

# Summary

06/01/2021 - 06/30/2021

Impressions  
Rejuvenation Medical Aesthetics

**4,531**

5,727 -20.88%

Reach  
Rejuvenation Medical Aesthetics

**2,696**

3,091 -12.78%

Inline Link Clicks  
Rejuvenation Medical Aesthetics

**53**

104 -49.04%

Amount Spent  
Rejuvenation Medical Aesthetics

**\$748.28**

\$776.32 -3.61%

CPC (Link)  
Rejuvenation Medical Aesthetics

**\$14.12**

\$7.46 89.28%

Leads  
Rejuvenation Medical Aesthetics

**6**

6 0.00%

CPA  
Rejuvenation Medical Aesthetics

**\$124.71**

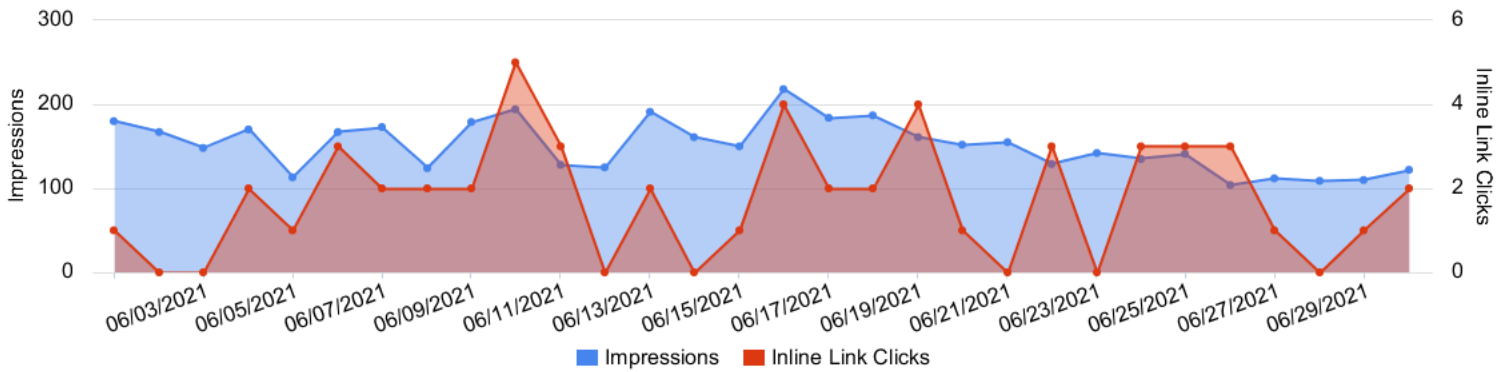
\$129.39 -3.62%

Outbound Clicks  
Rejuvenation Medical Aesthetics

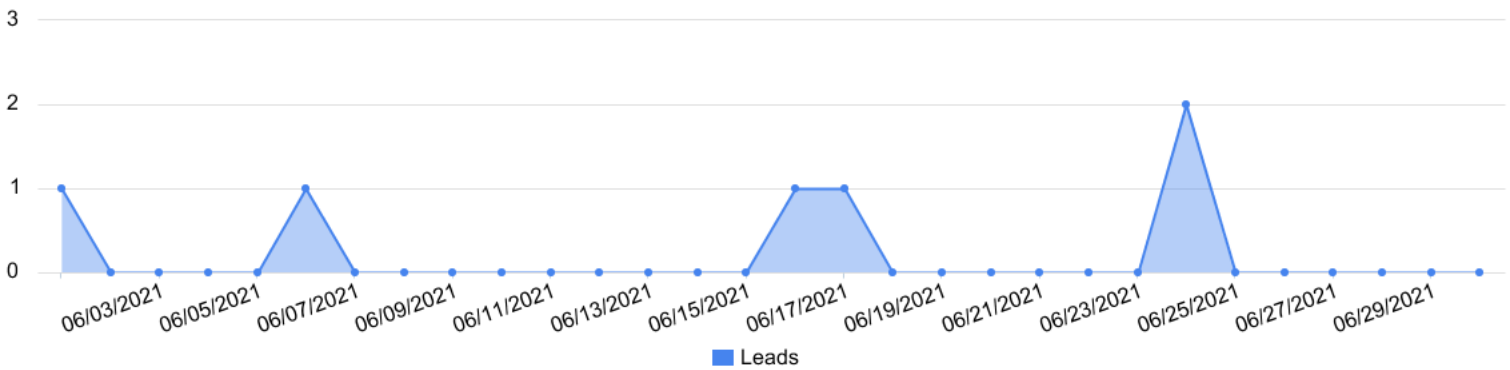
**53**

104 -49.04%

Impressions vs Inline Link Clicks  
Rejuvenation Medical Aesthetics



Conversions by day  
Rejuvenation Medical Aesthetics



# Account performance

06/01/2021 - 06/30/2021

## Overall performance

Rejuvenation Medical Aesthetics

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$748.28	\$776.32	-3.61%
Inline Link Clicks	53	104	-49.04%
Impressions	4,531	5,727	-20.88%
Reach	2,696	3,091	-12.78%
Frequency	1.68	1.85	-9.29%
CTR (All)	2.63%	3.54%	-25.91%
Leads	6	6	0.00%
cost_per_action_type:lead	\$124.71	\$129.39	-3.62%

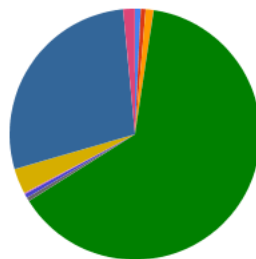
## Engagement performance

Rejuvenation Medical Aesthetics

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	4	2	100.00%
Post Reactions	8	10	-20.00%
Post Shares	2	2	0.00%

## Reach by placement

Rejuvenation Medical Aesthetics



- Audience Network - An Classic - Reach: 21 (0.74%)
- Audience Network - Rewarded Video - Reach: 18 (0.64%)
- Facebook - Facebook Stories - Reach: 29 (1.02%)
- Facebook - Feed - Reach: 1,804 (63.68%)
- Facebook - Instant Article - Reach: 14 (0.49%)
- Facebook - Instream Video - Reach: 15 (0.53%)
- Facebook - Search - Reach: 4 (0.14%)
- Facebook - Video Feeds - Reach: 93 (3.28%)
- Instagram - Feed - Reach: 792 (27.96%)
- Instagram - Instagram Explore - Reach: 43 (1.52%)

## Placement performance

Rejuvenation Medical Aesthetics

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Rejuvenation Medical Aesthetics	\$748.28	53	4,531	2,696	1.68	2.63%	6	\$124.71
> Facebook - Feed	\$518.69	39	2,867	1,804	1.59	3.56%	0	\$0.00
> Instagram - Feed	\$141.30	11	1,081	792	1.36	1.02%	0	\$0.00

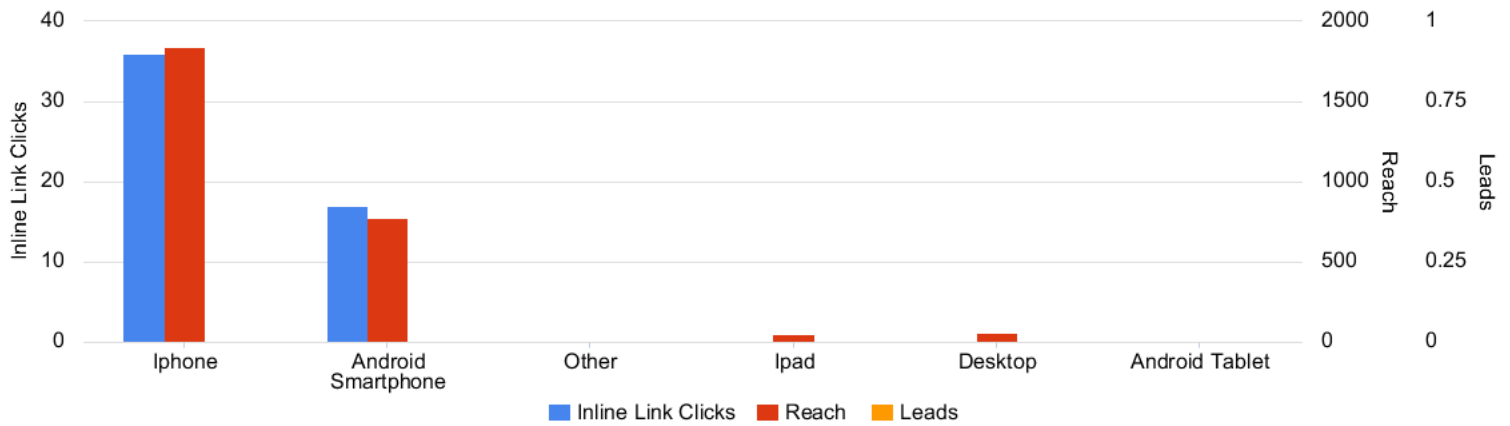
# Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Instagram - Instagram Stories	\$53.44	2	279	196	1.42	0.72%	0	\$0.00
> Facebook - Video Feeds	\$9.98	1	117	93	1.26	3.42%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Instagram - Instagram Explore	\$3.43	0	51	43	1.19	0.00%	0	\$0.00
> Facebook - Search	\$0.24	0	4	4	1	0.00%	0	\$0.00
> Facebook - Instream Video	\$3.06	0	19	15	1.27	0.00%	0	\$0.00
> Facebook - Instant Article	\$0.63	0	15	14	1.07	0.00%	0	\$0.00
> Facebook - Facebook Stories	\$8.18	0	37	29	1.28	0.00%	0	\$0.00
> Audience Network - Rewarded Video	\$4.33	0	22	18	1.22	0.00%	0	\$0.00
> Audience Network - An Classic	\$5.00	0	39	21	1.86	0.00%	0	\$0.00

## Device performance

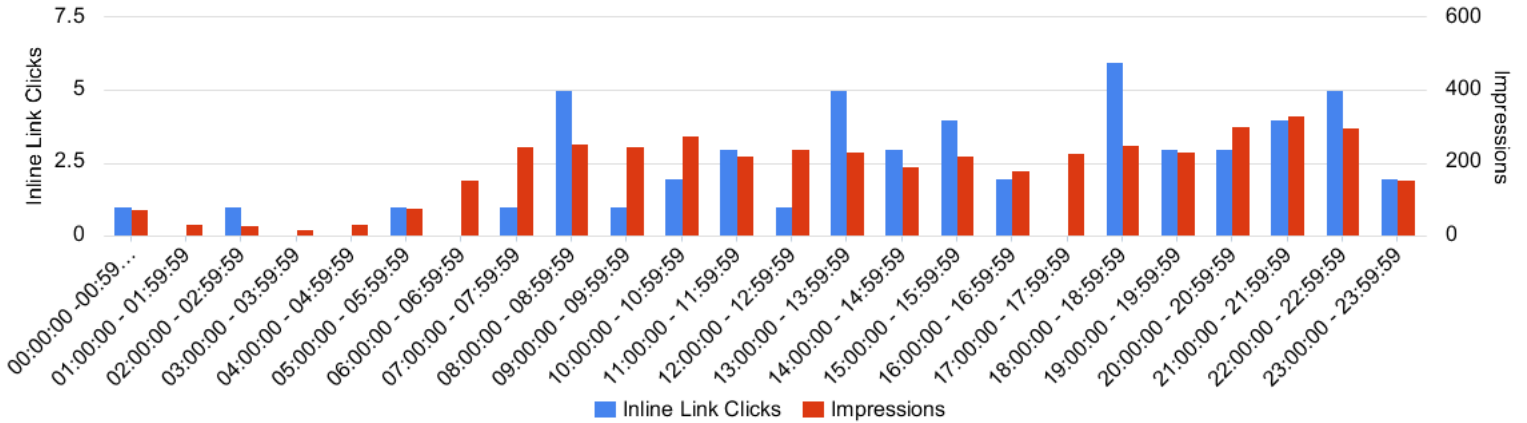
Rejuvenation Medical Aesthetics



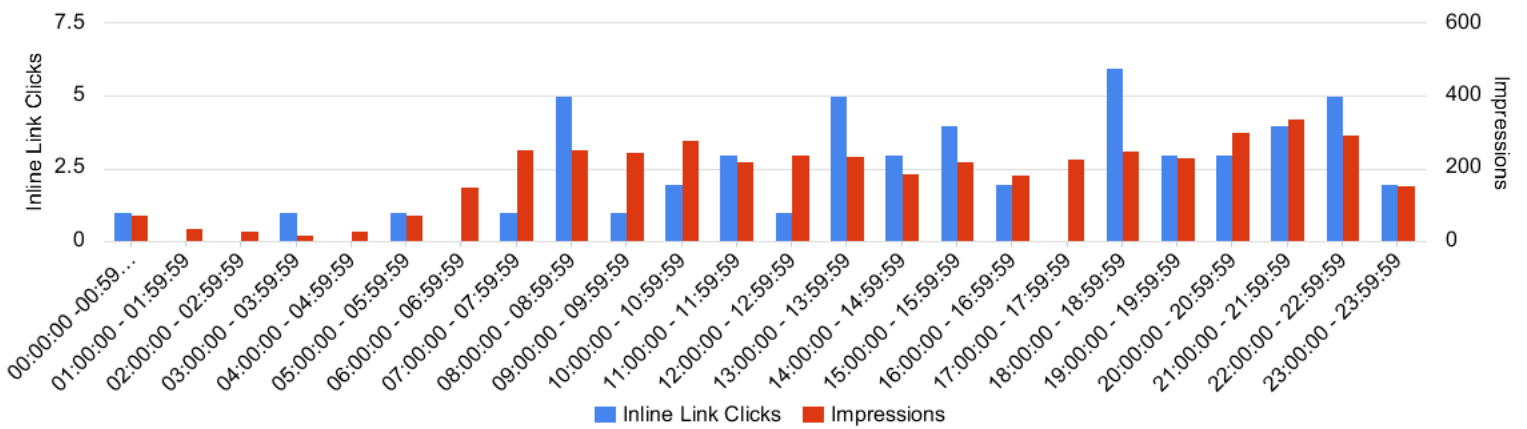
# Schedule performance

06/01/2021 - 06/30/2021

## Time of Day (Viewer) Rejuvenation Medical Aesthetics




## Time of Day (Ad Account) Rejuvenation Medical Aesthetics





# Campaign performance

06/01/2021 - 06/30/2021

 Campaign performance  
Rejuvenation Medical Aesthetics

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$748.28	53	4,531	2,696	1.68	2.63%	6	\$124.71
<b>Total</b>		<b>\$748.28</b>	<b>53</b>	<b>4,531</b>	<b>2,696</b>	<b>1.68</b>	<b>2.63%</b>	<b>6</b>	<b>\$124.71</b>

 Top ads performance  
Rejuvenation Medical Aesthetics

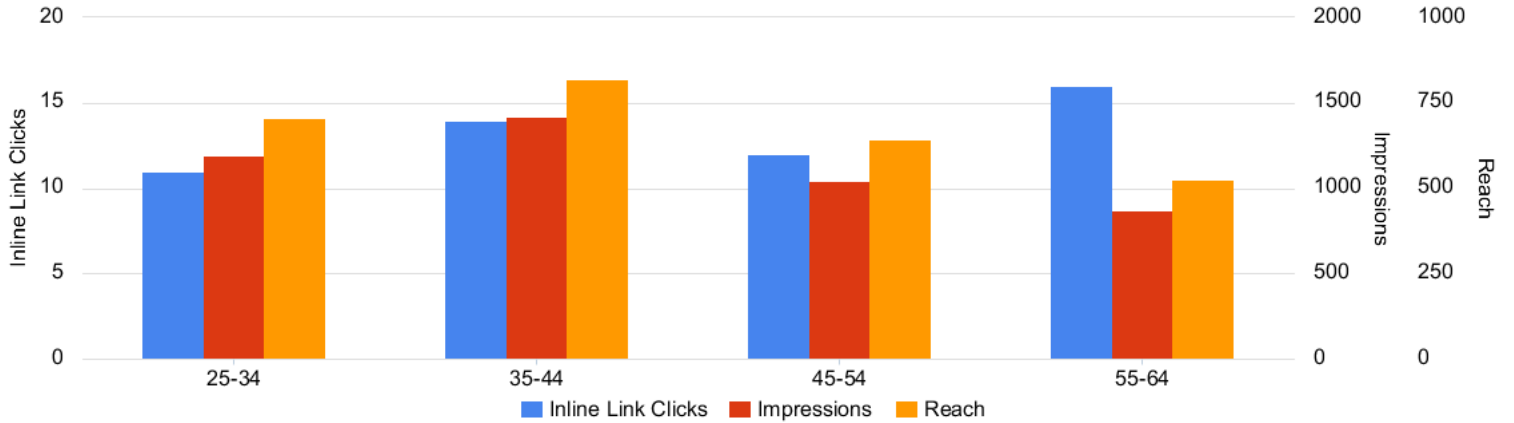
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021 - 03 - CS - Video		Coolsculpting - Conversions	\$748.28	53	4,531	2,696	1.68	2.63%	6	\$124.71
<b>Total</b>			<b>\$748.28</b>	<b>53</b>	<b>4,531</b>	<b>2,696</b>	<b>1.68</b>	<b>2.63%</b>	<b>6</b>	<b>\$124.71</b>

# Audience performance

06/01/2021 - 06/30/2021

## Age performance

Rejuvenation Medical Aesthetics



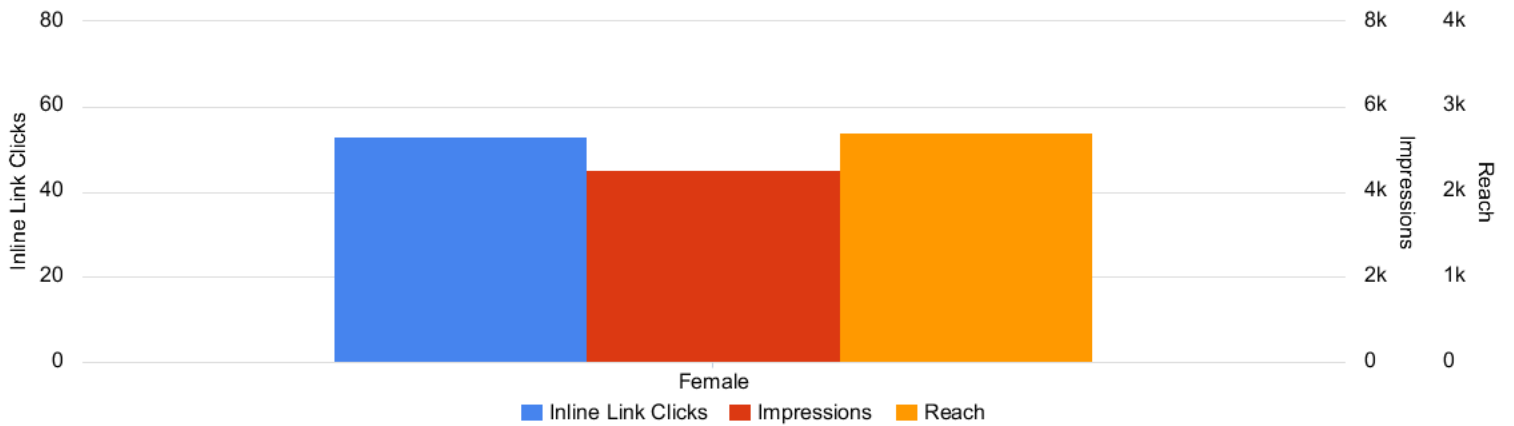
## Age performance

Rejuvenation Medical Aesthetics

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Rejuvenation Medical Aesthetics	\$748.28	53	4,531	2,696	1.68	2.63%	6	\$124.71
> 55-64	\$202.44	16	873	527	1.66	4.81%	0	\$0.00
> 35-44	\$198.60	14	1,422	821	1.73	1.97%	0	\$0.00
> 45-54	\$194.34	12	1,043	643	1.62	2.88%	0	\$0.00
> 25-34	\$152.90	11	1,193	705	1.69	1.59%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00


## Gender performance

Rejuvenation Medical Aesthetics



# Audience performance


06/01/2021 - 06/30/2021

 Gender performance  
Rejuvenation Medical Aesthetics

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Rejuvenation Medical Aesthetics	\$748.28	53	4,531	2,696	1.68	2.63%	6	\$124.71
> Female	\$748.28	53	4,531	2,696	1.68	2.63%	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  
Rejuvenation Medical Aesthetics

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Rejuvenation Medical Aesthetics	\$2,938.34	385	23,612	8,479	2.78	3.13%	36	\$81.62
> 2021-06-01 - 2021-06-30	\$748.28	53	4,531	2,696	1.68	2.63%	6	\$124.71
> 2021-05-01 - 2021-05-31	\$776.32	104	5,727	3,091	1.85	3.54%	6	\$129.39
> 2021-04-01 - 2021-04-30	\$746.41	107	5,239	2,645	1.98	3.30%	15	\$49.76
> 2021-03-01 - 2021-03-31	\$667.33	121	8,115	3,345	2.43	3.02%	9	\$74.15