

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
American Laser Med Spa

\$3,053.43

\$2,844.88 **7.33%**

Impressions
American Laser Med Spa

150,924

147,244 **2.50%**

Reach
American Laser Med Spa

63,714

64,183 **-0.73%**

Clicks (Link)
American Laser Med Spa

1,580

1,609 **-1.80%**

Leads
American Laser Med Spa

75

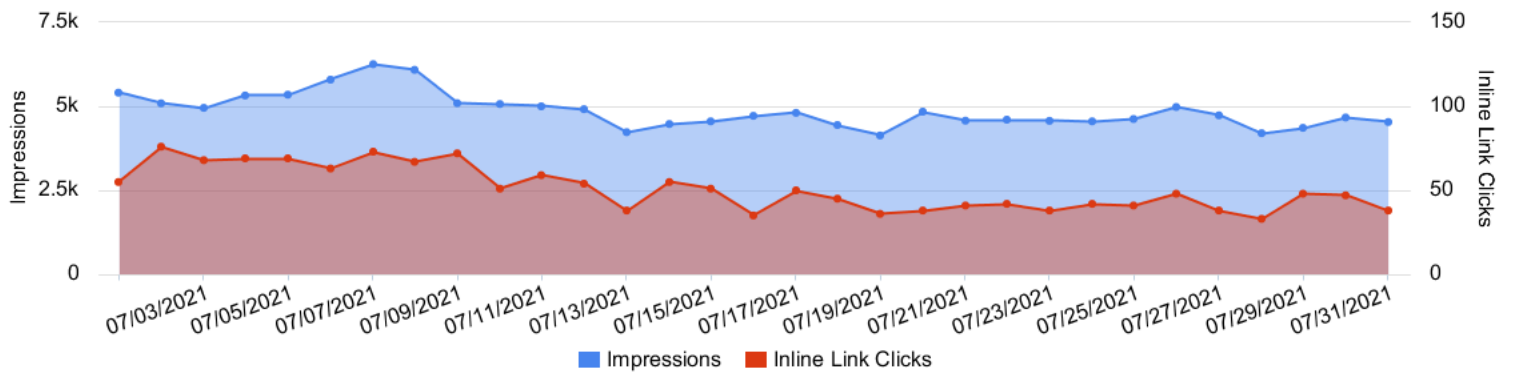
98 **-23.47%**

Cost / Lead
American Laser Med Spa

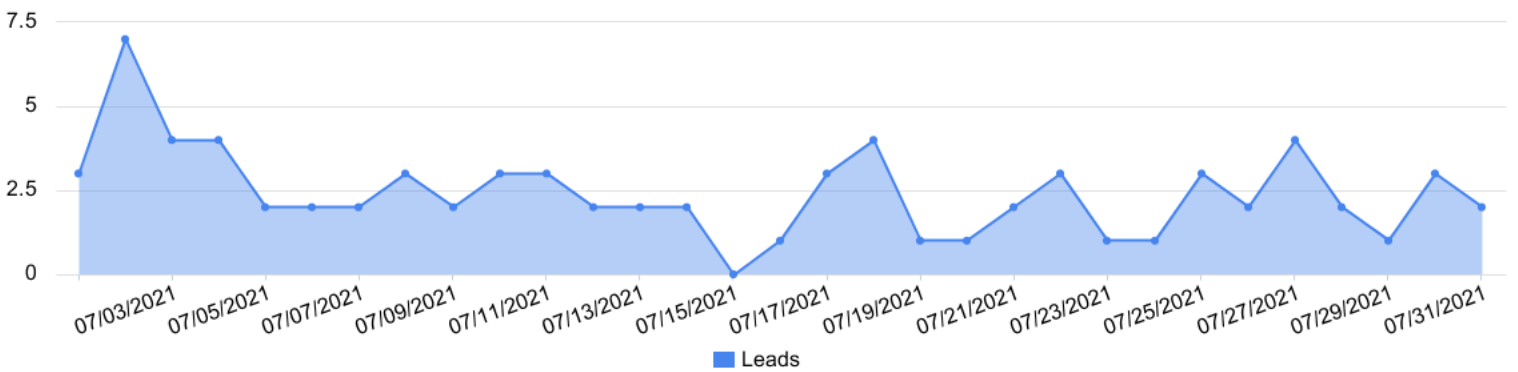
\$40.71

\$29.03 **40.23%**

Impressions vs Inline Link Clicks
American Laser Med Spa




Conversions by day
American Laser Med Spa




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
American Laser Med Spa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$3,053.43	\$2,844.88	7.33%
Impressions	150,924	147,244	2.50%
Reach	63,714	64,183	-0.73%
Clicks	1,580	1,609	-1.80%
CTR	1.05%	1.09%	-4.20%
Frequency	2.37	2.29	3.25%
Leads	75	98	-23.47%
Cost / Lead	\$40.71	\$29.03	40.23%

 Engagement Summary
American Laser Med Spa

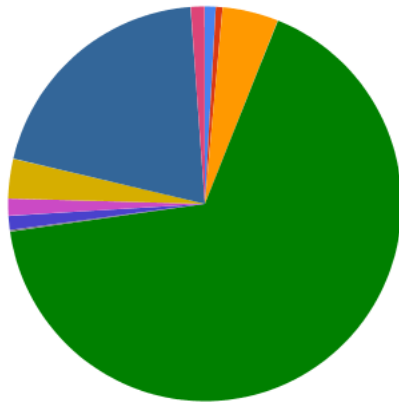
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	37	36	2.78%
Post Reactions	344	339	1.47%
Post Shares	38	41	-7.32%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

American Laser Med Spa



- Audience Network - An Classic - Reach: 640 (0.89%)
- Audience Network - Rewarded Video - Reach: 400 (0.56%)
- Facebook - Facebook Stories - Reach: 3,312 (4.61%)
- Facebook - Feed - Reach: 47,922 (66.70%)
- Facebook - Instant Article - Reach: 96 (0.13%)
- Facebook - Instream Video - Reach: 816 (1.14%)
- Facebook - Search - Reach: 1,008 (1.40%)
- Facebook - Video Feeds - Reach: 2,336 (3.25%)
- Instagram - Feed - Reach: 14,480 (20.16%)
- Instagram - Instagram Explore - Reach: 832 (1.16%)

Placement Performance (by Leads)

American Laser Med Spa

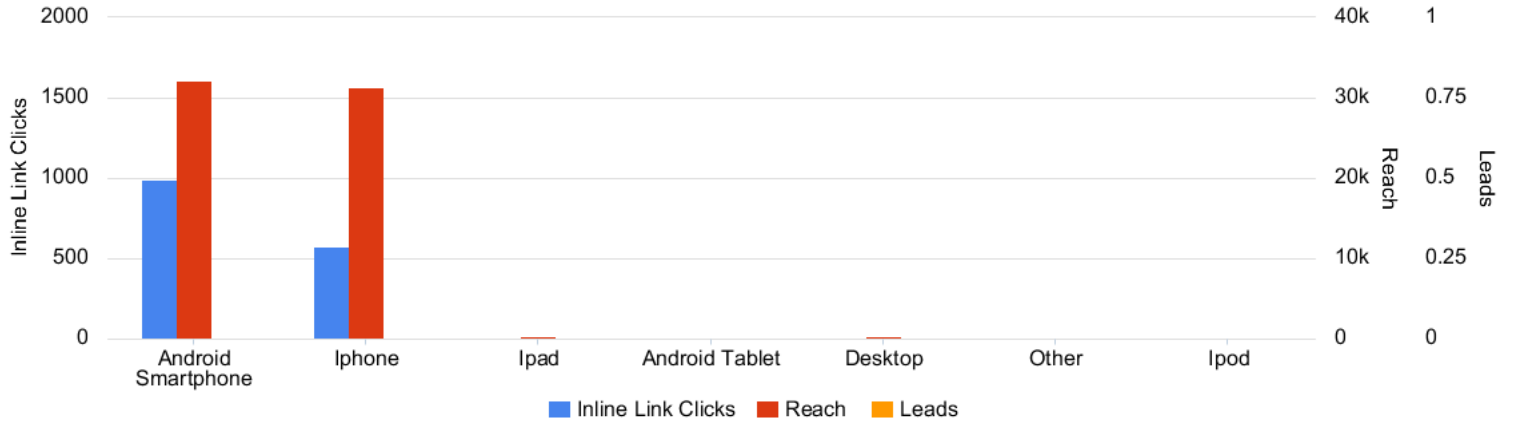
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
American Laser Med Spa	\$3,053.43	1,580	150,924	63,714	2.37	3.00%	75	\$40.71
> Audience Network - An Classic	\$58.26	16	1,511	640	2.36	1.06%	0	\$0.00
> Audience Network - Rewarded Video	\$62.22	13	1,004	400	2.51	1.29%	0	\$0.00
> Facebook - Facebook Stories	\$142.50	53	5,672	3,312	1.71	1.06%	0	\$0.00
> Facebook - Feed	\$2,263.15	1,262	110,499	47,922	2.31	3.77%	0	\$0.00
> Facebook - Instant Article	\$2.09	4	153	96	1.59	3.92%	0	\$0.00
> Facebook - Instream Video	\$23.31	29	1,086	816	1.33	2.76%	0	\$0.00
> Facebook - Search	\$17.93	29	1,244	1,008	1.23	3.46%	0	\$0.00
> Facebook - Video Feeds	\$55.41	42	3,366	2,336	1.44	2.02%	0	\$0.00
> Instagram - Feed	\$384.20	106	22,661	14,480	1.56	0.48%	0	\$0.00
> Instagram - Instagram Explore	\$7.24	5	947	832	1.14	0.42%	0	\$0.00
> Instagram - Instagram Stories	\$36.66	21	2,768	2,304	1.2	0.76%	0	\$0.00
> Messenger - Messenger Stories	\$0.46	0	13	0	0	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

American Laser Med Spa



Device Platform Performance

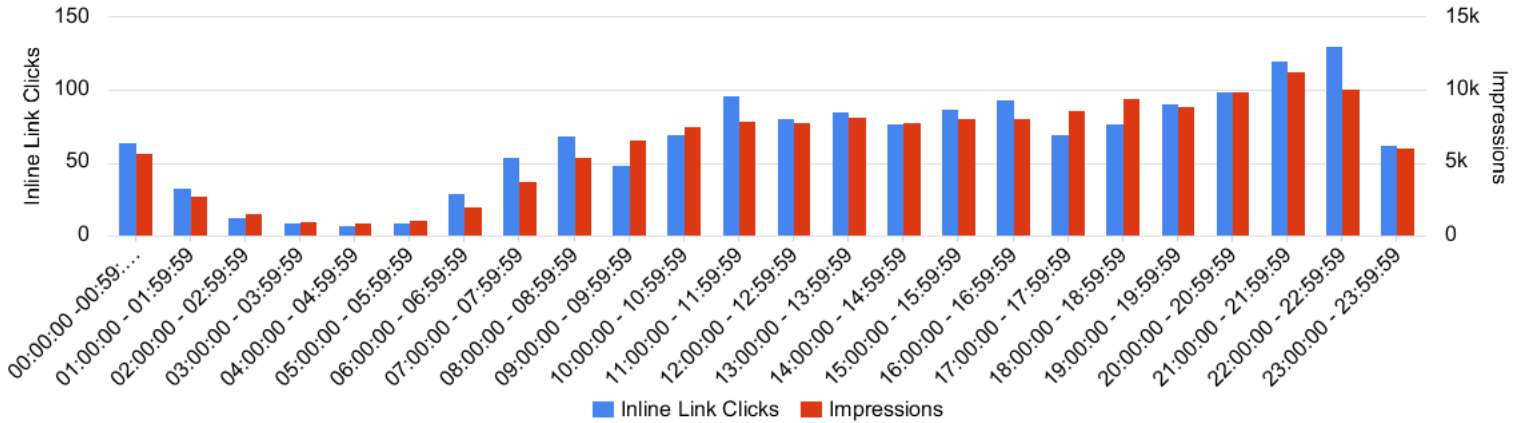
American Laser Med Spa

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
American Laser Med Spa	\$3,053.43	150,924	1,580	3.00%	63,714	2.37	75
> Mobile App	\$3,000.01	148,469	1,569	3.01%	62,674	2.37	0
> Mobile Web	\$36.63	1,902	9	3.36%	992	1.92	0
> Desktop	\$16.79	553	2	0.54%	256	2.16	0
> Unknown	\$0.00	0	0	--	0	0	0

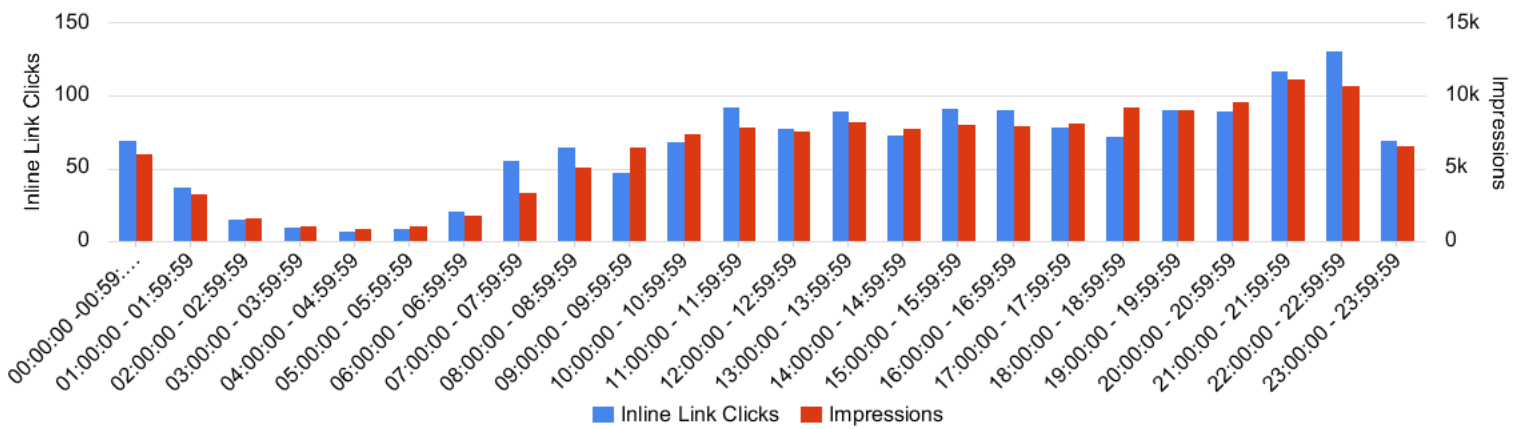
Schedule Performance

07/01/2021 - 07/31/2021

Time of Day (Viewer) American Laser Med Spa



Time of Day (Ad Account) American Laser Med Spa



Campaign Performance Summary (by Leads)

07/01/2021 - 07/31/2021

Campaign Performance Breakdown American Laser Med Spa

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Laser Hair Removal - Conversions	\$2,062.49	111,650	947	42	\$49.11
Coolsculpting - Conversions	\$990.94	39,274	633	33	\$30.03
Total	\$3,053.43	150,924	1,580	75	\$40.71

Ad Set Performance Summary (by Leads)

07/01/2021 - 07/31/2021

Top Performing Ad Sets American Laser Med Spa

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Corpus Christi	Coolsculpting - Conversions	\$495.82	19,426	338	25	\$19.83
El Paso	Laser Hair Removal - Conversions	\$412.77	22,877	249	13	\$31.75
Midland	Laser Hair Removal - Conversions	\$412.51	22,922	187	10	\$41.25
Lubbock	Laser Hair Removal - Conversions	\$412.17	20,815	170	8	\$51.52
Amarillo	Coolsculpting - Conversions	\$495.12	19,848	295	8	\$61.89
Corpus Christi	Laser Hair Removal - Conversions	\$412.35	21,689	176	7	\$58.91
Amarillo	Laser Hair Removal - Conversions	\$412.69	23,347	165	4	\$103.17
	Total	\$3,053.43	150,924	1,580	75	\$40.71

Ad Performance Summary

07/01/2021 - 07/31/2021

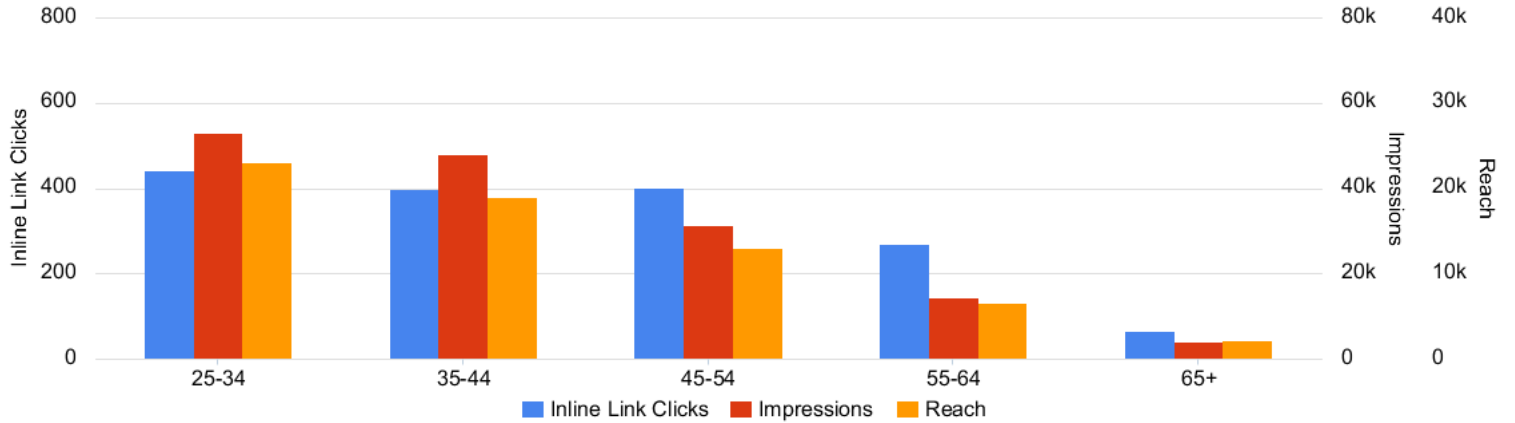
Top Performing Ads (by Leads)
American Laser Med Spa

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	\$235.64	160	10,304	6,149	1.68	4.47%	11	\$21.42
2021-04 - CS - UGC - Sitting - Copy 2		Coolsculpting - Conversions	\$62.33	49	2,472	1,930	1.28	4.89%	5	\$12.47
2021-04 - CS - UGC - Sitting - Copy 1		Coolsculpting - Conversions	\$101.54	68	3,109	2,407	1.29	4.08%	5	\$20.31
2021-04 - CS - UGC - Standing - Copy 2		Coolsculpting - Conversions	\$96.31	61	3,541	2,695	1.31	4.12%	4	\$24.08
2021- 04 - Video 2 - Copy 1		Laser Hair Removal - Conversions	\$201.69	91	9,847	6,640	1.48	2.26%	4	\$50.42
2021- 04 - Video 2 - Copy 1		Laser Hair Removal - Conversions	\$216.66	135	12,385	8,856	1.4	3.24%	4	\$54.16
Total			\$914.17	564	41,658	28,677	8.44	--	33	\$27.70

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
American Laser Med Spa



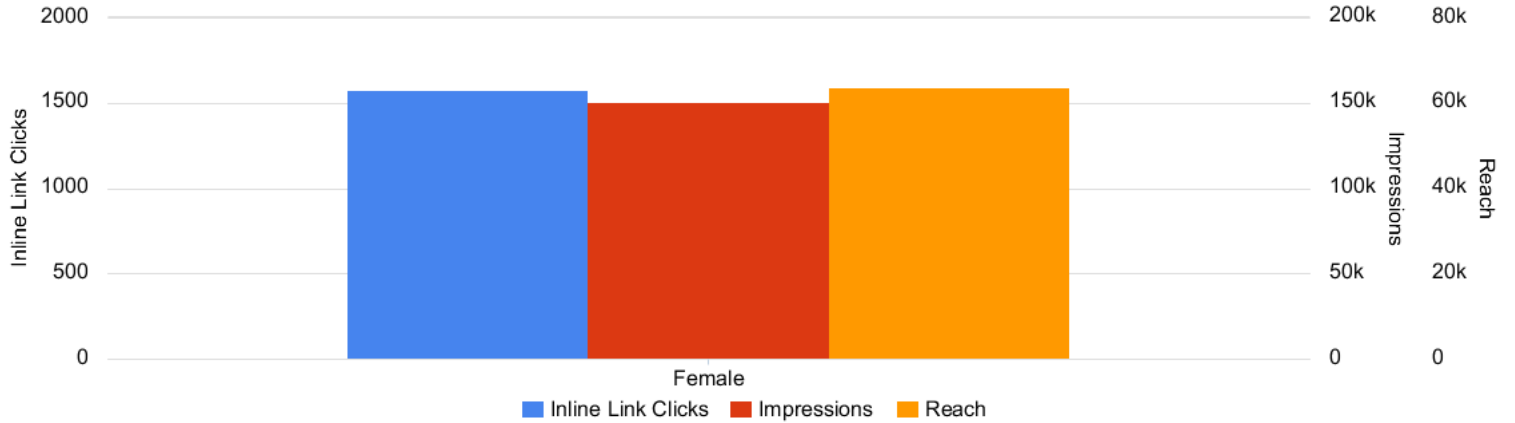
Age Performance Summary
American Laser Med Spa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
American Laser Med Spa	\$3,053.43	150,924	63,714	1,580	3.00%	2.37	75
> 25-34	\$801.32	53,143	23,041	442	2.48%	2.31	0
> 35-44	\$901.70	47,889	18,961	400	2.74%	2.53	0
> 45-54	\$805.68	31,407	13,024	401	3.49%	2.41	0
> 55-64	\$434.66	14,401	6,560	271	4.34%	2.2	0
> 65+	\$110.07	4,084	2,128	66	4.41%	1.92	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
American Laser Med Spa



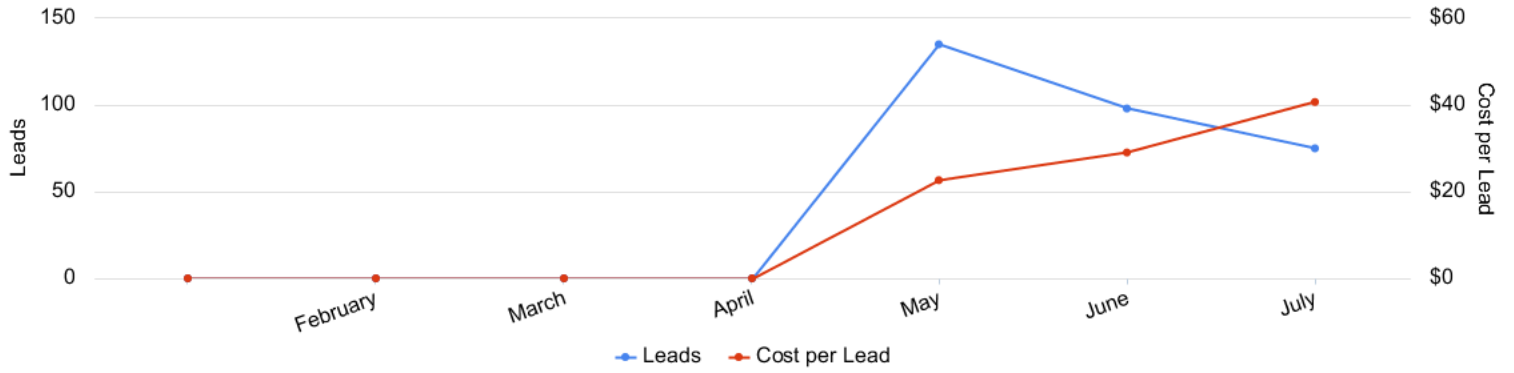
Gender Performance Summary
American Laser Med Spa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
American Laser Med Spa	\$3,053.43	150,924	63,714	1,580	3.00%	2.37	75
> Female	\$3,053.43	150,924	63,714	1,580	3.00%	2.37	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend
American Laser Med Spa



Historical table (by month)
American Laser Med Spa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
American Laser Med Spa	\$9,093.18	5,876	493,863	140,382	3.52	3.64%	308	\$29.52
> 2021-04-01 - 2021-04-30	\$137.05	199	8,416	7,554	1.11	6.45%	0	\$0.00
> 2021-05-01 - 2021-05-31	\$3,057.82	2,488	187,279	77,778	2.41	4.28%	135	\$22.65
> 2021-06-01 - 2021-06-30	\$2,844.88	1,609	147,244	64,183	2.29	3.31%	98	\$29.03
> 2021-07-01 - 2021-07-31	\$3,053.43	1,580	150,924	63,714	2.37	3.00%	75	\$40.71