

# CoolSculpting Marketing Services Surface Medical Esthetics Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

**Total Google Ads: \$ 4,479.70**  
**Total Marketing Service Fees: \$ 6,000.00**  
**Total CoolSculpting Marketing Cost: \$10,479.70**

Google Ads | Medstar Media > Surface Medical - Della Chiaie 639-884-9266 | All campaigns > All campaigns (modified)

Accept Call and Messaging Ads Terms - You need to review and accept these terms in order to create and edit call-only ads and call assets. Dismiss Learn more Fix it

Workspace filter: Campaign status: All Ad group status: All Campaign name contains cool X Add filter

Overview Campaigns Custom Jan 1 - Mar 31, 2023 Show last 30 days

Campaign	Budget	Bid strategy type	Status	Clicks	CTR	Cost
MS   search   coolsculpting	\$51.57/day	Maximize conversions	All ads limited by policy	599	7.40%	\$4,479.70
Total: Campaigns in your current workspace				599	7.40%	\$4,479.70
Total: Account				1,931	8.37%	\$13,463.10

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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Accept Call and Messaging Ads Terms - You need to review and accept these terms in order to create and edit call-only ads and call assets. Dismiss Learn more Fix it

Enabled Status: All ads limited by policy Type: Search Budget: \$51.57/day Optimization score: 98.9% More details Campaign 1 of 1

Overview Ads Custom Jan 1 - Mar 31, 2023 Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword Della Chiaie Cosmetic Medicine)   CoolSculpting in Hampton, NH   Freeze Away Body Fat +12 more surfacemedicalaesthetics.com/coolsculpting/hampton CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Target, Freeze, & Eliminate Fat in Half L... View assets details	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	221	10.22%	\$2,003.92
Della Chiaie Cosmetic Medicine   CoolSculpting in Hampton, NH   Freeze Away Body Fat +12 more surfacemedicalaesthetics.com/coolsculpting/hampton CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Target, Freeze, & Eliminate Fat in Half L... View assets details	x. Expanded Reach	Eligible (Limited) Policy (Restricted drug terms +1 more)	153	4.70%	\$954.01
(Keyword Della Chiaie Cosmetic Medicine)   CoolSculpting in Hampton, NH   Freeze Away Body Fat +12 more surfacemedicalaesthetics.com/coolsculpting/hampton CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Target, Freeze, & Eliminate Fat in Half L... View assets details	3. lipo	Eligible (Limited) Policy (Restricted drug terms +1 more)	136	6.88%	\$711.67
(Keyword Della Chiaie Cosmetic Medicine)   CoolSculpting in Hampton, NH   Freeze Away Body Fat +12 more surfacemedicalaesthetics.com/coolsculpting/hampton CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Target, Freeze, & Eliminate Fat in Half L... View assets details	1. coolsculpting - price	Eligible (Limited) Policy (Restricted drug terms +1 more)	53	14.10%	\$482.94
(Keyword Della Chiaie Cosmetic Medicine)   CoolSculpting in Hampton, NH   Freeze Away Body Fat +12 more surfacemedicalaesthetics.com/coolsculpting/hampton CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Target, Freeze, & Eliminate Fat in Half L... View assets details	2. body sculpting	Eligible (Limited) Policy (Restricted drug terms +1 more)	36	11.46%	\$327.16
[Dynamically generated headline] [Dynamically generated display URL] Easy And Convenient. Long-Lasting, Minimal Downtime. Real Success Stories. FDA Cleared. Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today.	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
[Dynamically generated headline]					

Google Ads | Medstar Media > Surface Medical - Della Chiaie 639-884-9266 | All campaigns > All campaigns (modified) > MS | search | coolsculpting

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Enabled Status: All ads limited by policy Type: Search Budget: \$51.57/day Optimization score: 98.9% More details Campaign 1 of 1

Overview Ads Custom Jan 1 - Mar 31, 2023 Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
[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. Save Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Della Chiaie Cosmetic Medicine   CoolSculpting in (LOCATION(City))   Freeze Away Body Fat +12 more surfacemedicalaesthetics.com/coolsculpting/hampton CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Expert, Safe Fat Loss With Quick... View assets details	x. non-service medspa	Removed Policy (Restricted medical content +1 more), Ad group paused	0	-	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	0	0.00%	\$0.00
Total: Ads in your current workspace			599	7.40%	\$4,479.70
Total: Campaign			599	7.40%	\$4,479.70

Show rows: 100 1 - 18 of 18

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Accept Call and Messaging Ads Terms - You need to review and accept these terms in order to create and edit call-only ads and call assets. Dismiss Learn more Fix it

Enabled Status: All ads limited by policy Type: Search Budget: \$51.57/day Optimization score: 98.9% More details Campaign 1 of 1

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

Assets Combinations

Your ads are all set! They'll have a higher chance of performing well.

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  
coolsculpting near me, coolsculpting, freezing fat cells, + 94 more

View more details

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: All enabled Add filter

Ad may be limited by policy: Restricted drug terms, Restricted medical content

Asset	Status	Asset type	Position pinning	Impr.	Asset source
CoolSculpting Near Me	Approved (limited)	Headline	None	32	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	1	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	None	6	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	None	10	Advertiser

Accept Call and Messaging Ads Terms - You need to review and accept these terms in order to create and edit call-only ads and call assets. Dismiss Learn more Fix it

Enabled Status: All ads limited by policy Type: Search Budget: \$51.57/day Optimization score: 98.9% More details Campaign 1 of 1

Overview Recommendations Insights

Ad may be limited by policy: [Restricted drug terms](#), [Restricted medical content](#)

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	569	Advertiser
Top Provider in Hampton, NH	Approved (limited)	Headline	None	107	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	57	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	None	62	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	None	6	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	None	41	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	257	Advertiser
(Keyword:Delle Chiaie Cosmetic Medicine)	Approved (limited)	Headline	None	530	Advertiser
CoolSculpting® Elite Provider	Approved (limited)	Headline	None	6	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	None	621	Advertiser
CoolSculpting in Hampton, NH	Approved (limited)	Headline	None	1,644	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	2,086	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	22	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	46	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	1,477	Advertiser

Enabled Status: All ads limited by policy Type: Search Budget: \$51.57/day Optimization score: 98.9% More details Campaign 1 of 1

Overview Recommendations Insights

Ad may be limited by policy: [Restricted drug terms](#), [Restricted medical content](#)

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Affordable & Quick Treatments	Approved (limited)	Headline	None	62	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	None	6	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	None	41	Advertiser
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(Keyword:Delle Chiaie Cosmetic Medicine)	Approved (limited)	Headline	None	530	Advertiser
CoolSculpting® Elite Provider	Approved (limited)	Headline	None	6	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	None	621	Advertiser
CoolSculpting in Hampton, NH	Approved (limited)	Headline	None	1,644	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	2,086	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	Approved (limited)	Description	None	22	Advertiser
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	46	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	1,477	Advertiser

Show rows: 100 1 - 19 of 19

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Enabled Status: All ads limited by policy Type: Search Budget: \$51.57/day Optimization score: 98.9% More details Campaign 1 of 1

Overview Assets Custom Jan 1 - Mar 31, 2023 Show last 30 days

Table view: Associations

Upgraded

All Business name Business logo 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
Structured snippet						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS   search   coolsculpting	Campaign	Eligible	5	9.80%	\$50.66
Sitelink						
Full Range of Services Learn More About Our Complete Range of Top Services for Face and Body.	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	332	8.76%	\$2,875.38
CoolSculpting: Best Non-Surgical Fat Reduction Treatment. Learn More	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	331	8.75%	\$2,863.58
Membership Packages Discover the Most Economical Way to Maintain Your Beauty Routine	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	311	8.42%	\$2,679.15
About Us			Eligible (Limited)			

Enabled Status: All ads limited by policy Type: Search Budget: \$51.57/day Optimization score: 98.9% More details Campaign 1 of 1

Overview Assets Custom Jan 1 - Mar 31, 2023 Show last 30 days

Asset	Added to	Level	Status	Clicks	CTR	Cost
About Us						
About Us Learn More About Our Team, Location and Available Beauty Treatments.	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	164	6.35%	\$1,328.55
Book A Free Consultation						
Book A Free Consultation Quickly & Conveniently Book Your Free Consultation Online Now.	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	122	6.30%	\$1,091.61
Why Choose Us?						
Read About What Sets Us Apart from Other Medspas in Hampton, NH	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	125	5.66%	\$942.87
Callout						
FDA Cleared	MS   search   coolsculpting	Campaign	Eligible	76	10.00%	\$682.71
Freeze Your Fat	MS   search   coolsculpting	Campaign	Eligible	65	8.84%	\$594.93
Highlights: No Surgery	MS   search   coolsculpting	Campaign	Eligible	53	8.15%	\$542.98
Liposuction Alternative	MS   search   coolsculpting	Campaign	Eligible	50	8.03%	\$516.07
Nonsurgical Fat Reduction	MS   search   coolsculpting	Campaign	Eligible	56	8.96%	\$497.04
50% Off On 8+ Treatments	MS   search   coolsculpting	Campaign	Removed	0	-	\$0.00
Promotion						
Winter Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	199	7.78%	\$1,648.77
Spring Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	32	8.08%	\$321.13

Enabled Status: All ads limited by policy Type: Search Budget: \$51.57/day Optimization score: 98.9% More details Campaign 1 of 1

Overview Assets Custom Jan 1 - Mar 31, 2023 Show last 30 days

Asset	Added to	Level	Status	Clicks	CTR	Cost
Spring Sale - Up to 50% off 8+ Treatments						
Spring Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	32	8.08%	\$321.13
Summer Sale - Up to 50% off 8+ Treatments						
Summer Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Fall Sale - Up to 50% off 8+ Treatments						
Fall Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Call						
Turned off at campaign level	MS   search   coolsculpting	Campaign	-	-	-	-
Total: Business logo						
Total: Business logo				0	-	\$0.00
Total: Sitelinks						
Total: Sitelinks				343	8.80%	\$2,952.86
Total: Callouts						
Total: Callouts				157	8.82%	\$1,395.20
Total: Structured snippets						
Total: Structured snippets				5	9.80%	\$50.66
Total: Calls						
Total: Calls				0	-	\$0.00
Total: Promotions						
Total: Promotions				231	7.82%	\$1,969.90

Show rows: 100 1 - 18 of 18

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**Medstar Media, Inc.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States

6466949450

**BILL TO**  
**Delle Chiaie Cosmetic Medicine**  
Tara Delle Chiaie

tara@thedccm.com

**Invoice Number:** WV 2023\_022

**Invoice Date:** January 1, 2023

**Payment Due:** January 1, 2023

**Amount Due (USD): \$0.00**

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</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 Tools + Lead Nurture Technology</li></ul>	1	\$2,000.00	\$2,000.00
<b>Content creation</b> Semaglutide Unique Content	1	\$500.00	\$500.00
<b>Website Design + Development</b> Semaglutide Web Dev	1	\$200.00	\$200.00

**Total:** \$2,700.00

Payment on January 26, 2023 using  ending in 1009: \$2,700.00

**Amount Due (USD): \$0.00**

**Medstar Media, Inc.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States

6466949450

**BILL TO**  
**Delle Chiaie Cosmetic Medicine**  
Tara Delle Chiaie

tara@thedccm.com

**Invoice Number:** WV 2023\_051

**Invoice Date:** February 1, 2023

**Payment Due:** February 1, 2023

**Amount Due (USD): \$0.00**

Items	Quantity	Price	Amount
<b>Digital Marketing Monthly Management Service</b> <ul style="list-style-type: none"><li>• Monthly management of Google Adwords and active Facebook and Instagram campaigns.</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 Tools + Lead Nurture Technology</li></ul>	1	\$2,000.00	\$2,000.00
<b>Website Design + Development</b> Publications Page creation	2	\$200.00	\$400.00

**Total:** \$2,400.00

Payment on February 6, 2023 using  ending in 1009: \$2,400.00

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**Amount Due (USD): \$0.00**

**Medstar Media, Inc.**  
 10808 S. River Front Parkway Suite 3020  
 South Jordan, Utah 84095  
 United States

6466949450

**BILL TO**  
**Delle Chiaie Cosmetic Medicine**  
 Tara Delle Chiaie

tara@thedccm.com

**Invoice Number:** WV 2023\_081

**Invoice Date:** March 1, 2023

**Payment Due:** March 1, 2023

**Amount Due (USD): \$0.00**

Items	Quantity	Price	Amount
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**Digital Marketing Monthly Management Service**  
 • Monthly management of Google Adwords and active Facebook and Instagram campaigns.  
 • Optimize campaigns for conversions monthly  
 • Monitor budget and adjust bids to gain better ROI  
 • Manage keyword selection and audience targeting  
 • Conversion Tools + Lead Nurture Technology

1

\$2,000.00

\$2,000.00

**Content Creation + Search Engine Optimization (SEO)**  
 www.dccmacademy.com

1

\$1,500.00

\$1,500.00

CONTENT CREATION: Up to 1500 words of unique SEO optimized content added to the website in form of blog articles or page updates.

ON-SITE SEO: Monthly website optimization and management, including improvements to design or development following industry best practices for technical SEO. May include adding more content (i.e., text, images, multimedia) to service pages.

DATA MONITORING AND REPORTING:  
 · Set-up and management of Google Search Console  
 · Data monitoring from various SEO tools to ensure optimal performance

Base Fee \$1750 a month. A \$250 discount will be applied as long as you continue to use our monthly ad management service

**Medstar Media, Inc.**  
10808 S. River Front Parkway Suite 3020  
South Jordan, Utah 84095  
United States

6466949450

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	<b>Total:</b>	\$3,500.00
Payment on March 2, 2023 using 	ending in 1009:	\$3,500.00

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<b>Amount Due (USD):</b>	<b>\$0.00</b>
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### Notes / Terms

#### 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.