

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Concierge Med Spa 1

**\$4,648.68**

\$4,357.26 **6.69%**

Impressions  
Concierge Med Spa 1

**165,549**

143,086 **15.70%**

Reach  
Concierge Med Spa 1

**70,498**

58,648 **20.21%**

Clicks (Link)  
Concierge Med Spa 1

**1,702**

1,747 **-2.58%**

Leads  
Concierge Med Spa 1

**198**

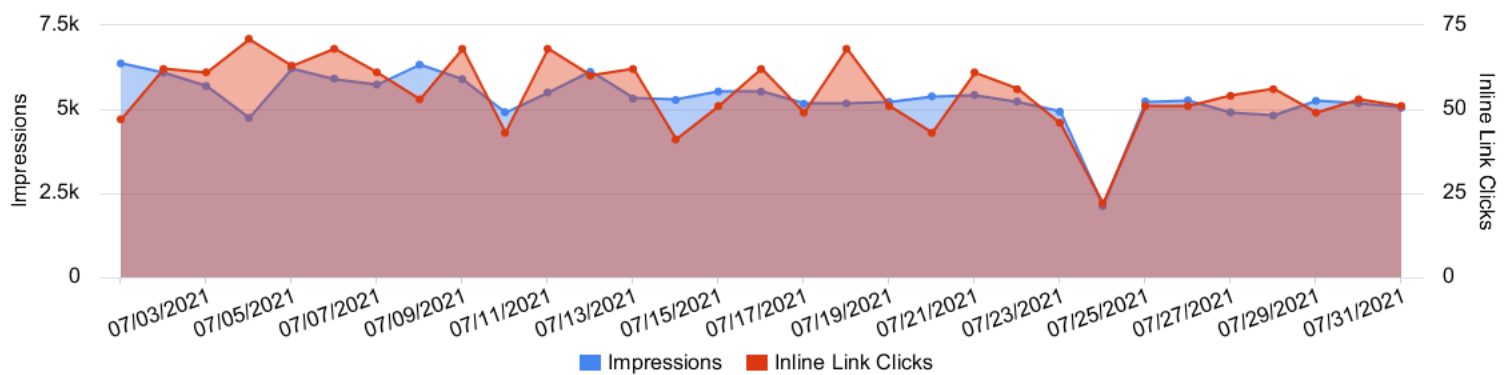
197 **0.51%**

Cost / Lead  
Concierge Med Spa 1

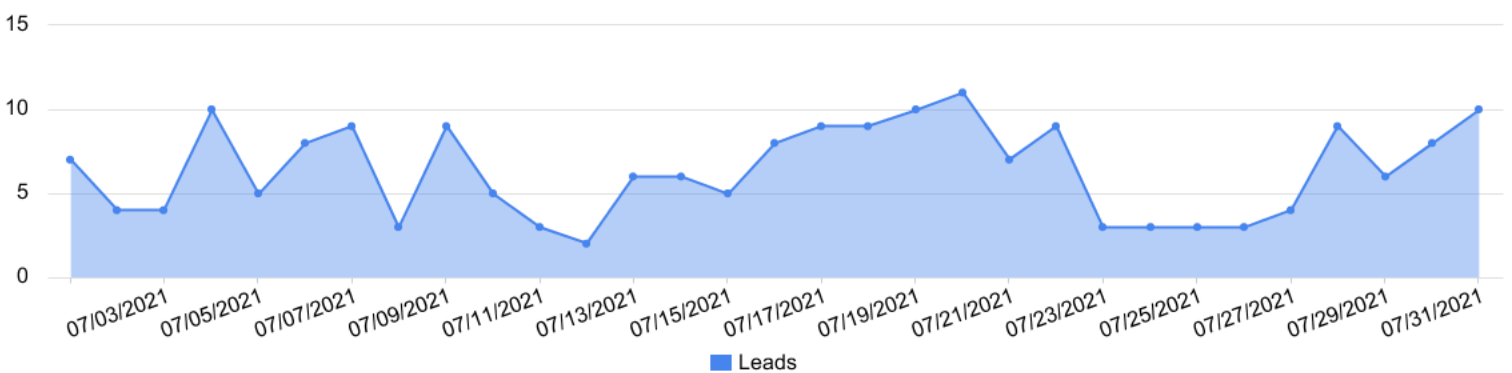
**\$23.48**

\$22.12 **6.15%**

Impressions vs Inline Link Clicks  
Concierge Med Spa 1




Conversions by day  
Concierge Med Spa 1




# Month-Over-Month Performance Comparison

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

 Overall Performance Summary  
Concierge Med Spa 1

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$4,648.68	\$4,357.26	6.69%
Impressions	165,549	143,086	15.70%
Reach	70,498	58,648	20.21%
Clicks	1,702	1,747	-2.58%
CTR	1.03%	1.22%	-15.80%
Frequency	2.35	2.44	-3.75%
Leads	198	197	0.51%
Cost / Lead	\$23.48	\$22.12	6.15%

 Engagement Summary  
Concierge Med Spa 1

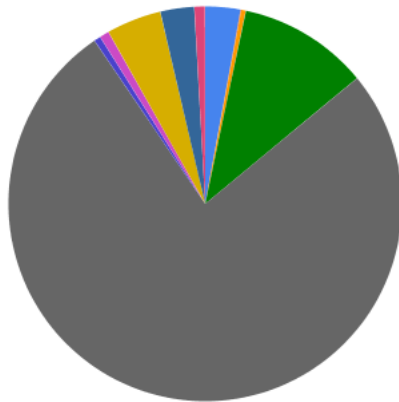
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	31	31	0.00%
Post Reactions	279	294	-5.10%
Post Shares	53	43	23.26%

# Placement Performance Summary

07/01/2021 - 07/31/2021

## Reach Summary (by Placement)

Concierge Med Spa 1



- Audience Network - An Classic - Reach: 1,728 (2.89%)
- Audience Network - Rewarded Video - Reach: 32 (0.05%)
- Facebook - Facebook Groups Feed - Reach: 224 (0.37%)
- Facebook - Facebook Stories - Reach: 6,400 (10.71%)
- Facebook - Feed - Reach: 45,681 (76.46%)
- Facebook - Instant Article - Reach: 320 (0.54%)
- Facebook - Instream Video - Reach: 478 (0.80%)
- Facebook - Marketplace - Reach: 2,688 (4.50%)
- Facebook - Right Hand Column - Reach: 1,664 (2.79%)
- Facebook - Search - Reach: 528 (0.88%)

## Placement Performance (by Leads)

Concierge Med Spa 1

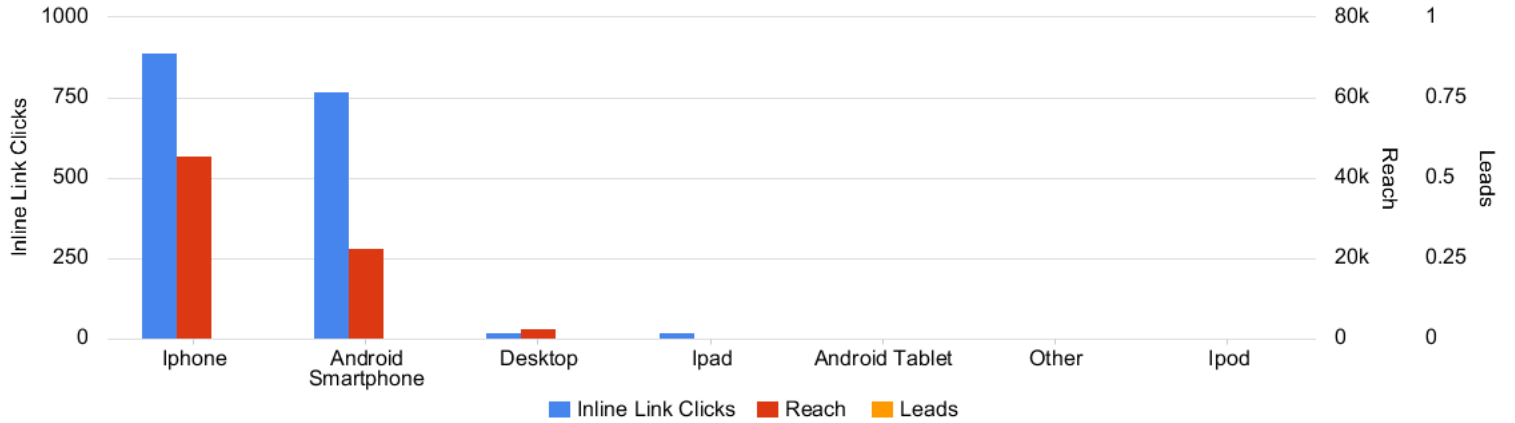
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Concierge Med Spa 1	\$4,648.68	1,702	165,549	70,498	2.35	2.20%	198	\$23.48
> Audience Network - An Classic	\$125.84	47	5,448	1,728	3.15	0.86%	0	\$0.00
> Audience Network - Rewarded Video	\$5.07	1	103	32	3.22	0.97%	0	\$0.00
> Facebook - Facebook Groups Feed	\$7.33	2	339	224	1.51	2.36%	0	\$0.00
> Facebook - Facebook Stories	\$303.53	114	11,278	6,400	1.76	1.17%	0	\$0.00
> Facebook - Feed	\$3,010.21	1,136	95,188	45,681	2.08	3.04%	0	\$0.00
> Facebook - Instant Article	\$12.41	2	503	320	1.57	0.80%	0	\$0.00
> Facebook - Instream Video	\$10.39	6	478	478	1	1.26%	0	\$0.00
> Facebook - Marketplace	\$117.32	80	4,234	2,688	1.58	2.03%	0	\$0.00
> Facebook - Right Hand Column	\$14.57	8	4,862	1,664	2.92	0.16%	0	\$0.00
> Facebook - Search	\$15.51	7	585	528	1.11	2.39%	0	\$0.00
> Facebook - Video Feeds	\$78.52	39	3,003	2,016	1.49	2.13%	0	\$0.00
> Instagram - Feed	\$730.07	208	28,955	17,361	1.67	1.03%	0	\$0.00
> Instagram - Instagram Explore	\$21.79	10	1,718	1,440	1.19	0.76%	0	\$0.00
> Instagram - Instagram Stories	\$193.87	42	8,800	5,280	1.67	0.72%	0	\$0.00
> Messenger - Messenger Stories	\$2.25	0	55	48	1.15	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

Concierge Med Spa 1



## Device Platform Performance

Concierge Med Spa 1

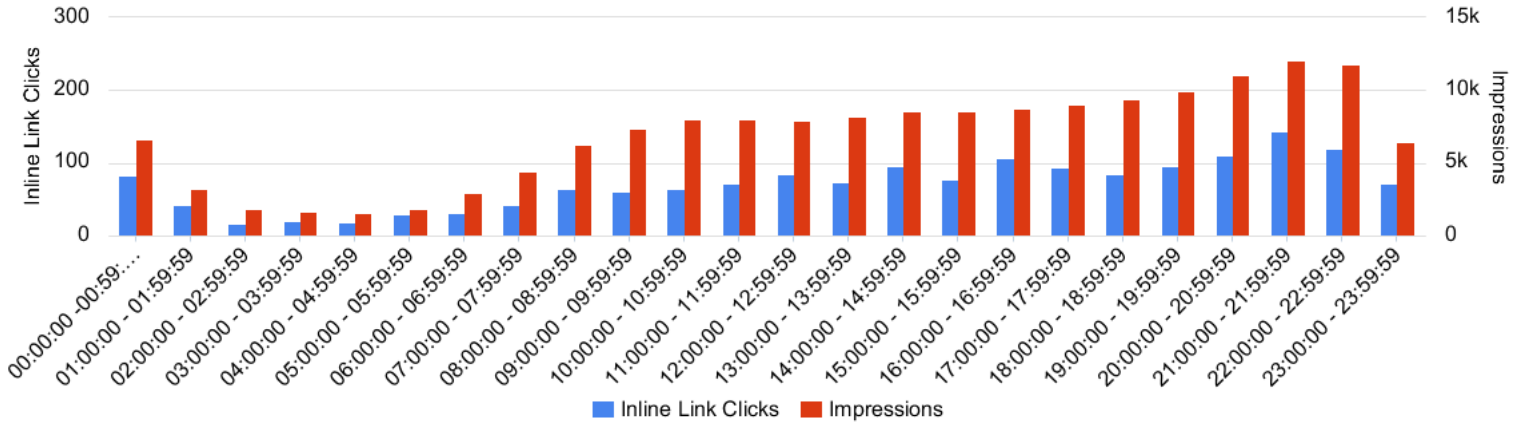
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Concierge Med Spa 1	\$4,648.68	165,549	1,702	2.20%	70,498	2.35	198
> Mobile App	\$4,326.68	151,545	1,649	2.31%	65,794	2.3	0
> Mobile Web	\$212.26	7,190	33	1.53%	3,440	2.09	0
> Desktop	\$109.74	6,814	20	0.41%	2,544	2.68	0
> Unknown	\$0.00	0	0	--	0	0	0

# Schedule Performance

07/01/2021 - 07/31/2021

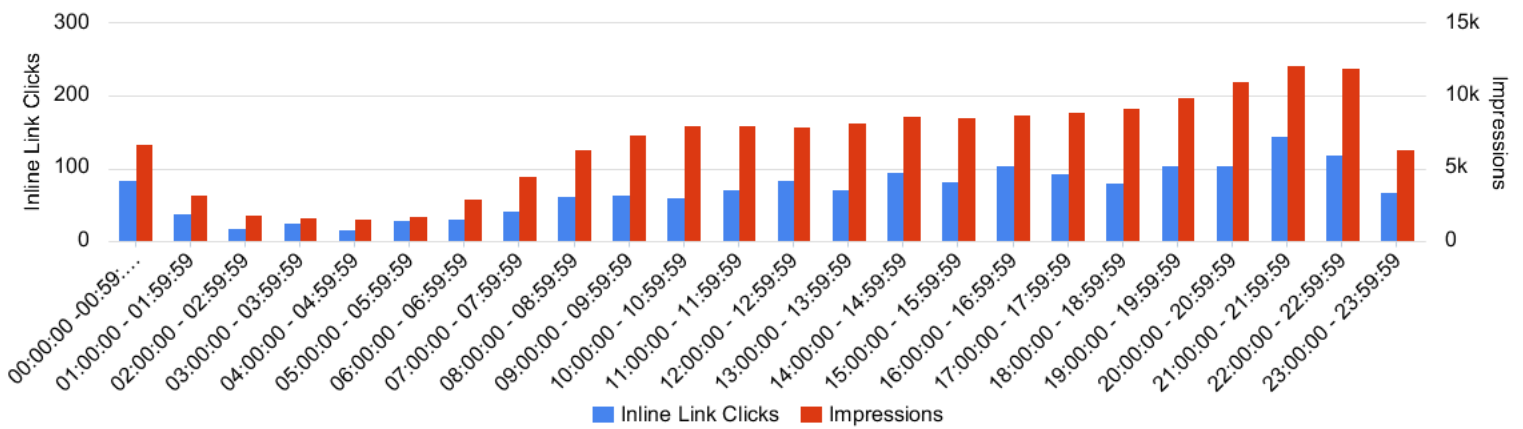
## Time of Day (Viewer)

Concierge Med Spa 1




## Time of Day (Ad Account)

Concierge Med Spa 1



# Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown  
Concierge Med Spa 1

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,548.90	68,652	1,098	123	\$12.59
Botox - Conversions	\$1,549.22	57,235	306	43	\$36.03
Dermal Fillers - Conversions	\$1,550.56	39,662	298	32	\$48.45
<b>Total</b>	<b>\$4,648.68</b>	<b>165,549</b>	<b>1,702</b>	<b>198</b>	<b>\$23.48</b>

# Ad Set Performance Summary (by Leads)

07/01/2021 - 07/31/2021

 Top Performing Ad Sets  
Concierge Med Spa 1

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	Coolsculpting - Conversions	\$1,242.94	55,135	805	92	\$13.51
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	Botox - Conversions	\$647.38	23,013	127	22	\$29.43
135 S. Washington St Naperville, IL 60564 - Women - 25-60	Coolsculpting - Conversions	\$207.10	8,857	206	22	\$9.41
135 S. Washington St Naperville, IL 60564 - Women - 25-60	Dermal Fillers - Conversions	\$430.73	11,119	92	13	\$33.13
135 S. Washington St Naperville, IL 60564 - Women - 25-60	Botox - Conversions	\$553.62	21,143	108	12	\$46.13
135 Park Avenue Barrington, IL 60010 - Women - 25-60	Dermal Fillers - Conversions	\$271.03	6,963	63	10	\$27.10
135 Park Avenue Barrington, IL 60010 - Women - 25-60	Botox - Conversions	\$348.22	13,079	71	9	\$38.69
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	Dermal Fillers - Conversions	\$848.80	21,580	143	9	\$94.31
135 Park Avenue Barrington, IL 60010 - Women - 25-60	Coolsculpting - Conversions	\$98.86	4,660	87	9	\$10.98
<b>Total</b>		<b>\$4,648.68</b>	<b>165,549</b>	<b>1,702</b>	<b>198</b>	<b>\$23.48</b>

# Ad Performance Summary

07/01/2021 - 07/31/2021

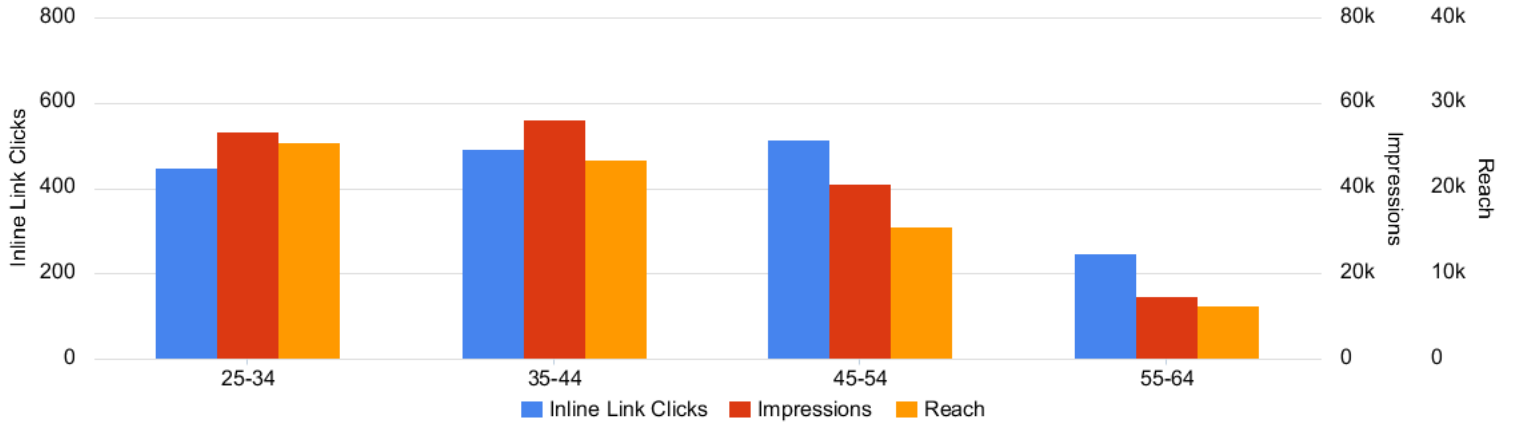
Top Performing Ads (by Leads)  
Concierge Med Spa 1

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 - Standing		Coolsculpting - Conversions	\$535.07	311	23,825	14,482	1.65	2.55%	47	\$11.38
2021-01 - CS - UGC - Sitting		Coolsculpting - Conversions	\$656.86	475	29,628	21,653	1.37	3.34%	44	\$14.93
2021-01 - CS - UGC - Standing		Coolsculpting - Conversions	\$126.04	124	5,503	3,191	1.72	5.36%	16	\$7.88
2020-10 - Botox Default - Promo Img A		Botox - Conversions	\$214.85	39	7,643	4,586	1.67	1.15%	10	\$21.48
2020-10 - Botox Default - Promo Img B		Botox - Conversions	\$259.28	65	9,680	6,388	1.52	1.10%	10	\$25.93
2020-10 - Dermal Filler Default - Img 2		Dermal Fillers - Conversions	\$374.70	84	9,455	4,952	1.91	2.05%	9	\$41.63
<b>Total</b>			<b>\$2,166.80</b>	<b>1,098</b>	<b>85,734</b>	<b>55,252</b>	<b>9.83</b>	<b>--</b>	<b>136</b>	<b>\$15.93</b>

# Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart  
Concierge Med Spa 1



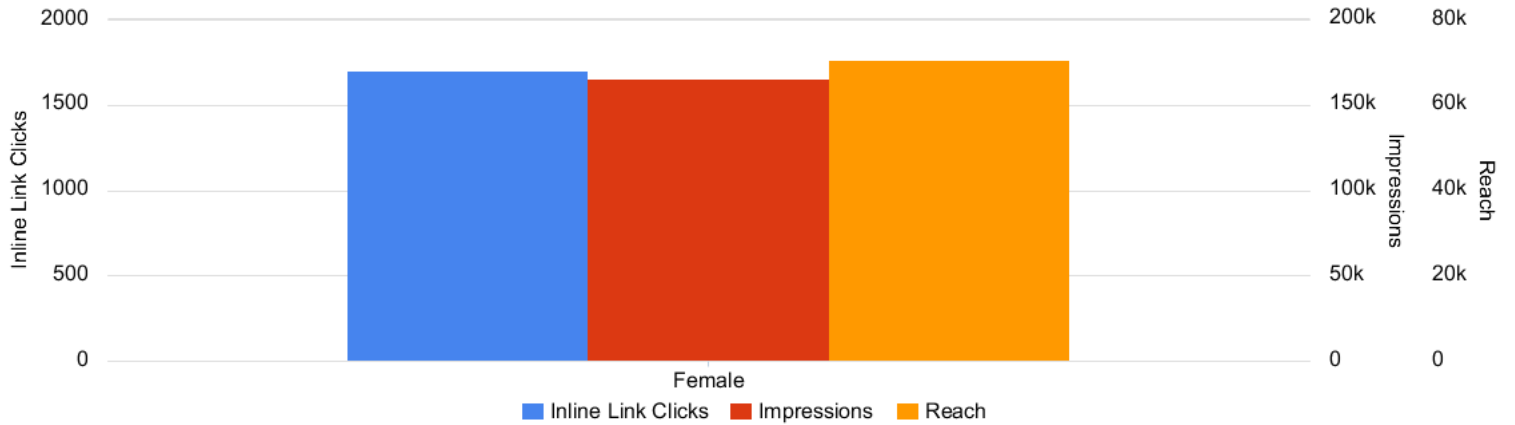
Age Performance Summary  
Concierge Med Spa 1

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Concierge Med Spa 1	\$4,648.68	165,549	70,498	1,702	2.20%	2.35	198
> 25-34	\$1,033.00	53,303	25,441	449	1.82%	2.1	0
> 35-44	\$1,414.22	56,213	23,329	491	2.08%	2.41	0
> 45-54	\$1,469.81	41,251	15,456	513	2.52%	2.67	0
> 55-64	\$731.66	14,782	6,272	249	3.13%	2.36	0
> Unknown	\$0.00	0	0	0	--	0	0

# Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart  
Concierge Med Spa 1



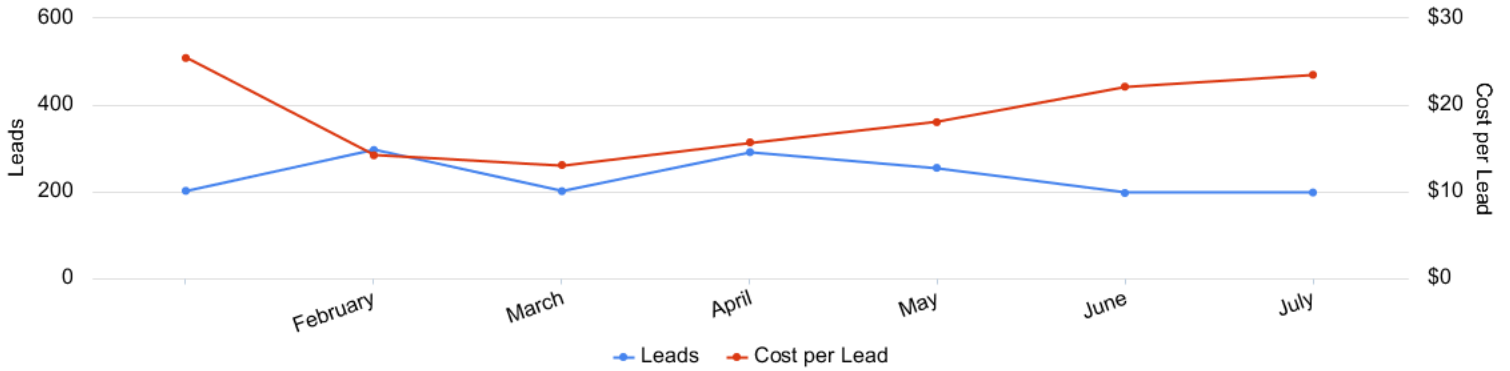
Gender Performance Summary  
Concierge Med Spa 1

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Concierge Med Spa 1	\$4,648.68	165,549	70,498	1,702	2.20%	2.35	198
> Female	\$4,648.68	165,549	70,498	1,702	2.20%	2.35	0
> Unknown	\$0.00	0	0	0	--	0	0

# Year-to-Date Performance

01/01/2021 - 07/31/2021

## Year-to-Date Trend Concierge Med Spa 1



## Historical table (by month) Concierge Med Spa 1

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Concierge Med Spa 1	\$30,125.38	15,056	1,343,620	269,089	4.99	2.72%	1,640	\$18.37
> 2021-01-01 - 2021-01-31	\$5,134.31	2,228	276,189	83,088	3.32	2.11%	202	\$25.42
> 2021-02-01 - 2021-02-28	\$4,202.05	3,062	246,315	79,375	3.1	3.16%	296	\$14.20
> 2021-03-01 - 2021-03-31	\$2,626.09	1,537	130,702	56,595	2.31	3.09%	201	\$13.07
> 2021-04-01 - 2021-04-30	\$4,564.53	2,469	204,458	79,350	2.58	3.04%	291	\$15.69
> 2021-05-01 - 2021-05-31	\$4,592.46	2,311	177,321	69,420	2.55	3.03%	255	\$18.01
> 2021-06-01 - 2021-06-30	\$4,357.26	1,747	143,086	58,648	2.44	2.57%	197	\$22.12
> 2021-07-01 - 2021-07-31	\$4,648.68	1,702	165,549	70,498	2.35	2.20%	198	\$23.48