

Summary

06/01/2021 - 06/30/2021

Impressions
COCAR

43,356

33,011 31.34%

Reach
COCAR

26,199

17,520 49.54%

Inline Link Clicks
COCAR

1,241

494 151.21%

Amount Spent
COCAR

\$996.65

\$882.31 12.96%

CPC (Link)
COCAR

\$0.80

\$1.79 -55.31%

Leads
COCAR

9

7 28.57%

CPA
COCAR

\$110.74

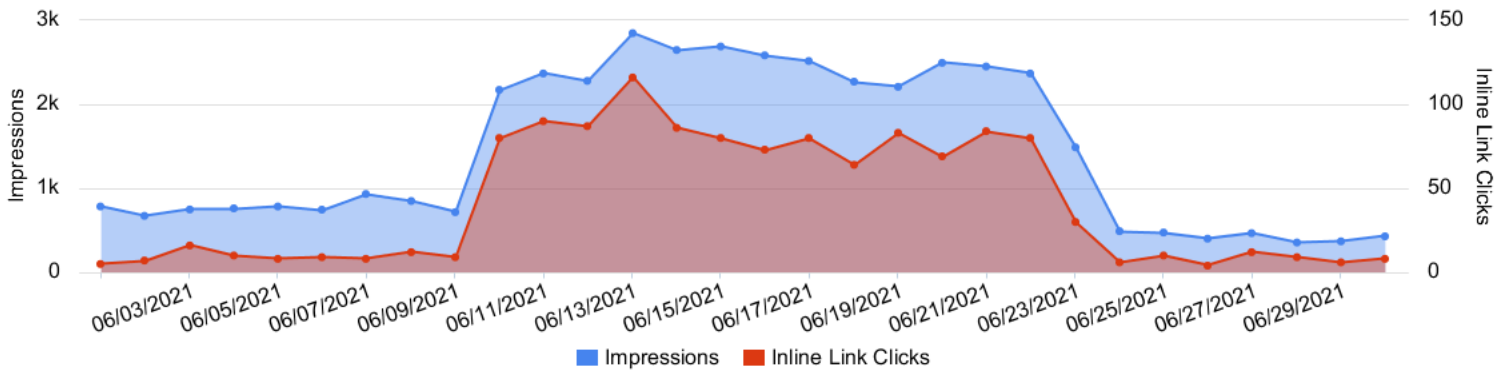
\$126.04 -12.14%

Outbound Clicks
COCAR

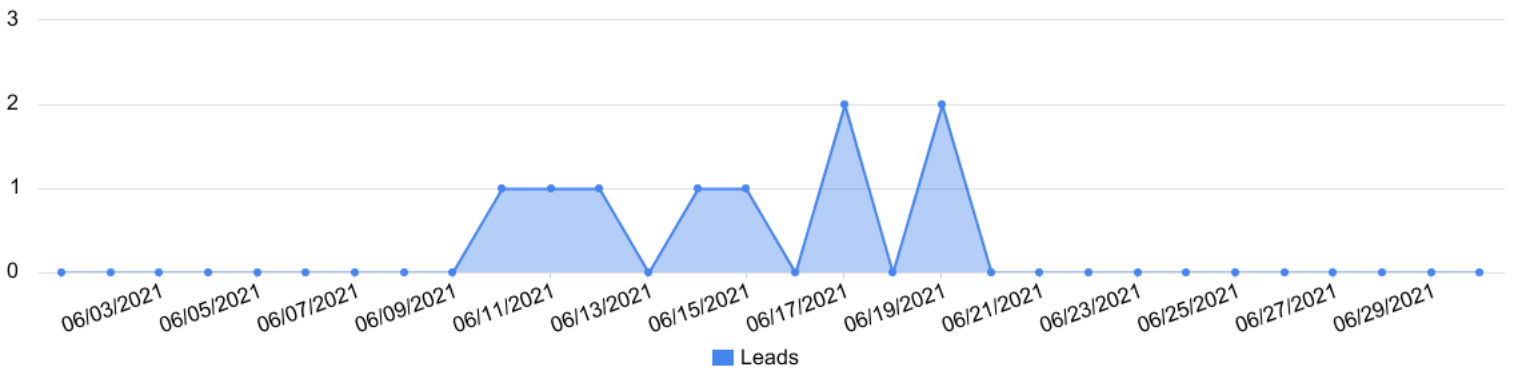
1,241

494 151.21%

Impressions vs Inline Link Clicks
COCAR



Conversions by day
COCAR



Account performance

06/01/2021 - 06/30/2021

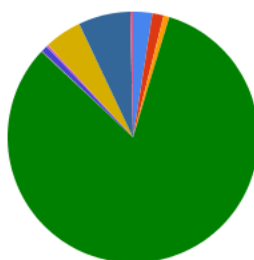
Overall performance COCAR

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$996.65	\$882.31	12.96%
Inline Link Clicks	1,241	494	151.21%
Impressions	43,356	33,011	31.34%
Reach	26,199	17,520	49.54%
Frequency	1.65	1.88	-12.17%
CTR (All)	5.68%	3.87%	46.74%
Leads	9	7	28.57%
cost_per_action_type:lead	\$110.74	\$126.04	-12.14%

Engagement performance COCAR

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	11	12	-8.33%
Post Reactions	64	43	48.84%
Post Shares	12	3	300.00%

Reach by placement COCAR



- Audience Network - An Classic - Reach: 688 (2.50%)
- Audience Network - Rewarded Video - Reach: 400 (1.45%)
- Facebook - Facebook Stories - Reach: 200 (0.73%)
- Facebook - Feed - Reach: 22,638 (82.28%)
- Facebook - Instant Article - Reach: 24 (0.09%)
- Facebook - Instream Video - Reach: 232 (0.84%)
- Facebook - Search - Reach: 66 (0.24%)
- Facebook - Video Feeds - Reach: 1,320 (4.80%)
- Instagram - Feed - Reach: 1,857 (6.75%)
- Instagram - Instagram Explore - Reach: 88 (0.32%)

Placement performance COCAR

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
COCAR	\$996.65	1,241	43,356	26,199	1.65	5.68%	9	\$110.74
> Facebook - Feed	\$731.01	1,132	36,286	22,638	1.6	6.41%	0	\$0.00
> Facebook - Video Feeds	\$27.36	46	1,660	1,320	1.26	3.55%	0	\$0.00
> Audience Network - An Classic	\$100.47	27	1,289	688	1.87	2.09%	0	\$0.00

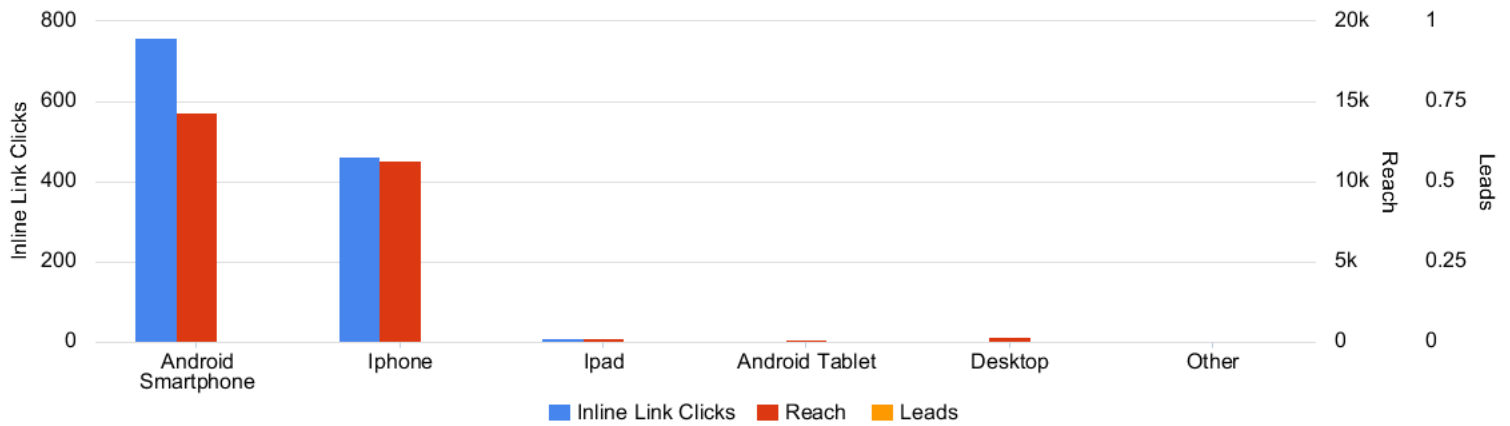
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Instagram - Feed	\$49.77	15	2,141	1,857	1.15	1.17%	0	\$0.00
> Audience Network - Rewarded Video	\$51.97	12	638	400	1.59	1.88%	0	\$0.00
> Facebook - Instream Video	\$7.45	4	233	232	1	1.72%	0	\$0.00
> Instagram - Instagram Stories	\$17.13	3	614	520	1.18	1.30%	0	\$0.00
> Facebook - Search	\$1.59	1	66	66	1	1.52%	0	\$0.00
> Facebook - Facebook Stories	\$7.53	1	273	200	1.36	0.37%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$0.22	0	6	0	0	0.00%	0	\$0.00
> Instagram - Instagram Explore	\$1.40	0	123	88	1.4	0.00%	0	\$0.00
> Facebook - Instant Article	\$0.74	0	27	24	1.12	3.70%	0	\$0.00

Device performance

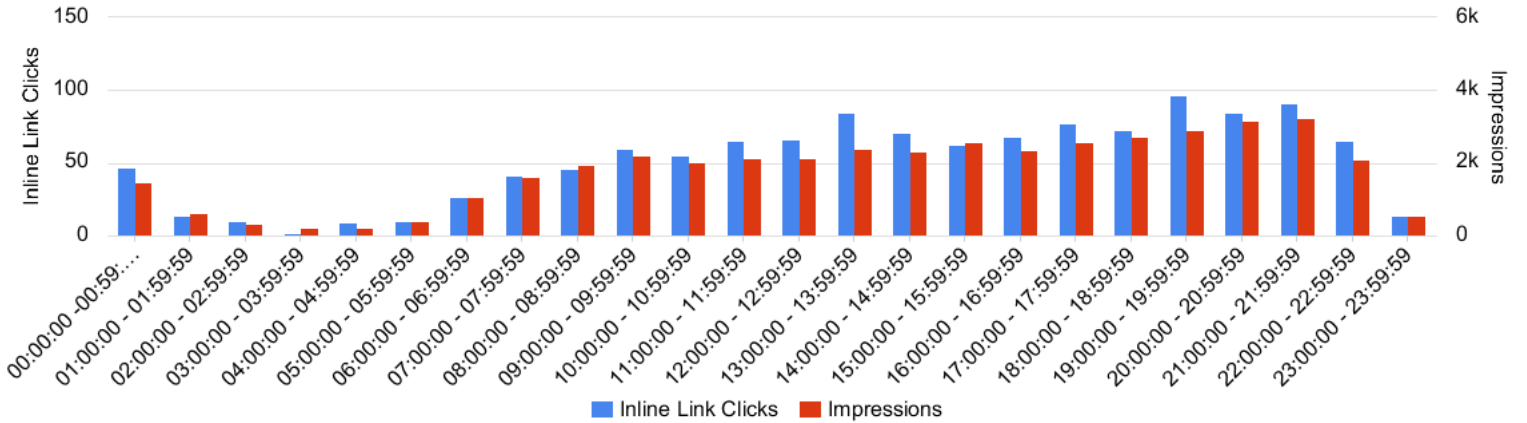
COCAR



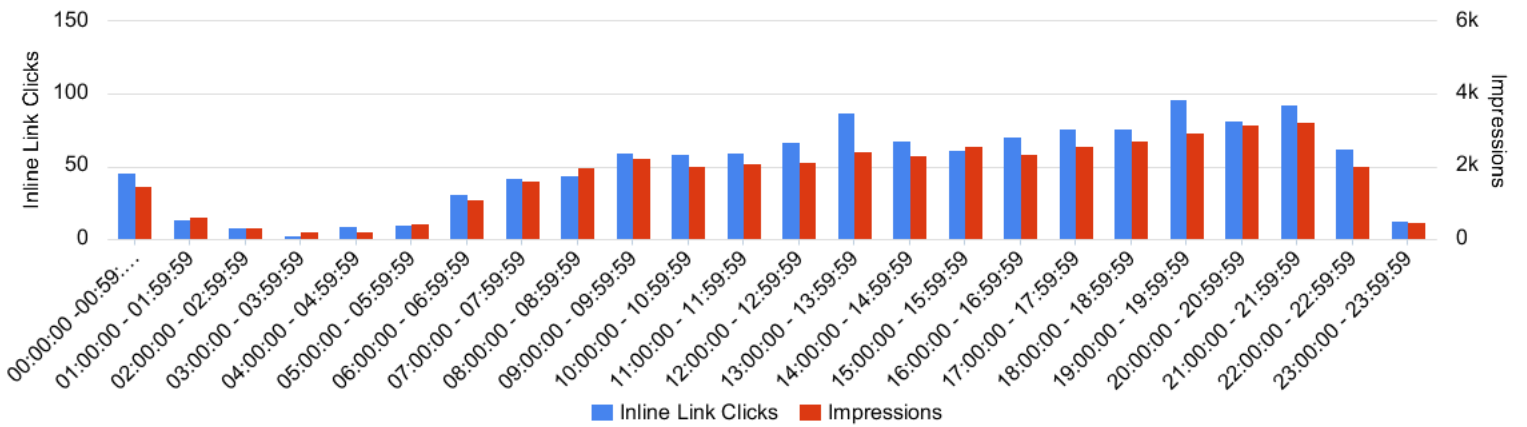
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)
COCAR



Time of Day (Ad Account)
COCAR



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance
COCAR

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - LP Views	Paused	\$305.76	950	24,748	15,860	1.56	7.03%	3	\$101.92
Coolsculpting - Conversions	Active	\$690.89	291	18,608	10,413	1.79	3.88%	6	\$115.15
Total		\$996.65	1,241	43,356	26,199	1.65	5.68%	9	\$110.74

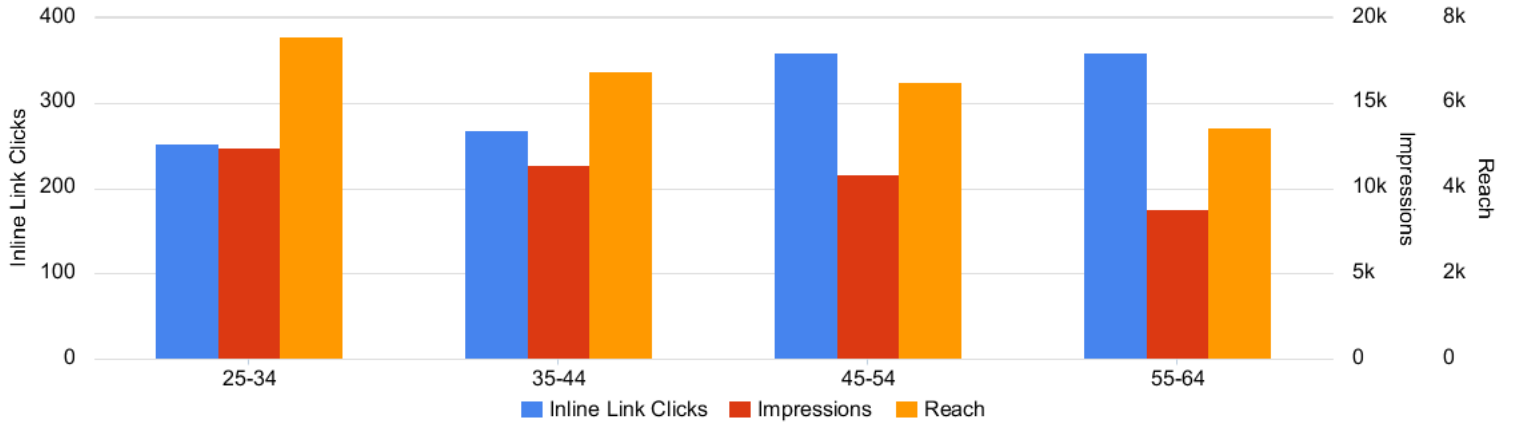
Top ads performance
COCAR

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2020-10 - Women - Video 2 - All Placements		Coolsculpting - LP Views	\$253.78	791	20,225	14,712	1.37	7.06%	3	\$84.59
2020-10 - Women - Video 2 - All Placements		Coolsculpting - Conversions	\$415.57	201	11,952	8,213	1.46	4.49%	3	\$138.52
2020-10 - Women - Video 1 - All Placements		Coolsculpting - LP Views	\$51.86	159	4,510	3,419	1.32	6.94%	0	\$0.00
2020-10 - Women - Video 1 - All Placements		Coolsculpting - Conversions	\$198.76	75	5,368	3,368	1.59	2.78%	1	\$198.76
2020-07 - Women - Video 1		Coolsculpting - Conversions	\$76.56	15	1,288	713	1.81	2.80%	2	\$38.28
2020-07 - Women - Video 1		Coolsculpting - LP Views	\$0.12	0	13	13	1	7.69%	0	\$0.00
Total			\$996.65	1,241	43,356	26,199	1.65	5.68%	9	\$110.74

Audience performance

06/01/2021 - 06/30/2021

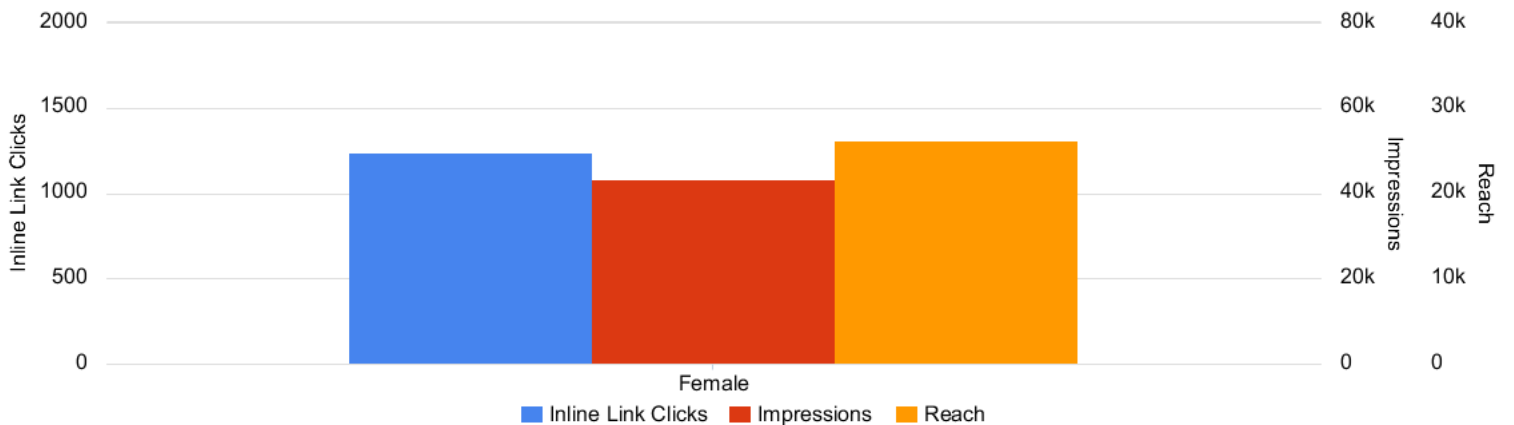
Age performance COCAR



Age performance COCAR

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
COCAR	\$996.65	1,241	43,356	26,199	1.65	5.68%	9	\$110.74
> 55-64	\$242.78	360	8,806	5,417	1.63	7.55%	0	\$0.00
> 45-54	\$263.85	359	10,848	6,490	1.67	6.36%	0	\$0.00
> 35-44	\$237.70	269	11,339	6,738	1.68	5.06%	0	\$0.00
> 25-34	\$252.32	253	12,363	7,554	1.64	4.32%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance COCAR



Gender performance COCAR

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
COCAR	\$996.65	1,241	43,356	26,199	1.65	5.68%	9	\$110.74
> Female	\$996.65	1,241	43,356	26,199	1.65	5.68%	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
COCAR

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
COCAR	\$4,316.46	3,025	169,573	65,577	2.59	4.15%	32	\$134.89
> 2021-06-01 - 2021-06-30	\$996.65	1,241	43,356	26,199	1.65	5.68%	9	\$110.74
> 2021-05-01 - 2021-05-31	\$882.31	494	33,011	17,520	1.88	3.87%	7	\$126.04
> 2021-04-01 - 2021-04-30	\$988.62	571	35,605	18,390	1.94	3.97%	0	\$0.00
> 2021-03-01 - 2021-03-31	\$563.19	242	16,826	8,050	2.09	3.26%	5	\$112.64
> 2021-02-01 - 2021-02-28	\$420.39	204	17,816	8,434	2.11	3.41%	4	\$105.10
> 2021-01-01 - 2021-01-31	\$465.30	273	22,959	9,623	2.39	3.17%	7	\$66.47