

Summary

06/01/2021 - 06/30/2021

Impressions
Concierge Med Spa 1

143,086

177,321 -19.31%

Reach
Concierge Med Spa 1

58,648

69,420 -15.52%

Inline Link Clicks
Concierge Med Spa 1

1,747

2,311 -24.41%

Amount Spent
Concierge Med Spa 1

\$4,357.26

\$4,592.46 -5.12%

CPC (Link)
Concierge Med Spa 1

\$2.49

\$1.99 25.13%

Leads
Concierge Med Spa 1

177

255 -30.59%

CPA
Concierge Med Spa 1

\$24.62

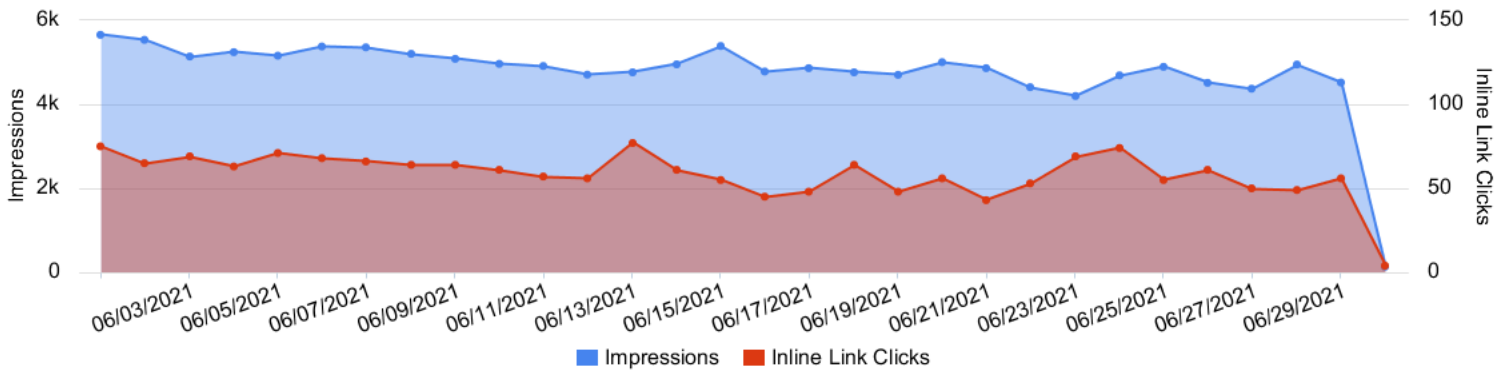
\$18.01 36.70%

Outbound Clicks
Concierge Med Spa 1

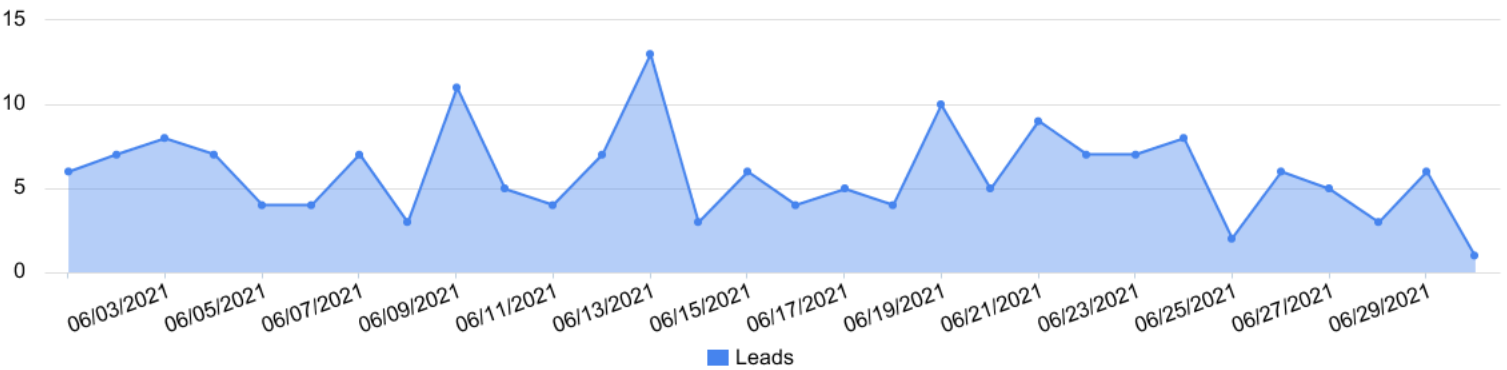
1,743

2,307 -24.45%

Impressions vs Inline Link Clicks
Concierge Med Spa 1



Conversions by day
Concierge Med Spa 1



Account performance

06/01/2021 - 06/30/2021

Overall performance

Concierge Med Spa 1

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$4,357.26	\$4,592.46	-5.12%
Inline Link Clicks	1,747	2,311	-24.41%
Impressions	143,086	177,321	-19.31%
Reach	58,648	69,420	-15.52%
Frequency	2.44	2.55	-4.49%
CTR (All)	2.57%	3.03%	-15.05%
Leads	177	255	-30.59%
cost_per_action_type:lead	\$24.62	\$18.01	36.70%

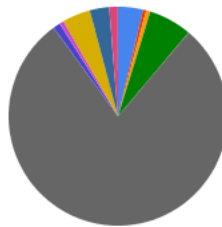
Engagement performance

Concierge Med Spa 1

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	31	53	-41.51%
Post Reactions	294	379	-22.43%
Post Shares	43	77	-44.16%

Reach by placement

Concierge Med Spa 1



- Audience Network - An Classic - Reach: 1,793 (3.71%)
- Audience Network - Rewarded Video - Reach: 218 (0.45%)
- Facebook - Facebook Groups Feed - Reach: 304 (0.63%)
- Facebook - Facebook Stories - Reach: 3,089 (6.39%)
- Facebook - Feed - Reach: 38,111 (78.80%)
- Facebook - Instant Article - Reach: 528 (1.09%)
- Facebook - Instream Video - Reach: 304 (0.63%)
- Facebook - Marketplace - Reach: 2,001 (4.14%)
- Facebook - Right Hand Column - Reach: 1,393 (2.88%)
- Facebook - Search - Reach: 622 (1.29%)

Placement performance

Concierge Med Spa 1

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Concierge Med Spa 1	\$4,357.26	1,747	143,086	58,648	2.44	2.57%	177	\$24.62
> Facebook - Feed	\$2,800.70	1,168	82,695	38,111	2.17	3.57%	0	\$0.00
> Instagram - Feed	\$740.65	244	25,555	15,094	1.69	1.20%	0	\$0.00
> Instagram - Instagram Stories	\$210.30	69	7,968	4,674	1.7	1.14%	0	\$0.00

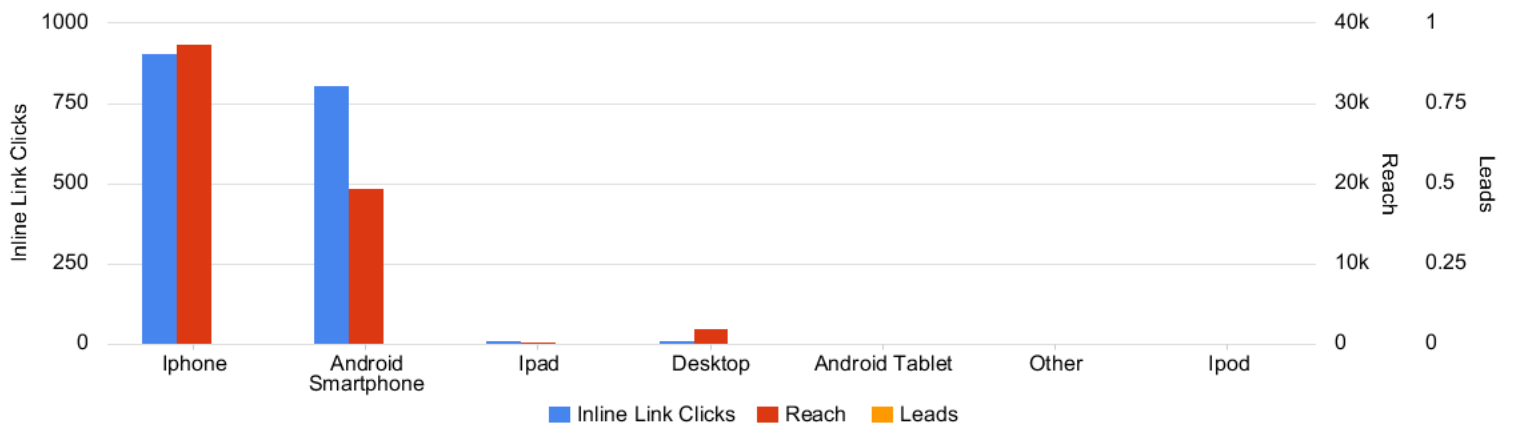
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Facebook - Facebook Stories	\$143.95	64	5,251	3,089	1.7	1.39%	0	\$0.00
> Facebook - Marketplace	\$110.17	61	4,002	2,001	2	1.75%	0	\$0.00
> Audience Network - An Classic	\$174.60	58	5,280	1,793	2.94	1.10%	0	\$0.00
> Facebook - Video Feeds	\$78.00	44	3,091	2,241	1.38	2.14%	0	\$0.00
> Facebook - Search	\$17.93	9	622	622	1	2.41%	0	\$0.00
> Facebook - Instream Video	\$10.44	6	419	304	1.38	1.67%	0	\$0.00
> Instagram - Instagram Explore	\$23.84	5	1,697	1,200	1.41	0.59%	0	\$0.00
> Facebook - Right Hand Column	\$10.63	5	5,200	1,393	3.73	0.10%	0	\$0.00
> Facebook - Instant Article	\$11.01	5	607	528	1.15	0.99%	0	\$0.00
> Audience Network - Rewarded Video	\$11.90	5	218	218	1	2.29%	0	\$0.00
> Facebook - Facebook Groups Feed	\$12.15	4	455	304	1.5	2.42%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$0.97	0	26	16	1.62	0.00%	0	\$0.00

Device performance

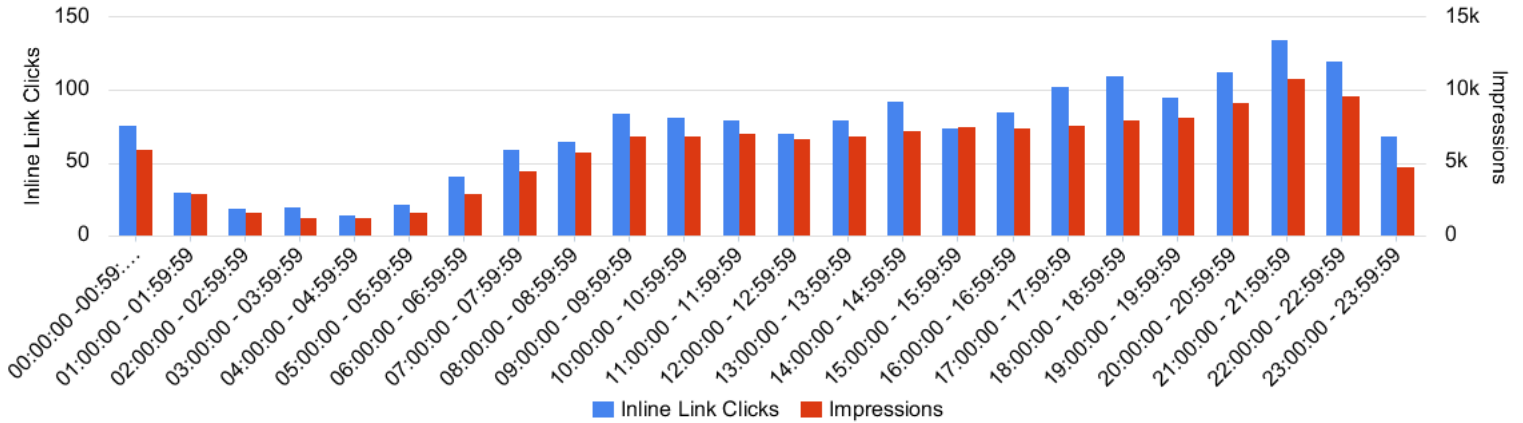
Concierge Med Spa 1



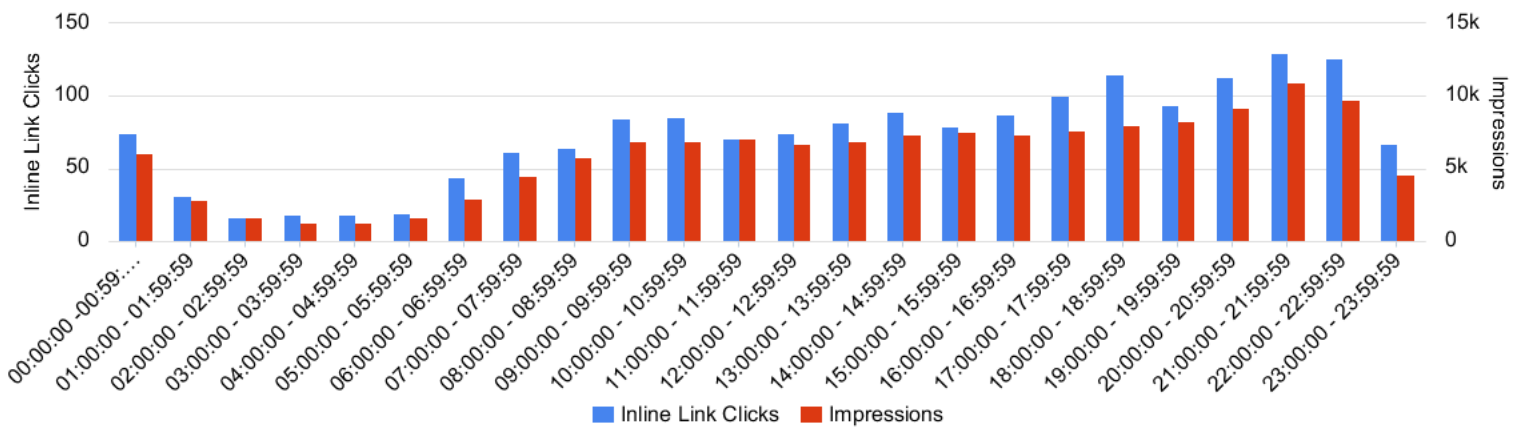
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer) Concierge Med Spa 1



Time of Day (Ad Account) Concierge Med Spa 1



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance
Concierge Med Spa 1


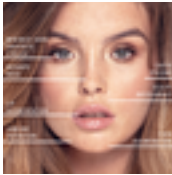

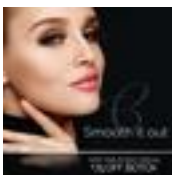
Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$1,453.20	1,144	58,777	33,533	1.75	3.98%	115	\$12.64
Botox - Conversions	Active	\$1,450.35	303	51,593	21,033	2.45	1.28%	37	\$39.20
Dermal Fillers - Conversions	Active	\$1,453.71	300	32,716	16,643	1.97	2.08%	25	\$58.15
Total		\$4,357.26	1,747	143,086	58,648	2.44	2.57%	177	\$24.62

Top ads performance
Concierge Med Spa 1

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021- 01 - CS - UGC - Sitting		Coolsculpting - Conversions	\$650.42	540	27,024	19,864	1.36	4.04%	61	\$10.66
2021- 01 - CS - UGC - Standing		Coolsculpting - Conversions	\$466.49	305	18,367	12,257	1.5	3.40%	29	\$16.09
2020-10 - Dermal Filler Default - Img 2		Dermal Fillers - Conversions	\$700.34	142	15,383	8,534	1.8	1.98%	13	\$53.87
2020-10 - Dermal Filler Default - Img 2		Dermal Fillers - Conversions	\$401.73	87	8,979	4,508	1.99	2.07%	6	\$66.95
2021- 01 - CS - UGC - Standing		Coolsculpting - Conversions	\$77.01	83	3,310	2,165	1.53	5.56%	6	\$12.84
2021- 01 - CS - UGC - Sitting		Coolsculpting - Conversions	\$62.45	64	2,562	2,010	1.27	5.31%	6	\$10.41

Campaign performance

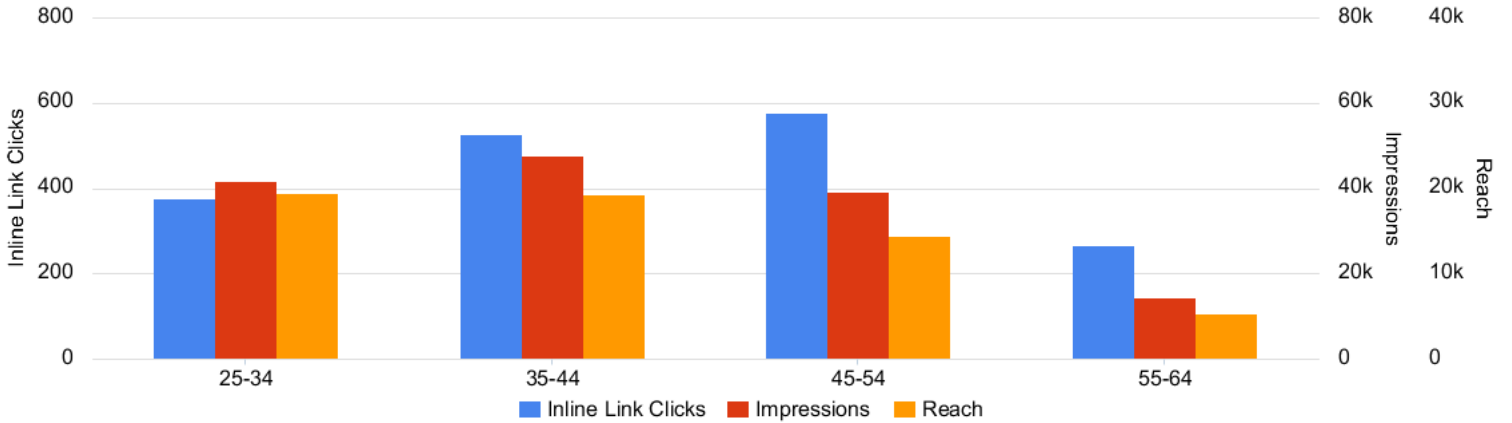
06/01/2021 - 06/30/2021

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2020-10 - Botox Default - Promo Img B		Botox - Conversions	\$225.78	53	9,071	4,668	1.94	1.09%	8	\$28.22
2020-10 - Dermal Filler Default - Img 2		Dermal Fillers - Conversions	\$201.72	46	4,201	2,474	1.7	2.71%	3	\$67.24
2020-09 - CS - Women - Image 5		Coolsculpting - Conversions	\$73.27	44	2,477	1,523	1.63	2.91%	7	\$10.47
2020-10 - Botox Default - Promo Img A		Botox - Conversions	\$227.75	44	7,180	4,108	1.75	1.32%	3	\$75.92
Total			\$3,086.96	1,408	98,554	62,111	16.47	--	142	\$21.74

Audience performance

06/01/2021 - 06/30/2021

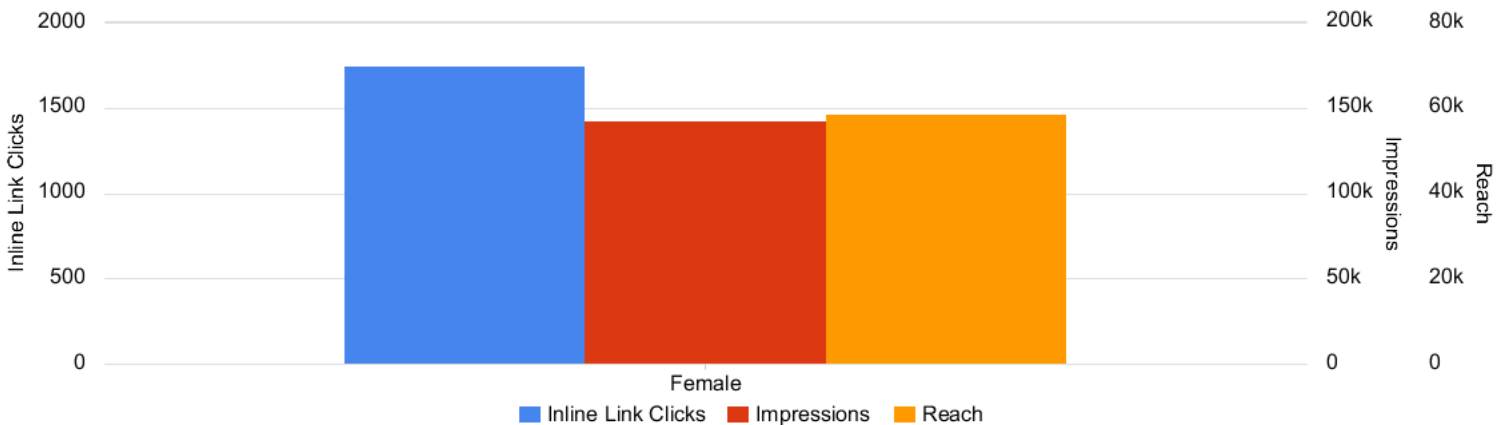
Age performance Concierge Med Spa 1



Age performance Concierge Med Spa 1

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Concierge Med Spa 1	\$4,357.26	1,747	143,086	58,648	2.44	2.57%	177	\$24.62
> 45-54	\$1,442.87	578	39,339	14,454	2.72	2.97%	0	\$0.00
> 35-44	\$1,294.90	526	47,578	19,288	2.47	2.52%	0	\$0.00
> 25-34	\$894.87	377	41,645	19,512	2.13	2.01%	0	\$0.00
> 55-64	\$724.61	266	14,524	5,394	2.69	3.26%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance Concierge Med Spa 1



Gender performance Concierge Med Spa 1

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Concierge Med Spa 1	\$4,357.26	1,747	143,086	58,648	2.44	2.57%	177	\$24.62
> Female	\$4,357.26	1,747	143,086	58,648	2.44	2.57%	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
Concierge Med Spa 1

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Concierge Med Spa 1	\$25,476.70	13,354	1,178,071	242,849	4.85	2.79%	1,422	\$17.92
> 2021-06-01 - 2021-06-30	\$4,357.26	1,747	143,086	58,648	2.44	2.57%	177	\$24.62
> 2021-05-01 - 2021-05-31	\$4,592.46	2,311	177,321	69,420	2.55	3.03%	255	\$18.01
> 2021-04-01 - 2021-04-30	\$4,564.53	2,469	204,458	79,350	2.58	3.04%	291	\$15.69
> 2021-03-01 - 2021-03-31	\$2,626.09	1,537	130,702	56,595	2.31	3.09%	201	\$13.07
> 2021-02-01 - 2021-02-28	\$4,202.05	3,062	246,315	79,375	3.1	3.16%	296	\$14.20
> 2021-01-01 - 2021-01-31	\$5,134.31	2,228	276,189	83,088	3.32	2.11%	202	\$25.42