

# Summary

06/01/2021 - 06/30/2021

Impressions  
Dr Moran

**49,022**

59,514 -17.63%

Reach  
Dr Moran

**21,476**

26,264 -18.23%

Inline Link Clicks  
Dr Moran

**1,023**

1,209 -15.38%

Amount Spent  
Dr Moran

**\$1,500.28**

\$1,508.75 -0.56%

CPC (Link)  
Dr Moran

**\$1.47**

\$1.25 17.60%

Leads  
Dr Moran

**72**

101 -28.71%

CPA  
Dr Moran

**\$20.84**

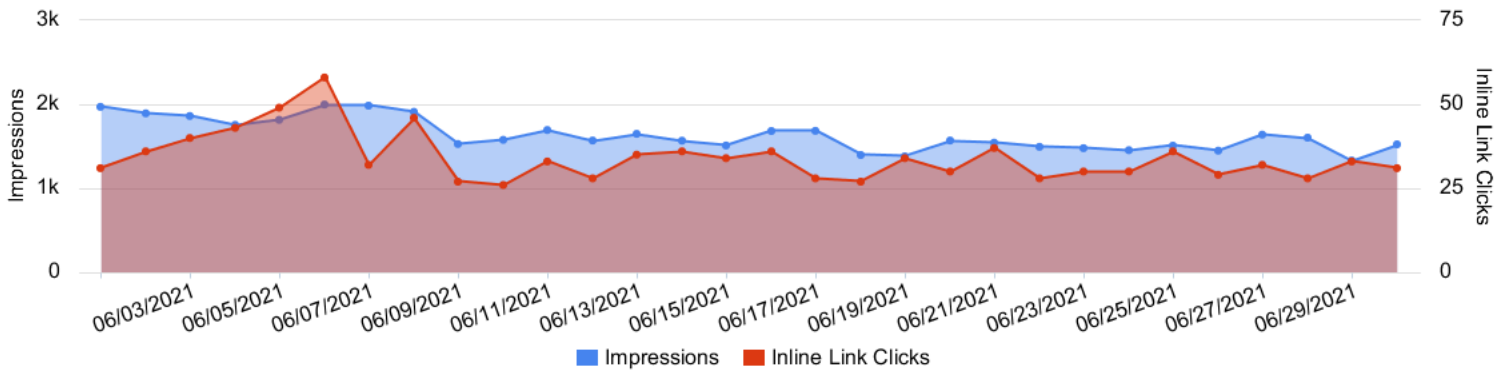
\$14.94 39.49%

Outbound Clicks  
Dr Moran

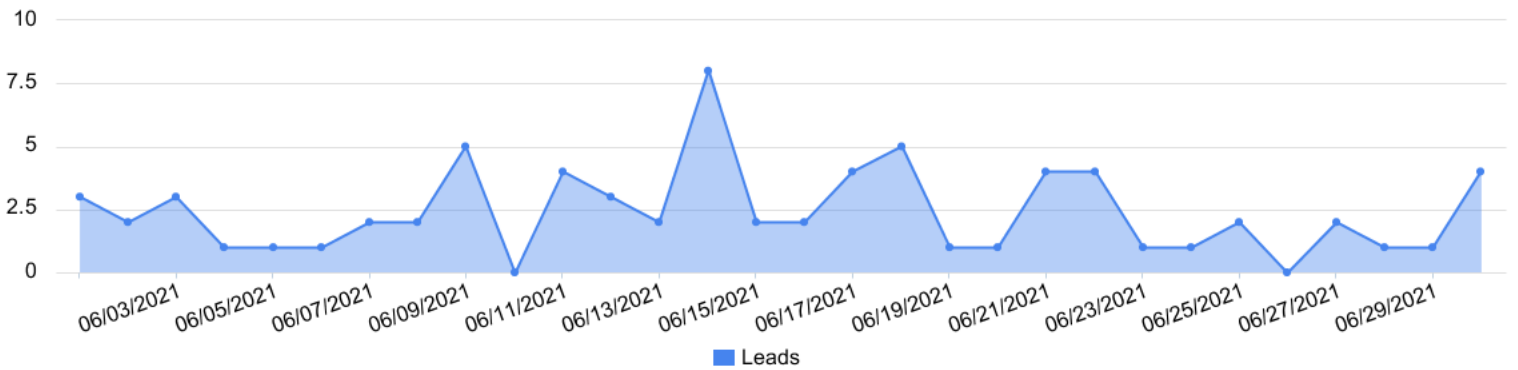
**1,017**

1,205 -15.60%

Impressions vs Inline Link Clicks  
Dr Moran



Conversions by day  
Dr Moran



# Account performance

06/01/2021 - 06/30/2021

## Overall performance

Dr Moran

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$1,500.28	\$1,508.75	-0.56%
Inline Link Clicks	1,023	1,209	-15.38%
Impressions	49,022	59,514	-17.63%
Reach	21,476	26,264	-18.23%
Frequency	2.28	2.27	0.73%
CTR (All)	4.22%	5.12%	-17.50%
Leads	72	101	-28.71%
cost_per_action_type:lead	\$20.84	\$14.94	39.49%

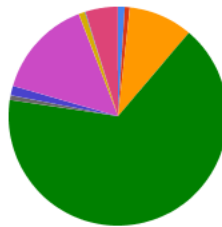
## Engagement performance

Dr Moran

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	11	29	-62.07%
Post Reactions	106	128	-17.19%
Post Shares	21	26	-19.23%

## Reach by placement

Dr Moran



- Audience Network - An Classic - Reach: 224 (1.00%)
- Audience Network - Rewarded Video - Reach: 168 (0.75%)
- Facebook - Facebook Stories - Reach: 2,116 (9.46%)
- Facebook - Feed - Reach: 14,795 (66.17%)
- Facebook - Instant Article - Reach: 152 (0.68%)
- Facebook - Instream Video - Reach: 316 (1.41%)
- Facebook - Marketplace - Reach: 3,285 (14.69%)
- Facebook - Right Hand Column - Reach: 200 (0.89%)
- Facebook - Search - Reach: 26 (0.12%)
- Facebook - Video Feeds - Reach: 1,076 (4.81%)

## Placement performance

Dr Moran

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Dr Moran	\$1,500.28	1,023	49,022	21,476	2.28	4.22%	72	\$20.84
> Facebook - Feed	\$928.24	657	27,232	14,795	1.84	5.96%	0	\$0.00
> Facebook - Marketplace	\$218.72	185	8,491	3,285	2.58	2.33%	0	\$0.00
> Facebook - Facebook Stories	\$106.46	60	3,563	2,116	1.68	1.99%	0	\$0.00

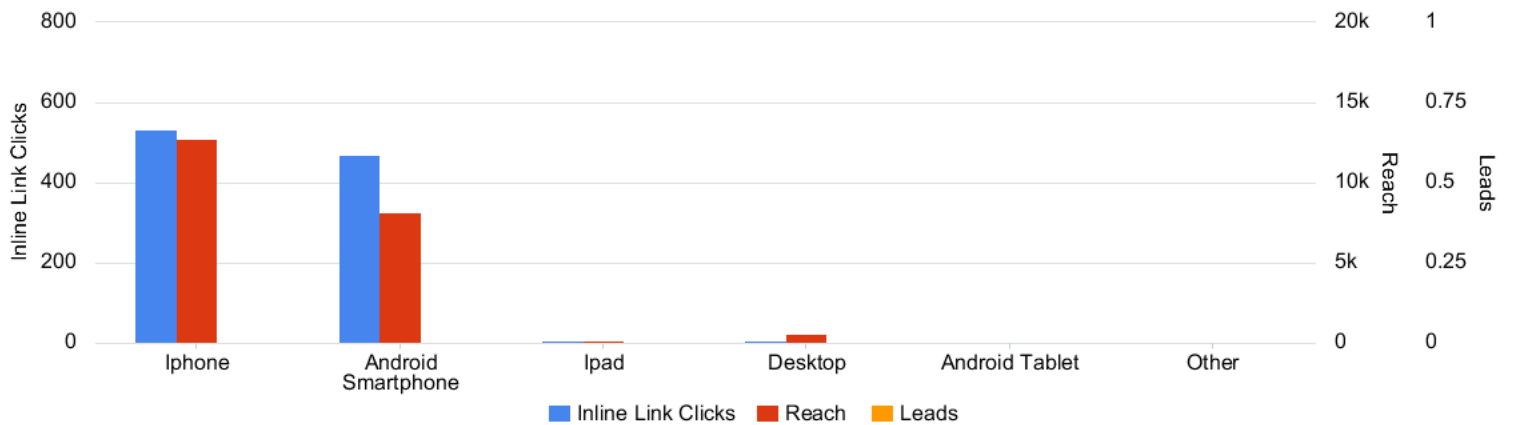
# Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Instagram - Feed	\$120.72	40	4,390	3,269	1.34	1.55%	0	\$0.00
> Facebook - Video Feeds	\$35.75	28	1,714	1,076	1.59	2.51%	0	\$0.00
> Instagram - Instagram Stories	\$31.50	15	1,329	880	1.51	1.73%	0	\$0.00
> Facebook - Instream Video	\$12.64	12	415	316	1.31	2.65%	0	\$0.00
> Facebook - Instant Article	\$4.81	8	252	152	1.66	4.37%	0	\$0.00
> Audience Network - Rewarded Video	\$17.95	8	316	168	1.88	2.53%	0	\$0.00
> Audience Network - An Classic	\$13.15	7	340	224	1.52	2.06%	0	\$0.00
> Instagram - Instagram Explore	\$6.08	1	440	360	1.22	1.36%	0	\$0.00
> Facebook - Search	\$1.08	1	26	26	1	3.85%	0	\$0.00
> Facebook - Right Hand Column	\$2.73	1	495	200	2.48	0.20%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$0.44	0	19	12	1.58	0.00%	0	\$0.00

## Device performance

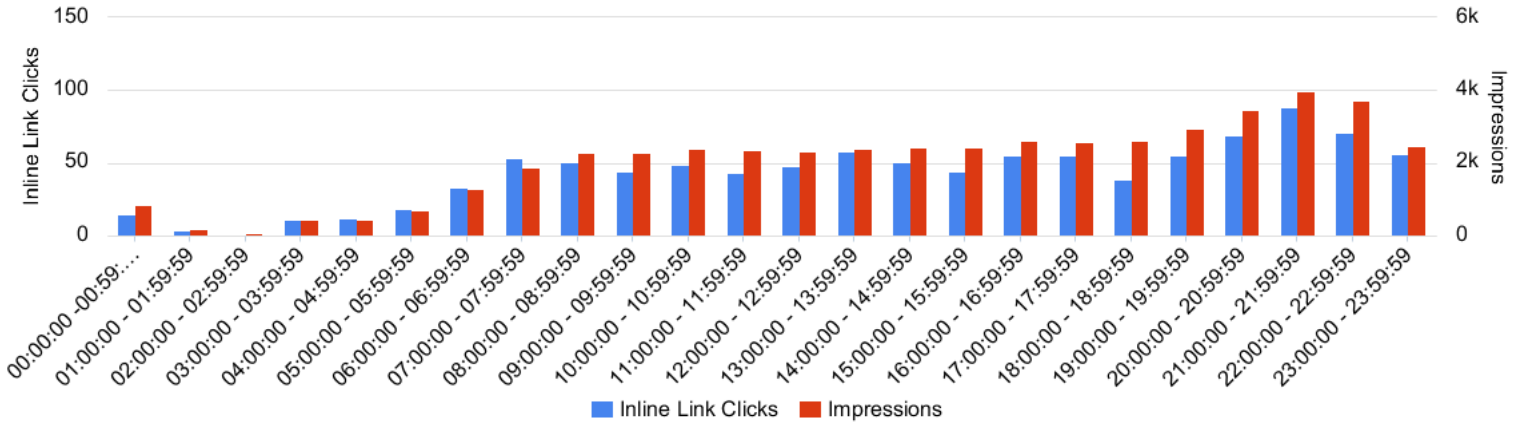
Dr Moran



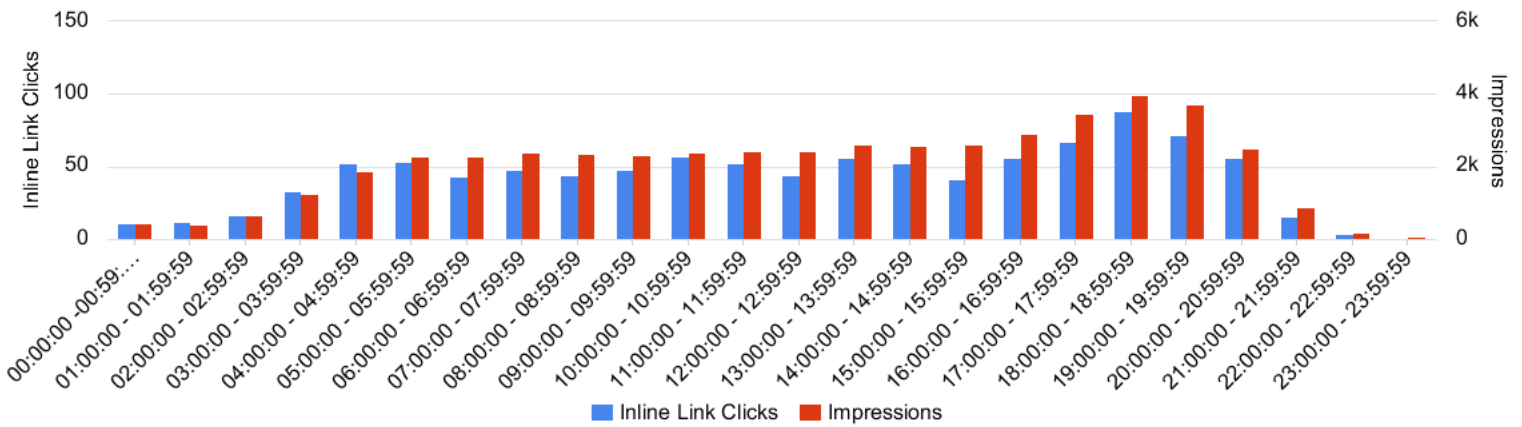
# Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)  
Dr Moran




Time of Day (Ad Account)  
Dr Moran








# Campaign performance

06/01/2021 - 06/30/2021

 Campaign performance  
Dr Moran

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$1,500.28	1,023	49,022	21,476	2.28	4.22%	72	\$20.84
<b>Total</b>		<b>\$1,500.28</b>	<b>1,023</b>	<b>49,022</b>	<b>21,476</b>	<b>2.28</b>	<b>4.22%</b>	<b>72</b>	<b>\$20.84</b>

 Top ads performance  
Dr Moran

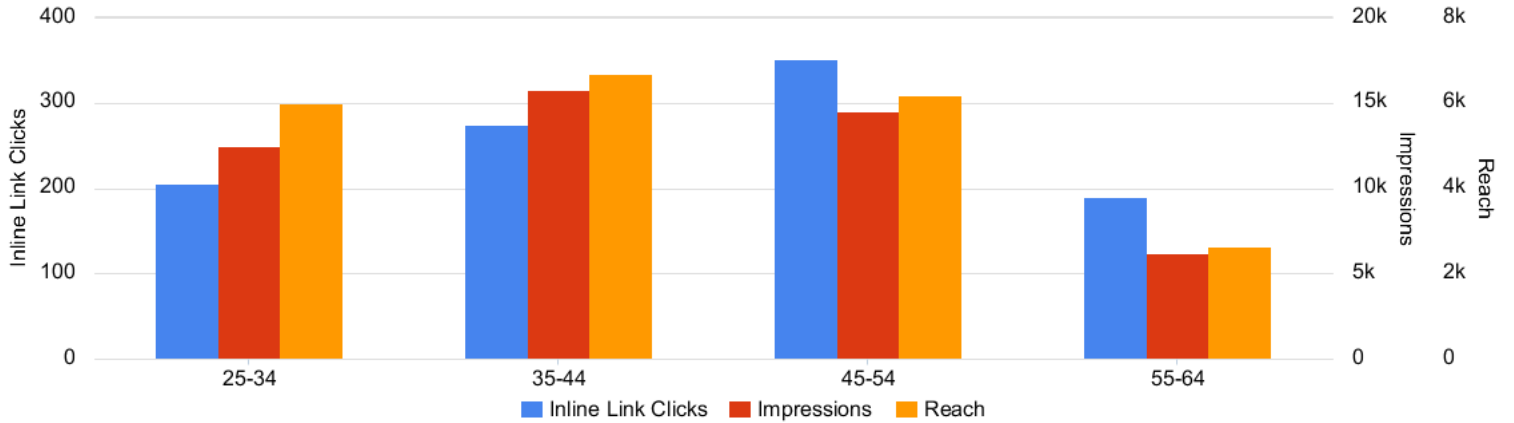
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2020-10 - CS - Women Video 1 - All Placements		Coolsculpting - Conversions	\$851.70	609	28,022	15,159	1.85	4.59%	38	\$22.41
2020-10 - CS - Women Video 2 - All Placements		Coolsculpting - Conversions	\$575.99	383	18,443	10,990	1.68	3.86%	27	\$21.33
2020-03 - CS - Women Image 1		Coolsculpting - Conversions	\$56.35	21	1,780	1,032	1.72	2.75%	5	\$11.27
2019-11 - CS - Women Image 3		Coolsculpting - Conversions	\$16.24	10	777	427	1.82	2.96%	2	\$8.12
<b>Total</b>			<b>\$1,500.28</b>	<b>1,023</b>	<b>49,022</b>	<b>21,476</b>	<b>2.28</b>	<b>4.22%</b>	<b>72</b>	<b>\$20.84</b>

# Audience performance

06/01/2021 - 06/30/2021

## Age performance

Dr Moran



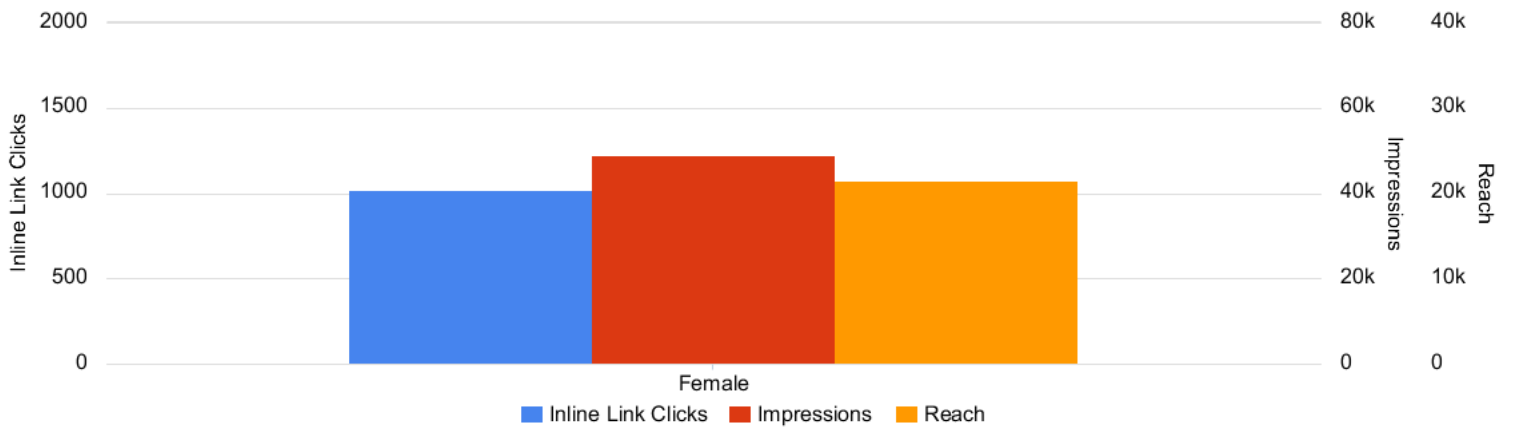
## Age performance

Dr Moran

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Dr Moran	\$1,500.28	1,023	49,022	21,476	2.28	4.22%	72	\$20.84
> 45-54	\$504.11	352	14,543	6,177	2.35	4.69%	0	\$0.00
> 35-44	\$444.76	275	15,760	6,681	2.36	3.74%	0	\$0.00
> 25-34	\$296.71	206	12,497	5,997	2.08	3.45%	0	\$0.00
> 55-64	\$254.70	190	6,222	2,621	2.37	5.91%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

## Gender performance

Dr Moran



## Gender performance

Dr Moran

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Dr Moran	\$1,500.28	1,023	49,022	21,476	2.28	4.22%	72	\$20.84
> Female	\$1,500.28	1,023	49,022	21,476	2.28	4.22%	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  
Dr Moran

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Dr Moran	\$6,945.28	5,373	290,992	67,989	4.28	4.16%	389	\$17.85
> 2021-06-01 - 2021-06-30	\$1,500.28	1,023	49,022	21,476	2.28	4.22%	72	\$20.84
> 2021-05-01 - 2021-05-31	\$1,508.75	1,209	59,514	26,264	2.27	5.12%	101	\$14.94
> 2021-04-01 - 2021-04-30	\$997.92	912	42,623	18,496	2.3	4.76%	77	\$12.96
> 2021-03-01 - 2021-03-31	\$974.11	582	38,203	16,840	2.27	3.69%	38	\$25.63
> 2021-02-01 - 2021-02-28	\$932.93	674	43,626	17,051	2.56	3.33%	52	\$17.94
> 2021-01-01 - 2021-01-31	\$1,031.29	973	58,004	22,342	2.6	3.61%	49	\$21.05