

Summary

06/01/2021 - 06/30/2021

Impressions
Dr. Fiorillo

89,670
85,110 5.36%

Reach
Dr. Fiorillo

54,902
49,329 11.30%

Inline Link Clicks
Dr. Fiorillo

3,514
1,672 110.17%

Amount Spent
Dr. Fiorillo

\$1,373.00
\$1,089.99 25.96%

CPC (Link)
Dr. Fiorillo

\$0.39
\$0.65 -40.00%

Leads
Dr. Fiorillo

41
0 100.00%

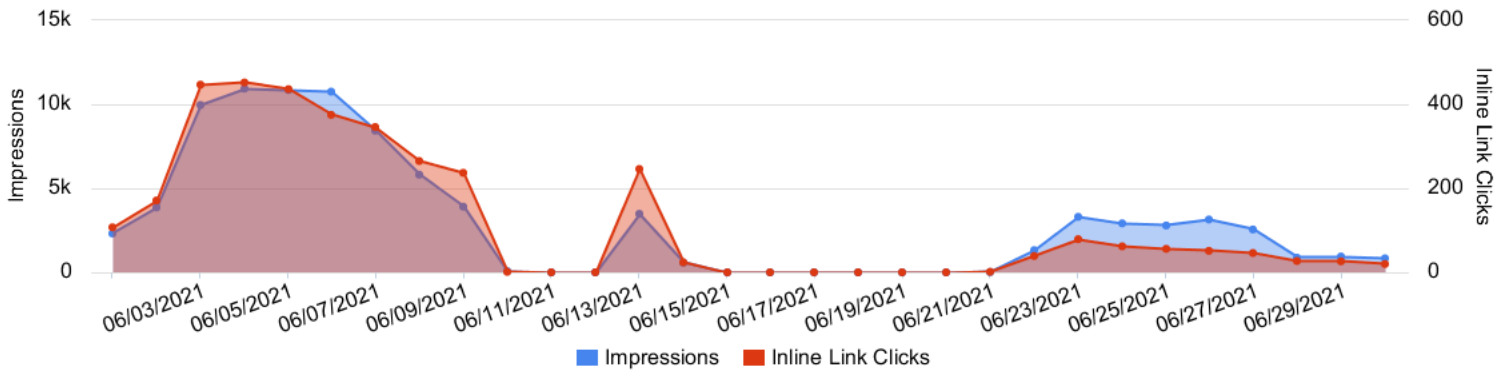
CPA
Dr. Fiorillo

\$33.49
\$0.00 100.00%

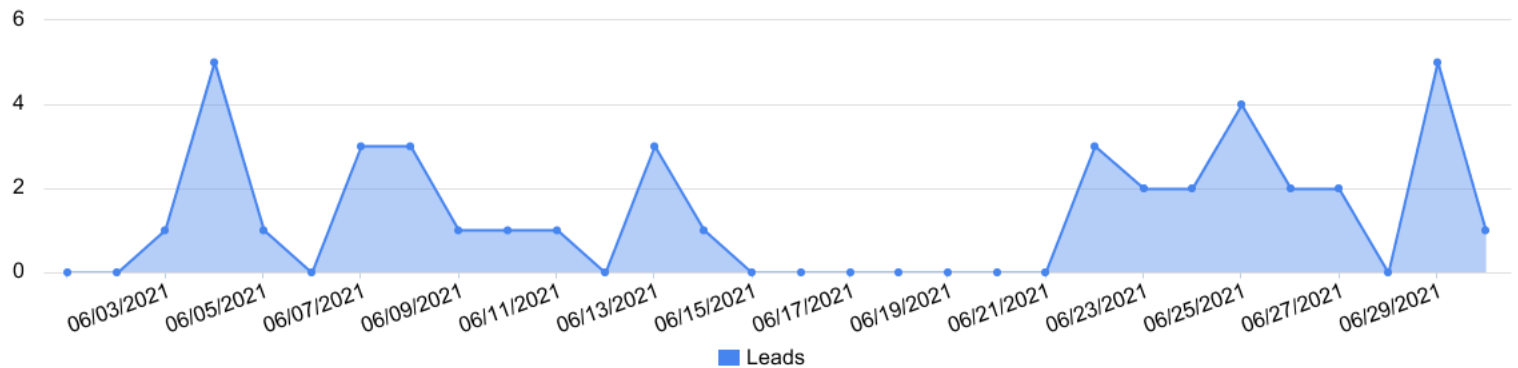
Outbound Clicks
Dr. Fiorillo

2,520
1 251,900.00%

Impressions vs Inline Link Clicks
Dr. Fiorillo



Conversions by day
Dr. Fiorillo



Account performance

06/01/2021 - 06/30/2021

Overall performance

Dr. Fiorillo

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$1,373.00	\$1,089.99	25.96%
Inline Link Clicks	3,514	1,672	110.17%
Impressions	89,670	85,110	5.36%
Reach	54,902	49,329	11.30%
Frequency	1.63	1.73	-5.34%
CTR (All)	6.06%	1.97%	207.68%
Leads	41	0	100.00%
cost_per_action_type:lead	\$33.49	\$0.00	100.00%

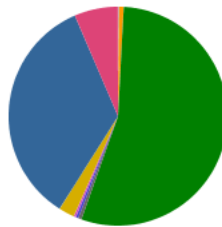
Engagement performance

Dr. Fiorillo

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	19	5	280.00%
Post Reactions	281	286	-1.75%
Post Shares	75	21	257.14%

Reach by placement

Dr. Fiorillo



- Audience Network - An Classic - Reach: 47 (0.09%)
- Audience Network - Rewarded Video - Reach: 32 (0.06%)
- Facebook - Facebook Stories - Reach: 384 (0.70%)
- Facebook - Feed - Reach: 29,941 (54.60%)
- Facebook - Instant Article - Reach: 272 (0.50%)
- Facebook - Instream Video - Reach: 208 (0.38%)
- Facebook - Marketplace - Reach: 176 (0.32%)
- Facebook - Video Feeds - Reach: 1,281 (2.34%)
- Instagram - Feed - Reach: 18,957 (34.57%)
- Instagram - Instagram Explore - Reach: 3,538 (6.45%)

Placement performance

Dr. Fiorillo

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Dr. Fiorillo	\$1,373.00	3,514	89,670	54,902	1.63	6.06%	41	\$33.49
> Facebook - Feed	\$574.34	2,510	44,767	29,941	1.5	9.77%	0	\$0.00
> Instagram - Feed	\$583.76	799	30,806	18,957	1.63	2.66%	0	\$0.00
> Instagram - Instagram Stories	\$111.30	77	6,229	4,995	1.25	1.24%	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 - Video Feeds	\$20.64	54	1,672	1,281	1.31	5.02%	0	\$0.00
> Instagram - Instagram Explore	\$36.25	51	4,298	3,538	1.21	1.19%	0	\$0.00
> Facebook - Marketplace	\$4.54	7	451	176	2.56	2.00%	0	\$0.00
> Facebook - Instream Video	\$16.39	5	455	208	2.19	1.10%	0	\$0.00
> Audience Network - Rewarded Video	\$4.36	5	80	32	2.5	6.25%	0	\$0.00
> Facebook - Instant Article	\$3.53	3	334	272	1.23	1.20%	0	\$0.00
> Audience Network - An Classic	\$2.87	2	47	47	1	4.26%	0	\$0.00
> Facebook - Facebook Stories	\$15.00	1	530	384	1.38	0.38%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Facebook - Search	\$0.01	0	1	0	0	0.00%	0	\$0.00

Device performance

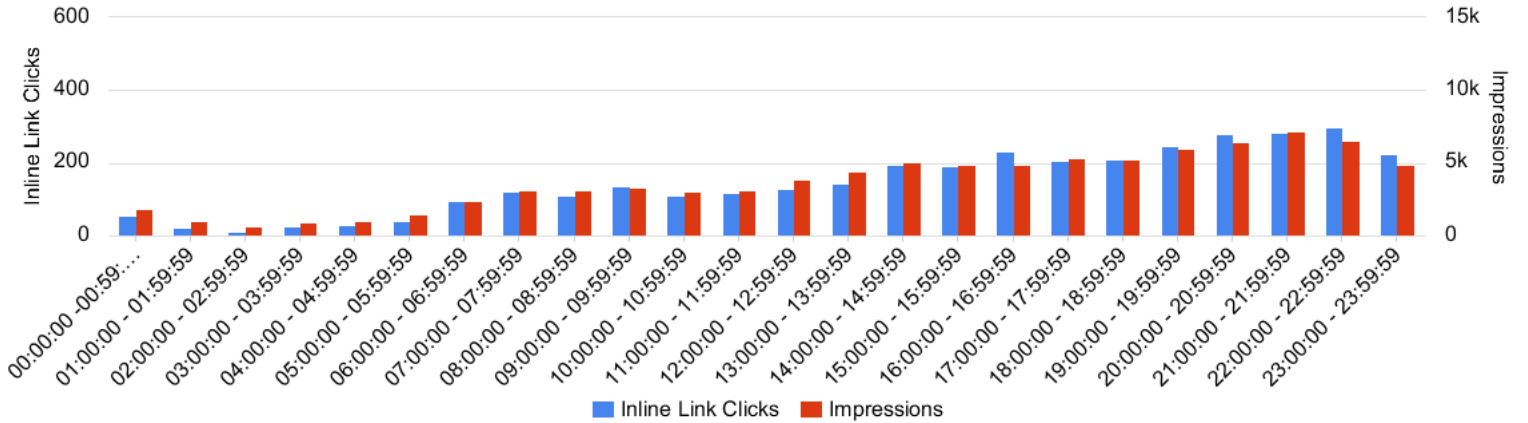
Dr. Fiorillo



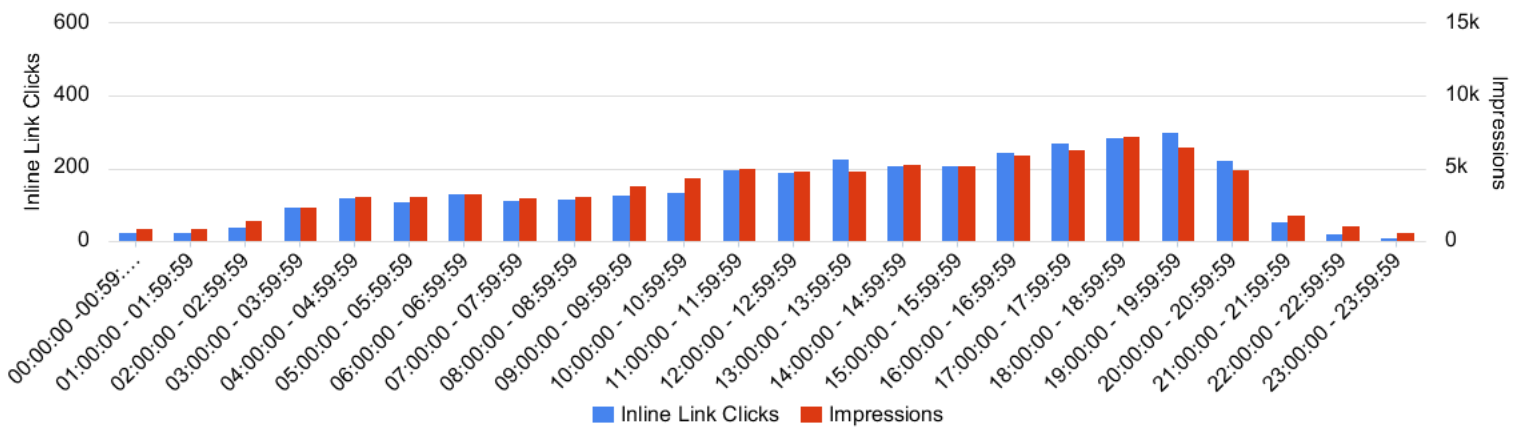
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer) Dr. Fiorillo



Time of Day (Ad Account) Dr. Fiorillo



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance
Dr. Fiorillo




Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - LP Views	Paused	\$287.81	2,251	34,464	25,921	1.33	10.84%	20	\$14.39
Instagram Post:	Paused	\$300.00	647	15,149	11,538	1.31	4.31%	0	\$0.00
Coolsculpting - Conversions	Active	\$325.19	270	8,936	5,462	1.64	5.68%	21	\$15.49
Instagram Post: Injection Day 6/25! Call today to...	Active	\$300.00	209	21,355	14,206	1.5	0.97%	0	\$0.00
Post: "Gummy bear implants."	Active	\$150.00	122	9,368	3,583	2.61	3.18%	0	\$0.00
Post: "Gummy bear implants."	Active	\$10.00	15	398	293	1.36	8.04%	0	\$0.00
Total		\$1,373.00	3,514	89,670	54,902	1.63	6.06%	41	\$33.49

Top ads performance
Dr. Fiorillo

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-06 - CS - UGC Standing		Coolsculpting - LP Views	\$233.17	1,875	28,636	22,464	1.27	11.22%	16	\$14.57
Instagram Post:		Instagram Post:	\$300.00	647	15,149	11,538	1.31	4.31%	0	\$0.00
2021-06 - CS - UGC Sitting		Coolsculpting - LP Views	\$54.64	376	5,828	5,558	1.05	8.94%	4	\$13.66
Instagram Post: Injection Day 6/25! Call today to...		Instagram Post: Injection Day 6/25! Call today to...	\$300.00	209	21,355	14,206	1.5	0.97%	0	\$0.00
2021-06 - Video - David		Coolsculpting - Conversions	\$192.54	160	5,289	3,892	1.36	4.97%	16	\$12.03

Campaign performance

06/01/2021 - 06/30/2021

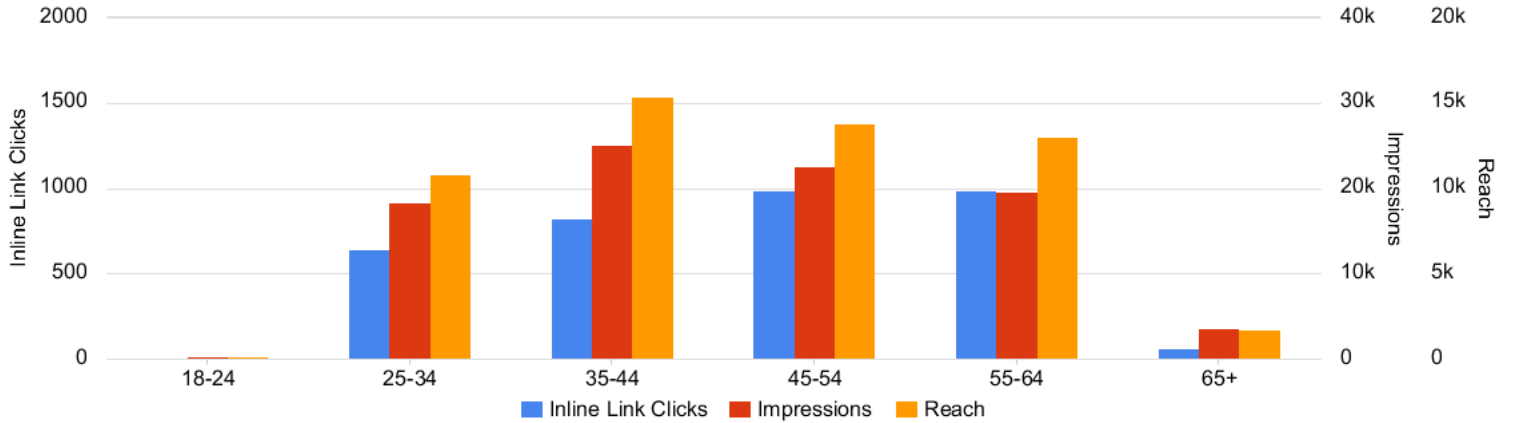
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Post: "Gummy bear implants."		Post: "Gummy bear implants."	\$150.00	122	9,368	3,583	2.61	3.18%	0	\$0.00
2021-06 - Video-Alysson		Coolsculpting - Conversions	\$132.65	110	3,647	2,539	1.44	6.72%	5	\$26.53
Post: "Gummy bear implants."		Post: "Gummy bear implants."	\$10.00	15	398	293	1.36	8.04%	0	\$0.00
Total			\$1,373.00	3,514	89,670	54,902	1.63	6.06%	41	\$33.49

Audience performance

06/01/2021 - 06/30/2021

Age performance

Dr. Fiorillo



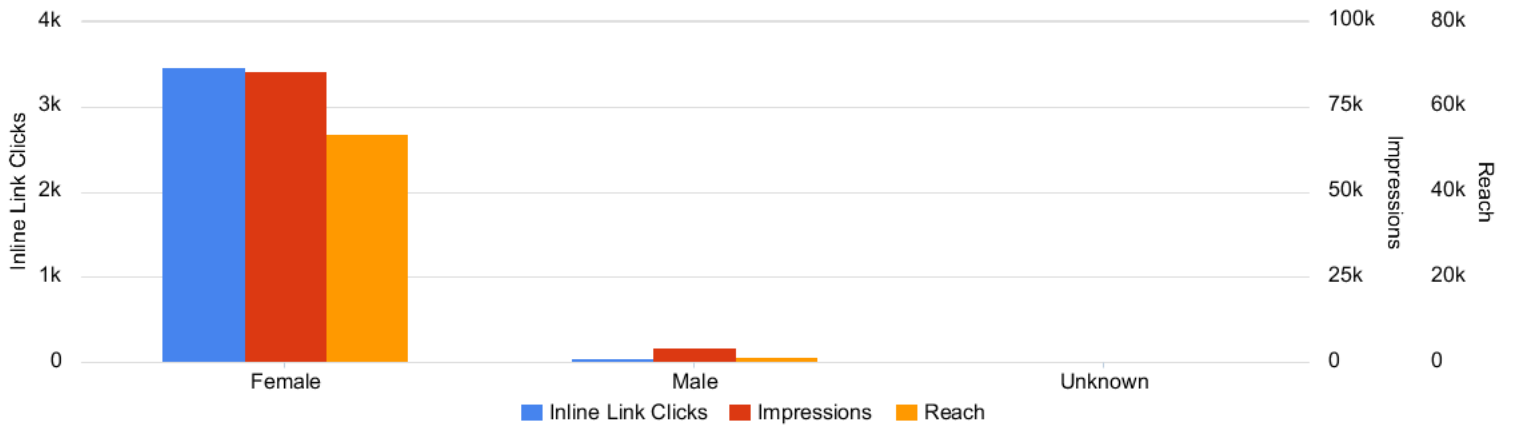
Age performance

Dr. Fiorillo

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Dr. Fiorillo	\$1,373.00	3,514	89,670	54,902	1.63	6.06%	41	\$33.49
> 55-64	\$302.99	991	19,596	12,985	1.51	8.00%	0	\$0.00
> 45-54	\$349.88	989	22,641	13,818	1.64	7.03%	0	\$0.00
> 35-44	\$372.96	823	25,139	15,355	1.64	5.05%	0	\$0.00
> 25-34	\$272.46	643	18,429	10,839	1.7	4.87%	0	\$0.00
> 65+	\$69.98	63	3,532	1,761	2.01	2.63%	0	\$0.00
> 18-24	\$4.73	5	333	144	2.31	4.50%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00


Gender performance

Dr. Fiorillo



Audience performance


06/01/2021 - 06/30/2021

 Gender performance
Dr. Fiorillo

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Dr. Fiorillo	\$1,373.00	3,514	89,670	54,902	1.63	6.06%	41	\$33.49
> Female	\$1,309.88	3,466	85,456	53,541	1.6	6.25%	0	\$0.00
> Male	\$61.51	47	4,118	1,313	3.14	2.16%	0	\$0.00
> Unknown	\$1.61	1	96	48	2	2.08%	0	\$0.00

Year to date

01/01/2021 - 06/30/2021

 Performance by period
Dr. Fiorillo

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Dr. Fiorillo	\$4,179.24	7,054	309,614	161,633	1.92	3.09%	41	\$101.93
> 2021-06-01 - 2021-06-30	\$1,373.00	3,514	89,670	54,902	1.63	6.06%	41	\$33.49
> 2021-05-01 - 2021-05-31	\$1,089.99	1,672	85,110	49,329	1.73	1.97%	0	\$0.00
> 2021-03-01 - 2021-03-31	\$1,362.25	1,583	112,051	69,857	1.6	1.75%	0	\$0.00
> 2021-02-01 - 2021-02-28	\$174.00	56	7,574	4,656	1.63	2.46%	0	\$0.00
> 2021-01-01 - 2021-01-31	\$180.00	229	15,209	13,088	1.16	2.09%	0	\$0.00