

Summary

06/01/2021 - 06/30/2021

Impressions
17669586JFEMD

19,211

15,659 22.68%

Reach
17669586JFEMD

9,627

7,733 24.49%

Inline Link Clicks
17669586JFEMD

304

346 -12.14%

Amount Spent
17669586JFEMD

\$1,350.12

\$1,392.82 -3.07%

CPC (Link)
17669586JFEMD

\$4.44

\$4.03 10.17%

Leads
17669586JFEMD

14

31 -54.84%

CPA
17669586JFEMD

\$96.44

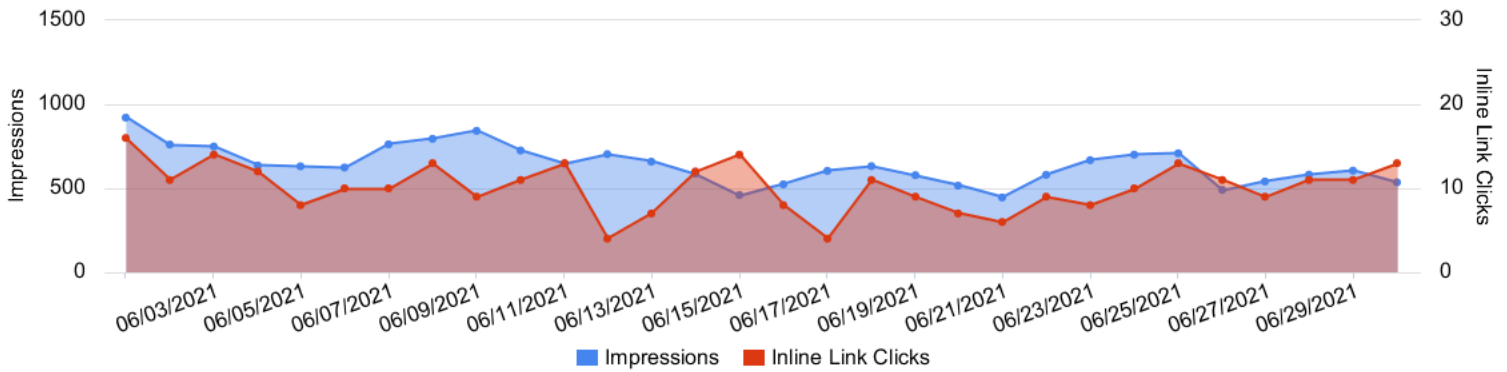
\$44.93 114.65%

Outbound Clicks
17669586JFEMD

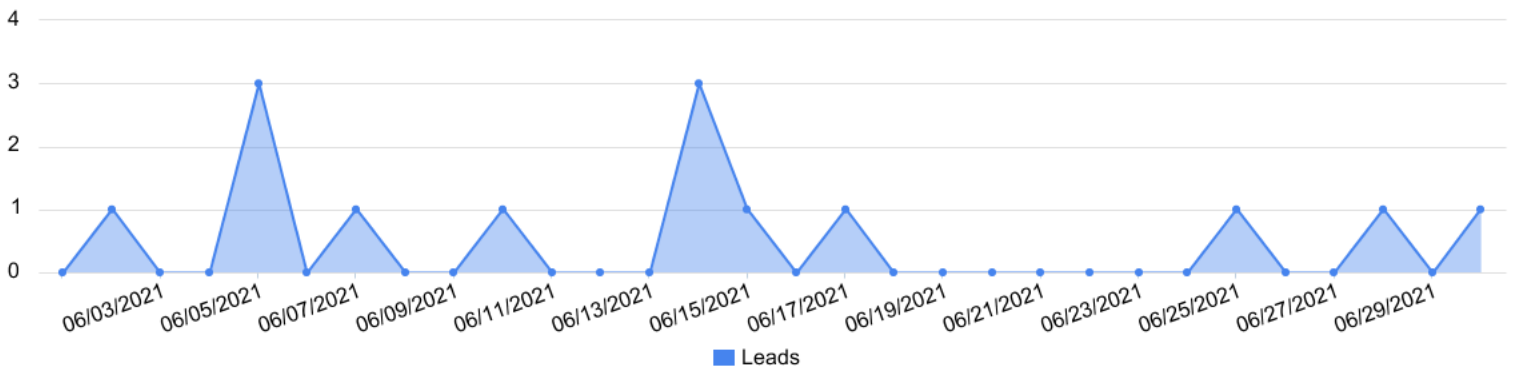
294

340 -13.53%

Impressions vs Inline Link Clicks
17669586JFEMD



Conversions by day
17669586JFEMD



Account performance

06/01/2021 - 06/30/2021

Overall performance

17669586JFEMD

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$1,350.12	\$1,392.82	-3.07%
Inline Link Clicks	304	346	-12.14%
Impressions	19,211	15,659	22.68%
Reach	9,627	7,733	24.49%
Frequency	2	2.02	-1.45%
CTR (All)	2.78%	3.65%	-23.77%
Leads	14	31	-54.84%
cost_per_action_type:lead	\$96.44	\$44.93	114.65%

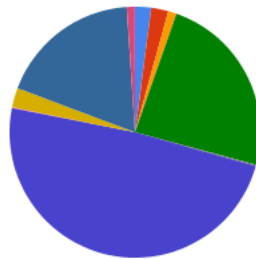
Engagement performance

17669586JFEMD

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	2	1	100.00%
Post Reactions	23	21	9.52%
Post Shares	5	3	66.67%

Reach by placement

17669586JFEMD



- Audience Network - An Classic - Reach: 206 (2.08%)
- Audience Network - Rewarded Video - Reach: 220 (2.22%)
- Facebook - Facebook Stories - Reach: 108 (1.09%)
- Facebook - Feed - Reach: 2,361 (23.80%)
- Facebook - Instant Article - Reach: 18 (0.18%)
- Facebook - Marketplace - Reach: 4,833 (48.72%)
- Facebook - Search - Reach: 9 (0.09%)
- Facebook - Video Feeds - Reach: 252 (2.54%)
- Instagram - Feed - Reach: 1,808 (18.23%)
- Instagram - Instagram Explore - Reach: 104 (1.05%)

Placement performance

17669586JFEMD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
17669586JFEMD	\$1,350.12	304	19,211	9,627	2	2.78%	14	\$96.44
> Facebook - Marketplace	\$226.82	106	9,633	4,833	1.99	1.20%	0	\$0.00
> Facebook - Feed	\$624.60	106	4,655	2,361	1.97	6.85%	0	\$0.00
> Instagram - Feed	\$187.63	27	2,516	1,808	1.39	1.07%	0	\$0.00

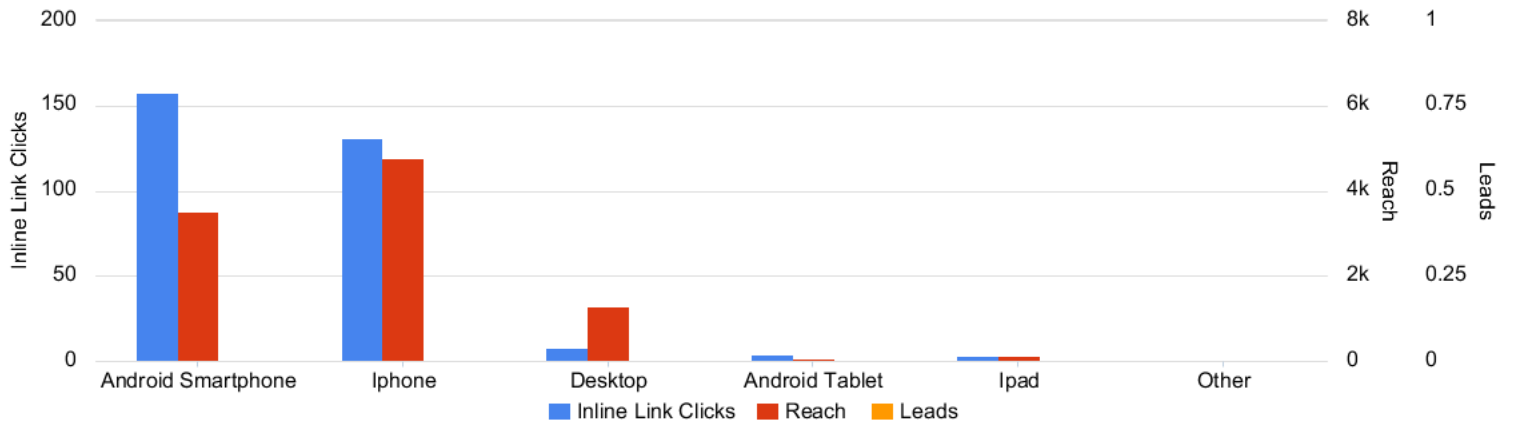
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Instagram - Instagram Stories	\$170.11	26	1,047	802	1.31	2.48%	0	\$0.00
> Facebook - Video Feeds	\$19.44	12	363	252	1.44	4.41%	0	\$0.00
> Audience Network - An Classic	\$33.01	11	318	206	1.54	3.46%	0	\$0.00
> Audience Network - Rewarded Video	\$51.53	10	332	220	1.51	3.01%	0	\$0.00
> Facebook - Facebook Stories	\$21.01	4	140	108	1.3	4.29%	0	\$0.00
> Instagram - Instagram Explore	\$12.08	2	173	104	1.66	1.16%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Facebook - Search	\$2.41	0	9	9	1	11.11%	0	\$0.00
> Facebook - Instant Article	\$1.48	0	25	18	1.39	0.00%	0	\$0.00

Device performance

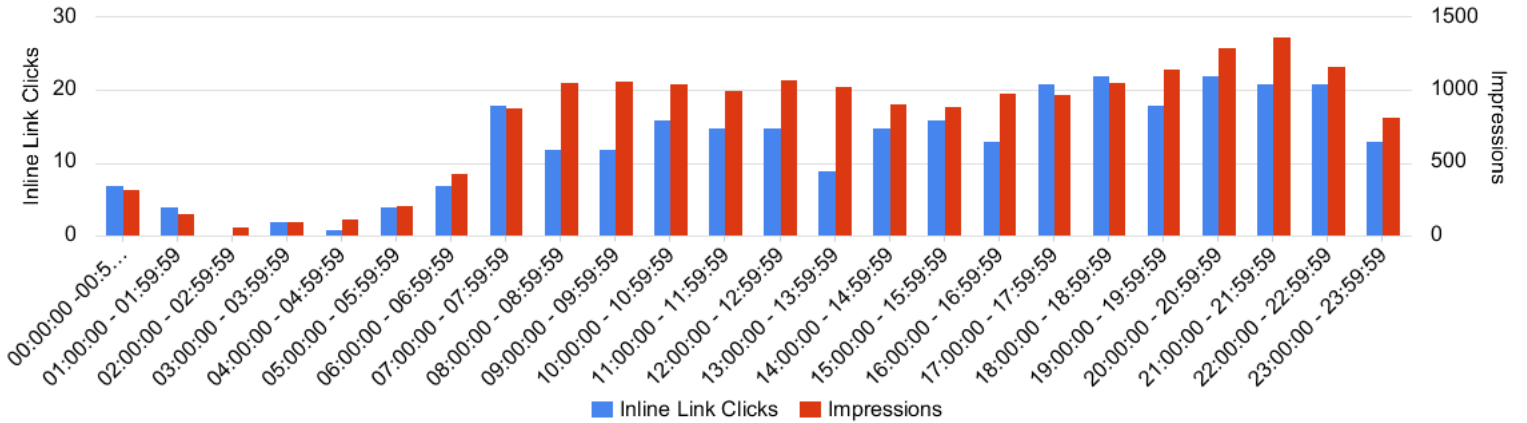
17669586JFEMD



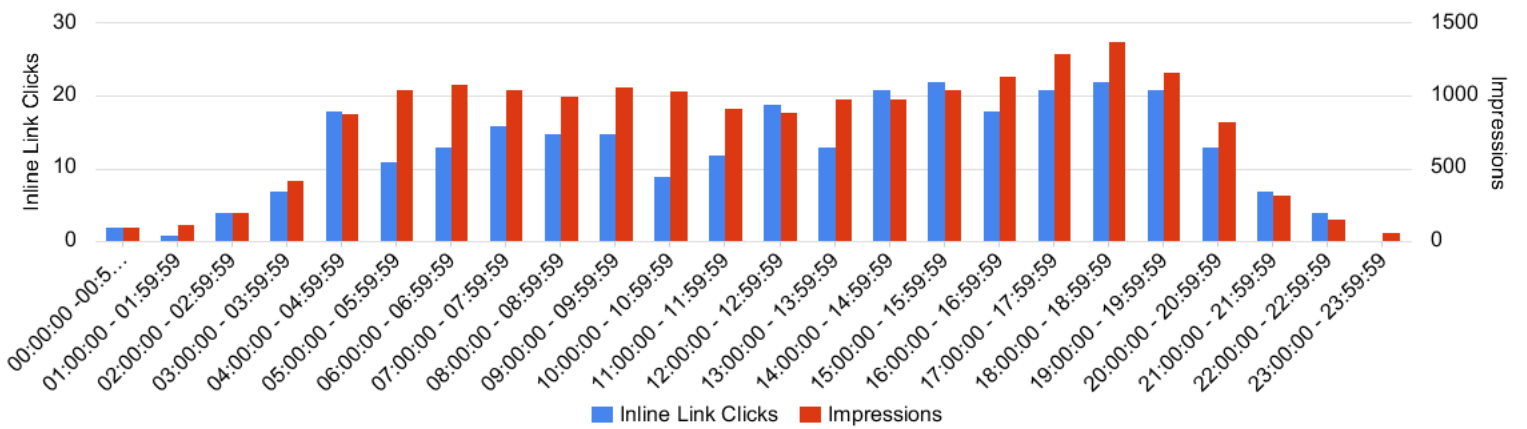
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)
17669586JFEMD




Time of Day (Ad Account)
17669586JFEMD






Campaign performance

06/01/2021 - 06/30/2021

 Campaign performance
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Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Emsculpt NEO - Conversions	Active	\$1,350.12	304	19,211	9,627	2	2.78%	14	\$96.44
Total		\$1,350.12	304	19,211	9,627	2	2.78%	14	\$96.44

 Top ads performance
17669586JFEMD

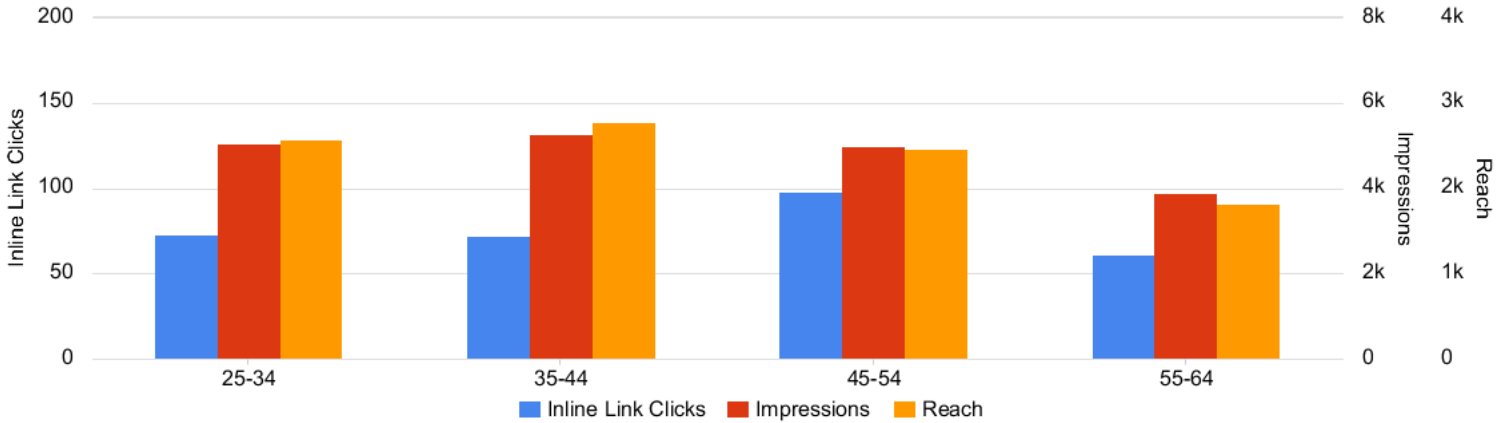
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021- 01 - Emsculpt NEO - Video 1		Emsculpt NEO - Conversions	\$760.40	191	12,134	6,787	1.79	2.51%	9	\$84.49
2021- 02 - Emsculpt NEO - Video 2		Emsculpt NEO - Conversions	\$589.72	113	7,077	4,495	1.57	3.24%	5	\$117.94
Total			\$1,350.12	304	19,211	9,627	2	2.78%	14	\$96.44

Audience performance

06/01/2021 - 06/30/2021

Age performance

17669586JFEMD



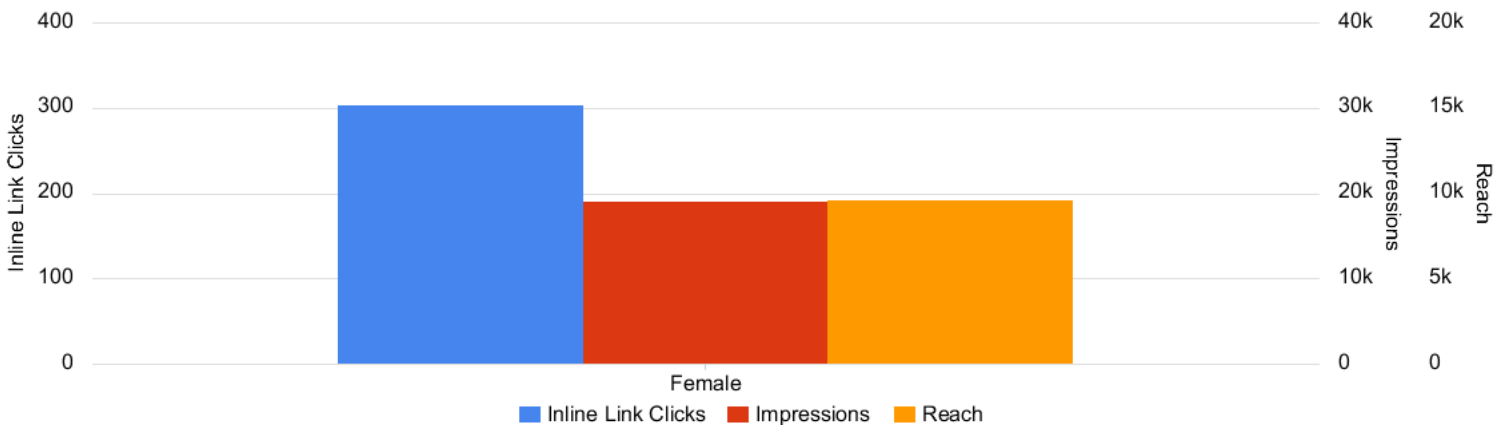
Age performance

17669586JFEMD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
17669586JFEMD	\$1,350.12	304	19,211	9,627	2	2.78%	14	\$96.44
> 45-54	\$394.51	98	4,999	2,463	2.03	3.24%	0	\$0.00
> 25-34	\$337.00	73	5,049	2,573	1.96	2.55%	0	\$0.00
> 35-44	\$369.12	72	5,280	2,779	1.9	2.59%	0	\$0.00
> 55-64	\$249.49	61	3,883	1,812	2.14	2.73%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance

17669586JFEMD



Gender performance

17669586JFEMD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
17669586JFEMD	\$1,350.12	304	19,211	9,627	2	2.78%	14	\$96.44
> Female	\$1,350.12	304	19,211	9,627	2	2.78%	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
17669586JFEMD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
17669586JFEMD	\$6,963.49	1,669	85,717	28,923	2.96	3.38%	142	\$49.04
> 2021-06-01 - 2021-06-30	\$1,350.12	304	19,211	9,627	2	2.78%	14	\$96.44
> 2021-05-01 - 2021-05-31	\$1,392.82	346	15,659	7,733	2.02	3.65%	31	\$44.93
> 2021-04-01 - 2021-04-30	\$1,348.58	319	15,852	8,087	1.96	3.66%	25	\$53.94
> 2021-03-01 - 2021-03-31	\$1,400.10	294	15,444	7,406	2.09	3.50%	39	\$35.90
> 2021-02-01 - 2021-02-28	\$1,257.47	299	14,928	6,602	2.26	3.45%	25	\$50.30
> 2021-01-01 - 2021-01-31	\$214.40	107	4,623	3,586	1.29	3.33%	8	\$26.80