

# Summary

06/01/2021 - 06/30/2021

Impressions  
Cypress Derm

**40,765**  
12,481 226.62%

Reach  
Cypress Derm

**27,231**  
8,964 203.78%

Inline Link Clicks  
Cypress Derm

**1,080**  
435 148.28%

Amount Spent  
Cypress Derm

**\$788.86**  
\$184.00 328.73%

CPC (Link)  
Cypress Derm

**\$0.73**  
\$0.42 73.81%

Leads  
Cypress Derm

**36**  
3 1,100.00%

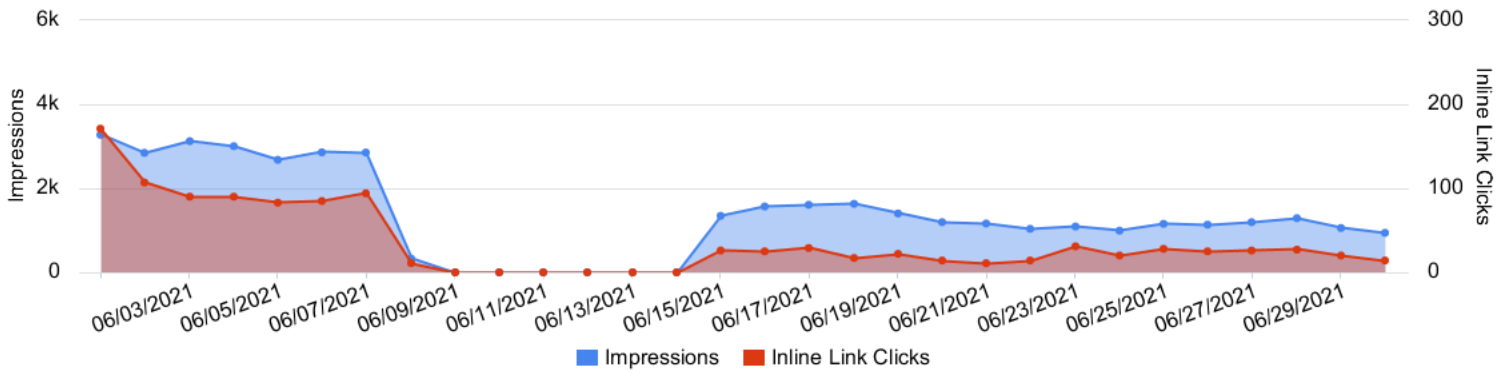
CPA  
Cypress Derm

**\$21.91**  
\$61.33 -64.28%

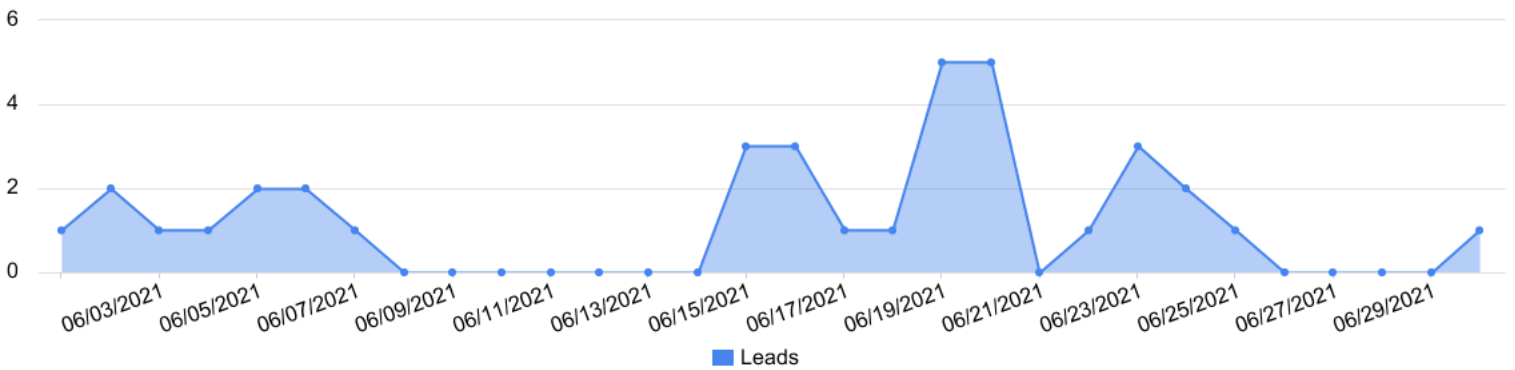
Outbound Clicks  
Cypress Derm

**1,080**  
434 148.85%

Impressions vs Inline Link Clicks  
Cypress Derm



Conversions by day  
Cypress Derm



# Account performance

06/01/2021 - 06/30/2021

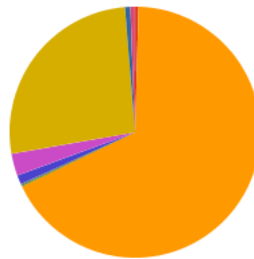
## Overall performance Cypress Derm

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$788.86	\$184.00	328.73%
Inline Link Clicks	1,080	435	148.28%
Impressions	40,765	12,481	226.62%
Reach	27,231	8,964	203.78%
Frequency	1.5	1.39	7.52%
CTR (All)	4.39%	5.07%	-13.42%
Leads	36	3	1,100.00%
cost_per_action_type:lead	\$21.91	\$61.33	-64.28%

## Engagement performance Cypress Derm

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	6	0	100.00%
Post Reactions	95	12	691.67%
Post Shares	13	2	550.00%

## Reach by placement Cypress Derm



- Audience Network - Rewarded Video - Reach: 8 (0.03%)
- Facebook - Feed - Reach: 19,442 (67.46%)
- Facebook - Instant Article - Reach: 38 (0.13%)
- Facebook - Instream Video - Reach: 54 (0.19%)
- Facebook - Marketplace - Reach: 336 (1.17%)
- Facebook - Video Feeds - Reach: 824 (2.86%)
- Instagram - Feed - Reach: 7,628 (26.47%)
- Instagram - Instagram Explore - Reach: 200 (0.69%)
- Instagram - Instagram Stories - Reach: 168 (0.58%)
- Facebook - Facebook Stories - Reach: 124 (0.43%)

## Placement performance Cypress Derm

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Cypress Derm	\$788.86	1,080	40,765	27,231	1.5	4.39%	36	\$21.91
> Facebook - Feed	\$489.10	899	28,305	19,442	1.46	5.31%	0	\$0.00
> Instagram - Feed	\$258.67	139	10,393	7,628	1.36	2.26%	0	\$0.00
> Facebook - Video Feeds	\$11.94	21	914	824	1.11	3.06%	0	\$0.00

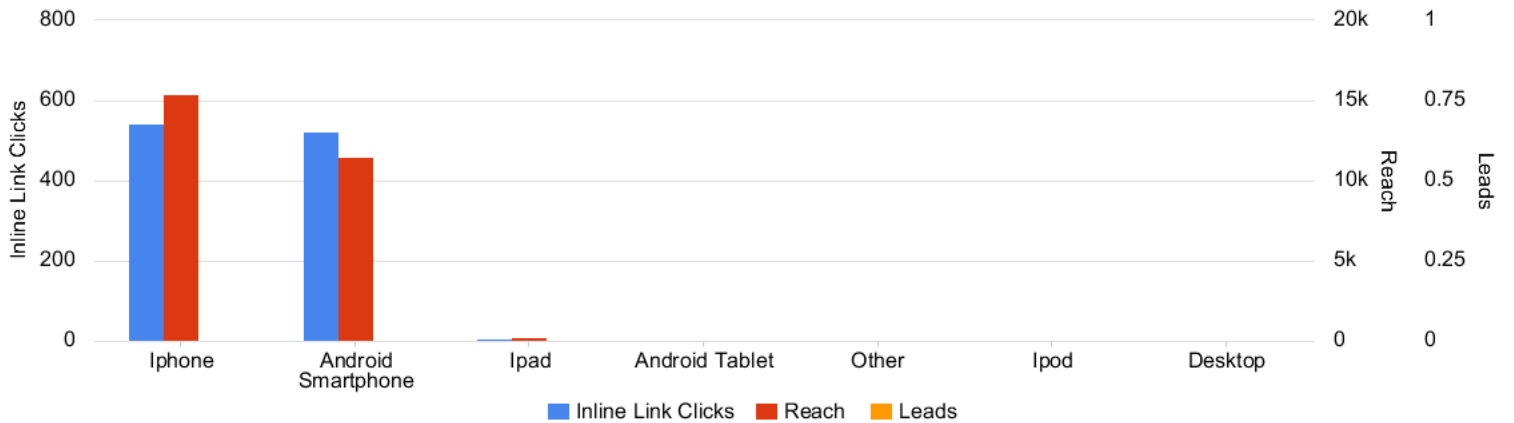
# Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Facebook - Marketplace	\$8.21	13	462	336	1.38	3.03%	0	\$0.00
> Instagram - Instagram Stories	\$7.76	2	224	168	1.33	1.34%	0	\$0.00
> Facebook - Instream Video	\$1.89	2	54	54	1	3.70%	0	\$0.00
> Facebook - Facebook Stories	\$5.32	2	124	124	1	1.61%	0	\$0.00
> Instagram - Instagram Explore	\$2.90	1	225	200	1.12	0.89%	0	\$0.00
> Audience Network - An Classic	\$0.75	1	10	0	0	10.00%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Facebook - Instant Article	\$0.65	0	38	38	1	0.00%	0	\$0.00
> Audience Network - Rewarded Video	\$1.66	0	16	8	2	0.00%	0	\$0.00

## Device performance

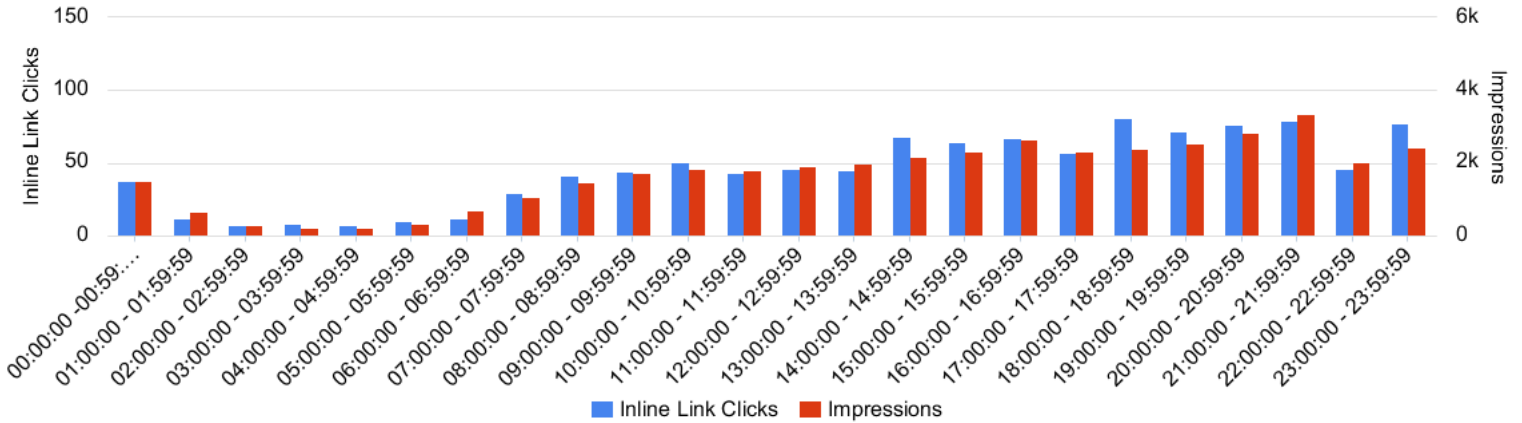
Cypress Derm



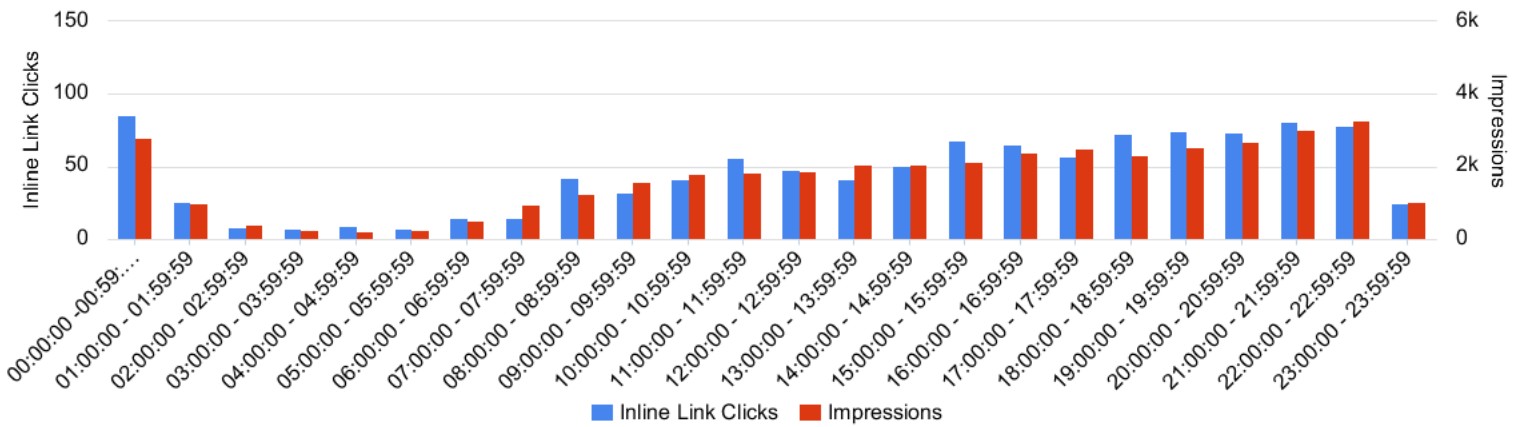
# Schedule performance

06/01/2021 - 06/30/2021

## Time of Day (Viewer) Cypress Dem



## Time of Day (Ad Account) Cypress Dem



# Campaign performance

06/01/2021 - 06/30/2021

Campaign performance  
Cypress Derm

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting-Conversions	Active	\$788.86	1,080	40,765	27,231	1.5	4.39%	36	\$21.91
<b>Total</b>		<b>\$788.86</b>	<b>1,080</b>	<b>40,765</b>	<b>27,231</b>	<b>1.5</b>	<b>4.39%</b>	<b>36</b>	<b>\$21.91</b>

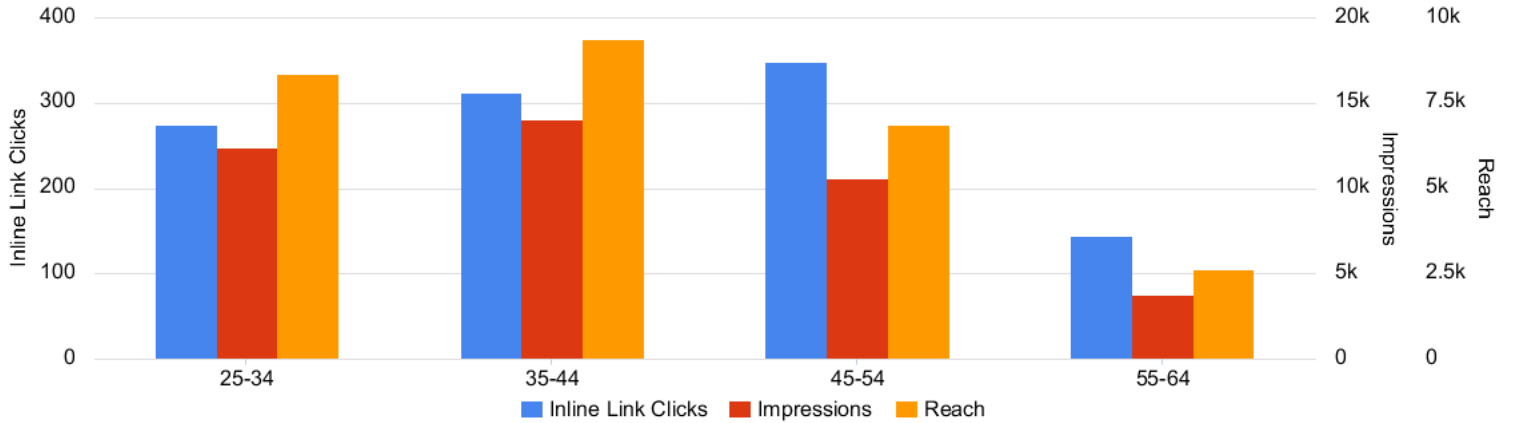
Top ads performance  
Cypress Derm

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021 - 05 - CS - UGC - Sitting		Coolsculpting-Conversions	\$202.06	557	17,700	13,493	1.31	5.02%	9	\$22.45
2021 - 05 - CS - UGC - Standing		Coolsculpting-Conversions	\$427.75	262	15,822	11,220	1.41	3.27%	21	\$20.37
2021 - 05 - CS - UGC - Standing		Coolsculpting-Conversions	\$33.78	174	3,264	3,031	1.08	5.97%	1	\$33.78
2021 - 06 - Video-Alysson		Coolsculpting-Conversions	\$103.19	74	3,301	2,380	1.39	5.12%	5	\$20.64
2021 - 06 - Video-David		Coolsculpting-Conversions	\$22.08	13	678	526	1.29	2.95%	0	\$0.00
<b>Total</b>			<b>\$788.86</b>	<b>1,080</b>	<b>40,765</b>	<b>27,231</b>	<b>1.5</b>	<b>4.39%</b>	<b>36</b>	<b>\$21.91</b>

# Audience performance

06/01/2021 - 06/30/2021

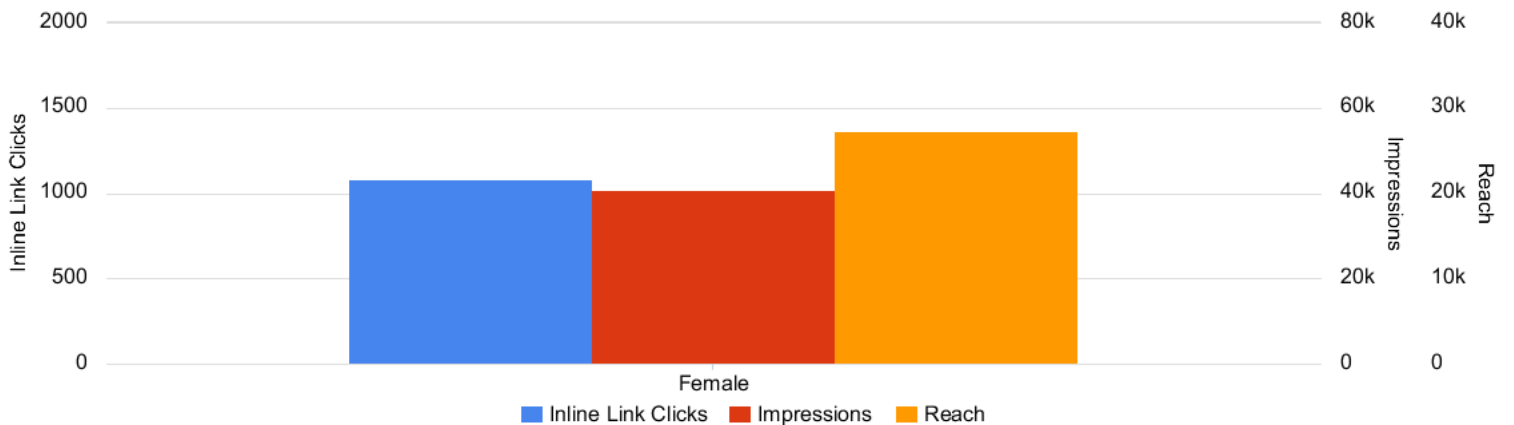
## Age performance Cypress Derm



## Age performance Cypress Derm

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Cypress Derm	\$788.86	1,080	40,765	27,231	1.5	4.39%	36	\$21.91
> 45-54	\$241.62	349	10,624	6,868	1.55	5.17%	0	\$0.00
> 35-44	\$260.31	312	14,012	9,357	1.5	3.73%	0	\$0.00
> 25-34	\$197.11	274	12,358	8,365	1.48	3.82%	0	\$0.00
> 55-64	\$89.82	145	3,771	2,641	1.43	6.52%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

## Gender performance Cypress Derm



## Gender performance Cypress Derm

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Cypress Derm	\$788.86	1,080	40,765	27,231	1.5	4.39%	36	\$21.91
> Female	\$788.86	1,080	40,765	27,231	1.5	4.39%	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  
Cypress Derm

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Cypress Derm	\$982.86	1,541	55,182	33,285	1.66	4.44%	39	\$25.20
> 2021-06-01 - 2021-06-30	\$788.86	1,080	40,765	27,231	1.5	4.39%	36	\$21.91
> 2021-05-01 - 2021-05-31	\$184.00	435	12,481	8,964	1.39	5.07%	3	\$61.33
> 2021-01-01 - 2021-01-31	\$10.00	26	1,936	1,445	1.34	1.50%	0	\$0.00