
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<input type="checkbox"/>	Spitale Laser - CS Elite - Image - Purple Theme	
<input type="checkbox"/>	Spitale Laser - CS Elite - Image - Blue Theme	
<input type="checkbox"/>	CS Elite - Image - Blue	2, 2023, 10:5 1 days ago

Results from 23 ads

**View preview**

Mobile Feed **Spitale Laser Spa Salon** Sponsored

CoolSculpting Elite freezes stubborn fat 2x faster. Non surgical. Non invasive. No downtime. Improved results.

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**50% off CoolSculpting**  
CoolSculpting is the most p...

6 Likes 1 comment

Like Comment Share

Close

Per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
— Per Lead	—	—	—	\$101.91
\$97.38 Per Lead	—	—	—	\$97.38
\$13.53 Per Lead	—	—	—	\$94.72
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— Per Lead	—	—	—	\$30.87
— Per Lead	—	—	—	\$24.43
\$48.43 Per Lead	—	—	—	\$2,276.32 Total spent

Michael Spitale (534409253244360)

Some detailed targeting options have been discontinued. Remove the unavailable options.

Campaign name contains cool

Ad sets for 1 Campaign

Off / On	Ad	1st significant hit
	CS Elite - Video - Curly Hair Model	1 day ago
	CS Elite - Image - Blue	8 days ago
	CS Elite - Image - Marks On Belly	2 days ago
	Spitale Laser - CS Elite - Video - Today Is The...	1 day ago
	Spitale Laser - CS Elite - Video - 6 Months A...	
	CS Elite - Image - Doctor & Patient	2 days ago
	Spitale Laser - CS Elite - Image - Laughing	
	Spitale Laser - CS Elite - Image - Purple Theme	
	Spitale Laser - CS Elite - Image - Blue Theme	
	CS Elite - Image - Blue	2 days ago


Results from 23 ads

**View preview**

Mobile Feed

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spitalelaserpasalon.com  
**\$600 OFF +4 CoolSculpting Treatments** [Learn more](#)

1 Like 1 share

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Per Lead	—	—	—	\$101.91
Per Lead	—	—	—	\$97.38
Per Lead	—	—	—	\$13.53
Per Lead	—	—	—	\$65.65
Per Lead	—	—	—	\$32.62
Per Lead	—	—	—	—
Per Lead	—	—	—	\$52.72
Per Lead	—	—	—	\$30.87
Per Lead	—	—	—	\$24.43
Per Lead	—	—	—	\$23.02
Per Lead	—	—	—	\$20.99
Per Lead	—	—	—	\$44.89
Per Lead	—	—	—	\$2,276.32

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	Spitale Laser - CS Elite - Video - 6 Months A...	
	CS Elite - Image - Doctor & Patient	2 days ago
	Spitale Laser - CS Elite - Image - Laughing	
	Spitale Laser - CS Elite - Image - Purple Theme	
	Spitale Laser - CS Elite - Image - Blue Theme	
	CS Elite - Image - Blue	2 days ago


Results from 23 ads

**View preview**

Mobile Feed

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9 Likes

Per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
Per Lead	—	—	—	\$101.91
Per Lead	—	—	—	\$97.38
Per Lead	—	—	—	\$13.53
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Per Lead	—	—	—	\$20.99
Per Lead	—	—	—	\$44.89
Per Lead	—	—	—	\$2,276.32

Michael Spitale (534409253244360)

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Ad sets for 1 Campaign

Off / On	Ad	1st significant hit
	CS Elite - Video - Curly Hair Model	1 day ago
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	CS Elite - Image - Doctor & Patient	2 days ago
	Spitale Laser - CS Elite - Image - Laughing	
	Spitale Laser - CS Elite - Image - Purple Theme	
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	CS Elite - Image - Blue	2 days ago


Results from 23 ads

**View preview**

Mobile Feed

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Full size preview

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Per Lead	—	—	—	\$30.87
Per Lead	—	—	—	\$24.43
Per Lead	—	—	—	\$23.02
Per Lead	—	—	—	\$20.99
Per Lead	—	—	—	\$44.89
Per Lead	—	—	—	\$2,276.32

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	Spitale Laser - CS Elite - Image - Laughing	
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Results from 23 ads


**View preview**

Mobile Feed

Spitale Laser Spa Salon

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CoolSculpting is the most p...

5 Likes 1 comment

Like Comment Share

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Per Lead	—	—	—	\$13.53
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Ad sets for 1 Campaign

Off / On	Ad	1st significant hit
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	Spitale Laser - CS Elite - Video - Today Is The...	1 day ago
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	CS Elite - Image - Doctor & Patient	2 days ago
	Spitale Laser - CS Elite - Image - Laughing	
	Spitale Laser - CS Elite - Image - Purple Theme	
	Spitale Laser - CS Elite - Image - Blue Theme	
	CS Elite - Image - Blue	2 days ago
	Spitale Laser - CS Elite - Image - Muffintops ...	
	Spitale Laser - CS Elite - Image - White Theme	
	Spitale Laser - CS Elite - Image - Summer Bo...	

Results from 23 ads

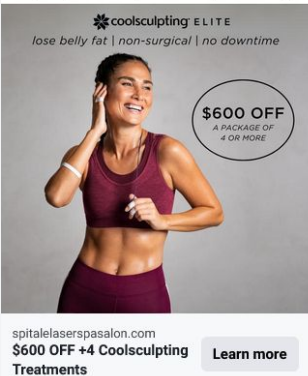
**View preview**

Mobile Feed

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1 Like

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Per Lead	—	—	—	\$65.65
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Per Lead	—	—	—	\$30.87
Per Lead	—	—	—	\$24.43
Per Lead	—	—	—	\$23.02
Per Lead	—	—	—	\$20.99
Per Lead	—	—	—	\$11.87
Per Lead	—	—	—	\$11.68
Per Lead	—	—	—	\$3.55
Per Lead	—	—	—	\$44.89
Per Lead	—	—	—	\$2,276.32



Ads Michael Spitale (534409253244360) Updated 7 minutes ago Review and publish

Some detailed targeting options have been discontinued. Remove the unavailable options.

Campaign name contains cool Search and filter

Campaigns Ad sets for 1 Campaign

Off/On Ad

Spitale Laser - CS Elite - Image - Purple Theme

Spitale Laser - CS Elite - Image - Blue Theme

CS Elite - Image - Blue

Spitale Laser - CS Elite - Image - Muffintops ...

Spitale Laser - CS Elite - Image - White Theme

Spitale Laser - CS Elite - Image - Summer Bo...

Spitale Laser - CS Elite - Image - Cool & Con...

CS Elite - Image - Smile

2021-06 - Video - David

2021-06 - Video - Alysson

2021-06 - CS - UGC - Standing

Results from 23 ads

Multiple attrib...

47 Website Leads

19,092 Accounts Center ac...

116,315 Total

\$48.43 Per Lead

\$2,276.32 Total spent

Columns Breakdown Reports Export

Quality ranking Ad relevance

Engagement rate ranking Ad relevance

Conversion rate ranking Ad relevance

Amount spent

\$24.43 Per Lead

\$23.02 Per Lead

\$20.99 Per Lead

\$11.67 Per Lead

\$11.68 Per Lead

\$3.55 Per Lead

\$2.63 Per Lead

Learn more See Affected Ad Sets

Save Clear Jan 1, 2024 - Mar 31, 2024

View preview

Mobile Feed

Spitale Laser Spa Salon Sponsored

CoolSculpting Elite freezes stubborn fat 2x faster. Non surgical. Non invasive. No downtime. Improved results.

CoolSculpting® Elite is FDA cleared to freeze and destroy unwanted fat cells in nine areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.

spitalelaserspasalon.com

\$600 OFF +4 Coolsculpting Treatments Learn more

Like Comment Share

Full size preview

Close

Ads Michael Spitale (534409253244360) Updated 7 minutes ago Review and publish

Some detailed targeting options have been discontinued. Remove the unavailable options.

Campaign name contains cool Search and filter

Campaigns Ad sets for 1 Campaign

Off/On Ad

Spitale Laser - CS Elite - Image - Purple Theme

Spitale Laser - CS Elite - Image - Blue Theme

CS Elite - Image - Blue

Spitale Laser - CS Elite - Image - Muffintops ...

Spitale Laser - CS Elite - Image - White Theme

Spitale Laser - CS Elite - Image - Summer Bo...

Spitale Laser - CS Elite - Image - Cool & Con...

CS Elite - Image - Smile

2021-06 - Video - David

2021-06 - Video - Alysson

2021-06 - CS - UGC - Standing

Results from 23 ads

Multiple attrib...

47 Website Leads

19,092 Accounts Center ac...

116,315 Total

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\$2,276.32 Total spent

Columns Breakdown Reports Export

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Like Comment Share

Full size preview

Close

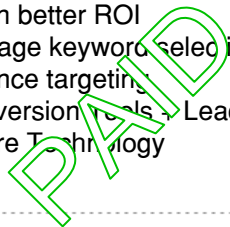
**Medstar Media, INC.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095  
+1 6467023480  
support@medstarmedia.com

# INVOICE

**BILL TO**  
Michael Spitale  
Spitale Laser Spa Salon

**INVOICE #** 2423  
**DATE** 01/01/2024  
**DUE DATE** 01/01/2024  
**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.

**Medstar Media, INC.**

10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095  
+1 6467023480  
support@medstarmedia.com

# INVOICE

**BILL TO**

Michael Spitale  
Spitale Laser Spa Salon

**INVOICE #** 3521  
**DATE** 02/01/2024  
**DUE DATE** 02/01/2024  
**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
	<b>Website Design + Development</b>	<ul style="list-style-type: none"><li>• Web Development: Setup payment plans page 1 hour 15 min</li></ul>	1	150.00	150.00

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** 1,650.00  
**BALANCE DUE** **\$0.00**

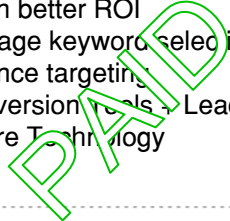
**Medstar Media, INC.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095  
+1 6467023480  
support@medstarmedia.com

# INVOICE

**BILL TO**  
Michael Spitale  
Spitale Laser Spa Salon

**INVOICE #** 3561  
**DATE** 03/01/2024  
**DUE DATE** 03/01/2024  
**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.