

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Dr. Fiorillo

\$1,146.60
\$1,373.07 -16.49%

Impressions
Dr. Fiorillo

14,482
89,674 -83.85%

Reach
Dr. Fiorillo

9,044
54,902 -83.53%

Clicks (Link)
Dr. Fiorillo

310
3,514 -91.18%

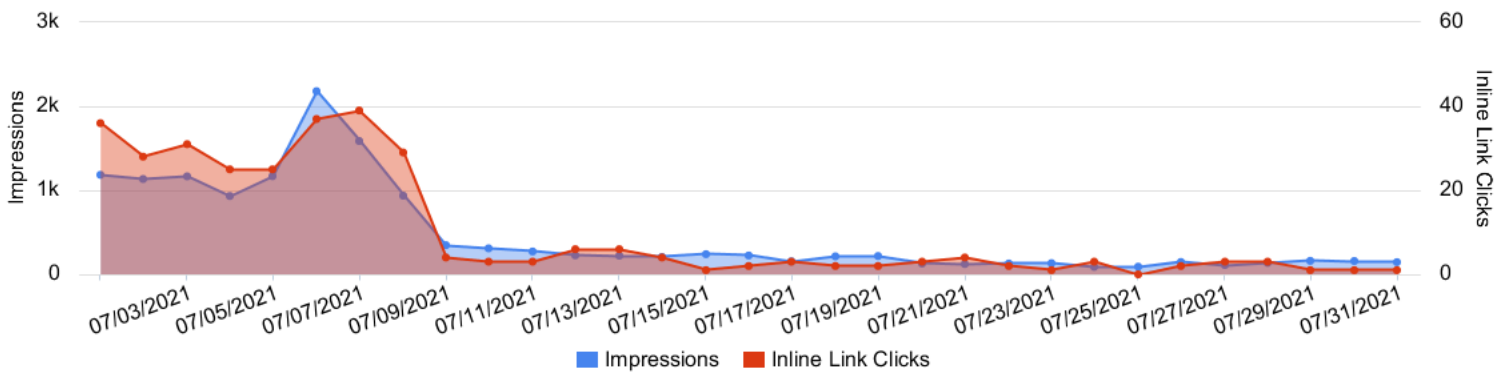
Leads
Dr. Fiorillo

25
41 -39.02%

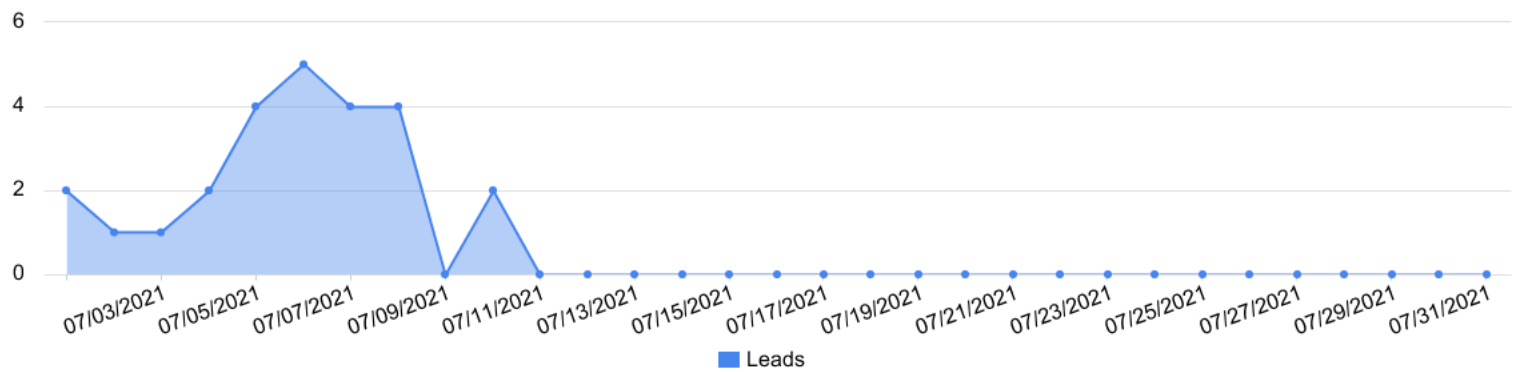
Cost / Lead
Dr. Fiorillo

\$45.86
\$33.49 36.94%

Impressions vs Inline Link Clicks
Dr. Fiorillo




Conversions by day
Dr. Fiorillo



Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Dr. Fiorillo

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,146.60	\$1,373.07	-16.49%
Impressions	14,482	89,674	-83.85%
Reach	9,044	54,902	-83.53%
Clicks	310	3,514	-91.18%
CTR	2.14%	3.92%	-45.37%
Frequency	1.6	1.63	-1.96%
Leads	25	41	-39.02%
Cost / Lead	\$45.86	\$33.49	36.94%

 Engagement Summary
Dr. Fiorillo

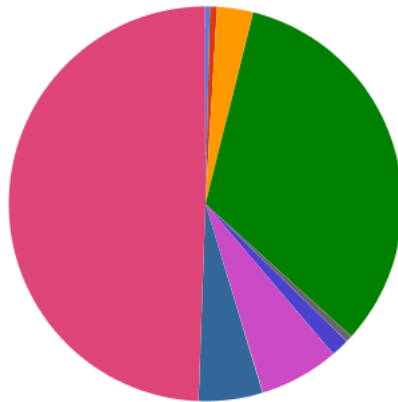
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	1	19	-94.74%
Post Reactions	59	281	-79.00%
Post Shares	11	75	-85.33%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Dr. Fiorillo



- Audience Network - An Classic - Reach: 34 (0.36%)
- Audience Network - Rewarded Video - Reach: 56 (0.60%)
- Facebook - Facebook Stories - Reach: 278 (2.96%)
- Facebook - Feed - Reach: 3,084 (32.81%)
- Facebook - Instant Article - Reach: 52 (0.55%)
- Facebook - Instream Video - Reach: 140 (1.49%)
- Facebook - Marketplace - Reach: 614 (6.53%)
- Facebook - Search - Reach: 2 (0.02%)
- Facebook - Video Feeds - Reach: 494 (5.26%)
- Instagram - Feed - Reach: 4,646 (49.43%)

Placement Performance (by Leads)

Dr. Fiorillo

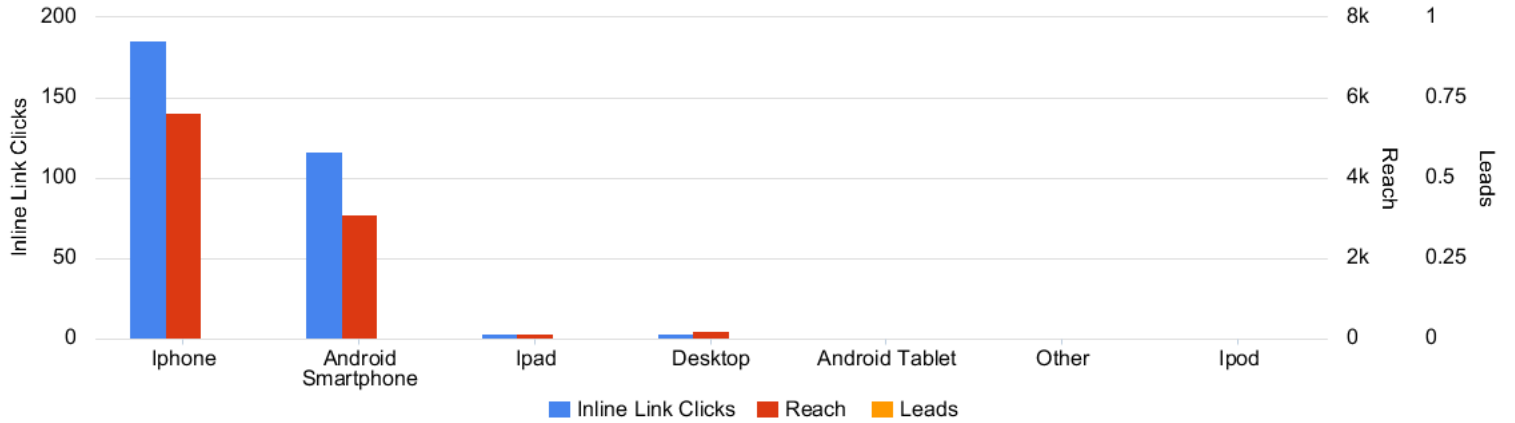
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Dr. Fiorillo	\$1,146.60	310	14,482	9,044	1.6	3.47%	25	\$45.86
> Audience Network - An Classic	\$10.02	1	60	34	1.76	1.67%	0	\$0.00
> Audience Network - Rewarded Video	\$16.50	7	88	56	1.57	7.95%	0	\$0.00
> Facebook - Facebook Stories	\$20.05	10	307	278	1.1	3.26%	0	\$0.00
> Facebook - Feed	\$605.77	150	5,523	3,084	1.79	5.96%	0	\$0.00
> Facebook - Instant Article	\$1.70	1	58	52	1.12	1.72%	0	\$0.00
> Facebook - Instream Video	\$22.20	4	176	140	1.26	2.27%	0	\$0.00
> Facebook - Marketplace	\$35.32	19	866	614	1.41	2.42%	0	\$0.00
> Facebook - Search	\$0.56	0	2	2	1	0.00%	0	\$0.00
> Facebook - Video Feeds	\$40.59	11	578	494	1.17	2.94%	0	\$0.00
> Instagram - Feed	\$257.63	84	5,734	4,646	1.23	1.55%	0	\$0.00
> Instagram - Instagram Explore	\$7.01	2	204	184	1.11	0.98%	0	\$0.00
> Instagram - Instagram Stories	\$129.21	21	884	656	1.35	2.38%	0	\$0.00
> Messenger - Messenger Stories	\$0.03	0	2	2	1	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

Dr. Fiorillo



Device Platform Performance

Dr. Fiorillo

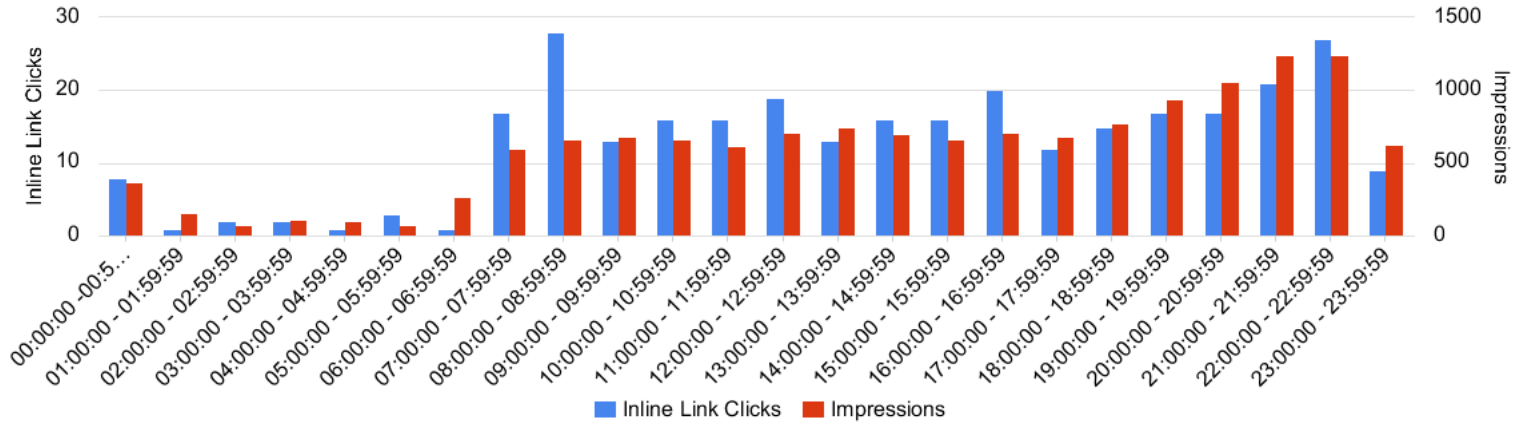
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Dr. Fiorillo	\$1,146.60	14,482	310	3.47%	9,044	1.6	25
> Mobile App	\$1,124.66	14,080	302	3.48%	8,796	1.6	0
> Mobile Web	\$13.04	113	5	7.96%	66	1.71	0
> Desktop	\$8.89	289	3	1.04%	202	1.43	0
> Unknown	\$0.00	0	0	--	0	0	0

Schedule Performance

07/01/2021 - 07/31/2021

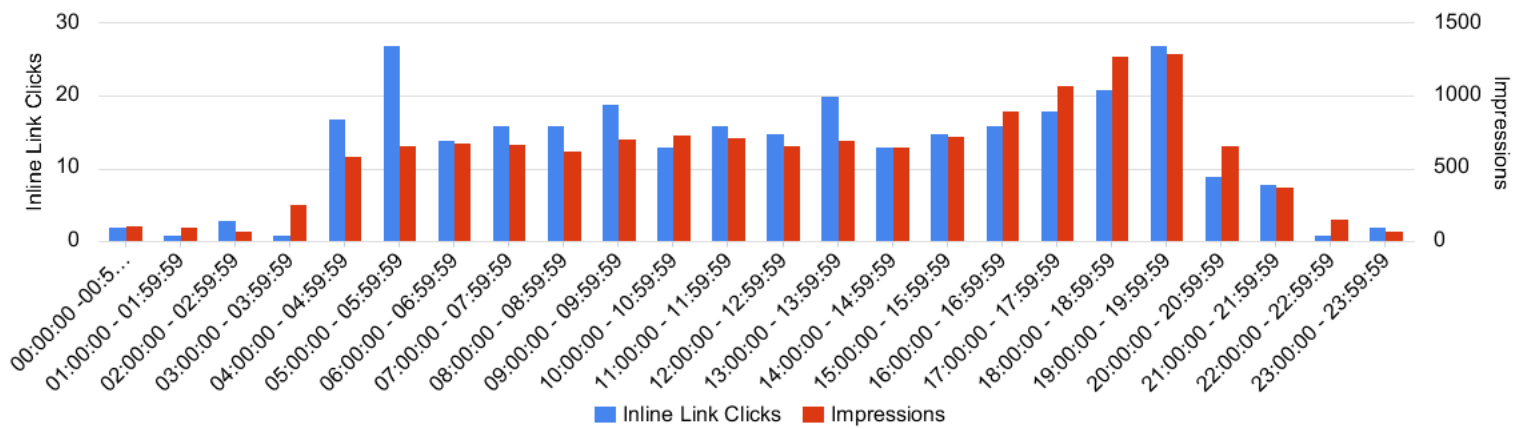
Time of Day (Viewer)

Dr. Fiorillo




Time of Day (Ad Account)

Dr. Fiorillo



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Dr. Fiorillo

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$247.57	8,449	215	21	\$11.79
Emsculpt NEO- Conversions	\$886.03	5,310	83	4	\$221.51
Instagram Post: These results are AMAZING All...	\$13.00	723	12	0	\$0.00
Total	\$1,146.60	14,482	310	25	\$45.86

Ad Set Performance Summary (by Leads)

07/01/2021 - 07/31/2021

 Top Performing Ad Sets
Dr. Fiorillo

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interest Targeting - Top 50% - Women - 20mi Radius	Coolsculpting - Conversions	\$247.57	8,449	215	21	\$11.79
Interest Targeting - Top 50% - Women - 20mi Radius	Emsculpt NEO- Conversions	\$886.03	5,310	83	4	\$221.51
Instagram Post	Instagram Post: These results are AMAZING All...	\$13.00	723	12	0	\$0.00
	Total	\$1,146.60	14,482	310	25	\$45.86

Ad Performance Summary

07/01/2021 - 07/31/2021

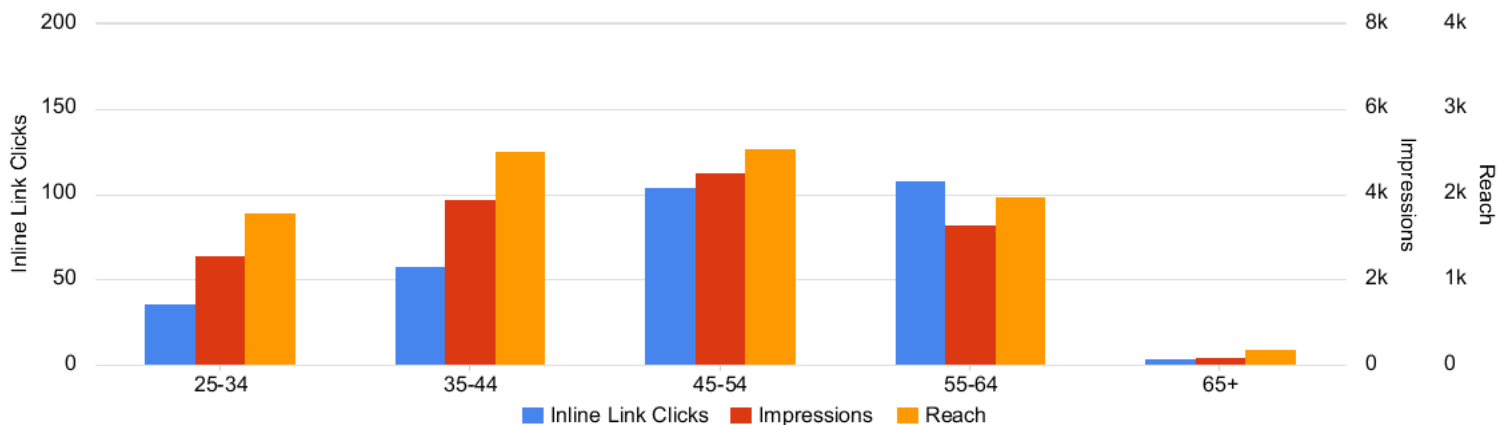
Top Performing Ads (by Leads)
Dr. Fiorillo

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-06 - Video - David		Coolsculpting - Conversions	\$205.46	188	7,151	5,584	1.28	3.76%	21	\$9.78
2021-06 - Video - Emsculpt NEO		Emsculpt NEO- Conversions	\$886.03	83	5,310	3,183	1.67	3.05%	4	\$221.51
2021-06 - Video- Alysson		Coolsculpting - Conversions	\$42.11	27	1,298	1,014	1.28	4.55%	0	\$0.00
Instagram Post: These results are AMAZING All...		Instagram Post: These results are AMAZING All...	\$13.00	12	723	711	1.02	1.66%	0	\$0.00
Total			\$1,146.60	310	14,482	9,044	1.6	3.47%	25	\$45.86

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Dr. Fiorillo



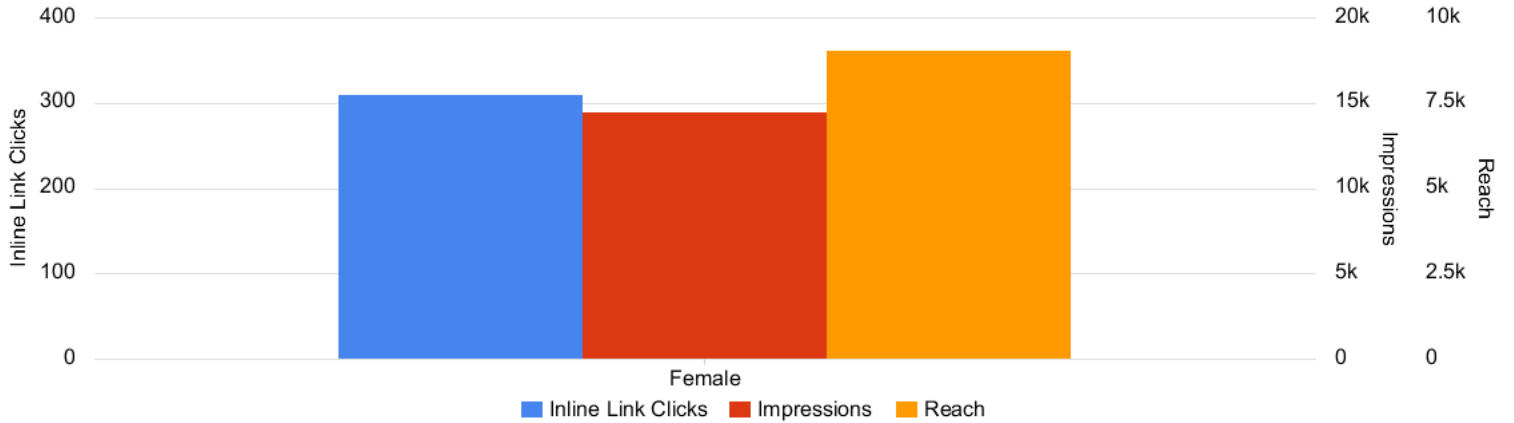
Age Performance Summary
Dr. Fiorillo

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Dr. Fiorillo	\$1,146.60	14,482	9,044	310	3.47%	1.6	25
> 25-34	\$123.30	2,576	1,788	36	1.86%	1.44	0
> 35-44	\$274.86	3,897	2,508	58	2.67%	1.55	0
> 45-54	\$406.60	4,506	2,544	104	3.82%	1.77	0
> 55-64	\$338.26	3,309	1,984	108	5.29%	1.67	0
> 65+	\$3.59	194	194	4	1.55%	1	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Dr. Fiorillo



Gender Performance Summary
Dr. Fiorillo

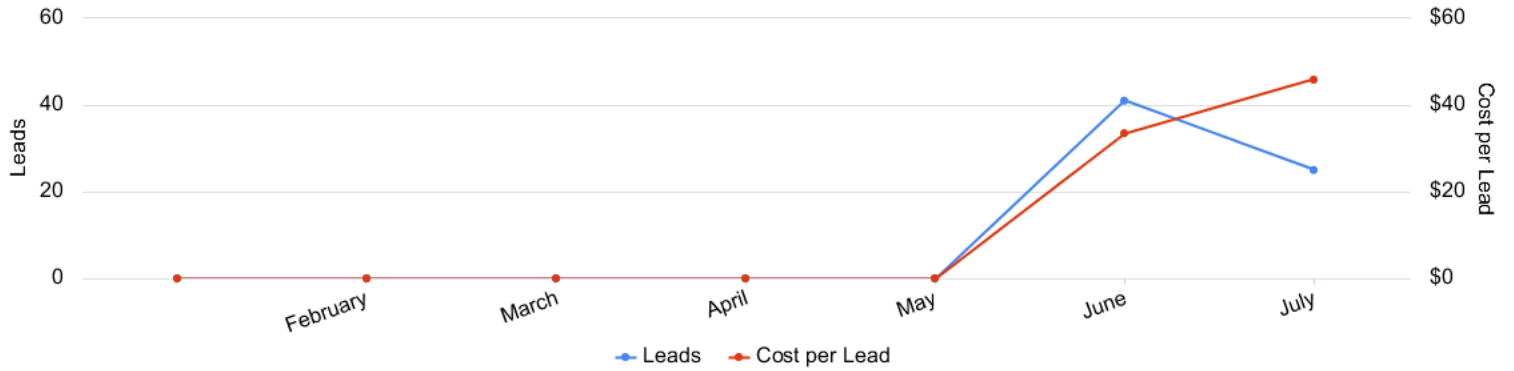
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Dr. Fiorillo	\$1,146.60	14,482	9,044	310	3.47%	1.6	25
> Female	\$1,146.60	14,482	9,044	310	3.47%	1.6	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend

Dr. Fiorillo



Historical table (by month)

Dr. Fiorillo

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Dr. Fiorillo	\$5,325.91	7,364	324,100	167,168	1.94	3.11%	66	\$80.70
> 2021-01-01 - 2021-01-31	\$180.00	229	15,209	13,088	1.16	2.09%	0	\$0.00
> 2021-02-01 - 2021-02-28	\$174.00	56	7,574	4,656	1.63	2.46%	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
> 2021-05-01 - 2021-05-31	\$1,089.99	1,672	85,110	49,329	1.73	1.97%	0	\$0.00
> 2021-06-01 - 2021-06-30	\$1,373.07	3,514	89,674	54,902	1.63	6.06%	41	\$33.49
> 2021-07-01 - 2021-07-31	\$1,146.60	310	14,482	9,044	1.6	3.47%	25	\$45.86