

Summary

06/01/2021 - 06/30/2021

Impressions
COR Medspa

105,357

125,122 -15.80%

Reach
COR Medspa

36,007

39,346 -8.49%

Inline Link Clicks
COR Medspa

1,172

1,486 -21.13%

Amount Spent
COR Medspa

\$4,498.86

\$4,646.57 -3.18%

CPC (Link)
COR Medspa

\$3.84

\$3.13 22.68%

Leads
COR Medspa

76

104 -26.92%

CPA
COR Medspa

\$59.20

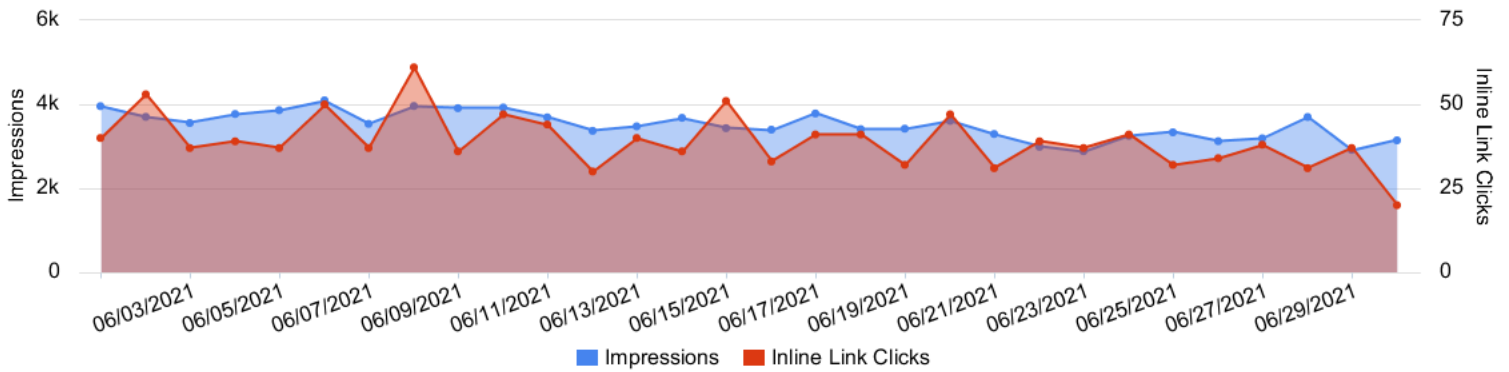
\$44.68 32.50%

Outbound Clicks
COR Medspa

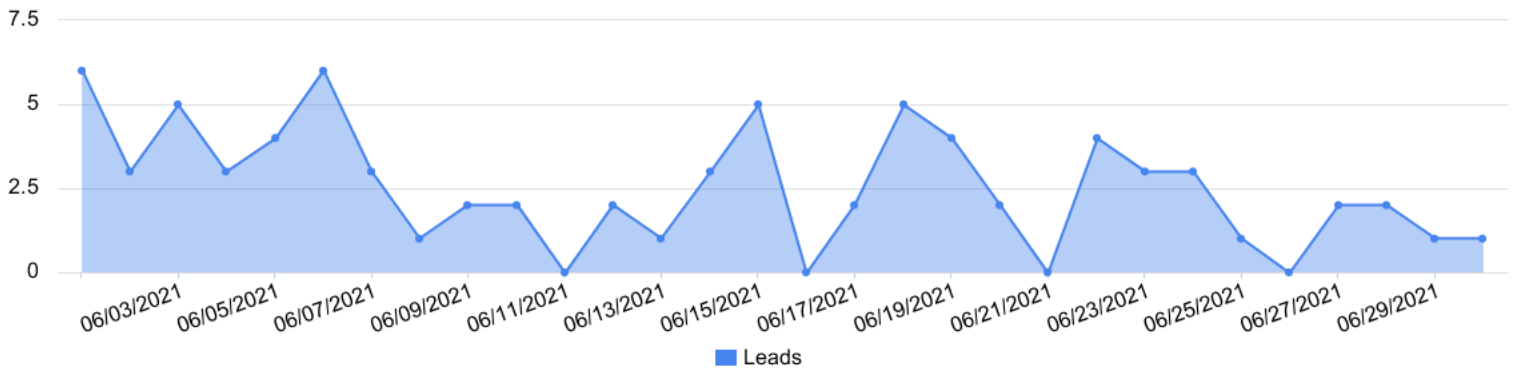
1,169

1,481 -21.07%

Impressions vs Inline Link Clicks
COR Medspa



Conversions by day
COR Medspa



Account performance

06/01/2021 - 06/30/2021

Overall performance

COR Medspa

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$4,498.86	\$4,646.57	-3.18%
Inline Link Clicks	1,172	1,486	-21.13%
Impressions	105,357	125,122	-15.80%
Reach	36,007	39,346	-8.49%
Frequency	2.93	3.18	-7.99%
CTR (All)	2.30%	2.54%	-9.71%
Leads	76	104	-26.92%
cost_per_action_type:lead	\$59.20	\$44.68	32.50%

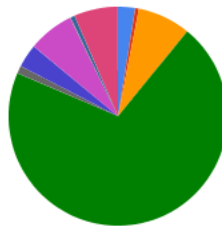
Engagement performance

COR Medspa

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	15	13	15.38%
Post Reactions	173	167	3.59%
Post Shares	27	21	28.57%

Reach by placement

COR Medspa



- Audience Network - An Classic - Reach: 736 (2.53%)
- Facebook - Facebook Stories - Reach: 2,273 (7.83%)
- Facebook - Feed - Reach: 20,477 (70.52%)
- Facebook - Instant Article - Reach: 328 (1.13%)
- Facebook - Instream Video - Reach: 1,001 (3.45%)
- Facebook - Marketplace - Reach: 1,969 (6.78%)
- Facebook - Right Hand Column - Reach: 16 (0.06%)
- Facebook - Search - Reach: 187 (0.64%)
- Facebook - Video Feeds - Reach: 1,889 (6.51%)

Placement performance

COR Medspa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
COR Medspa	\$4,498.86	1,172	105,357	36,007	2.93	2.30%	76	\$59.20
> Facebook - Feed	\$2,573.34	711	53,291	20,477	2.6	3.43%	0	\$0.00
> Instagram - Feed	\$871.94	140	19,643	11,039	1.78	1.05%	0	\$0.00
> Instagram - Instagram Stories	\$429.96	120	15,771	8,830	1.79	0.87%	0	\$0.00

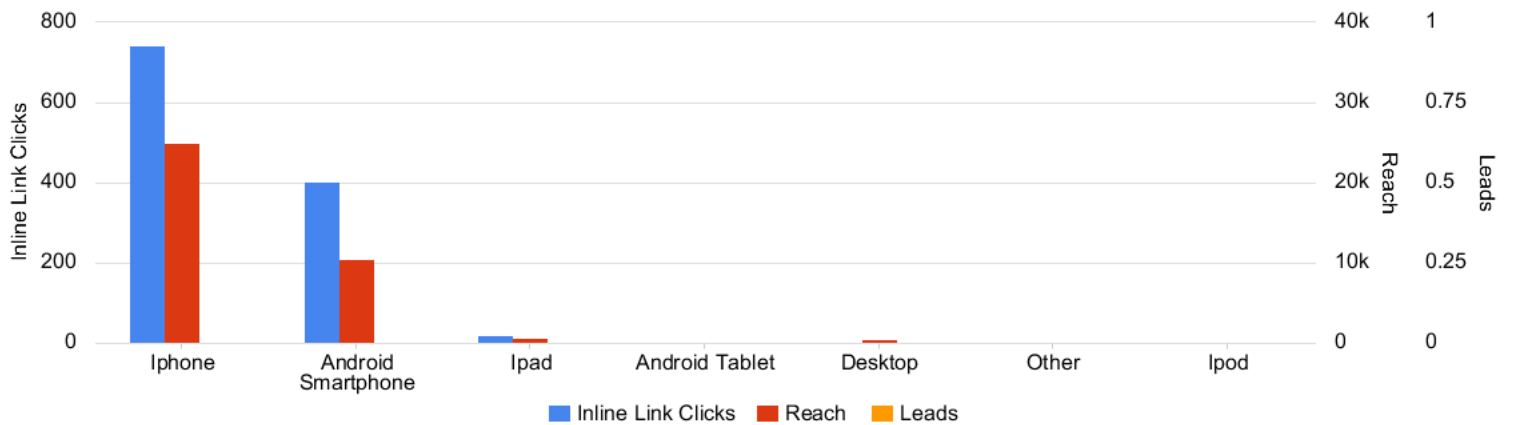
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Facebook - Marketplace	\$157.69	56	4,325	1,969	2.2	1.32%	0	\$0.00
> Facebook - Facebook Stories	\$162.51	42	3,646	2,273	1.6	1.32%	0	\$0.00
> Facebook - Video Feeds	\$89.85	35	3,038	1,889	1.61	2.17%	0	\$0.00
> Facebook - Instream Video	\$78.74	26	1,991	1,001	1.99	1.31%	0	\$0.00
> Audience Network - An Classic	\$73.75	20	1,598	736	2.17	1.25%	0	\$0.00
> Audience Network - Rewarded Video	\$27.03	11	468	160	2.92	2.35%	0	\$0.00
> Facebook - Search	\$7.06	5	187	187	1	3.74%	0	\$0.00
> Facebook - Instant Article	\$10.17	4	499	328	1.52	1.60%	0	\$0.00
> Instagram - Instagram Explore	\$14.43	2	764	488	1.57	0.65%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$2.28	0	53	24	2.21	0.00%	0	\$0.00
> Facebook - Right Hand Column	\$0.09	0	83	16	5.19	0.00%	0	\$0.00

Device performance

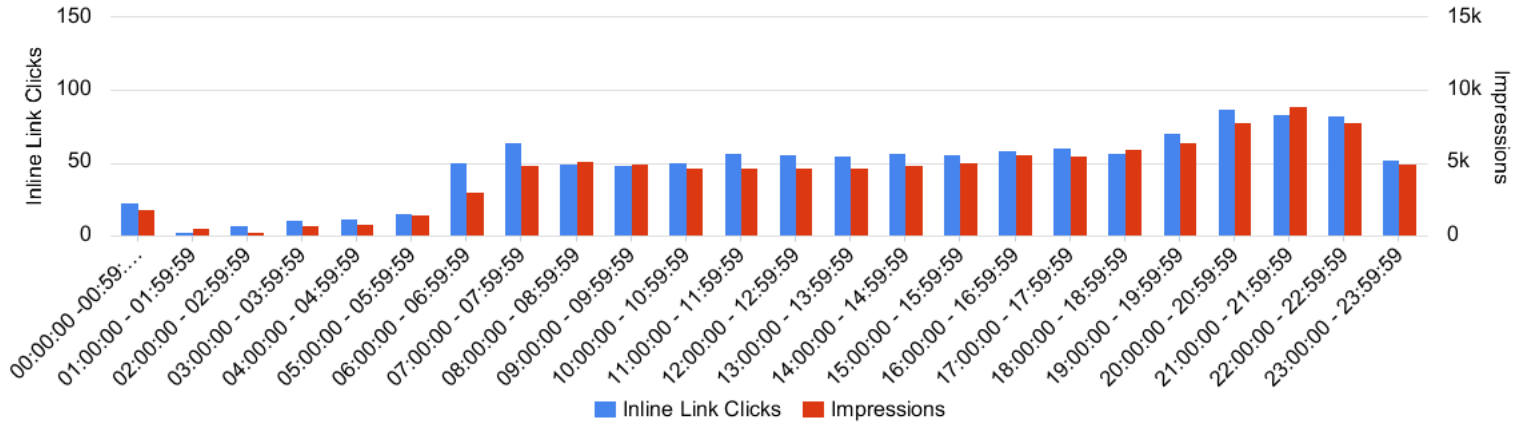
COR Medspa



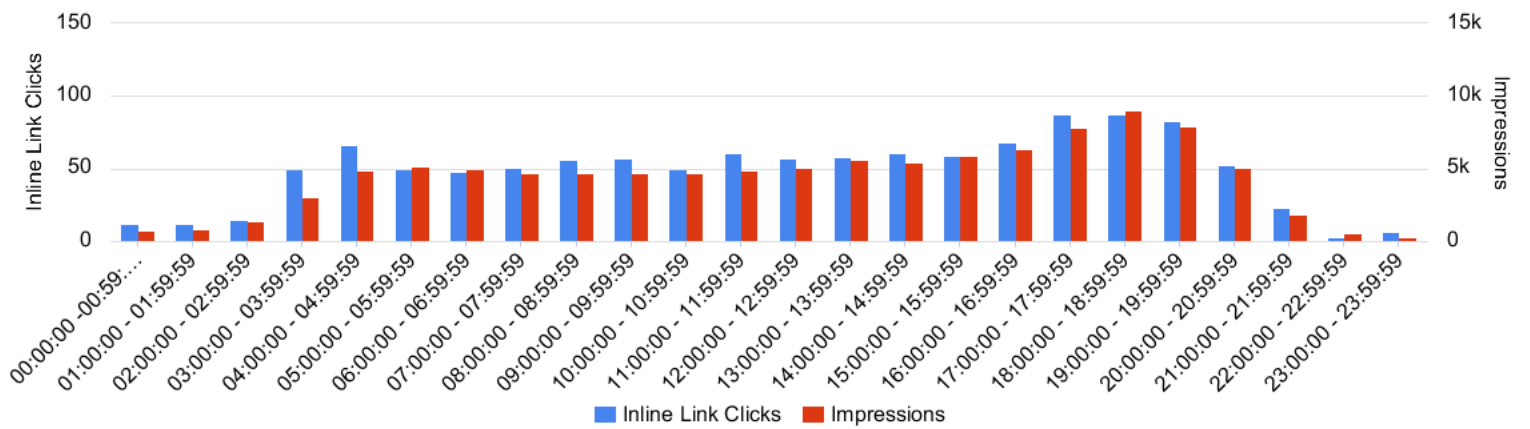
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)
COR Medspa



Time of Day (Ad Account)
COR Medspa



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance
COR Medspa





Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$1,500.12	503	37,424	20,821	1.8	3.07%	30	\$50.00
Emsculpt - Conversions	Active	\$1,499.36	465	40,015	18,447	2.17	1.98%	27	\$55.53
Dermal Fillers - Conversions	Active	\$1,499.38	204	27,918	10,592	2.64	1.72%	19	\$78.91
Total		\$4,498.86	1,172	105,357	36,006	2.93	2.30%	76	\$59.20

Top ads performance
COR Medspa

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2020-09 - ES - Women - Video 2		Emsculpt - Conversions	\$975.84	303	27,491	14,965	1.84	2.02%	19	\$51.36
2020-07 - CS - Women - Video		Coolsculpting - Conversions	\$627.60	220	16,478	11,902	1.38	3.12%	11	\$57.05
Dynamic - Conversions		Dermal Fillers - Conversions	\$1,499.38	204	27,918	10,592	2.64	1.72%	19	\$78.91
2020-07 - CS - Women - Video 5		Coolsculpting - Conversions	\$593.60	175	15,699	11,806	1.33	2.76%	8	\$74.20
2020-09 - ES - Women - Video 1		Emsculpt - Conversions	\$287.35	77	6,773	4,613	1.47	1.61%	3	\$95.78
2020-09 - CS - Women - Video 4		Coolsculpting - Conversions	\$195.67	74	3,592	1,238	2.9	4.06%	9	\$21.74

Campaign performance

06/01/2021 - 06/30/2021

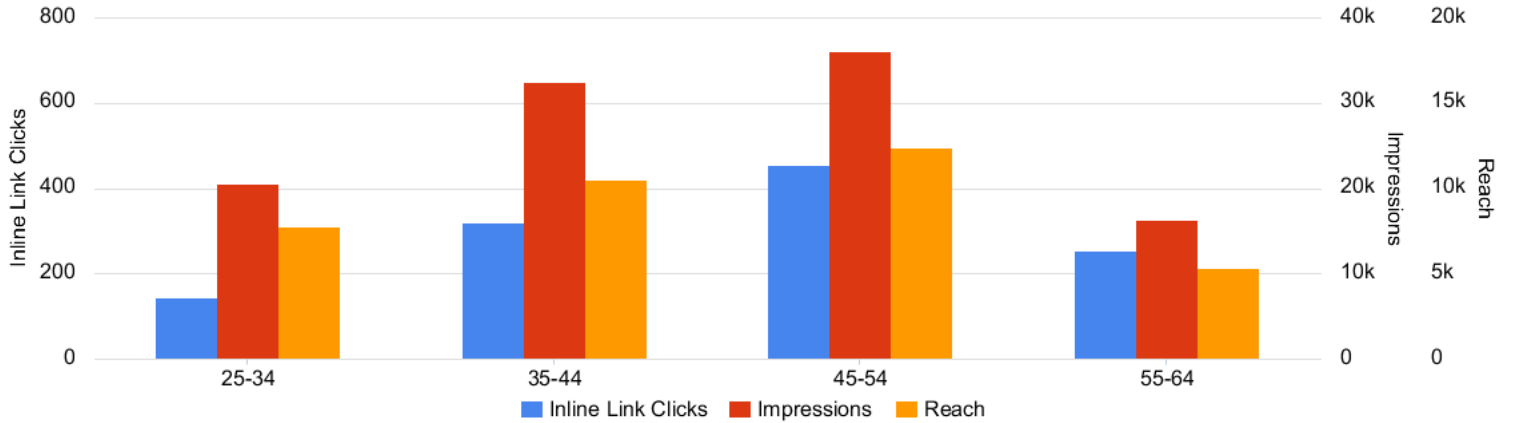
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2020-07 - ES - Women - J-lo		Emsculpt - Conversions	\$149.69	59	4,022	2,901	1.39	1.94%	4	\$37.42
2020-09 - CS - Women - Video 2		Coolsculpting - Conversions	\$29.99	17	664	406	1.64	3.92%	1	\$29.99
2020-09 - CS - Women - Video 3		Coolsculpting - Conversions	\$39.64	13	734	395	1.86	2.72%	0	\$0.00
2020-09 - ES - Women - Video 3		Emsculpt - Conversions	\$31.29	9	556	311	1.79	3.78%	0	\$0.00
Total			\$4,430.05	1,151	103,927	59,129	18.22	--	74	\$59.87

Audience performance

06/01/2021 - 06/30/2021

Age performance

COR Medspa



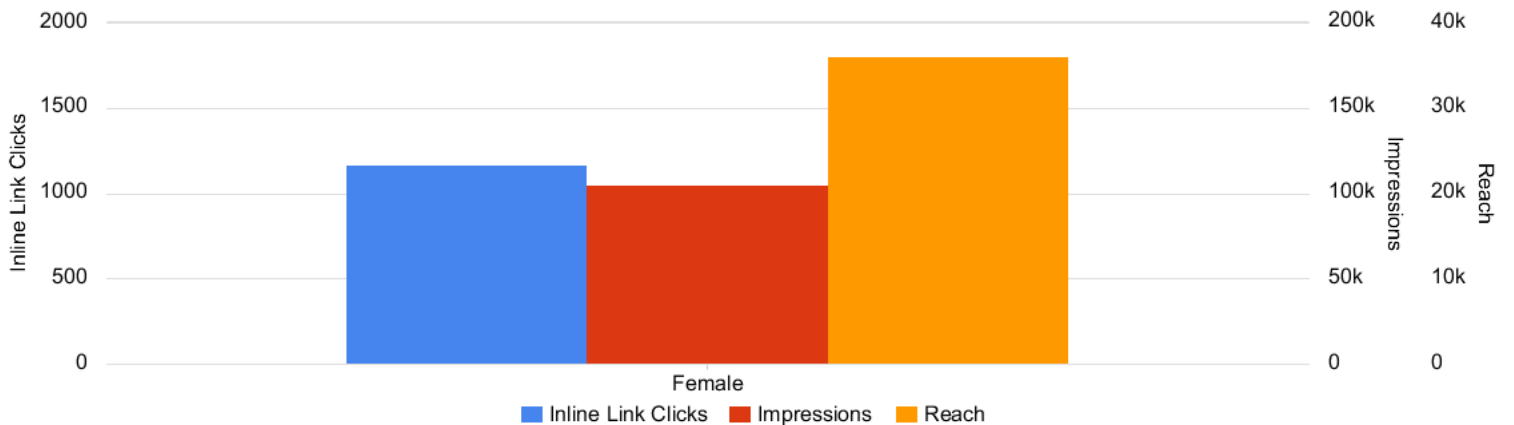
Age performance

COR Medspa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
COR Medspa	\$4,498.86	1,172	105,357	36,007	2.93	2.30%	76	\$59.20
> 45-54	\$1,769.39	455	36,057	12,392	2.91	2.51%	0	\$0.00
> 35-44	\$1,172.13	319	32,470	10,478	3.1	2.02%	0	\$0.00
> 55-64	\$989.51	253	16,321	5,371	3.04	3.30%	0	\$0.00
> 25-34	\$567.83	145	20,509	7,765	2.64	1.57%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance

COR Medspa



Gender performance

COR Medspa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
COR Medspa	\$4,498.86	1,172	105,357	36,007	2.93	2.30%	76	\$59.20
> Female	\$4,498.86	1,172	105,357	36,006	2.93	2.30%	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
COR Medspa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
COR Medspa	\$24,404.56	8,738	770,475	107,220	7.19	2.27%	598	\$40.81
> 2021-06-01 - 2021-06-30	\$4,498.86	1,172	105,357	36,006	2.93	2.30%	76	\$59.20
> 2021-05-01 - 2021-05-31	\$4,646.57	1,486	125,122	39,346	3.18	2.54%	104	\$44.68
> 2021-04-01 - 2021-04-30	\$4,006.60	1,588	129,295	40,027	3.23	2.73%	119	\$33.67
> 2021-03-01 - 2021-03-31	\$3,880.54	1,503	135,706	40,465	3.35	2.14%	122	\$31.81
> 2021-02-01 - 2021-02-28	\$3,495.32	1,362	124,005	34,185	3.63	2.07%	81	\$43.15
> 2021-01-01 - 2021-01-31	\$3,876.67	1,627	150,990	40,417	3.74	1.91%	96	\$40.38