

Summary

06/01/2021 - 06/30/2021

Impressions
Always Beautiful Medspa

39,443
39,013 1.10%

Reach
Always Beautiful Medspa

20,609
21,655 -4.83%

Inline Link Clicks
Always Beautiful Medspa

639
662 -3.47%

Amount Spent
Always Beautiful Medspa

\$1,470.51
\$1,023.80 43.63%

CPC (Link)
Always Beautiful Medspa

\$2.30
\$1.55 48.39%

Leads
Always Beautiful Medspa

37
57 -35.09%

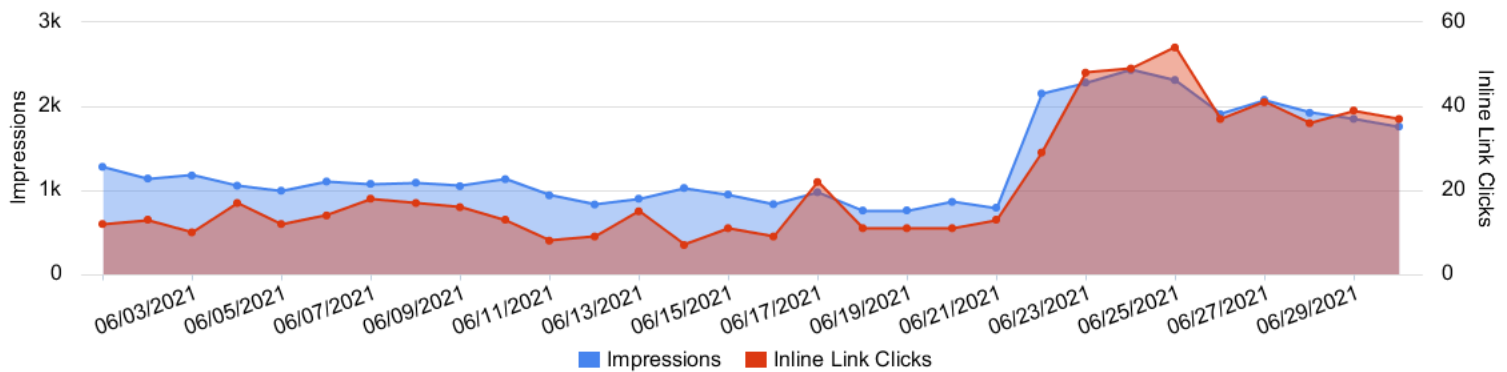
CPA
Always Beautiful Medspa

\$39.74
\$17.96 121.27%

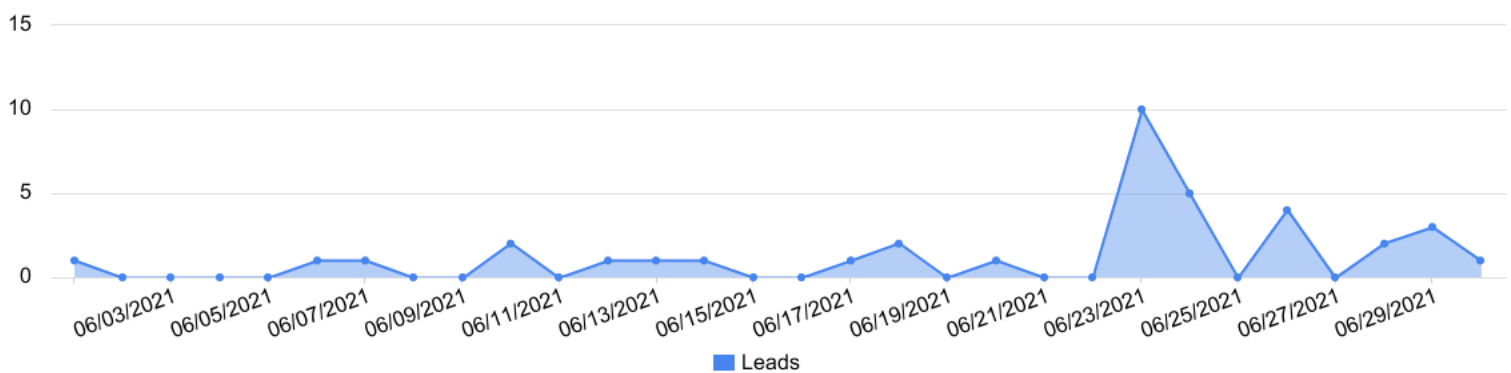
Outbound Clicks
Always Beautiful Medspa

639
660 -3.18%

Impressions vs Inline Link Clicks
Always Beautiful Medspa



Conversions by day
Always Beautiful Medspa



Account performance

06/01/2021 - 06/30/2021

Overall performance

Always Beautiful Medspa

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$1,470.51	\$1,023.80	43.63%
Inline Link Clicks	639	662	-3.47%
Impressions	39,443	39,013	1.10%
Reach	20,609	21,655	-4.83%
Frequency	1.91	1.8	6.23%
CTR (All)	3.71%	3.89%	-4.54%
Leads	37	57	-35.09%
cost_per_action_type:lead	\$39.74	\$17.96	121.27%

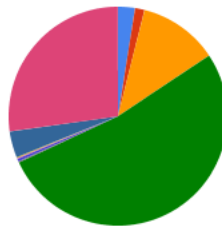
Engagement performance

Always Beautiful Medspa

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	8	12	-33.33%
Post Reactions	109	71	53.52%
Post Shares	15	13	15.38%

Reach by placement

Always Beautiful Medspa



- Audience Network - An Classic - Reach: 536 (2.52%)
- Audience Network - Rewarded Video - Reach: 296 (1.39%)
- Facebook - Facebook Stories - Reach: 2,501 (11.75%)
- Facebook - Feed - Reach: 11,153 (52.41%)
- Facebook - Instant Article - Reach: 34 (0.16%)
- Facebook - Instream Video - Reach: 84 (0.39%)
- Facebook - Right Hand Column - Reach: 28 (0.13%)
- Facebook - Search - Reach: 31 (0.15%)
- Facebook - Video Feeds - Reach: 824 (3.87%)
- Instagram - Feed - Reach: 5,794 (27.23%)

Placement performance

Always Beautiful Medspa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Always Beautiful Medspa	\$1,470.51	639	39,443	20,609	1.91	3.71%	37	\$39.74
> Facebook - Feed	\$866.16	428	19,700	11,153	1.77	5.94%	0	\$0.00
> Instagram - Feed	\$223.47	69	7,971	5,794	1.38	1.28%	0	\$0.00
> Facebook - Facebook Stories	\$150.21	50	4,196	2,501	1.68	1.50%	0	\$0.00

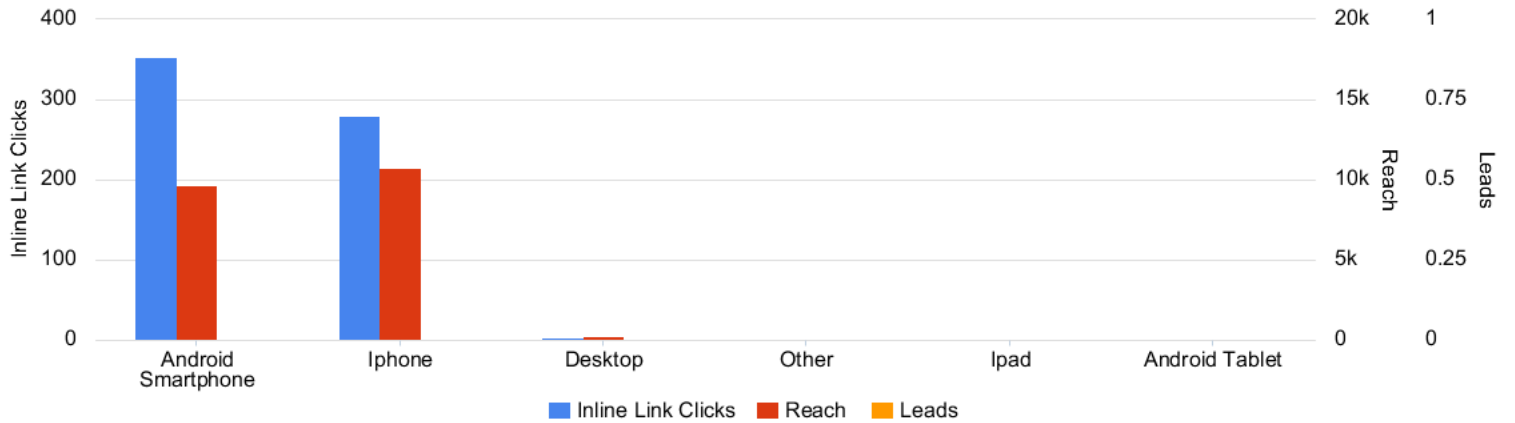
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Instagram - Instagram Stories	\$107.73	39	4,348	3,241	1.34	1.33%	0	\$0.00
> Audience Network - An Classic	\$53.23	18	1,040	536	1.94	1.73%	0	\$0.00
> Audience Network - Rewarded Video	\$32.93	14	536	296	1.81	2.43%	0	\$0.00
> Facebook - Video Feeds	\$24.92	10	978	824	1.19	2.76%	0	\$0.00
> Instagram - Instagram Explore	\$4.90	7	442	320	1.38	2.26%	0	\$0.00
> Facebook - Instream Video	\$4.04	3	99	84	1.18	3.03%	0	\$0.00
> Facebook - Search	\$1.20	1	31	31	1	3.23%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$0.77	0	19	19	1	0.00%	0	\$0.00
> Facebook - Right Hand Column	\$0.23	0	49	28	1.75	0.00%	0	\$0.00
> Facebook - Instant Article	\$0.72	0	34	34	1	0.00%	0	\$0.00

Device performance

Always Beautiful Medspa

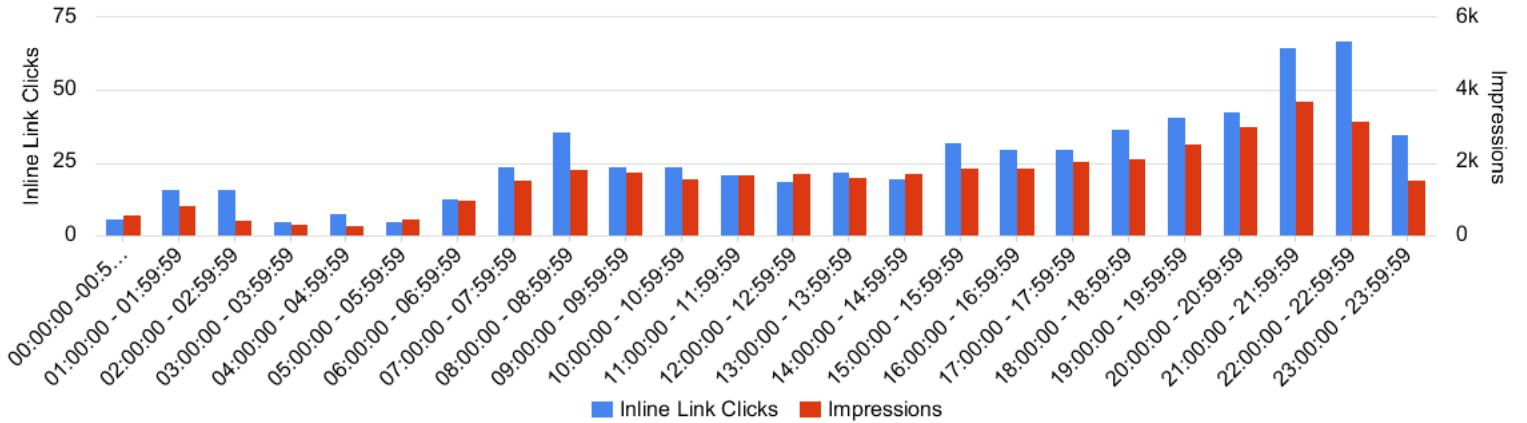


Schedule performance

06/01/2021 - 06/30/2021

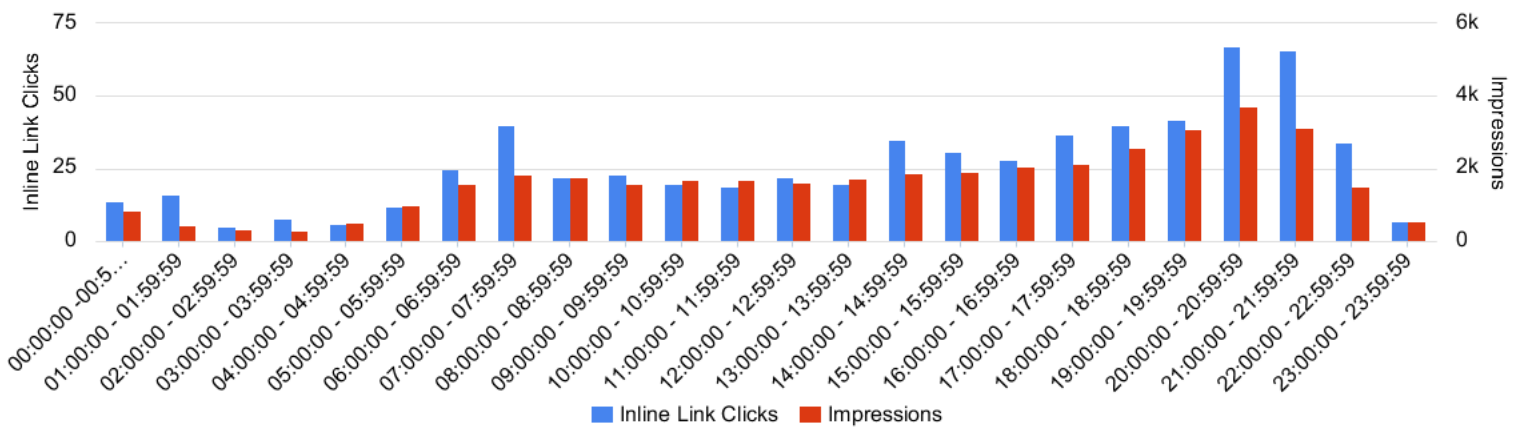
Time of Day (Viewer)

Always Beautiful Medspa



Time of Day (Ad Account)

Always Beautiful Medspa



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance
Always Beautiful Medspa

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$984.14	370	27,976	16,550	1.69	2.76%	18	\$54.67
Botox - Conversions	Active	\$486.37	269	11,467	6,850	1.67	6.05%	19	\$25.60
Total		\$1,470.51	639	39,443	20,609	1.91	3.71%	37	\$39.74

Top ads performance
Always Beautiful Medspa

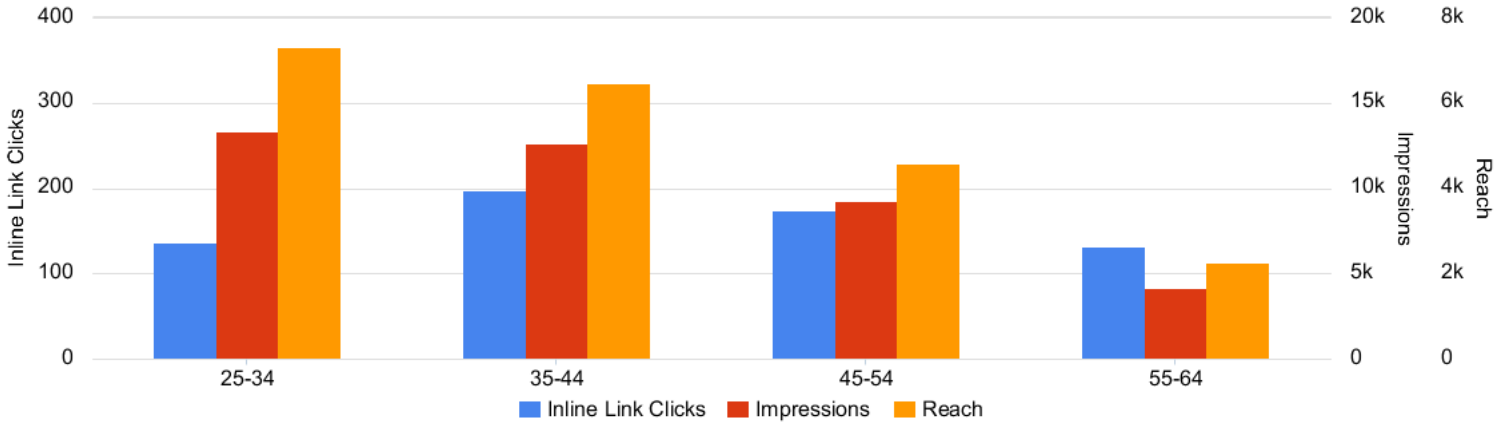
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021 - 04 - CS - UGC - Standing		Coolsculpting - Conversions	\$739.77	284	20,819	13,594	1.53	2.99%	16	\$46.24
2021-06 Botox Video		Botox - Conversions	\$361.83	204	8,210	5,532	1.48	6.53%	12	\$30.15
2021 - 04 - CS - UGC - Sitting		Coolsculpting - Conversions	\$244.37	86	7,157	5,529	1.29	2.08%	2	\$122.19
2021-06 - Dynamic - Botox		Botox - Conversions	\$124.54	65	3,257	2,497	1.3	4.85%	7	\$17.79
Total			\$1,470.51	639	39,443	20,609	1.91	3.71%	37	\$39.74

Audience performance

06/01/2021 - 06/30/2021

Age performance

Always Beautiful Medspa



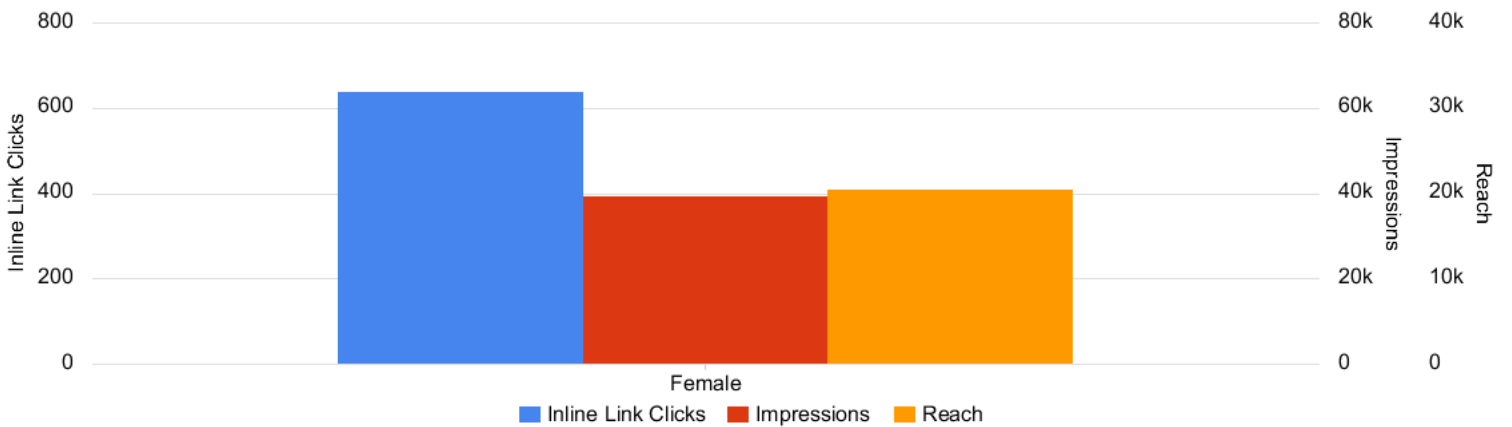
Age performance

Always Beautiful Medspa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Always Beautiful Medspa	\$1,470.51	639	39,443	20,609	1.91	3.71%	37	\$39.74
> 35-44	\$440.02	197	12,646	6,463	1.96	3.83%	0	\$0.00
> 45-54	\$429.57	174	9,255	4,590	2.02	4.56%	0	\$0.00
> 25-34	\$361.27	137	13,352	7,311	1.83	2.40%	0	\$0.00
> 55-64	\$239.66	131	4,190	2,245	1.87	5.70%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance

Always Beautiful Medspa



Gender performance

Always Beautiful Medspa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Always Beautiful Medspa	\$1,470.51	639	39,443	20,609	1.91	3.71%	37	\$39.74
> Female	\$1,470.51	639	39,443	20,609	1.91	3.71%	0	\$0.00


Audience performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Year to date

01/01/2021 - 06/30/2021

 Performance by period
Always Beautiful Medspa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Always Beautiful Medspa	\$7,502.44	2,155	281,802	67,368	4.18	2.13%	216	\$34.73
> 2021-06-01 - 2021-06-30	\$1,470.51	639	39,443	20,609	1.91	3.71%	37	\$39.74
> 2021-05-01 - 2021-05-31	\$1,023.80	662	39,013	21,655	1.8	3.89%	57	\$17.96
> 2021-04-01 - 2021-04-30	\$398.36	298	15,201	10,089	1.51	4.99%	23	\$17.32
> 2021-03-01 - 2021-03-31	\$1,720.14	203	57,939	16,071	3.61	1.49%	34	\$50.59
> 2021-02-01 - 2021-02-28	\$1,369.92	156	64,029	16,339	3.92	0.98%	30	\$45.66
> 2021-01-01 - 2021-01-31	\$1,519.71	197	66,177	18,100	3.66	1.15%	35	\$43.42