

# **Admire Aesthetics Monthly Facebook Performance Summary**

**07/01/2021 - 07/31/2021**

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Admire Aesthetics

**\$224.77**  
\$23.09 **873.45%**

Impressions  
Admire Aesthetics

**8,924**  
2,397 **272.30%**

Reach  
Admire Aesthetics

**3,575**  
1,496 **138.97%**

Clicks (Link)  
Admire Aesthetics

**116**  
25 **364.00%**

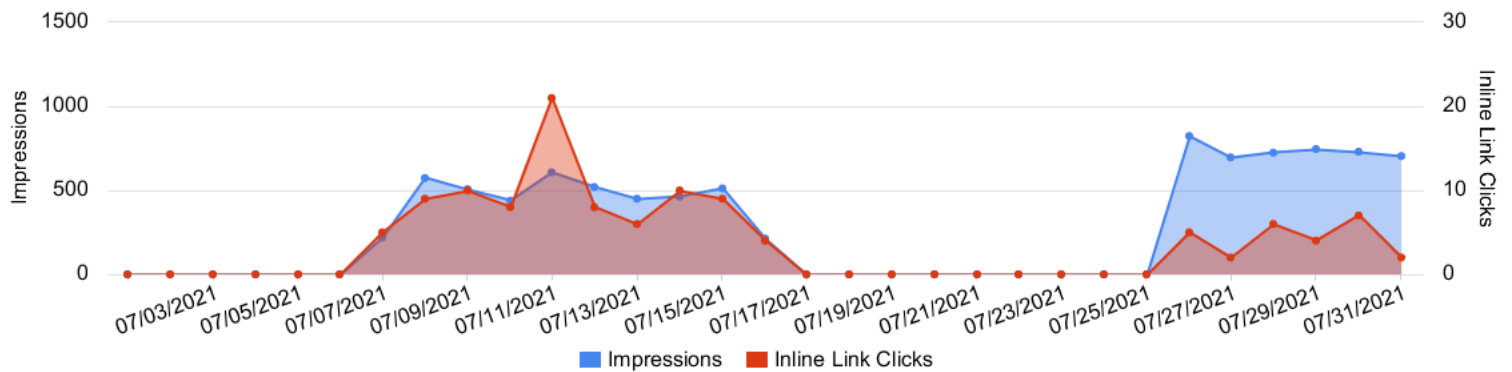
Leads  
Admire Aesthetics

**2**  
0 **100.00%**

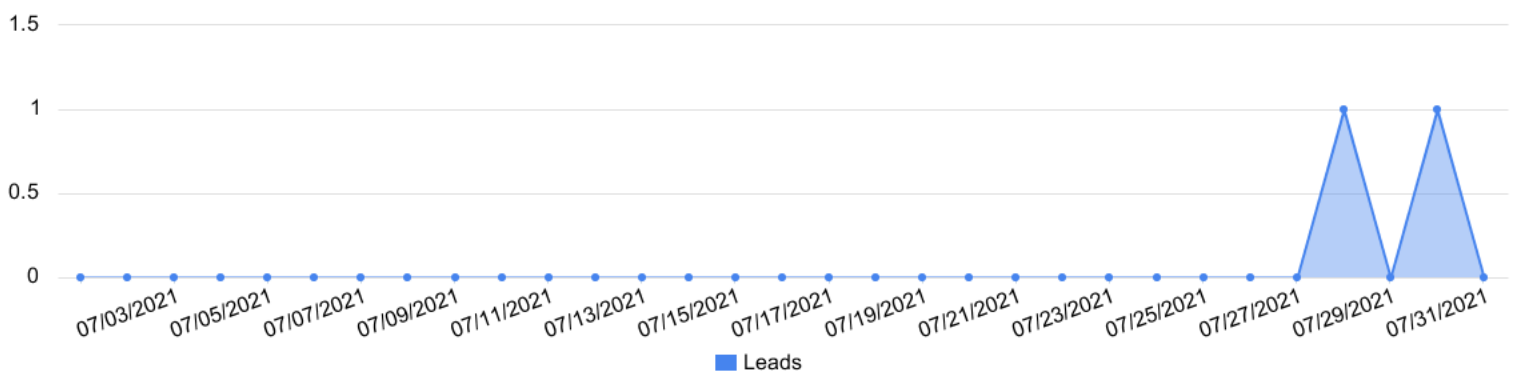
Cost / Lead  
Admire Aesthetics

**\$112.39**  
\$0.00 **100.00%**

Impressions vs Inline Link Clicks  
Admire Aesthetics




Conversions by day  
Admire Aesthetics




# Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

 Overall Performance Summary  
Admire Aesthetics

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$224.77	\$23.09	873.45%
Impressions	8,924	2,397	272.30%
Reach	3,575	1,496	138.97%
Clicks	116	25	364.00%
CTR	1.30%	1.04%	24.63%
Frequency	2.5	1.6	55.79%
Leads	2	0	100.00%
Cost / Lead	\$112.39	\$0.00	100.00%

 Engagement Summary  
Admire Aesthetics

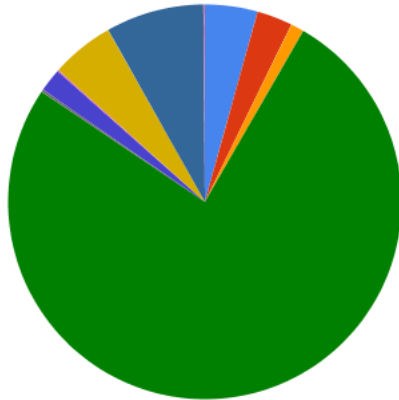
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	27	-100.00%
Post Comments	1	0	100.00%
Post Reactions	18	11	63.64%
Post Shares	2	1	100.00%

# Placement Performance Summary

07/01/2021 - 07/31/2021

## Reach Summary (by Placement)

Admire Aesthetics



- Audience Network - An Classic - Reach: 172 (4.32%)
- Audience Network - Rewarded Video - Reach: 117 (2.94%)
- Facebook - Facebook Stories - Reach: 43 (1.08%)
- Facebook - Feed - Reach: 3,028 (76.08%)
- Facebook - Instant Article - Reach: 8 (0.20%)
- Facebook - Instream Video - Reach: 76 (1.91%)
- Facebook - Search - Reach: 4 (0.10%)
- Facebook - Video Feeds - Reach: 207 (5.20%)
- Instagram - Feed - Reach: 321 (8.07%)
- Instagram - Instagram Explore - Reach: 4 (0.10%)

## Placement Performance (by Leads)

Admire Aesthetics

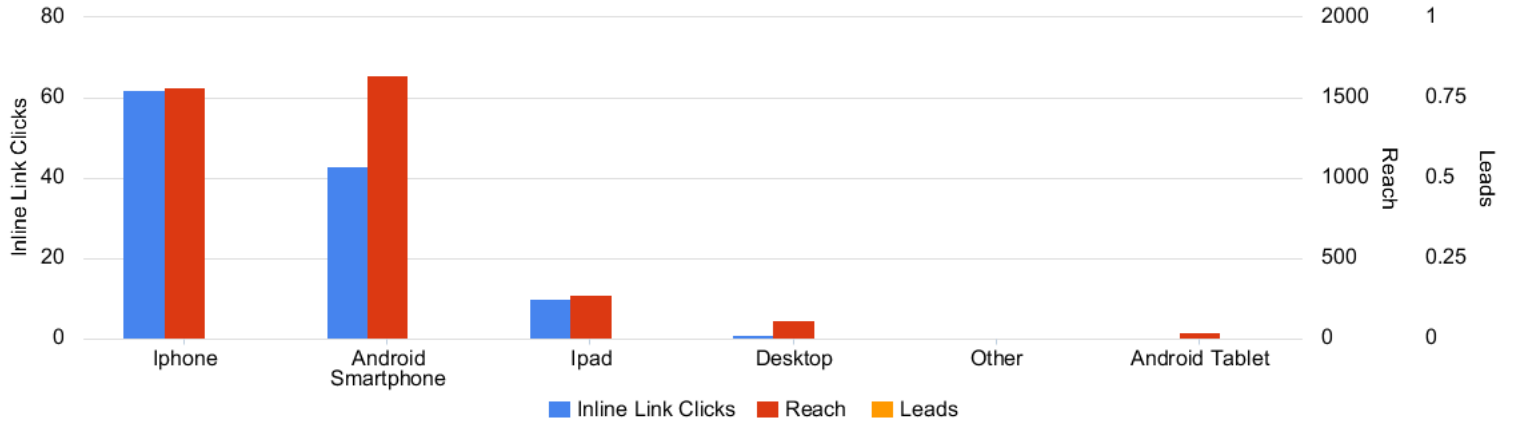
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Admire Aesthetics	\$224.77	116	8,924	3,575	2.5	2.66%	2	\$112.39
> Audience Network - An Classic	\$15.69	3	348	172	2.02	0.86%	0	\$0.00
> Audience Network - Rewarded Video	\$17.81	8	324	117	2.77	2.47%	0	\$0.00
> Facebook - Facebook Stories	\$3.89	0	48	43	1.12	0.00%	0	\$0.00
> Facebook - Feed	\$150.61	97	7,249	3,028	2.39	2.95%	0	\$0.00
> Facebook - Instant Article	\$0.39	0	17	8	2.12	0.00%	0	\$0.00
> Facebook - Instream Video	\$3.08	3	105	76	1.38	2.86%	0	\$0.00
> Facebook - Search	\$0.04	0	5	4	1.25	0.00%	0	\$0.00
> Facebook - Video Feeds	\$8.64	4	286	207	1.38	2.10%	0	\$0.00
> Instagram - Feed	\$20.26	1	435	321	1.36	0.46%	0	\$0.00
> Instagram - Instagram Explore	\$0.06	0	4	4	1	0.00%	0	\$0.00
> Instagram - Instagram Stories	\$3.88	0	90	65	1.38	1.11%	0	\$0.00
> Messenger - Messenger Stories	\$0.41	0	13	11	1.18	0.00%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00

# Device Performance Summary

07/01/2021 - 07/31/2021

## Device Performance Chart

Admire Aesthetics



## Device Platform Performance

Admire Aesthetics

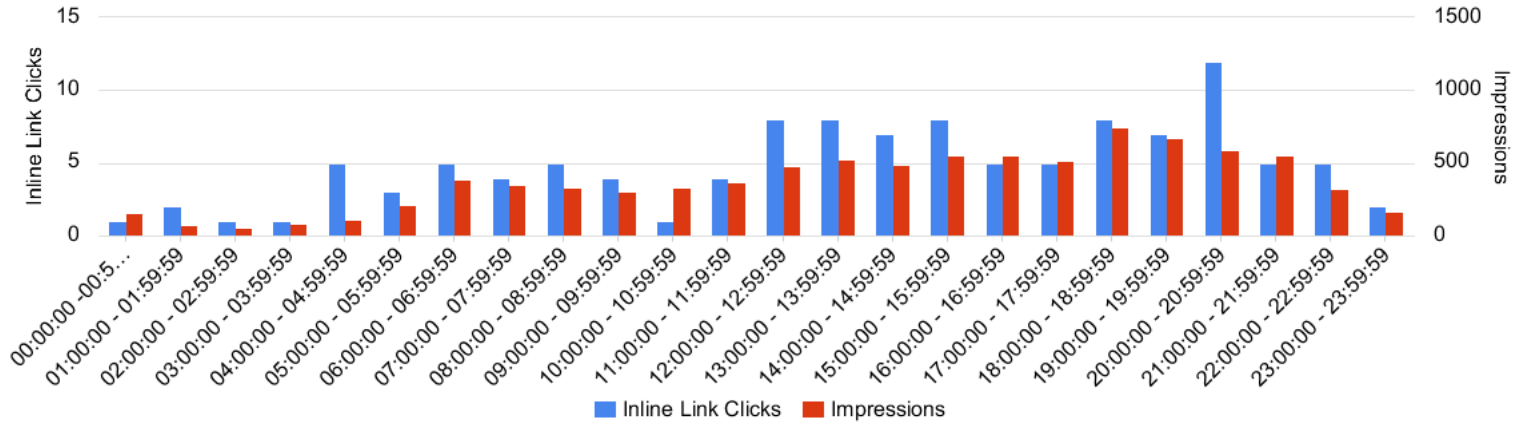
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Admire Aesthetics	\$224.77	8,924	116	2.66%	3,575	2.5	2
> Mobile App	\$216.26	8,640	115	2.72%	3,452	2.5	0
> Desktop	\$5.86	203	1	0.99%	117	1.74	0
> Unknown	\$0.00	0	0	--	0	0	0
> Mobile Web	\$2.65	81	0	0.00%	42	1.93	0

# Schedule Performance

07/01/2021 - 07/31/2021

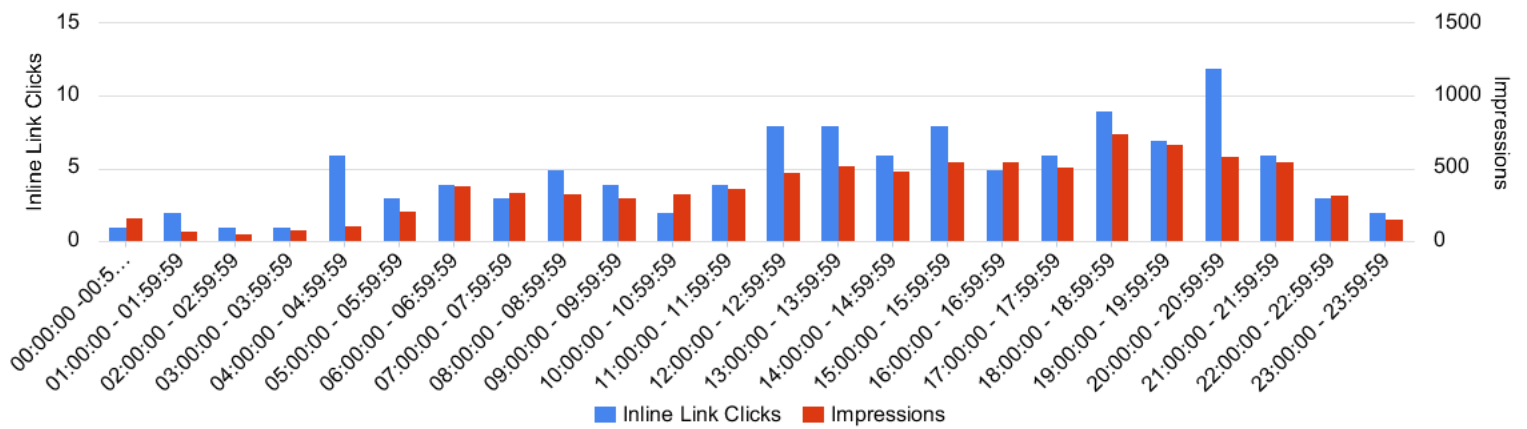
## Time of Day (Viewer)

Admire Aesthetics




## Time of Day (Ad Account)

Admire Aesthetics



# Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown  
Admire Aesthetics

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
CoolSculpting - Grants Pass - Conversions	\$174.77	4,423	26	2	\$87.39
Event: Grand Opening Grants Pass	\$50.00	4,501	90	0	\$0.00
<b>Total</b>	<b>\$224.77</b>	<b>8,924</b>	<b>116</b>	<b>2</b>	<b>\$112.39</b>

# Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021



 Top Performing Ad Sets  
Admire Aesthetics

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests- Grant Pass- Women 25-64 - Top 50%	CoolSculpting - Grants Pass - Conversions	\$174.77	4,423	26	2	\$87.39
Event: Grand Opening Grants Pass	Event: Grand Opening Grants Pass	\$50.00	4,501	90	0	\$0.00
	<b>Total</b>	<b>\$224.77</b>	<b>8,924</b>	<b>116</b>	<b>2</b>	<b>\$112.39</b>

# Ad Performance Summary

07/01/2021 - 07/31/2021

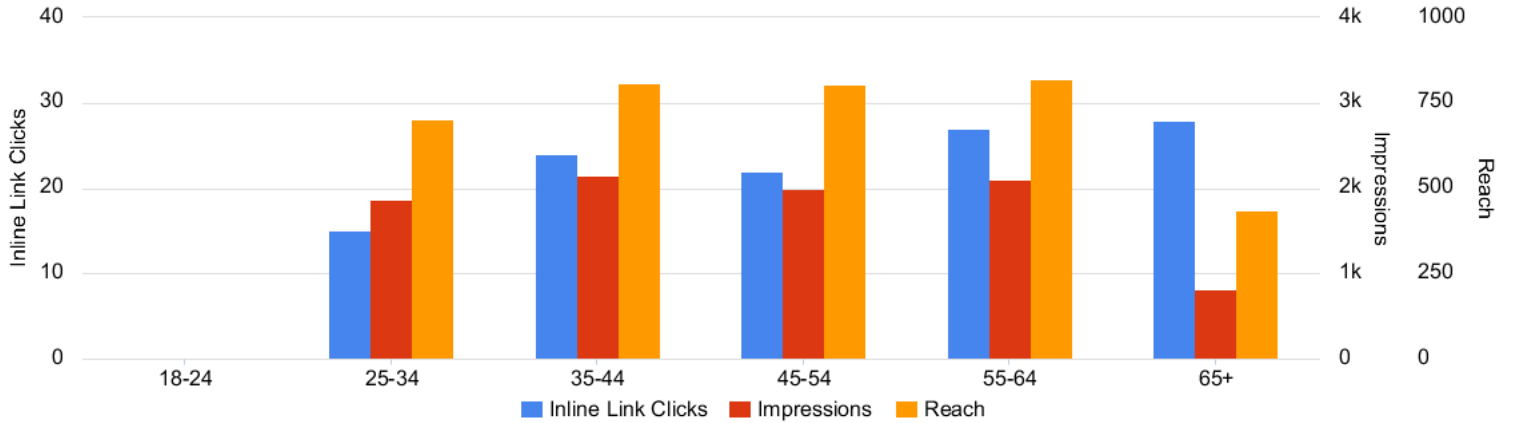
 Top Performing Ads (by Leads)  
Admire Aesthetics

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-07 Video-Admire Elite		CoolSculpting - Grants Pass - Conversions	\$174.77	26	4,423	1,757	2.52	0.97%	2	\$87.39
Event: Grand Opening Grants Pass		Event: Grand Opening Grants Pass	\$50.00	90	4,501	1,854	2.43	4.31%	0	\$0.00
<b>Total</b>			<b>\$224.77</b>	<b>116</b>	<b>8,924</b>	<b>3,575</b>	<b>2.5</b>	<b>2.66%</b>	<b>2</b>	<b>\$112.39</b>

# Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart  
Admire Aesthetics



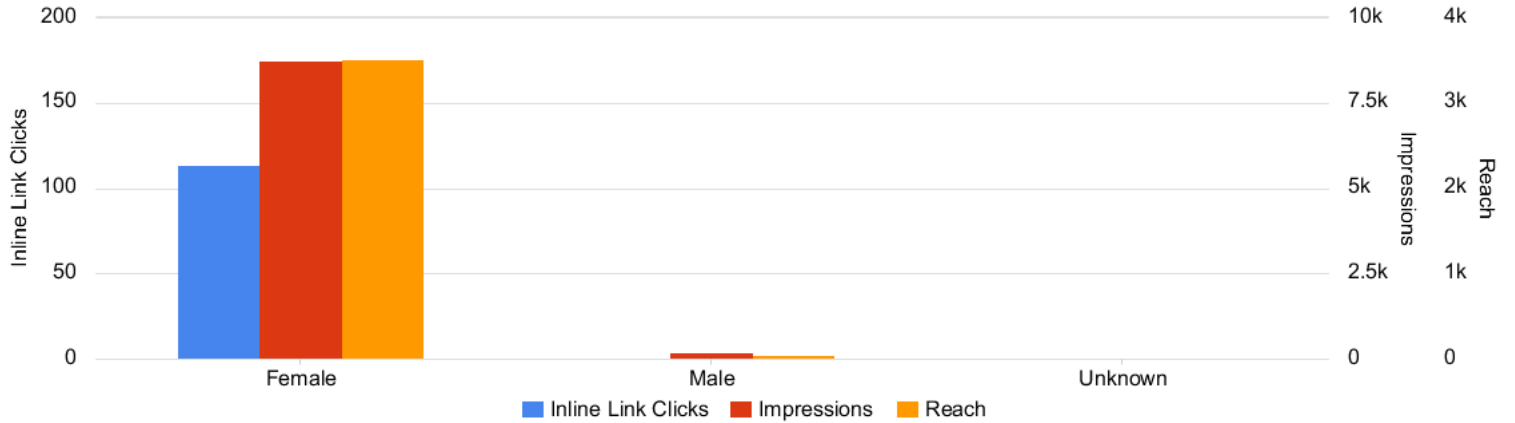
Age Performance Summary  
Admire Aesthetics

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Admire Aesthetics	\$224.77	8,924	3,575	116	2.66%	2.5	2
> 18-24	\$0.22	10	5	0	10.00%	2	0
> 25-34	\$43.10	1,859	703	15	1.94%	2.64	0
> 35-44	\$42.85	2,151	809	24	2.00%	2.66	0
> 45-54	\$58.93	1,987	802	22	2.32%	2.48	0
> 55-64	\$65.90	2,098	820	27	2.76%	2.56	0
> 65+	\$13.77	819	435	28	6.47%	1.88	0
> Unknown	\$0.00	0	0	0	--	0	0

# Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart  
Admire Aesthetics



Gender Performance Summary  
Admire Aesthetics

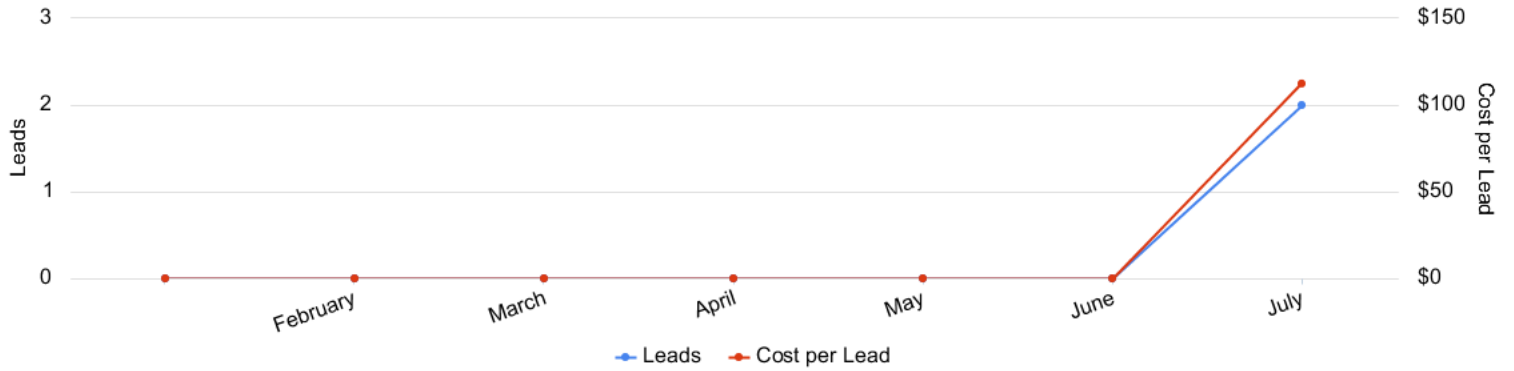
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Admire Aesthetics	\$224.77	8,924	3,575	116	2.66%	2.5	2
> Female	\$223.27	8,731	3,519	114	2.65%	2.48	0
> Male	\$1.30	178	49	1	2.81%	3.63	0
> Unknown	\$0.20	15	7	1	6.67%	2.14	0

# Year-to-Date Performance

01/01/2021 - 07/31/2021

## Year-to-Date Trend

Admire Aesthetics



## Historical table (by month)

Admire Aesthetics

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Admire Aesthetics	\$260.96	162	12,712	5,575	2.28	3.74%	2	\$130.48
> 2021-02-01 - 2021-02-28	\$13.10	21	1,391	555	2.51	7.40%	0	\$0.00
> 2021-06-01 - 2021-06-30	\$23.09	25	2,397	1,496	1.6	5.67%	0	\$0.00
> 2021-07-01 - 2021-07-31	\$224.77	116	8,924	3,575	2.5	2.66%	2	\$112.39