

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
COCAR

\$257.02

\$996.68 -74.21%

Impressions
COCAR

7,157

43,358 -83.49%

Reach
COCAR

4,875

26,199 -81.39%

Clicks (Link)
COCAR

140

1,241 -88.72%

Leads
COCAR

5

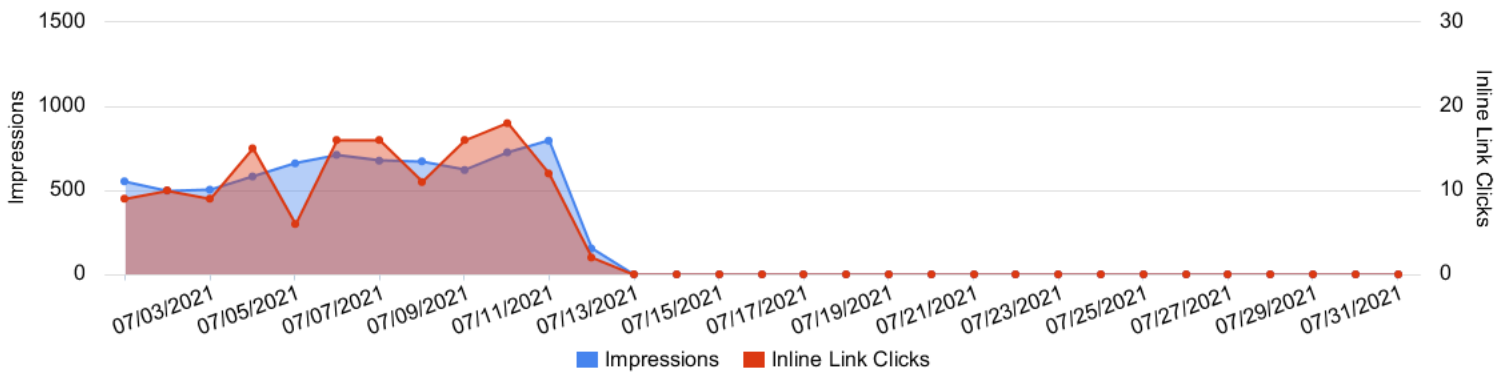
9 -44.44%

Cost / Lead
COCAR

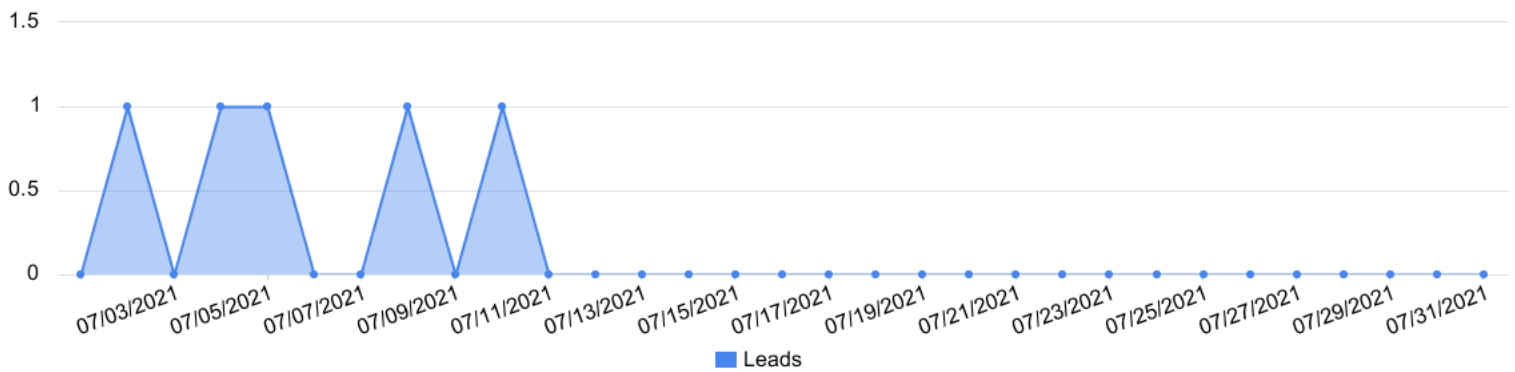
\$51.40

\$110.74 -53.58%

Impressions vs Inline Link Clicks
COCAR




Conversions by day
COCAR




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
COCAR

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$257.02	\$996.68	-74.21%
Impressions	7,157	43,358	-83.49%
Reach	4,875	26,199	-81.39%
Clicks	140	1,241	-88.72%
CTR	1.96%	2.86%	-31.66%
Frequency	1.47	1.65	-11.29%
Leads	5	9	-44.44%
Cost / Lead	\$51.40	\$110.74	-53.58%

 Engagement Summary
COCAR

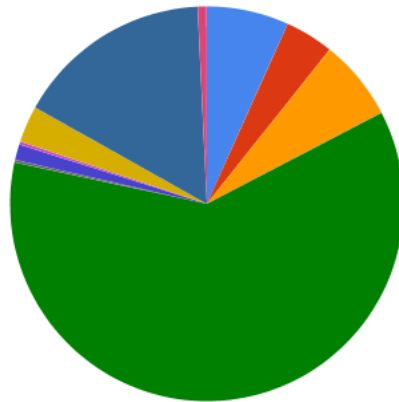
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	1	11	-90.91%
Post Reactions	13	64	-79.69%
Post Shares	3	12	-75.00%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

COCAR



- Audience Network - An Classic - Reach: 345 (6.74%)
- Audience Network - Rewarded Video - Reach: 205 (4.00%)
- Facebook - Facebook Stories - Reach: 340 (6.64%)
- Facebook - Feed - Reach: 3,123 (61.00%)
- Facebook - Instant Article - Reach: 11 (0.21%)
- Facebook - Instream Video - Reach: 66 (1.29%)
- Facebook - Search - Reach: 13 (0.25%)
- Facebook - Video Feeds - Reach: 153 (2.99%)
- Instagram - Feed - Reach: 826 (16.13%)
- Instagram - Instagram Explore - Reach: 38 (0.74%)

Placement Performance (by Leads)

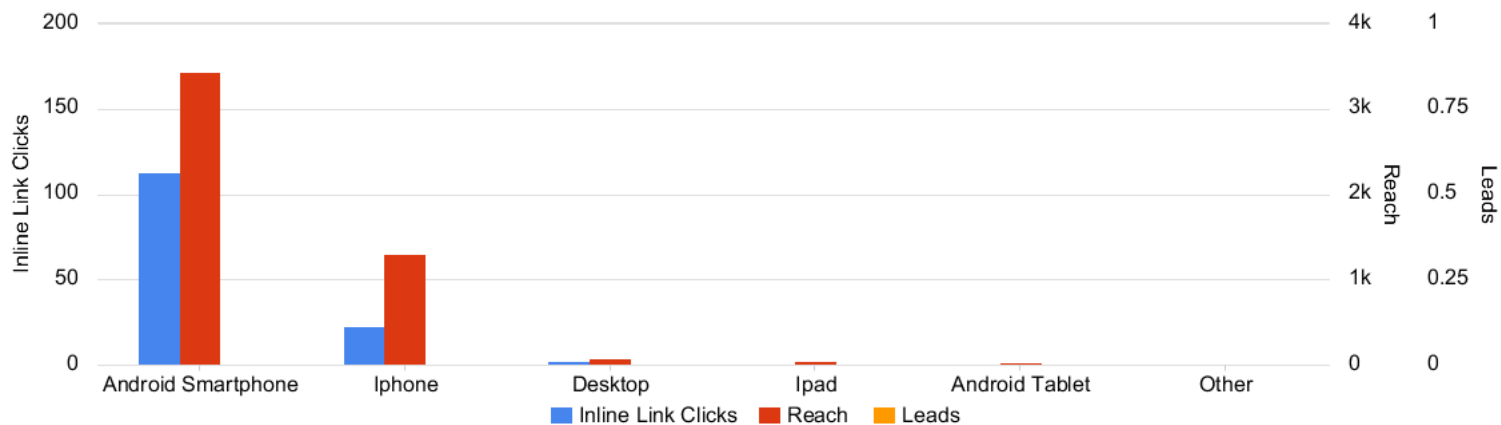
COCAR

Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
COCAR	\$257.02	140	7,157	4,875	1.47	4.01%	5	\$51.40
> Audience Network - An Classic	\$43.57	16	610	345	1.77	2.62%	0	\$0.00
> Audience Network - Rewarded Video	\$26.94	10	382	205	1.86	2.62%	0	\$0.00
> Facebook - Facebook Stories	\$13.72	5	440	340	1.29	1.59%	0	\$0.00
> Facebook - Feed	\$141.69	93	4,280	3,123	1.37	5.23%	0	\$0.00
> Facebook - Instant Article	\$0.42	0	13	11	1.18	0.00%	0	\$0.00
> Facebook - Instream Video	\$2.89	2	74	66	1.12	2.70%	0	\$0.00
> Facebook - Search	\$0.53	1	13	13	1	15.38%	0	\$0.00
> Facebook - Video Feeds	\$3.83	4	173	153	1.13	4.05%	0	\$0.00
> Instagram - Feed	\$19.96	9	983	826	1.19	1.93%	0	\$0.00
> Instagram - Instagram Explore	\$0.57	0	39	38	1.03	0.00%	0	\$0.00
> Instagram - Instagram Stories	\$2.52	0	127	105	1.21	0.00%	0	\$0.00
> Messenger - Messenger Stories	\$0.38	0	23	19	1.21	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
COCAR



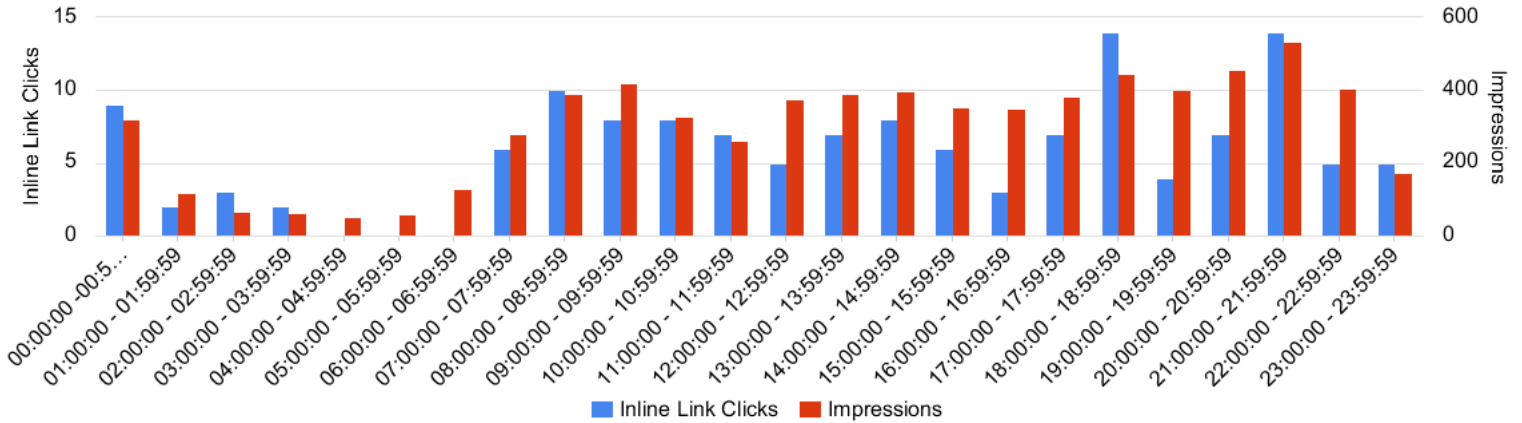
Device Platform Performance
COCAR

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
COCAR	\$257.02	7,157	140	4.01%	4,875	1.47	5
> Mobile App	\$247.91	6,923	136	3.96%	4,712	1.47	0
> Mobile Web	\$3.79	123	2	7.32%	92	1.34	0
> Desktop	\$5.32	111	2	3.60%	82	1.35	0
> Unknown	\$0.00	0	0	--	0	0	0

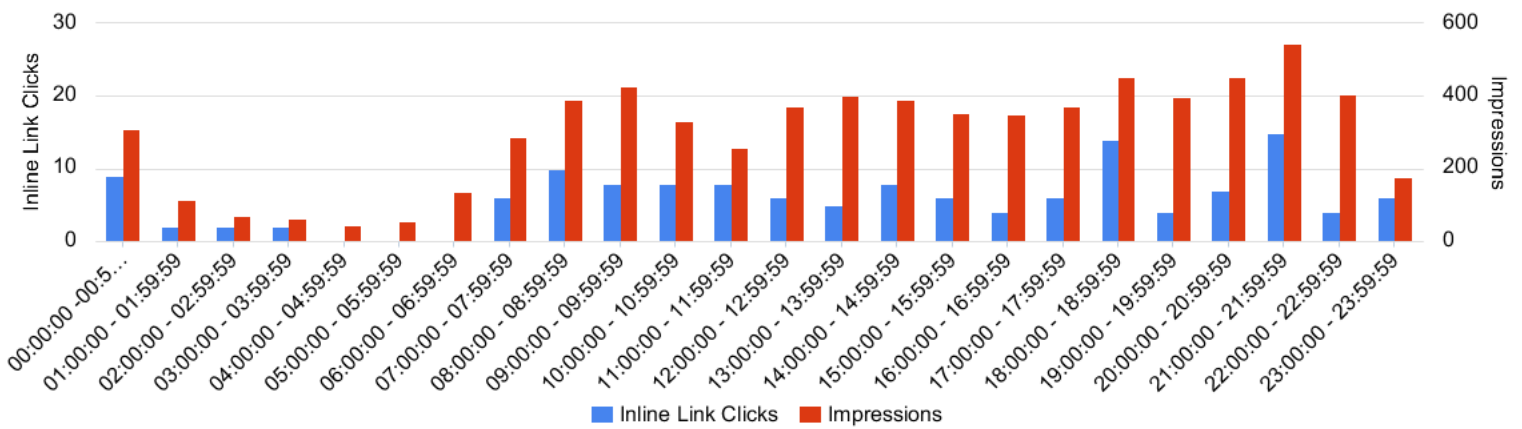
Schedule Performance

07/01/2021 - 07/31/2021

Time of Day (Viewer)
COCAR




Time of Day (Ad Account)
COCAR



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
COCAR

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$257.02	7,157	140	5	\$51.40
Total	\$257.02	7,157	140	5	\$51.40

Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021




 Top Performing Ad Sets
COCAR

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women 25-64- 10mi Radius - Top 50	Coolsculpting - Conversions	\$257.02	7,157	140	5	\$51.40
	Total	\$257.02	7,157	140	5	\$51.40

Ad Performance Summary

07/01/2021 - 07/31/2021

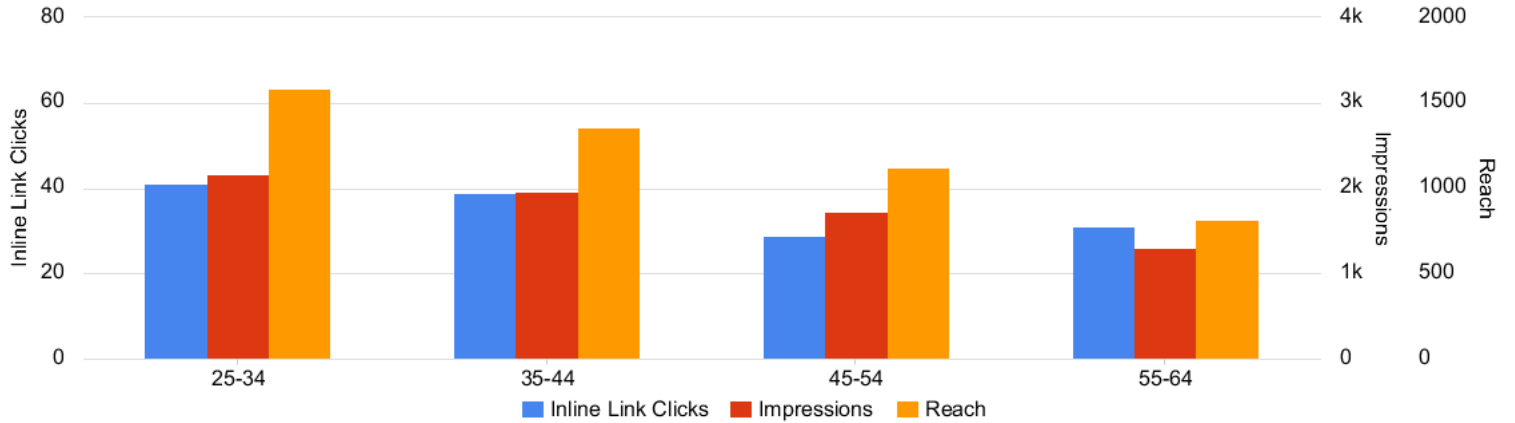
 Top Performing Ads (by Leads)
COCAR

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 1 - All Placements		Coolsculpting - Conversions	\$108.99	51	2,969	2,164	1.37	3.17%	3	\$36.33
2020-07 - Women - Video 1		Coolsculpting - Conversions	\$25.57	7	464	281	1.65	1.51%	1	\$25.57
2020-10 - Women - Video 2 - All Placements		Coolsculpting - Conversions	\$122.46	82	3,724	3,091	1.2	4.99%	1	\$122.46
Total			\$257.02	140	7,157	4,875	1.47	4.01%	5	\$51.40

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
COCAR



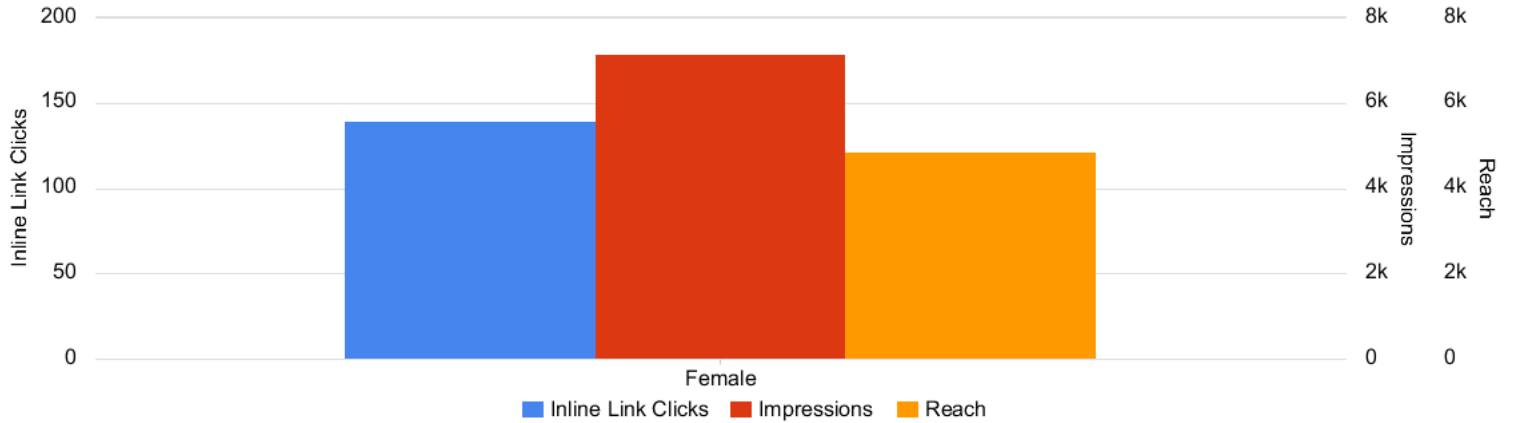
Age Performance Summary
COCAR

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
COCAR	\$257.02	7,157	4,875	140	4.01%	1.47	5
> 25-34	\$52.58	2,157	1,588	41	4.54%	1.36	0
> 35-44	\$59.96	1,967	1,353	39	4.32%	1.45	0
> 45-54	\$71.13	1,724	1,120	29	3.36%	1.54	0
> 55-64	\$73.35	1,309	814	31	3.51%	1.61	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
COCAR



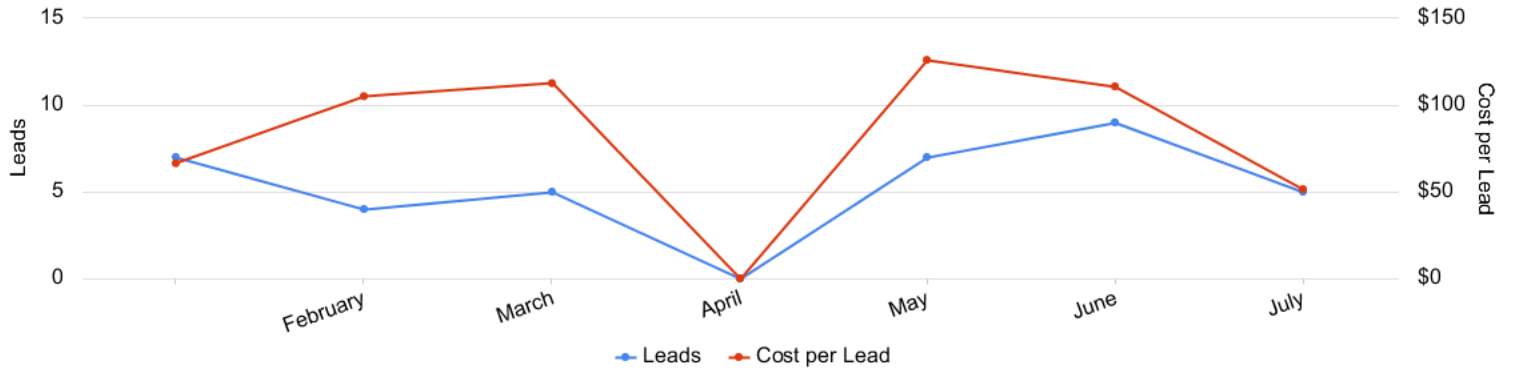
Gender Performance Summary
COCAR

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
COCAR	\$257.02	7,157	4,875	140	4.01%	1.47	5
> Female	\$257.02	7,157	4,875	140	4.01%	1.47	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend
COCAR



Historical table (by month)
COCAR

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
COCAR	\$4,573.51	3,165	176,732	67,641	2.61	4.14%	37	\$123.61
> 2021-01-01 - 2021-01-31	\$465.30	273	22,959	9,623	2.39	3.17%	7	\$66.47
> 2021-02-01 - 2021-02-28	\$420.39	204	17,816	8,434	2.11	3.41%	4	\$105.10
> 2021-03-01 - 2021-03-31	\$563.19	242	16,826	8,050	2.09	3.26%	5	\$112.64
> 2021-04-01 - 2021-04-30	\$988.62	571	35,605	18,390	1.94	3.97%	0	\$0.00
> 2021-05-01 - 2021-05-31	\$882.31	494	33,011	17,520	1.88	3.87%	7	\$126.04
> 2021-06-01 - 2021-06-30	\$996.68	1,241	43,358	26,199	1.65	5.68%	9	\$110.74
> 2021-07-01 - 2021-07-31	\$257.02	140	7,157	4,875	1.47	4.01%	5	\$51.40