

Summary

06/01/2021 - 06/30/2021

Impressions
Docere

38,295
0 100.00%

Reach
Docere

24,945
0 100.00%

Inline Link Clicks
Docere

1,225
0 100.00%

Amount Spent
Docere

\$915.76
\$0.00 100.00%

CPC (Link)
Docere

\$0.75
\$0.00 100.00%

Leads
Docere

35
1 3,400.00%

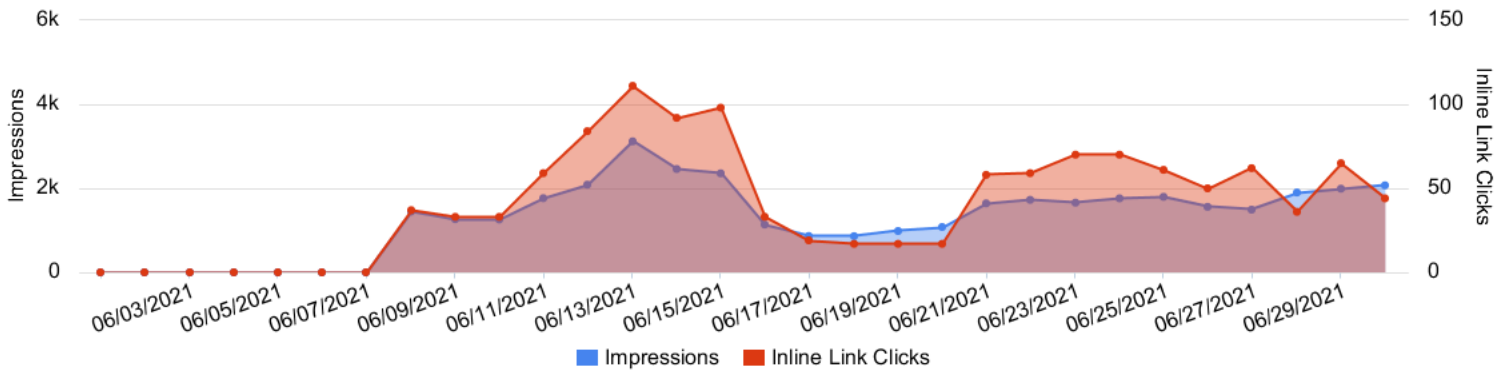
CPA
Docere

\$26.16
\$0.00 100.00%

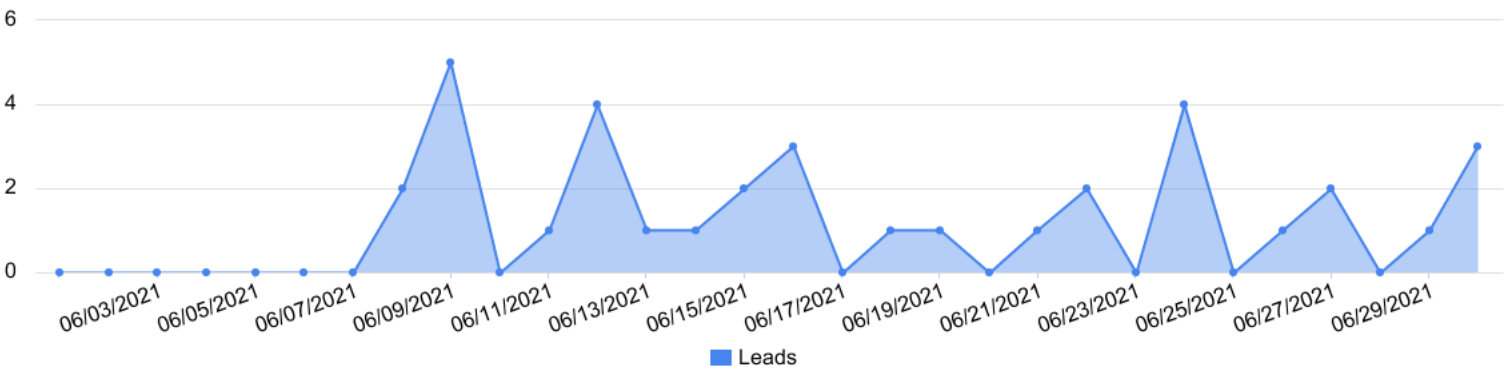
Outbound Clicks
Docere

1,219
0 100.00%

Impressions vs Inline Link Clicks
Docere



Conversions by day
Docere



Account performance

06/01/2021 - 06/30/2021

Overall performance

Docere

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$915.76	\$0.00	100.00%
Inline Link Clicks	1,225	0	100.00%
Impressions	38,295	0	100.00%
Reach	24,945	0	100.00%
Frequency	1.54	0	100.00%
CTR (All)	5.37%	0.00%	100.00%
Leads	35	1	3,400.00%
cost_per_action_type:lead	\$26.16	\$0.00	100.00%

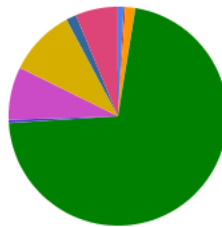
Engagement performance

Docere

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	16	0	100.00%
Post Reactions	421	0	100.00%
Post Shares	19	0	100.00%

Reach by placement

Docere



- Audience Network - An Classic - Reach: 176 (0.84%)
- Audience Network - Rewarded Video - Reach: 56 (0.27%)
- Facebook - Facebook Stories - Reach: 304 (1.45%)
- Facebook - Feed - Reach: 14,992 (71.45%)
- Facebook - Instant Article - Reach: 8 (0.04%)
- Facebook - Instream Video - Reach: 96 (0.46%)
- Facebook - Marketplace - Reach: 1,640 (7.82%)
- Facebook - Right Hand Column - Reach: 2,072 (9.87%)
- Facebook - Search - Reach: 319 (1.52%)
- Facebook - Video Feeds - Reach: 1,320 (6.29%)

Placement performance

Docere

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Docere	\$915.76	1,225	38,295	24,945	1.54	5.37%	35	\$26.16
> Facebook - Feed	\$720.08	848	23,501	14,992	1.57	6.97%	0	\$0.00
> Facebook - Marketplace	\$18.39	181	2,547	1,640	1.55	6.91%	0	\$0.00
> Facebook - Video Feeds	\$22.42	64	1,872	1,320	1.42	4.01%	0	\$0.00

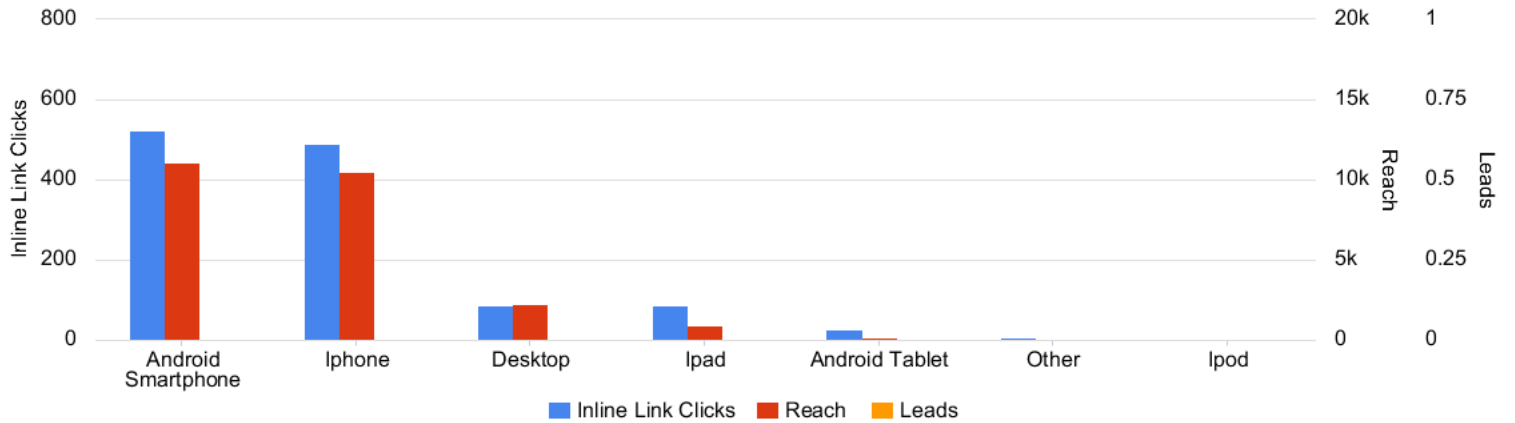
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Facebook - Right Hand Column	\$3.01	63	2,868	2,072	1.38	2.20%	0	\$0.00
> Instagram - Feed	\$92.74	32	5,067	4,192	1.21	1.12%	0	\$0.00
> Instagram - Instagram Stories	\$13.17	11	735	648	1.13	2.04%	0	\$0.00
> Facebook - Facebook Stories	\$14.85	10	410	304	1.35	2.44%	0	\$0.00
> Audience Network - An Classic	\$13.52	7	278	176	1.58	2.52%	0	\$0.00
> Audience Network - Rewarded Video	\$8.80	5	146	56	2.61	3.42%	0	\$0.00
> Facebook - Instream Video	\$2.39	3	98	96	1.02	3.06%	0	\$0.00
> Instagram - Instagram Explore	\$4.68	1	442	442	1	0.90%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Facebook - Search	\$1.63	0	319	319	1	0.94%	0	\$0.00
> Facebook - Instant Article	\$0.08	0	12	8	1.5	0.00%	0	\$0.00

Device performance

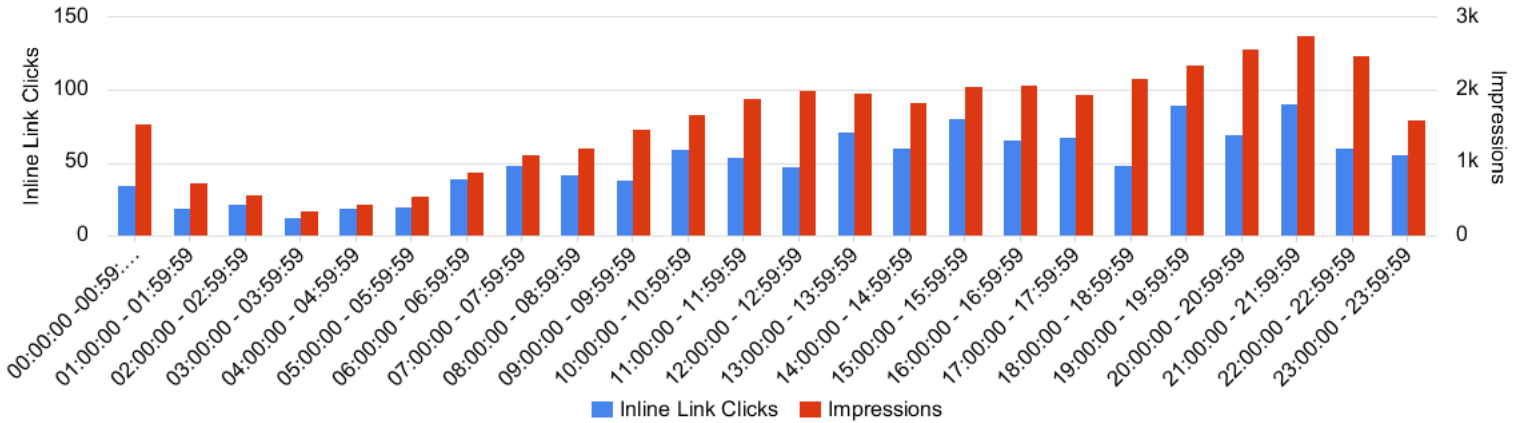
Docere



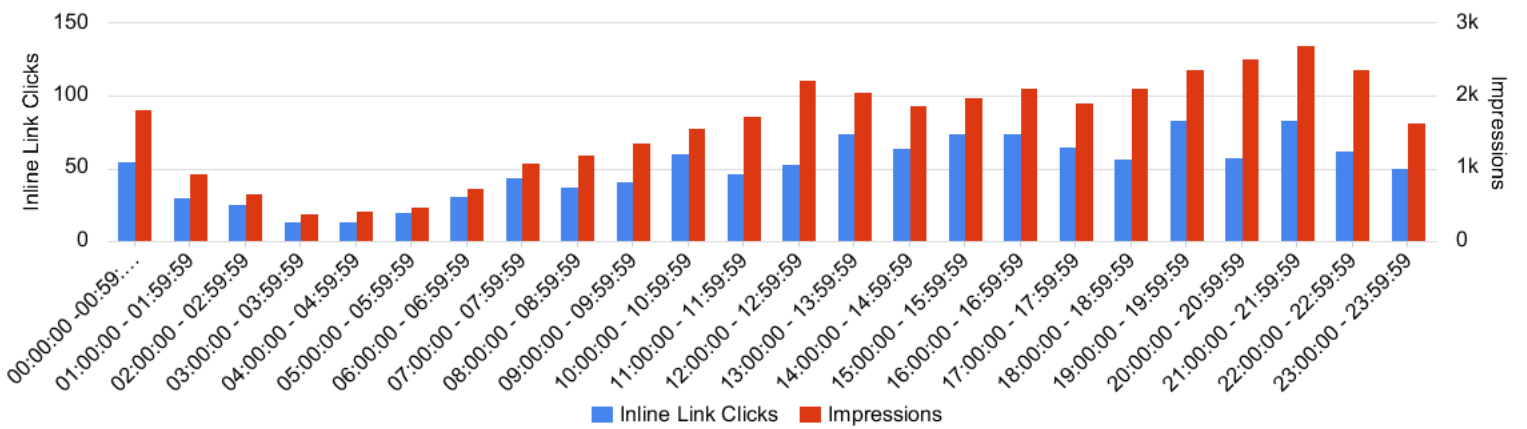
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer) Docere



Time of Day (Ad Account) Docere



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance
Docere


Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$787.80	499	22,613	13,277	1.7	4.90%	35	\$22.51
[06/20/2021] Promoting http://www.DirtyPillowTalk.com/	Active	\$39.99	356	5,498	4,051	1.36	7.24%	0	\$0.00
[06/11/2021] Promoting http://www.DirtyPillowTalk.com/	Active	\$24.99	222	4,473	3,380	1.32	6.10%	0	\$0.00
[06/11/2021] Promoting http://www.doceremedspa.com/	Active	\$29.99	140	2,976	2,240	1.33	8.47%	0	\$0.00
Post: "Calling all Brides! "	Active	\$12.00	5	387	322	1.2	4.91%	0	\$0.00
Post: "Buy one get one half off! Handmade decorative..."	Active	\$10.00	2	739	724	1.02	0.41%	0	\$0.00
Post: "Buy one get one half off! Handmade decorative..."	Active	\$10.99	1	1,609	1,576	1.02	0.19%	0	\$0.00
Total		\$915.76	1,225	38,295	24,945	1.54	5.37%	35	\$26.16

Top ads performance
Docere

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021 - 02 - CS - UGC - Sitting		Coolsculpting - Conversions	\$669.22	429	19,232	12,261	1.57	5.11%	31	\$21.59
Promoting Website: http://www.DirtyPillowTalk.com/		[06/20/2021] Promoting http://www.DirtyPillowTalk.com/	\$39.99	356	5,498	4,051	1.36	7.24%	0	\$0.00
Promoting Website: http://www.DirtyPillowTalk.com/		[06/11/2021] Promoting http://www.DirtyPillowTalk.com/	\$24.99	222	4,473	3,380	1.32	6.10%	0	\$0.00
Promoting Website: http://www.doceremedspa.com/		[06/11/2021] Promoting http://www.doceremedspa.com/	\$29.99	140	2,976	2,240	1.33	8.47%	0	\$0.00
2021 - 02 - CS - UGC - Standing		Coolsculpting - Conversions	\$118.58	70	3,381	2,420	1.4	3.73%	4	\$29.64

Campaign performance

06/01/2021 - 06/30/2021

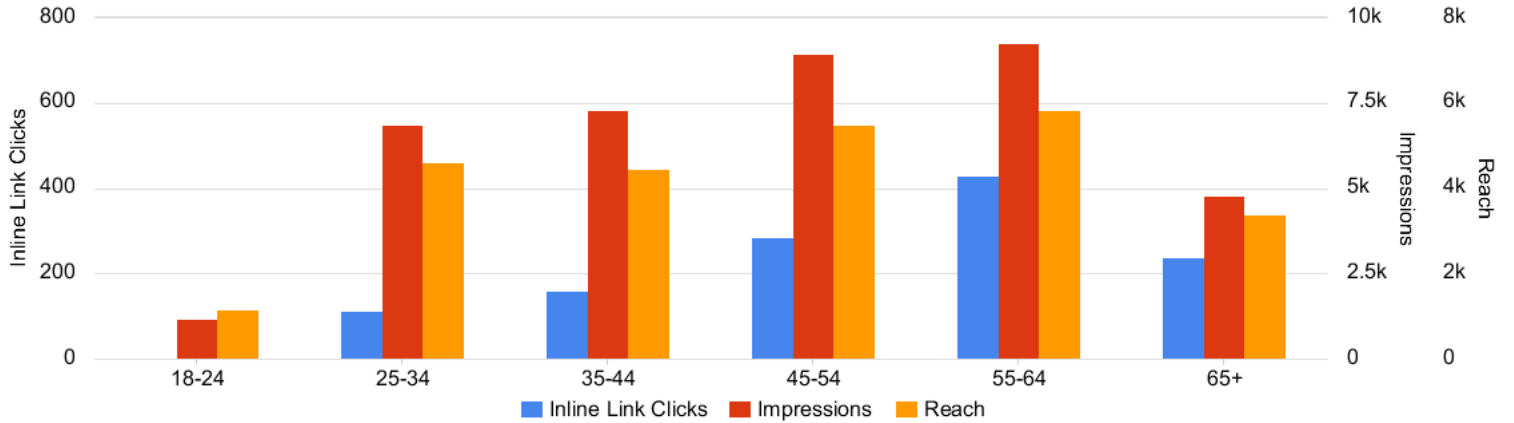
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Post: "Calling all Brides! "		Post: "Calling all Brides! "	\$12.00	5	387	322	1.2	4.91%	0	\$0.00
Post: "Buy one get one half off! Handmade decorative..."		Post: "Buy one get one half off! Handmade decorative..."	\$10.00	2	739	724	1.02	0.41%	0	\$0.00
Post: "Buy one get one half off! Handmade decorative..."		Post: "Buy one get one half off! Handmade decorative..."	\$10.99	1	1,609	1,576	1.02	0.19%	0	\$0.00
Total			\$915.76	1,225	38,295	24,945	1.54	5.37%	35	\$26.16

Audience performance

06/01/2021 - 06/30/2021

Age performance

Docere



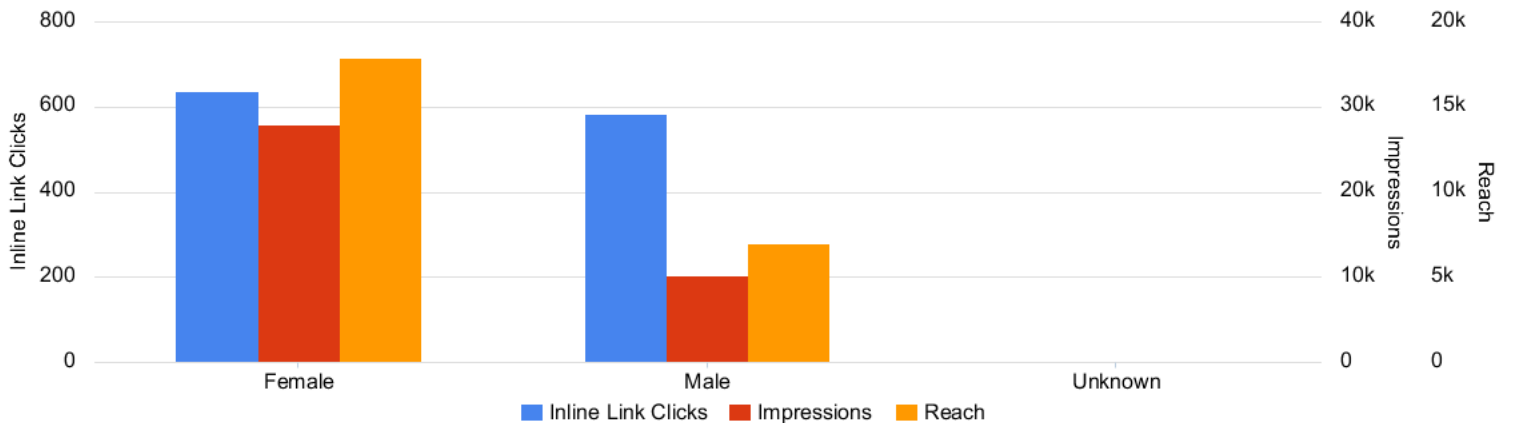
Age performance

Docere

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Docere	\$915.76	1,225	38,295	24,945	1.54	5.37%	35	\$26.16
> 55-64	\$262.61	429	9,255	5,824	1.59	7.02%	0	\$0.00
> 45-54	\$265.68	284	8,924	5,480	1.63	6.08%	0	\$0.00
> 65+	\$32.72	238	4,782	3,376	1.42	5.96%	0	\$0.00
> 35-44	\$188.68	159	7,309	4,440	1.65	4.47%	0	\$0.00
> 25-34	\$155.76	113	6,859	4,600	1.49	3.62%	0	\$0.00
> 18-24	\$10.31	2	1,166	1,166	1	0.34%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00


Gender performance

Docere



Audience performance


06/01/2021 - 06/30/2021

 Gender performance
Docere

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Docere	\$915.76	1,225	38,295	24,945	1.54	5.37%	35	\$26.16
> Female	\$833.15	636	27,908	17,896	1.56	4.83%	0	\$0.00
> Male	\$81.52	585	10,244	6,952	1.47	6.85%	0	\$0.00
> Unknown	\$1.09	4	143	96	1.49	4.20%	0	\$0.00

Year to date

01/01/2021 - 06/30/2021

 Performance by period
Docere

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Docere	\$4,922.52	5,640	283,615	114,664	2.47	3.87%	157	\$31.35
> 2021-06-01 - 2021-06-30	\$915.76	1,225	38,295	24,945	1.54	5.37%	35	\$26.16
> 2021-05-01 - 2021-05-31	\$0.00	0	0	0	0	--	1	\$0.00
> 2021-04-01 - 2021-04-30	\$979.75	1,117	43,744	23,635	1.85	4.89%	44	\$22.27
> 2021-03-01 - 2021-03-31	\$1,285.49	1,098	77,502	39,336	1.97	2.94%	49	\$26.23
> 2021-02-01 - 2021-02-28	\$1,343.40	1,449	78,981	34,599	2.28	4.29%	27	\$49.76
> 2021-01-01 - 2021-01-31	\$398.12	751	45,093	21,264	2.12	2.45%	1	\$398.12