

Summary

06/01/2021 - 06/30/2021

Impressions
American Laser Med Spa

147,220

187,279 -21.39%

Reach
American Laser Med Spa

64,167

77,778 -17.50%

Inline Link Clicks
American Laser Med Spa

1,609

2,488 -35.33%

Amount Spent
American Laser Med Spa

\$2,844.09

\$3,057.82 -6.99%

CPC (Link)
American Laser Med Spa

\$1.77

\$1.23 43.90%

Leads
American Laser Med Spa

90

135 -33.33%

CPA
American Laser Med Spa

\$31.60

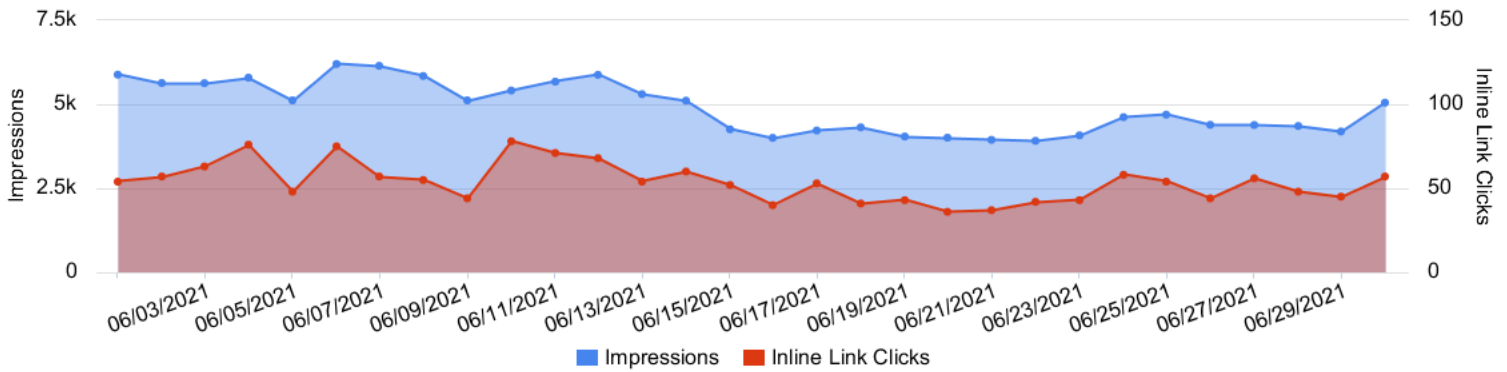
\$22.65 39.51%

Outbound Clicks
American Laser Med Spa

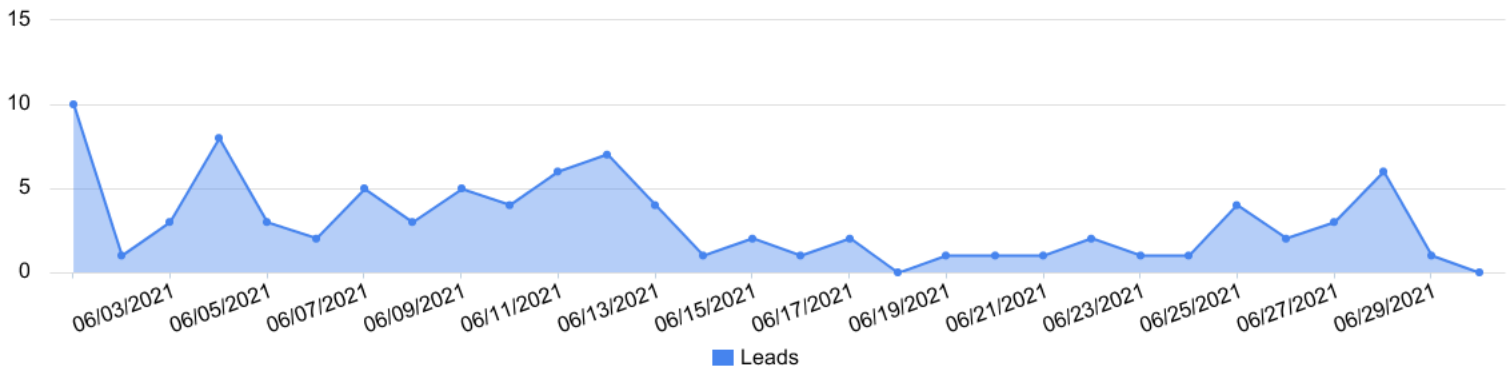
1,608

2,487 -35.34%

Impressions vs Inline Link Clicks
American Laser Med Spa



Conversions by day
American Laser Med Spa



Account performance

06/01/2021 - 06/30/2021

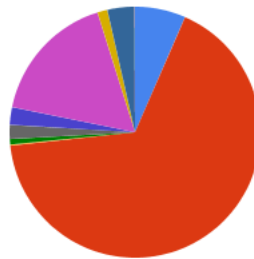
Overall performance American Laser Med Spa

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$2,844.09	\$3,057.82	-6.99%
Inline Link Clicks	1,609	2,488	-35.33%
Impressions	147,220	187,279	-21.39%
Reach	64,167	77,778	-17.50%
Frequency	2.29	2.41	-4.72%
CTR (All)	3.31%	4.28%	-22.65%
Leads	90	135	-33.33%
cost_per_action_type:lead	\$31.60	\$22.65	39.51%

Engagement performance American Laser Med Spa

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	36	60	-40.00%
Post Reactions	339	518	-34.56%
Post Shares	41	57	-28.07%

Reach by placement American Laser Med Spa



- Facebook - Facebook Stories - Reach: 4,866 (6.53%)
- Facebook - Feed - Reach: 49,730 (66.77%)
- Facebook - Instant Article - Reach: 96 (0.13%)
- Facebook - Instream Video - Reach: 528 (0.71%)
- Facebook - Search - Reach: 1,344 (1.80%)
- Facebook - Video Feeds - Reach: 1,697 (2.28%)
- Instagram - Feed - Reach: 12,613 (16.94%)
- Instagram - Instagram Explore - Reach: 960 (1.29%)
- Instagram - Instagram Stories - Reach: 2,609 (3.50%)
- Messenger - Messenger Stories - Reach: 32 (0.04%)

Placement performance American Laser Med Spa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
American Laser Med Spa	\$2,844.09	1,609	147,220	64,167	2.29	3.31%	90	\$31.60
> Facebook - Feed	\$2,213.75	1,316	111,027	49,730	2.23	4.06%	0	\$0.00
> Instagram - Feed	\$291.45	106	18,684	12,613	1.48	0.57%	0	\$0.00
> Facebook - Facebook Stories	\$190.13	86	7,628	4,866	1.57	1.46%	0	\$0.00

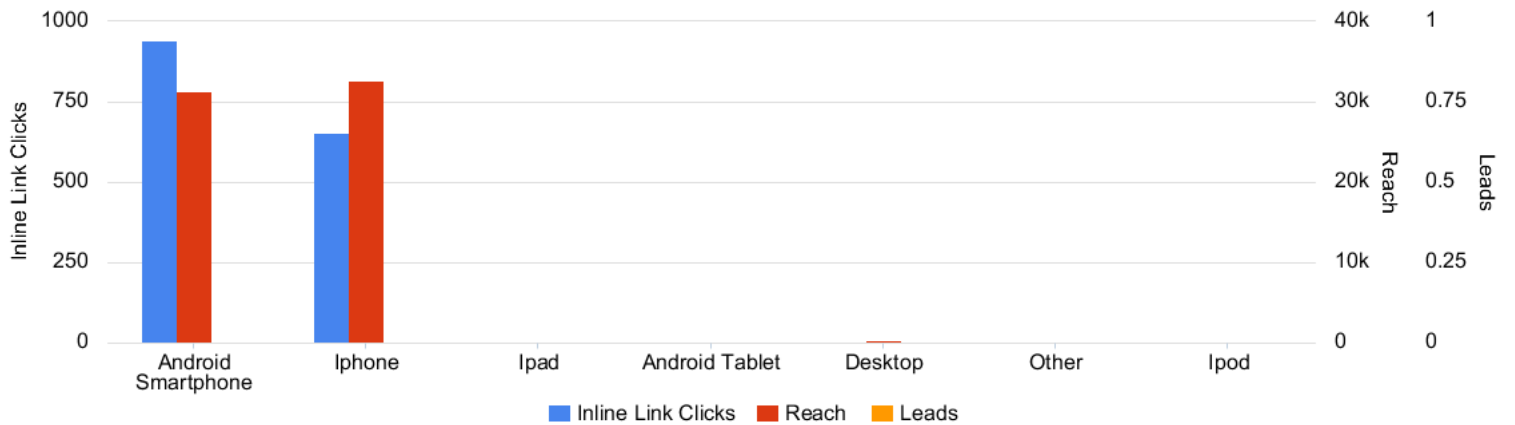
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Facebook - Video Feeds	\$39.36	29	2,603	1,697	1.53	2.15%	0	\$0.00
> Facebook - Search	\$22.89	28	1,613	1,344	1.2	2.91%	0	\$0.00
> Instagram - Instagram Stories	\$50.07	17	3,614	2,609	1.39	0.47%	0	\$0.00
> Facebook - Instream Video	\$23.70	17	867	528	1.64	2.08%	0	\$0.00
> Instagram - Instagram Explore	\$8.06	8	1,000	960	1.04	0.80%	0	\$0.00
> Messenger - Messenger Stories	\$1.71	1	35	32	1.09	2.86%	0	\$0.00
> Facebook - Instant Article	\$2.91	1	144	96	1.5	2.08%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Audience Network - An Classic	\$0.06	0	5	0	0	0.00%	0	\$0.00

Device performance

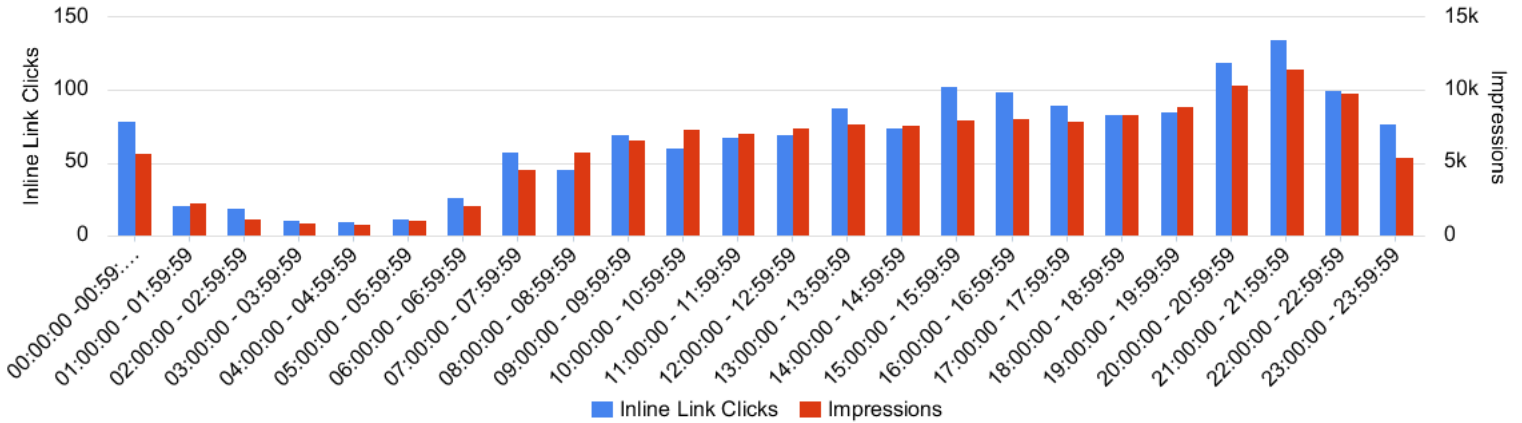
American Laser Med Spa



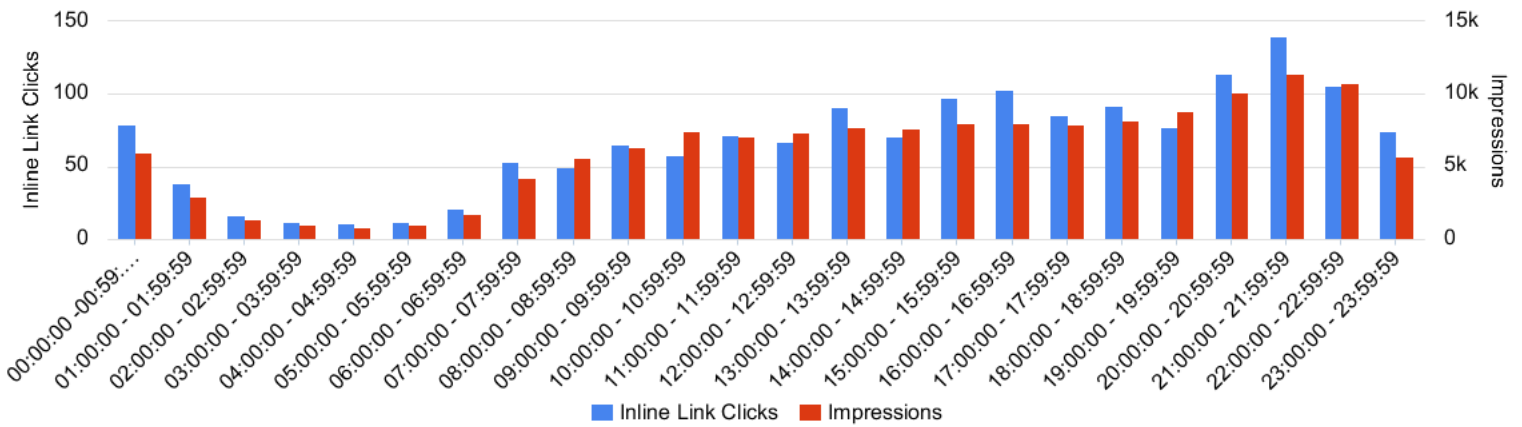
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)
American Laser Med Spa



Time of Day (Ad Account)
American Laser Med Spa



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance
American Laser Med Spa

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Laser Hair Removal - Conversions	Active	\$1,992.82	1,042	114,384	53,999	2.12	2.97%	51	\$39.07
Coolsculpting - Conversions	Active	\$851.27	567	32,836	16,751	1.96	4.50%	39	\$21.83
Total		\$2,844.09	1,609	147,220	64,167	2.29	3.31%	90	\$31.60

Top ads performance
American Laser Med Spa

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 - Copy 1		Coolsculpting - Conversions	\$240.23	160	9,545	5,600	1.7	4.34%	11	\$21.84
2021-04 - Video 2 - Copy 1		Laser Hair Removal - Conversions	\$245.26	149	15,380	10,489	1.47	3.80%	8	\$30.66
2021-04 - Video 2 - Copy 1		Laser Hair Removal - Conversions	\$229.15	127	12,045	7,750	1.55	2.77%	8	\$28.64
2021-04 - Video 2 - Copy 1		Laser Hair Removal - Conversions	\$227.41	124	12,015	7,930	1.52	3.50%	7	\$32.49
2021-04 - Video 2 - Copy 1		Laser Hair Removal - Conversions	\$215.52	122	11,699	7,852	1.49	3.64%	3	\$71.84
2021-04 - CS - UGC - Standing - Copy 1		Coolsculpting - Conversions	\$178.79	118	7,088	4,743	1.49	4.98%	10	\$17.88

Campaign performance

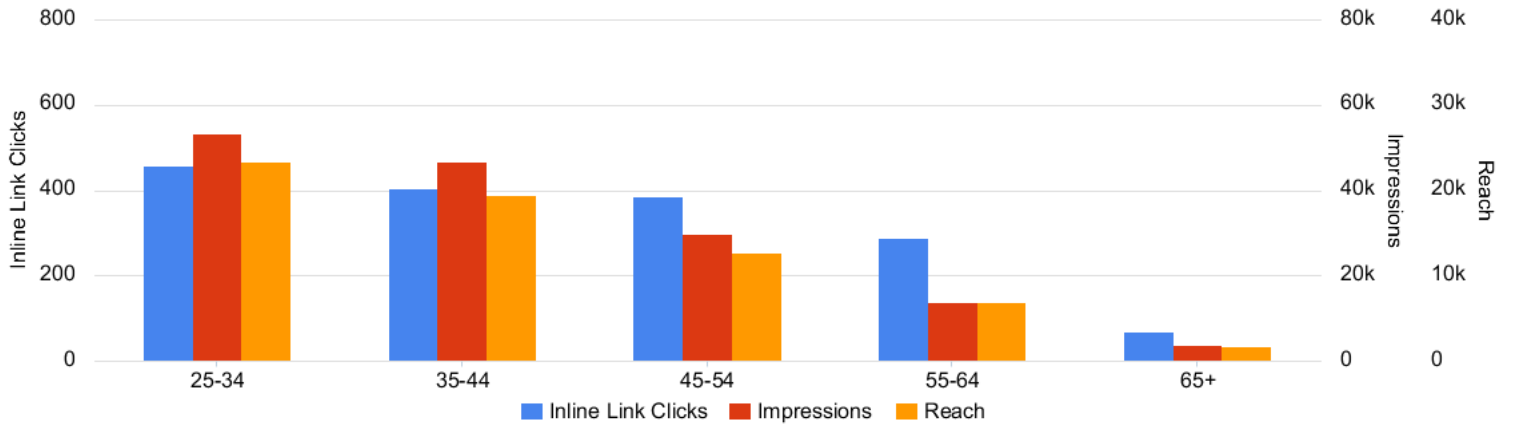
06/01/2021 - 06/30/2021

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-04 - Video 2 - Copy 1		Laser Hair Removal - Conversions	\$209.83	114	12,438	8,654	1.44	2.78%	1	\$209.83
2021-04 - CS - UGC - Sitting - Copy 1		Coolsculpting - Conversions	\$123.36	83	4,188	2,977	1.41	4.78%	2	\$61.68
2021-04 - CS - UGC - Standing - Copy 2		Coolsculpting - Conversions	\$116.77	62	4,670	3,353	1.39	3.49%	5	\$23.35
2021-04 - CS - UGC - Standing - Copy 2		Coolsculpting - Conversions	\$85.42	58	3,360	2,558	1.31	4.38%	5	\$17.08
Total			\$1,871.74	1,117	92,428	61,906	14.77	--	60	\$31.20

Audience performance

06/01/2021 - 06/30/2021

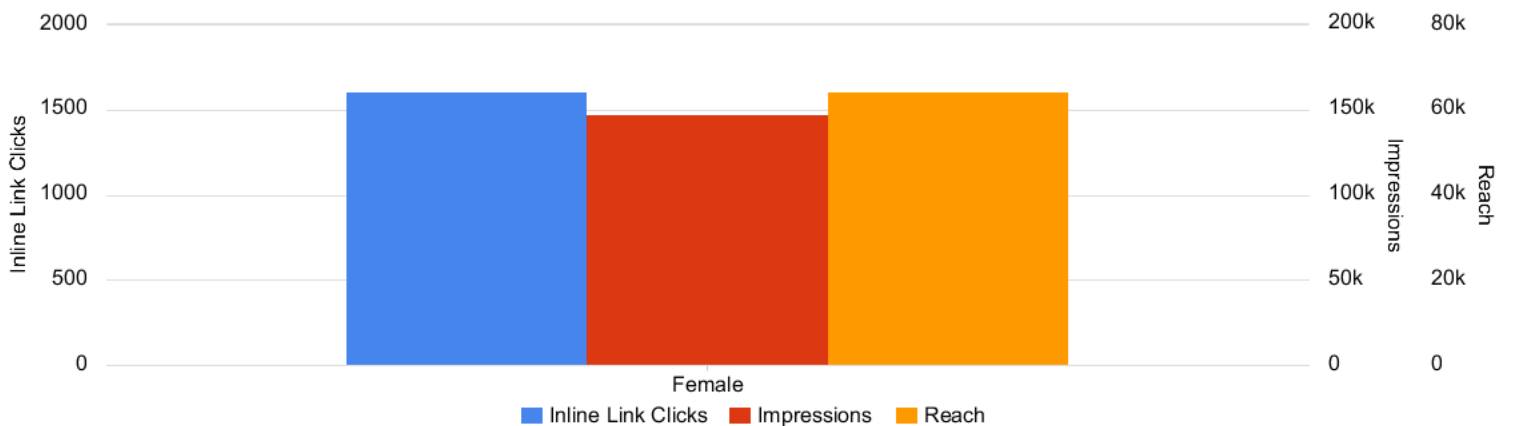
Age performance American Laser Med Spa



Age performance American Laser Med Spa


Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
American Laser Med Spa	\$2,844.09	1,609	147,220	64,167	2.29	3.31%	90	\$31.60
> 25-34	\$785.48	459	53,256	23,384	2.28	2.78%	0	\$0.00
> 35-44	\$837.18	406	46,749	19,463	2.4	2.82%	0	\$0.00
> 45-54	\$713.68	387	29,703	12,677	2.34	3.98%	0	\$0.00
> 55-64	\$413.04	288	13,764	6,850	2.01	5.24%	0	\$0.00
> 65+	\$94.71	69	3,748	1,793	2.09	4.64%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance American Laser Med Spa



Audience performance


06/01/2021 - 06/30/2021

 Gender performance
American Laser Med Spa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
American Laser Med Spa	\$2,844.09	1,609	147,220	64,167	2.29	3.31%	90	\$31.60
> Female	\$2,844.09	1,609	147,220	64,167	2.29	3.31%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Year to date

01/01/2021 - 06/30/2021

 Performance by period
American Laser Med Spa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
American Laser Med Spa	\$6,038.96	4,296	342,915	113,569	3.02	3.92%	225	\$26.84
> 2021-06-01 - 2021-06-30	\$2,844.09	1,609	147,220	64,167	2.29	3.31%	90	\$31.60
> 2021-05-01 - 2021-05-31	\$3,057.82	2,488	187,279	77,778	2.41	4.28%	135	\$22.65
> 2021-04-01 - 2021-04-30	\$137.05	199	8,416	7,554	1.11	6.45%	0	\$0.00