

# Key Performance Indicators

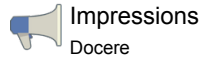
07/01/2021 - 07/31/2021



Cost  
Docere

**\$1,090.31**

\$915.96 **19.03%**



Impressions  
Docere

**44,173**

38,298 **15.34%**



Reach  
Docere

**24,120**

24,945 **-3.31%**



Clicks (Link)  
Docere

**657**

1,226 **-46.41%**



Leads  
Docere

**46**

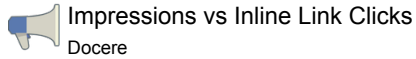
39 **17.95%**



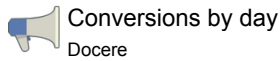
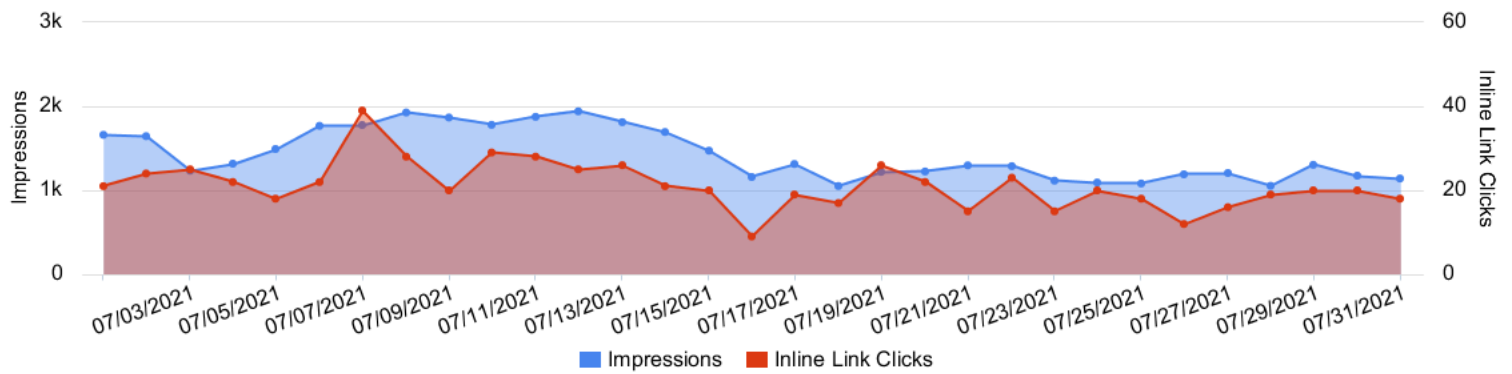
Cost / Lead  
Docere

**\$23.70**

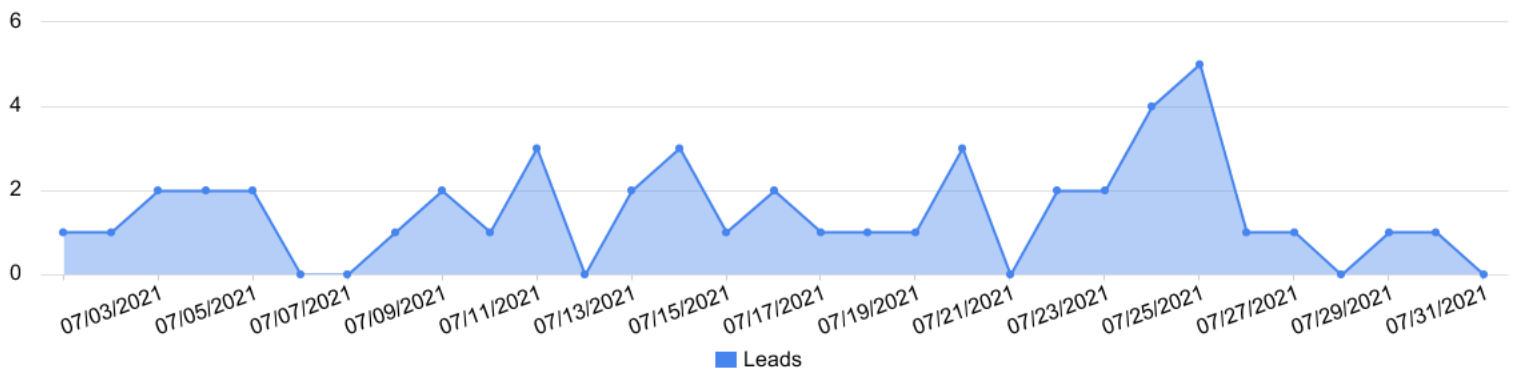
\$23.49 **0.89%**



Impressions vs Inline Link Clicks  
Docere




Conversions by day  
Docere




# Month-Over-Month Performance Comparison

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

 Overall Performance Summary  
Docere

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,090.31	\$915.96	19.03%
Impressions	44,173	38,298	15.34%
Reach	24,120	24,945	-3.31%
Clicks	657	1,226	-46.41%
CTR	1.49%	3.20%	-53.54%
Frequency	1.83	1.54	19.29%
Leads	46	39	17.95%
Cost / Lead	\$23.70	\$23.49	0.89%

 Engagement Summary  
Docere

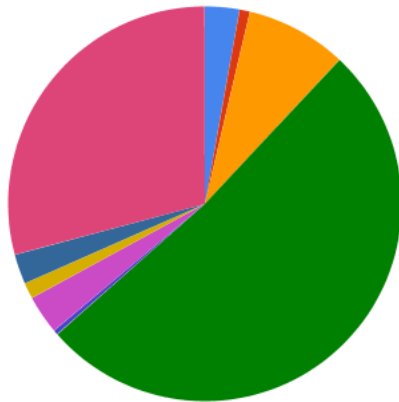
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	21	16	31.25%
Post Reactions	739	421	75.53%
Post Shares	17	19	-10.53%

# Placement Performance Summary

07/01/2021 - 07/31/2021

## Reach Summary (by Placement)

Docere



- Audience Network - An Classic - Reach: 712 (2.83%)
- Audience Network - Rewarded Video - Reach: 216 (0.86%)
- Facebook - Facebook Stories - Reach: 2,088 (8.30%)
- Facebook - Feed - Reach: 12,952 (51.51%)
- Facebook - Instant Article - Reach: 8 (0.03%)
- Facebook - Instream Video - Reach: 96 (0.38%)
- Facebook - Marketplace - Reach: 800 (3.18%)
- Facebook - Search - Reach: 328 (1.30%)
- Facebook - Video Feeds - Reach: 616 (2.45%)
- Instagram - Feed - Reach: 7,328 (29.14%)

## Placement Performance (by Leads)

Docere

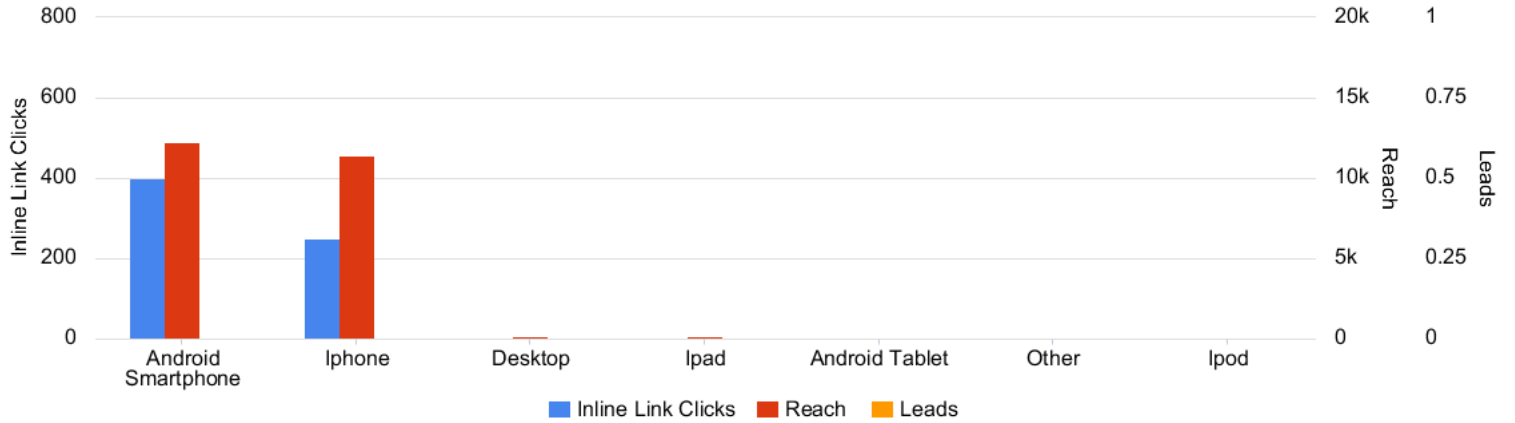
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Docere	\$1,090.31	657	44,173	24,120	1.83	3.37%	46	\$23.70
> Audience Network - An Classic	\$63.82	31	1,505	712	2.11	2.06%	0	\$0.00
> Audience Network - Rewarded Video	\$31.94	14	521	216	2.41	2.69%	0	\$0.00
> Facebook - Facebook Stories	\$90.42	50	3,244	2,088	1.55	1.60%	0	\$0.00
> Facebook - Feed	\$698.18	450	23,991	12,952	1.85	5.09%	0	\$0.00
> Facebook - Instant Article	\$0.16	0	15	8	1.88	0.00%	0	\$0.00
> Facebook - Instream Video	\$2.82	1	119	96	1.24	0.84%	0	\$0.00
> Facebook - Marketplace	\$16.87	50	1,094	800	1.37	5.76%	0	\$0.00
> Facebook - Search	\$2.02	2	446	328	1.36	0.45%	0	\$0.00
> Facebook - Video Feeds	\$21.01	11	874	616	1.42	2.17%	0	\$0.00
> Instagram - Feed	\$140.01	43	10,253	7,328	1.4	0.72%	0	\$0.00
> Instagram - Instagram Explore	\$6.50	1	911	824	1.11	0.22%	0	\$0.00
> Instagram - Instagram Stories	\$16.39	4	1,195	904	1.32	0.84%	0	\$0.00
> Messenger - Messenger Stories	\$0.17	0	5	0	0	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

Docere



## Device Platform Performance

Docere

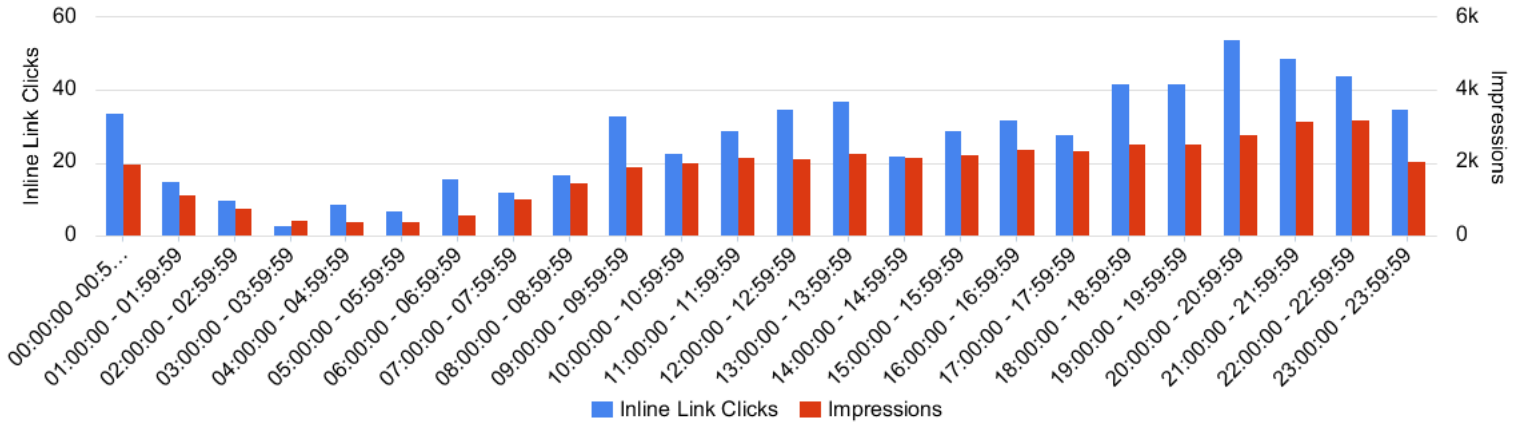
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Docere	\$1,090.31	44,173	657	3.37%	24,120	1.83	46
> Mobile App	\$1,060.41	43,286	647	3.35%	23,616	1.83	0
> Mobile Web	\$20.94	618	6	5.02%	400	1.54	0
> Desktop	\$8.96	269	4	2.23%	152	1.77	0
> Unknown	\$0.00	0	0	--	0	0	0

# Schedule Performance

07/01/2021 - 07/31/2021

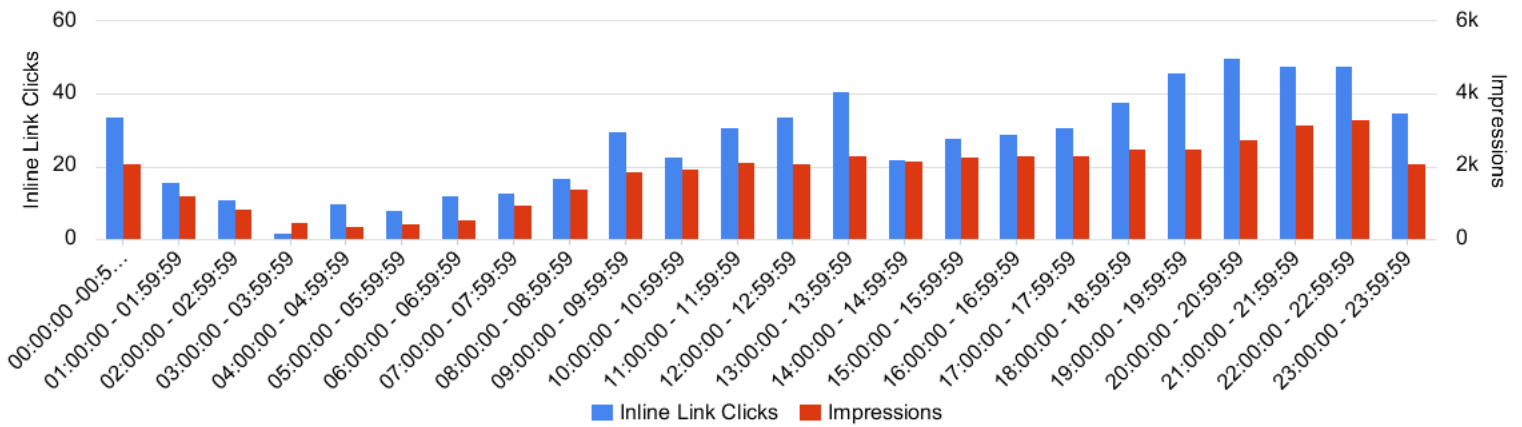
## Time of Day (Viewer)

Docere




## Time of Day (Ad Account)

Docere



## Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown  
Docere

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,021.30	37,463	594	46	\$22.20
Post: "Buy one get one half off! Handmade decorative..."	\$9.01	1,369	1	0	\$0.00
Post: "Calling all Brides! "	\$30.00	1,593	55	0	\$0.00
Post: "Buy one get one half off! Handmade decorative..."	\$30.00	3,748	7	0	\$0.00
<b>Total</b>	<b>\$1,090.31</b>	<b>44,173</b>	<b>657</b>	<b>46</b>	<b>\$23.70</b>

## Ad Set Performance Summary (by Leads)

07/01/2021 - 07/31/2021

 Top Performing Ad Sets  
Docere

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women - 25-64 - 20mi Radius	Coolsculpting - Conversions	\$1,021.30	37,463	594	46	\$22.20
Post: "Buy one get one half off! Handmade decorative..."	Post: "Buy one get one half off! Handmade decorative..."	\$9.01	1,369	1	0	\$0.00
Post: "Calling all Brides! "	Post: "Calling all Brides! "	\$30.00	1,593	55	0	\$0.00
Post: "Buy one get one half off! Handmade decorative..."	Post: "Buy one get one half off! Handmade decorative..."	\$30.00	3,748	7	0	\$0.00
	<b>Total</b>	<b>\$1,090.31</b>	<b>44,173</b>	<b>657</b>	<b>46</b>	<b>\$23.70</b>

# Ad Performance Summary

07/01/2021 - 07/31/2021

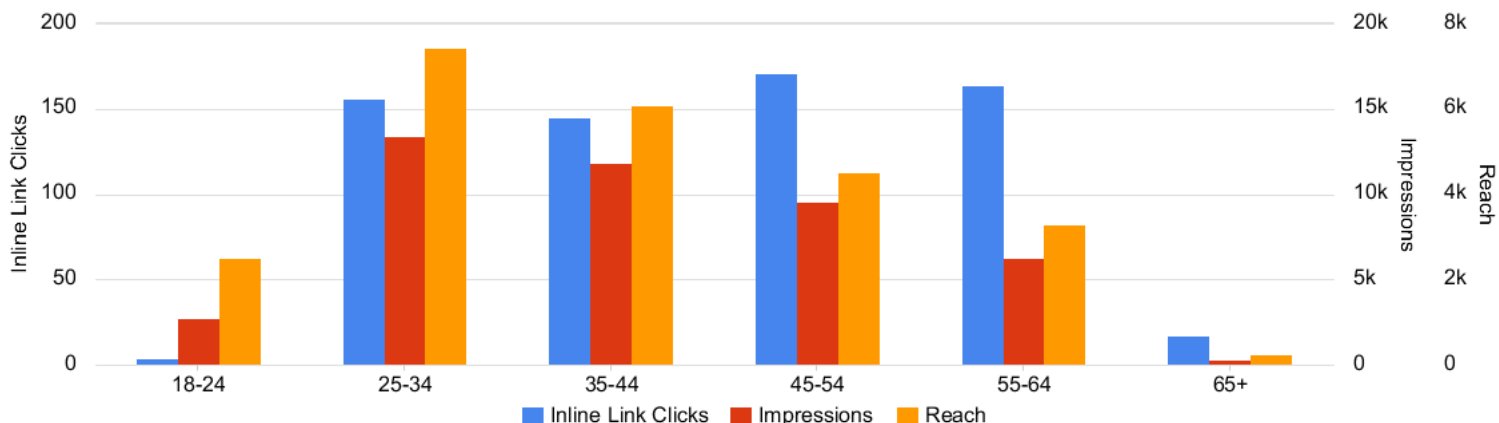
Top Performing Ads (by Leads)  
Docere

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 - Standing		Coolsculpting - Conversions	\$523.79	290	19,256	10,660	1.81	3.30%	24	\$21.82
2021 - 02 - CS - UGC - Sitting		Coolsculpting - Conversions	\$497.51	304	18,207	12,068	1.51	4.14%	22	\$22.61
Post: "Buy one get one half off! Handmade decorative..."		Post: "Buy one get one half off! Handmade decorative..."	\$9.01	1	1,369	1,364	1	0.15%	0	\$0.00
Post: "Calling all Brides! "		Post: "Calling all Brides! "	\$30.00	55	1,593	1,056	1.51	5.34%	0	\$0.00
Post: "Buy one get one half off! Handmade decorative..."		Post: "Buy one get one half off! Handmade decorative..."	\$30.00	7	3,748	3,571	1.05	0.37%	0	\$0.00
<b>Total</b>			<b>\$1,090.31</b>	<b>657</b>	<b>44,173</b>	<b>24,120</b>	<b>1.83</b>	<b>3.37%</b>	<b>46</b>	<b>\$23.70</b>

# Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart  
Docere



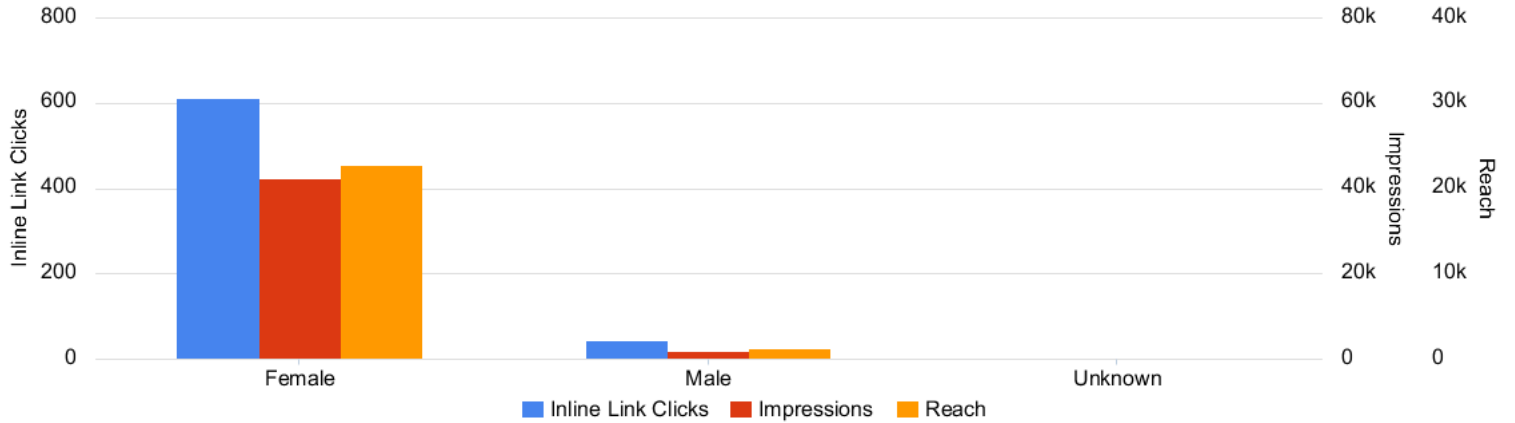
Age Performance Summary  
Docere

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Docere	\$1,090.31	44,173	24,120	657	3.37%	1.83	46
> 18-24	\$21.64	2,746	2,496	4	0.33%	1.1	0
> 25-34	\$243.73	13,410	7,440	156	2.84%	1.8	0
> 35-44	\$266.56	11,853	6,088	145	3.33%	1.95	0
> 45-54	\$298.25	9,542	4,528	171	4.09%	2.11	0
> 55-64	\$254.87	6,272	3,304	164	4.70%	1.9	0
> 65+	\$5.26	350	264	17	5.43%	1.33	0
> Unknown	\$0.00	0	0	0	--	0	0

# Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart  
Docere



Gender Performance Summary  
Docere

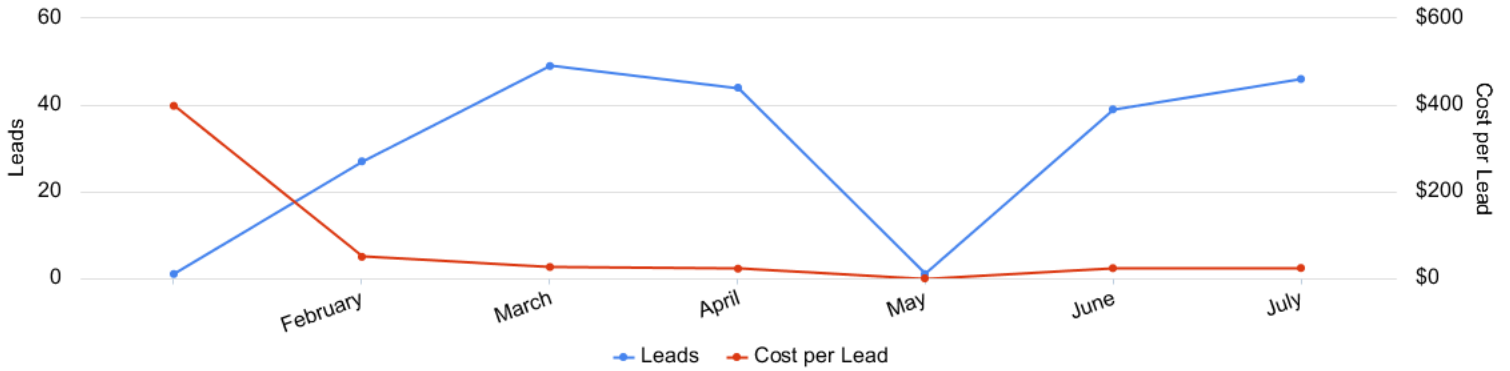
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Docere	\$1,090.31	44,173	24,120	657	3.37%	1.83	46
> Female	\$1,061.64	42,314	22,712	611	3.37%	1.86	0
> Male	\$27.60	1,748	1,328	44	3.60%	1.32	0
> Unknown	\$1.07	111	80	2	1.80%	1.39	0

# Year-to-Date Performance

01/01/2021 - 07/31/2021

## Year-to-Date Trend

Docere



## Historical table (by month)

Docere

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Docere	\$6,013.03	6,298	327,791	128,424	2.55	3.80%	207	\$29.05
> 2021-01-01 - 2021-01-31	\$398.12	751	45,093	21,264	2.12	2.45%	1	\$398.12
> 2021-02-01 - 2021-02-28	\$1,343.40	1,449	78,981	34,599	2.28	4.29%	27	\$49.76
> 2021-03-01 - 2021-03-31	\$1,285.49	1,098	77,502	39,336	1.97	2.94%	49	\$26.23
> 2021-04-01 - 2021-04-30	\$979.75	1,117	43,744	23,635	1.85	4.89%	44	\$22.27
> 2021-05-01 - 2021-05-31	\$0.00	0	0	0	0	--	1	\$0.00
> 2021-06-01 - 2021-06-30	\$915.96	1,226	38,298	24,945	1.54	5.37%	39	\$23.49
> 2021-07-01 - 2021-07-31	\$1,090.31	657	44,173	24,120	1.83	3.37%	46	\$23.70