

CoolSculpting Marketing Services

The ZO Skin Centre Dallas Co-Op

Q3+Q4 2022 Total Marketing Expenses

(07/01/2022 - 12/31/2022)

Total Google Ads: \$ 4,320.41
Total Marketing Service Fees: \$ 7,162.07
Total CoolSculpting Marketing Cost: \$11,482.48

Google Ads | Chris Zelig | The ZO Skin Centre Dallas | 195-708-7098 | All campaigns

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Campaigns | Jul 1 - Dec 26, 2022 | Show last 30 days

Campaign	Budget	Status	Clicks	CTR	Cost
search coolsculpting	\$69.87/day	Paused All ads limited by policy	846	3.11%	\$4,320.41
Coolsculpting Savings 20275 128559 P/BMM	Avg \$7.50/day In Budget Coolsculpting Savings - 20275 - \$15.00/day used by 2 campaigns	Paused Most ads disapproved	1	2.00%	\$1.19
Total: Filtered campaigns			847	3.11%	\$4,321.60
Total: Account			1,534	4.30%	\$7,653.20

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Central Time. Learn more

Google Ads | Chris Zelig | The ZO Skin Centre Dallas | 195-708-7098 | search | coolsculpting

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Ads | Jul 1 - Dec 26, 2022 | Show last 30 days

Ad	Ad group	Status	Clicks	CTR	Cost
Zo Skin Centre Fat Reduction in Dallas, Tx Non-Surgical Fat Reduction +11 more go.dalasskincentre.com/coolsculpting/dallas Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven... View assets details	x. expanded reach	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	518	2.85%	\$2,512.97
Zo Skin Centre Fat Reduction in Dallas, Tx Non-Surgical Fat Reduction +11 more go.dalasskincentre.com/coolsculpting/dallas Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven... View assets details	3. liposuction	Not eligible Policy (Restricted medical content +1 more), Campaign paused	253	4.18%	\$1,257.14
(Keyword Zo Skin Centre) CoolSculpting in (LOCATION)(City)) Freeze Away Body Fat +10 more go.dalasskincentre.com/coolsculpting/dallas Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	69	2.81%	\$516.85
(Keyword Zo Skin Centre) CoolSculpting in (LOCATION)(City)) Freeze Away Body Fat +10 more go.dalasskincentre.com/coolsculpting/dallas Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	4	0.93%	\$24.62
(Keyword Zo Skin Centre) CoolSculpting in (LOCATION)(City)) Freeze Away Body Fat +10 more go.dalasskincentre.com/coolsculpting/dallas Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Dallas, TX. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	2	2.44%	\$8.83
Zo Skin Centre CoolSculpting in (LOCATION)(City)) Freeze Away Body Fat +10 more go.dalasskincentre.com/coolsculpting/dallas Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	x. non-service medspa	Not eligible Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
Total: Ads in your current workspace			846	3.11%	\$4,320.41
Total: Campaign			846	3.11%	\$4,320.41

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Ad	Ad group	Status	Clicks	CTR	Cost
(Keyword Zo Skin Centre) CoolSculpting in (LOCATION)(City)) Freeze Away Body Fat +10 more go.dalasskincentre.com/coolsculpting/dallas Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	69	2.81%	\$516.85
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(Keyword Zo Skin Centre) CoolSculpting in (LOCATION)(City)) Freeze Away Body Fat +10 more go.dalasskincentre.com/coolsculpting/dallas Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Dallas, TX. Expert, Safe Fat Loss With Quick Results. Minimal... View assets details	1. coolsculpting - price	Not eligible Policy (Restricted medical content +1 more), Campaign paused	2	2.44%	\$8.83
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Total: Ads in your current workspace			846	3.11%	\$4,320.41
Total: Campaign			846	3.11%	\$4,320.41

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None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Responsive search ad | Jul 1 - Dec 26, 2022 | Show last 30 days

Ad strength: Good

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

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	Performance	Impr.
Freezing Fat Really Works	Approved (limited)	Headline	None	Learning	1,086
Non-Surgical Lipo Alternative	Approved (limited)	Headline	None	Learning	42
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	Learning	128
Located in Dallas, TX	Approved (limited)	Headline	None	Good	2,815
Zo Skin Centre	Approved (limited)	Headline	None	Learning	393
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	290
50% Off 8+ Treatments	Approved (limited)	Headline	None	Good	2,840
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Good	4,629

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Central Time. Learn more

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. Hide Learn more

Overview: Paused, Type: Search, Budget: \$69.87/day, More details

Responsive search ad ⊗ [Leave feedback](#) Custom Jul 1 - Dec 26, 2022 Show last 30 days

Assets Combinations

Try including more keywords in your headlines Ad strength Good

- ✓ Add more headlines
- ✓ Include popular keywords in your headlines
- ✓ Make your headlines more unique
- ✓ Make your descriptions more unique

Asset status: All enabled Add filter Download Expand

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

Asset	Status	Asset type	Position pinning	Performance	Impr.
Fat Reduction in Dallas, Tx	Approved (limited)	Headline	None	Good	4,936
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved (limited)	Description	None	Learning	292
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Good	17,558
Freeze Your Way to Leaner Body	Approved (limited)	Headline	None	Learning	116
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	Good	4,738
Schedule a Free Consultation	Approved (limited)	Headline	None	Good	1,506
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	Learning	311
Target Belly Fat, Love Handles	Approved (limited)	Headline	None	Learning	323
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Good	16,066
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	12,480

Overview: Paused, Type: Search, Budget: \$69.87/day, More details

Responsive search ad ⊗ [Leave feedback](#) Custom Jul 1 - Dec 26, 2022 Show last 30 days

Assets Combinations

Try including more keywords in your headlines Ad strength Good

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Asset	Status	Asset type	Position pinning	Performance	Impr.
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	Good	4,738
Schedule a Free Consultation	Approved (limited)	Headline	None	Good	1,506
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	Learning	311
Target Belly Fat, Love Handles	Approved (limited)	Headline	None	Learning	323
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Good	16,066
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	12,480

Show rows: 500 1 - 18 of 18

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Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
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Overview: Paused, Type: Search, Budget: \$69.87/day, More details

Assets Custom Jul 1 - Dec 26, 2022 Show last 30 days

Table view: Associations

Asset type filters: All, Sitelink, Callout, Structured snippet, Call, Lead form, Price, App, Promotion

Asset status: All Asset type: All Add filter Segment Columns Reports Download Expand More

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Structured snippet									
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search coolsculpting	Campaign	Eligible	Advertiser	1	114	0.88%	\$5.49	\$5.49
Sitelink									
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	1	31	3.23%	\$3.75	\$3.75
Callout									
FDA Cleared	search coolsculpting	Campaign	Eligible	Advertiser	49	1,958	2.50%	\$5.92	\$289.84
Freeze Your Fat	search coolsculpting	Campaign	Eligible	Advertiser	38	1,870	2.03%	\$6.63	\$251.83
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	Advertiser	36	1,665	2.16%	\$6.31	\$227.10
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	Advertiser	37	1,614	2.29%	\$6.00	\$221.97
Liposuction Alternative	search coolsculpting	Campaign	Eligible	Advertiser	33	1,679	1.97%	\$5.66	\$186.65

Overview: Paused, Type: Search, Budget: \$69.87/day, More details

Assets Custom Jul 1 - Dec 26, 2022 Show last 30 days

Asset status: All Asset type: All Add filter Segment Columns Reports Download Expand More

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Liposuction Alternative	search coolsculpting	Campaign	Eligible	Advertiser	33	1,679	1.97%	\$5.66	\$186.65
Promotion									
Fall Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	376	11,071	3.40%	\$5.56	\$2,091.17
Winter Sale - Up to 50% off 8+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	38	1,050	3.62%	\$3.99	\$151.79
Call									
(214) 393-8567	Account	Account	Eligible	Advertiser	31	1,598	1.94%	\$8.96	\$277.84
Total: Sitelinks									
					1	31	3.23%	\$3.75	\$3.75
Total: Callouts									
					97	4,009	2.42%	\$5.69	\$551.86
Total: Structured snippets									
					1	114	0.88%	\$5.49	\$5.49
Total: Calls									
					31	1,598	1.94%	\$8.96	\$277.84
Total: Promotions									
					414	12,121	3.42%	\$5.42	\$2,242.96

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

6466949450

BILL TO
The ZO Skin Centre Dallas
 Mia Gray

mia@dallasskincentre.com

Invoice Number: WV 2022_237

Invoice Date: August 24, 2022

Payment Due: August 24, 2022

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Website Design + Development • Complete micro-website design and development using the WordPress platform. • Install lead capture forms, integrate with autoresponder and set up client & customer notifications • Optimize website for optimal desktop, tablet, mobile and cross-browser usability • Design custom graphics • Includes up to three treatment pages ex: Coolsculpting This is an estimate. If we finish in less time you will be credited. If we need more time we will provide you an additional estimate to finish.	12.5	\$200.00	\$2,500.00
Digital Marketing Set Up Service Set Up Google Ads pay-per-click campaigns for aesthetic-related searches • Perform keyword research, create ad groups and ad copy • Set up Facebook/Instagram ad campaigns • Set up conversion tracking • Set up lead communication tools	1	\$1,500.00	\$1,500.00
Digital Marketing Monthly Management Service • Monthly management of Google Ads 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 • Consult Exit pop technology to increase leads.	1	\$2,497.00	\$2,497.00



INVOICE

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

6466949450

Total:	\$6,497.00
Payment on August 26, 2022 using a bank payment:	\$6,497.00

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

Notes / Terms

DIGITAL MARKETING AGREEMENT

At all times the media, websites, and graphics we create custom for you, are your property. There is a four-month minimum for Digital Marketing Management Services. The agreement will auto-renew monthly. Subsequent monthly recurring charges may be canceled at any time with 45 days' notice prior to the start of your final billing period. Your advertising costs, web hosting, and any other associated costs are your responsibility, and you determine the limit of your monthly advertising budget you wish us to manage. Medstar Media, Inc. is not obligated to provide any subsequent services if monthly recurring charges are not received. All marketing purchasing accounts will be in your name. If additional costs are necessary for any service needed for you, we will obtain your approval first. You agree to keep an active payment method to pay for our monthly services and your media campaigns on auto-pay.

This agreement shall be interpreted under the laws of the State of Utah, and exclusive jurisdiction shall be the courts in Salt Lake County, Utah. You further agree that in any event, Medstar Media, Inc.'s limits of any liability to you shall not exceed the amounts paid by you to Medstar Media, Inc. Time is of the essence, and if any provision of this agreement is found unenforceable, the remaining provisions shall bind the parties.

The return on your marketing investment will vary based upon your location, pricing, and business goodwill, which can also be affected by market forces beyond anyone's control. Earnings and web rankings of other clients may not be the same as yours in your market. We, therefore, cannot, and do not, promise any specific rate of return on your advertising spend.

You further agree to the terms, conditions and descriptions listed above.



INVOICE

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

6466949450

BILL TO
The ZO Skin Centre Dallas
Mia Gray

mia@dallasskincentre.com

Invoice Number: WV 2022_329

Invoice Date: November 1, 2022

Payment Due: November 1, 2022

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
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	\$2,497.00	\$2,497.00
Digital Marketing Monthly Mgmt Service Proration Ads began Oct 5th - prepaid through Nov 4th - 4 days credit.	4	(\$82.23333)	(\$328.93)

Total: \$2,168.07

Payment on December 12, 2022 using  ending in 8278: \$2,168.07

Amount Due (USD): \$0.00



INVOICE

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

6466949450

BILL TO
The ZO Skin Centre Dallas
Mia Gray

mia@dallasskincentre.com

Invoice Number: WV 2022_359

Invoice Date: December 1, 2022

Payment Due: December 1, 2022

Amount Due (USD): \$0.00

Items	Quantity	Price	Amount
Digital Marketing Monthly Management Service <ul style="list-style-type: none">• 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	\$2,497.00	\$2,497.00

Total: \$2,497.00

Payment on December 6, 2022 using  ending in 8278: \$2,497.00

Amount Due (USD): \$0.00