

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Always Beautiful Medspa

\$2,572.14

\$1,470.75 74.89%

Impressions
Always Beautiful Medspa

66,780

39,450 69.28%

Reach
Always Beautiful Medspa

31,504

20,609 52.87%

Clicks (Link)
Always Beautiful Medspa

1,024

639 60.25%

Leads
Always Beautiful Medspa

73

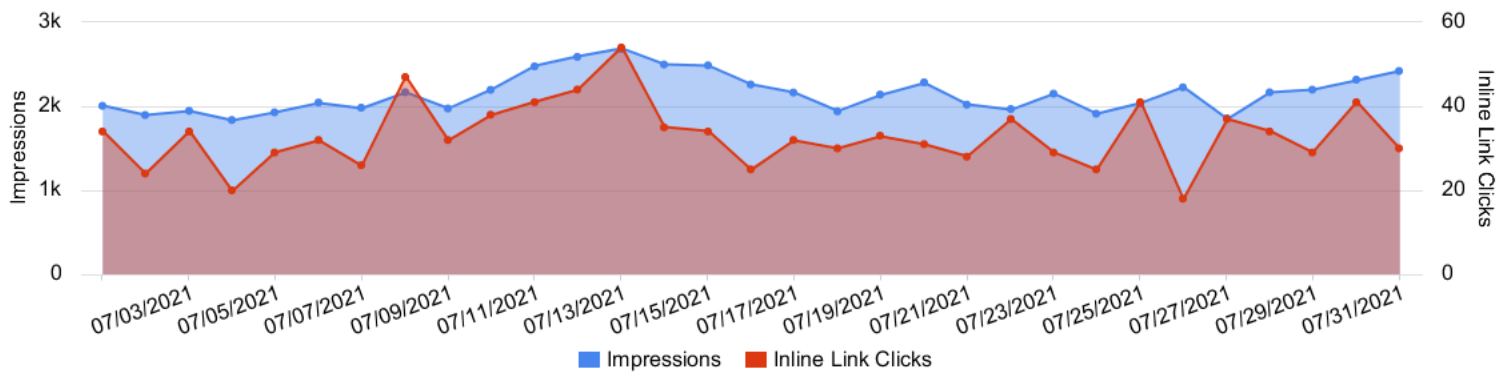
43 69.77%

Cost / Lead
Always Beautiful Medspa

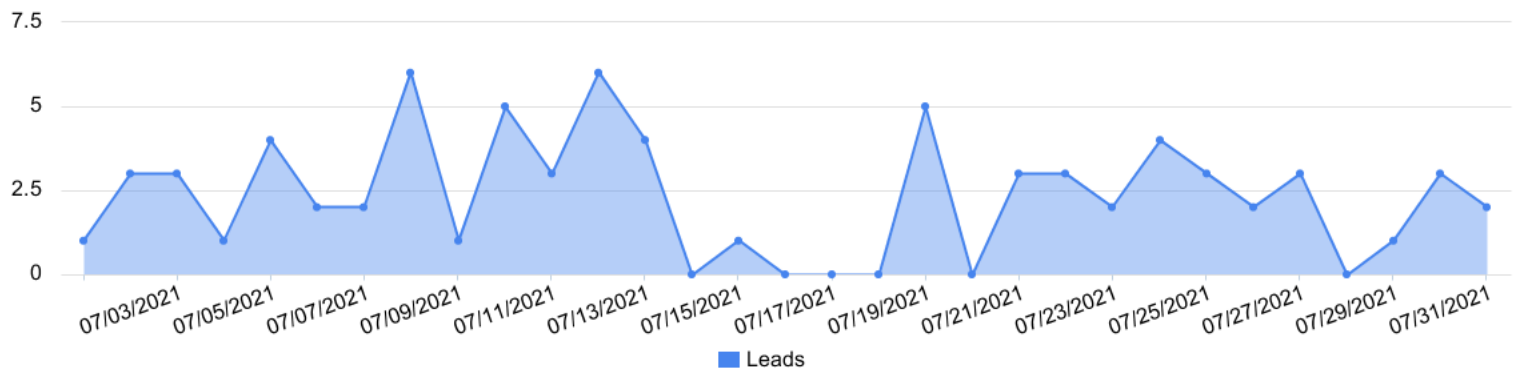
\$35.23

\$34.20 3.01%

Impressions vs Inline Link Clicks
Always Beautiful Medspa




Conversions by day
Always Beautiful Medspa




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Always Beautiful Medspa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,572.14	\$1,470.75	74.89%
Impressions	66,780	39,450	69.28%
Reach	31,504	20,609	52.87%
Clicks	1,024	639	60.25%
CTR	1.53%	1.62%	-5.33%
Frequency	2.12	1.91	10.74%
Leads	73	43	69.77%
Cost / Lead	\$35.23	\$34.20	3.01%

 Engagement Summary
Always Beautiful Medspa

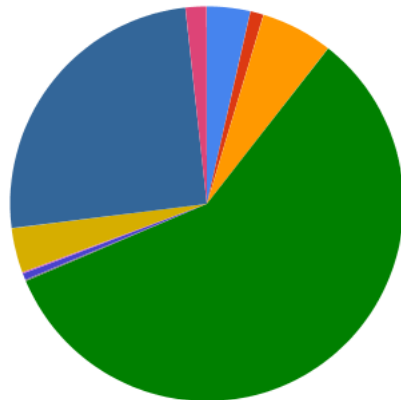
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	19	8	137.50%
Post Reactions	166	109	52.29%
Post Shares	25	15	66.67%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Always Beautiful Medspa



- Audience Network - An Classic - Reach: 1,272 (3.56%)
- Audience Network - Rewarded Video - Reach: 392 (1.10%)
- Facebook - Facebook Stories - Reach: 2,112 (5.91%)
- Facebook - Feed - Reach: 20,728 (58.04%)
- Facebook - Instant Article - Reach: 40 (0.11%)
- Facebook - Instream Video - Reach: 192 (0.54%)
- Facebook - Search - Reach: 40 (0.11%)
- Facebook - Video Feeds - Reach: 1,304 (3.65%)
- Instagram - Feed - Reach: 9,008 (25.22%)
- Instagram - Instagram Explore - Reach: 624 (1.75%)

Placement Performance (by Leads)

Always Beautiful Medspa

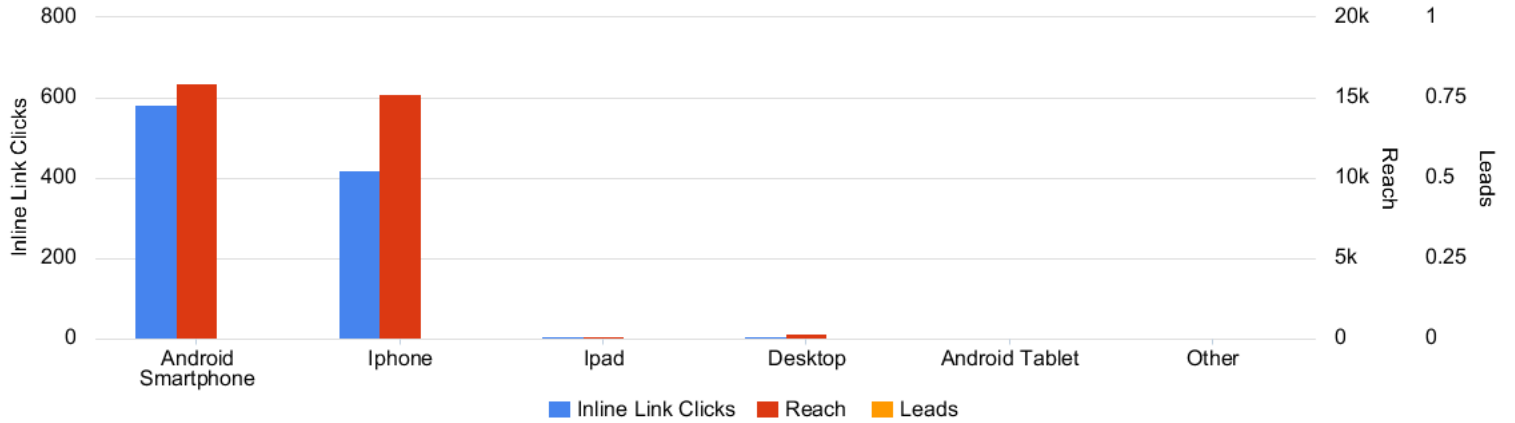
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Always Beautiful Medspa	\$2,572.14	1,024	66,780	31,504	2.12	4.05%	73	\$35.23
> Audience Network - An Classic	\$123.08	42	2,899	1,272	2.28	1.45%	0	\$0.00
> Audience Network - Rewarded Video	\$49.86	12	862	392	2.2	1.39%	0	\$0.00
> Facebook - Facebook Stories	\$120.82	38	3,225	2,112	1.53	1.43%	0	\$0.00
> Facebook - Feed	\$1,723.68	779	40,154	20,728	1.94	5.86%	0	\$0.00
> Facebook - Instant Article	\$3.27	1	73	40	1.82	1.37%	0	\$0.00
> Facebook - Instream Video	\$10.67	4	255	192	1.33	1.57%	0	\$0.00
> Facebook - Search	\$2.78	3	63	40	1.57	6.35%	0	\$0.00
> Facebook - Video Feeds	\$57.89	36	1,977	1,304	1.52	3.44%	0	\$0.00
> Instagram - Feed	\$379.44	90	13,569	9,008	1.51	1.05%	0	\$0.00
> Instagram - Instagram Explore	\$9.99	1	810	624	1.3	0.25%	0	\$0.00
> Instagram - Instagram Stories	\$88.11	16	2,839	2,032	1.4	0.95%	0	\$0.00
> Messenger - Messenger Stories	\$2.55	2	54	24	2.25	3.70%	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

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Device Platform Performance

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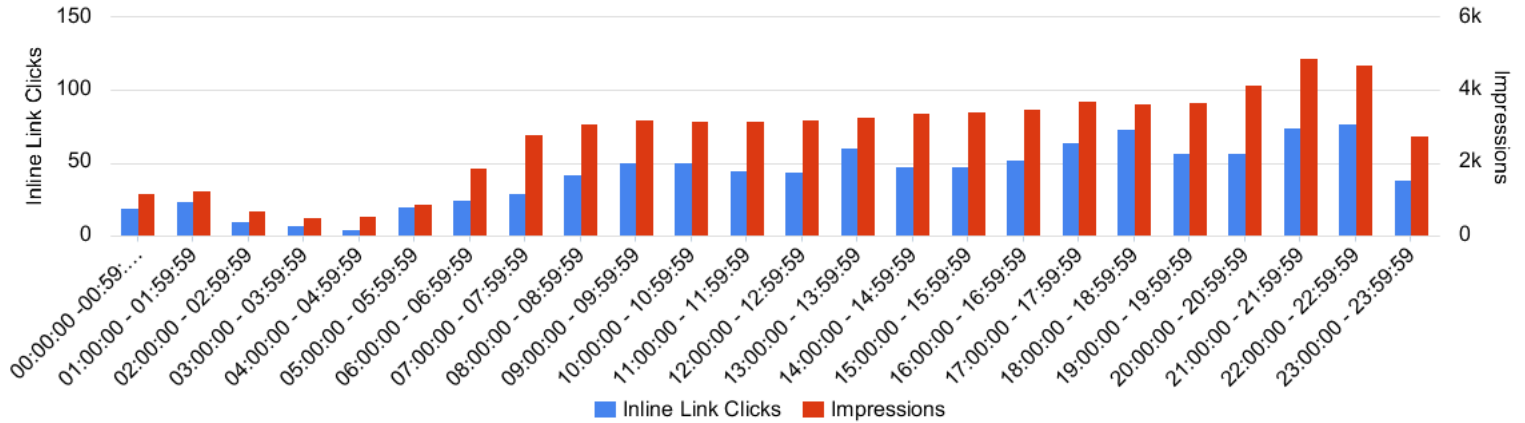
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Always Beautiful Medspa	\$2,572.14	66,780	1,024	4.05%	31,504	2.12	73
> Mobile App	\$2,490.70	65,450	1,014	4.08%	30,896	2.12	0
> Desktop	\$39.27	575	8	1.91%	304	1.89	0
> Mobile Web	\$42.17	755	2	2.91%	472	1.6	0
> Unknown	\$0.00	0	0	--	0	0	0

Schedule Performance

07/01/2021 - 07/31/2021

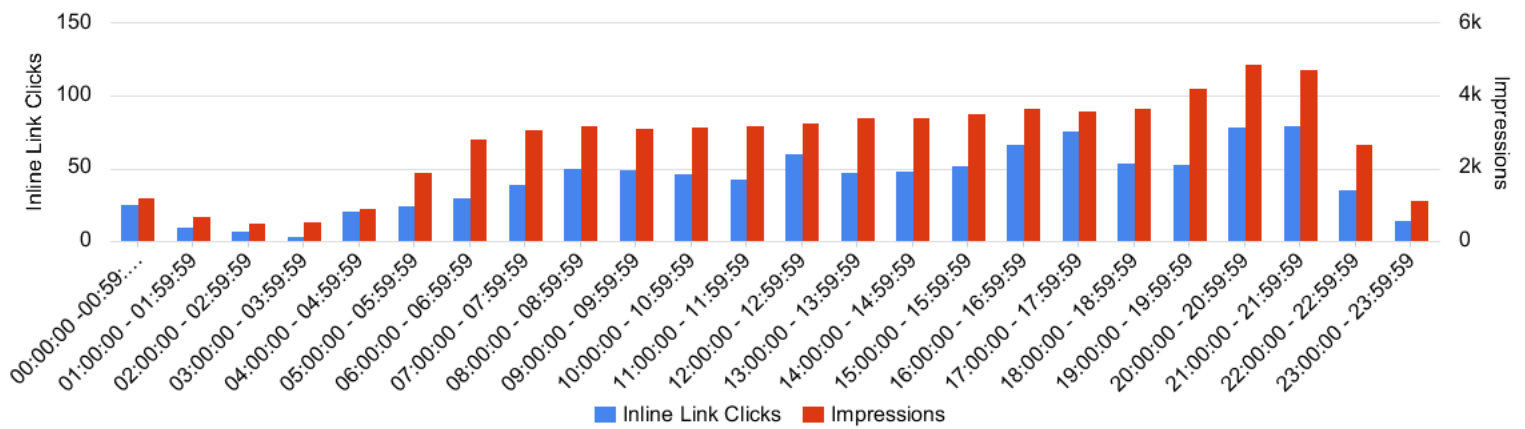
Time of Day (Viewer)

Always Beautiful Medspa




Time of Day (Ad Account)

Always Beautiful Medspa



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Always Beautiful Medspa

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Botox - Conversions	\$1,549.93	34,977	612	44	\$35.23
Coolsculpting - Conversions	\$1,022.21	31,803	412	29	\$35.25
Total	\$2,572.14	66,780	1,024	73	\$35.23

Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021



 Top Performing Ad Sets
Always Beautiful Medspa

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Women 25-60 -13mi Radius - Top 50	Botox - Conversions	\$1,549.93	34,977	612	44	\$35.23
Interests - Women - 25-64 - 13mi Radius - Top 50	Coolsculpting - Conversions	\$1,022.21	31,803	412	29	\$35.25
	Total	\$2,572.14	66,780	1,024	73	\$35.23

Ad Performance Summary

07/01/2021 - 07/31/2021

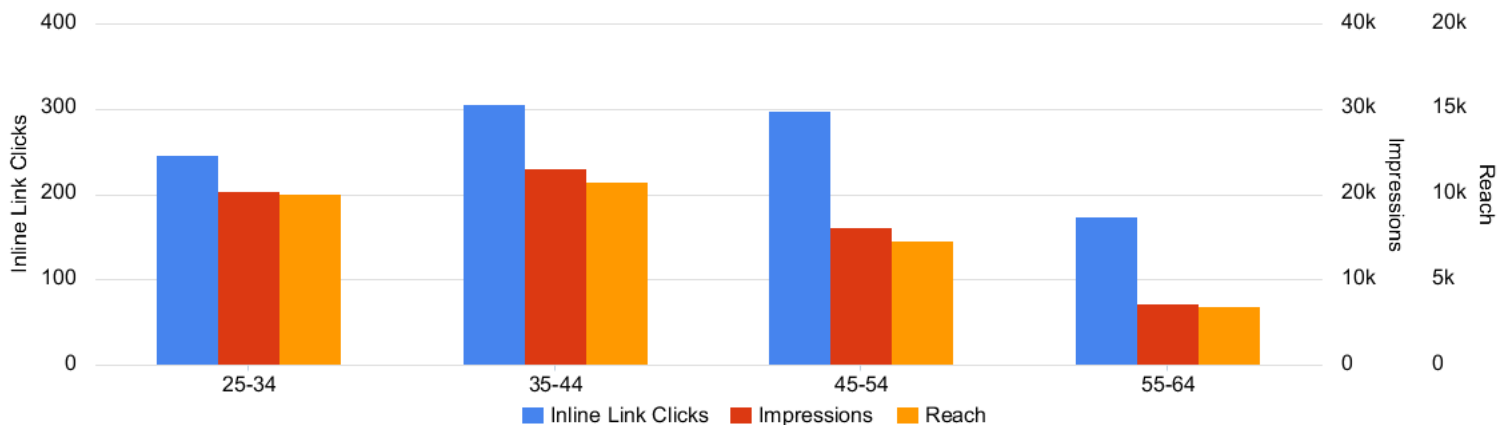
 Top Performing Ads (by Leads)
Always Beautiful Medspa

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-06 Botox Video		Botox - Conversions	\$1,549.93	612	34,977	18,428	1.9	5.14%	44	\$35.23
2021 - 04 - CS - UGC - Standing		Coolsculpting - Conversions	\$831.23	339	25,952	15,625	1.66	2.90%	23	\$36.14
2021 - 04 - CS - UGC - Sitting		Coolsculpting - Conversions	\$190.98	73	5,851	4,392	1.33	2.61%	6	\$31.83
Total			\$2,572.14	1,024	66,780	31,504	2.12	4.05%	73	\$35.23

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
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Age Performance Summary
Always Beautiful Medspa

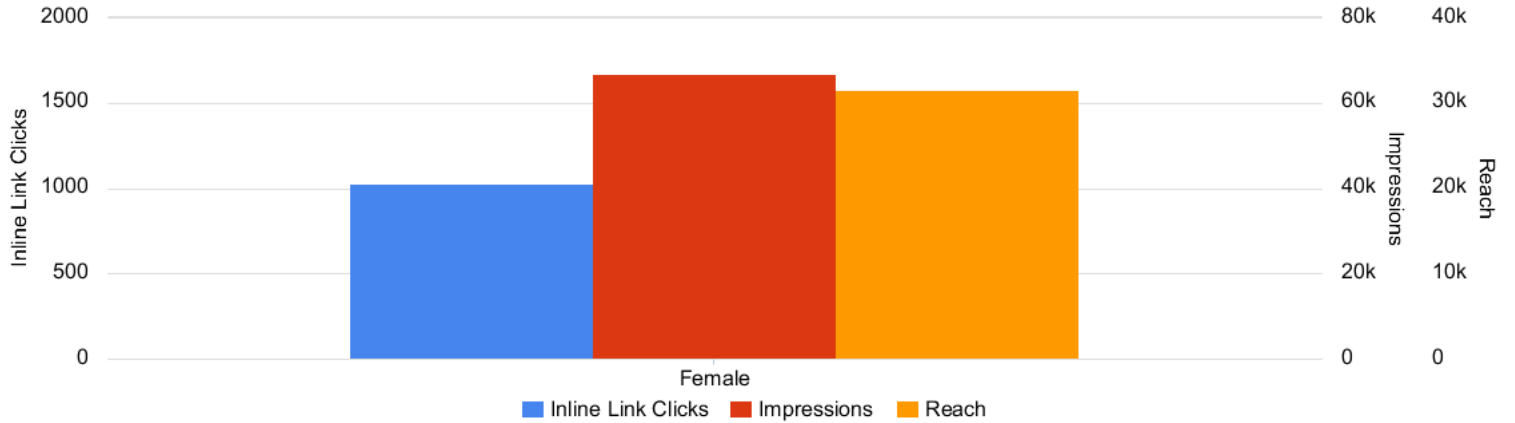
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Always Beautiful Medspa	\$2,572.14	66,780	31,504	1,024	4.05%	2.12	73
> 25-34	\$573.35	20,397	10,056	246	3.52%	2.03	0
> 35-44	\$816.04	23,013	10,760	306	3.80%	2.14	0
> 45-54	\$763.45	16,206	7,256	298	4.57%	2.23	0
> 55-64	\$419.29	7,164	3,432	174	5.16%	2.09	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart

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Gender Performance Summary

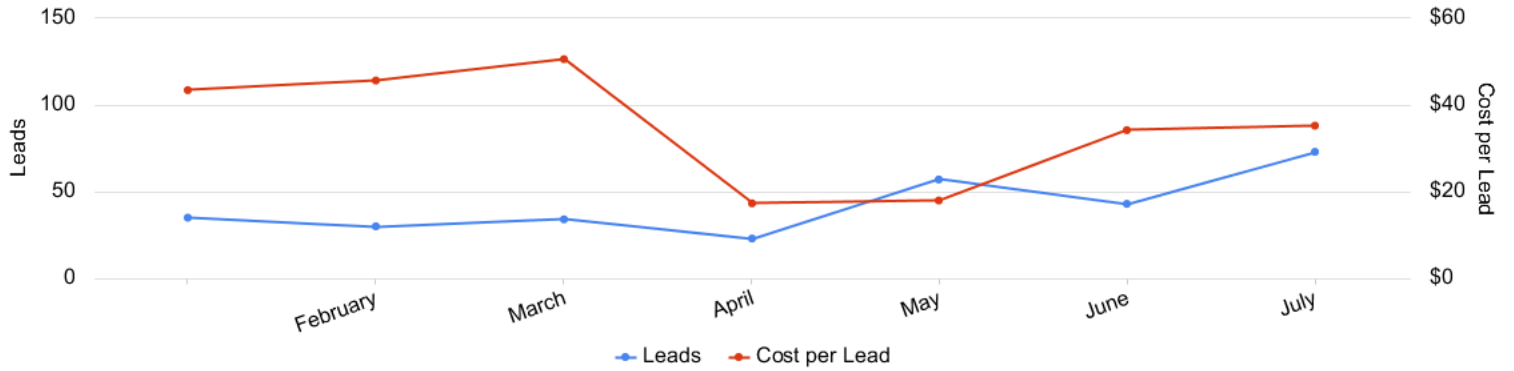
Always Beautiful Medspa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Always Beautiful Medspa	\$2,572.14	66,780	31,504	1,024	4.05%	2.12	73
> Female	\$2,572.14	66,780	31,504	1,024	4.05%	2.12	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend
Always Beautiful Medspa



Historical table (by month)
Always Beautiful Medspa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Always Beautiful Medspa	\$10,074.82	3,179	348,589	83,480	4.18	2.50%	295	\$34.15
> 2021-01-01 - 2021-01-31	\$1,519.71	197	66,177	18,100	3.66	1.15%	35	\$43.42
> 2021-02-01 - 2021-02-28	\$1,369.92	156	64,029	16,339	3.92	0.98%	30	\$45.66
> 2021-03-01 - 2021-03-31	\$1,720.14	203	57,939	16,071	3.61	1.49%	34	\$50.59
> 2021-04-01 - 2021-04-30	\$398.36	298	15,201	10,089	1.51	4.99%	23	\$17.32
> 2021-05-01 - 2021-05-31	\$1,023.80	662	39,013	21,655	1.8	3.89%	57	\$17.96
> 2021-06-01 - 2021-06-30	\$1,470.75	639	39,450	20,609	1.91	3.71%	43	\$34.20
> 2021-07-01 - 2021-07-31	\$2,572.14	1,024	66,780	31,504	2.12	4.05%	73	\$35.23