

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Dr Moran

**\$1,548.70**

\$1,500.53 **3.21%**

Impressions  
Dr Moran

**56,374**

49,028 **14.98%**

Reach  
Dr Moran

**23,128**

21,476 **7.69%**

Clicks (Link)  
Dr Moran

**896**

1,023 **-12.41%**

Leads  
Dr Moran

**53**

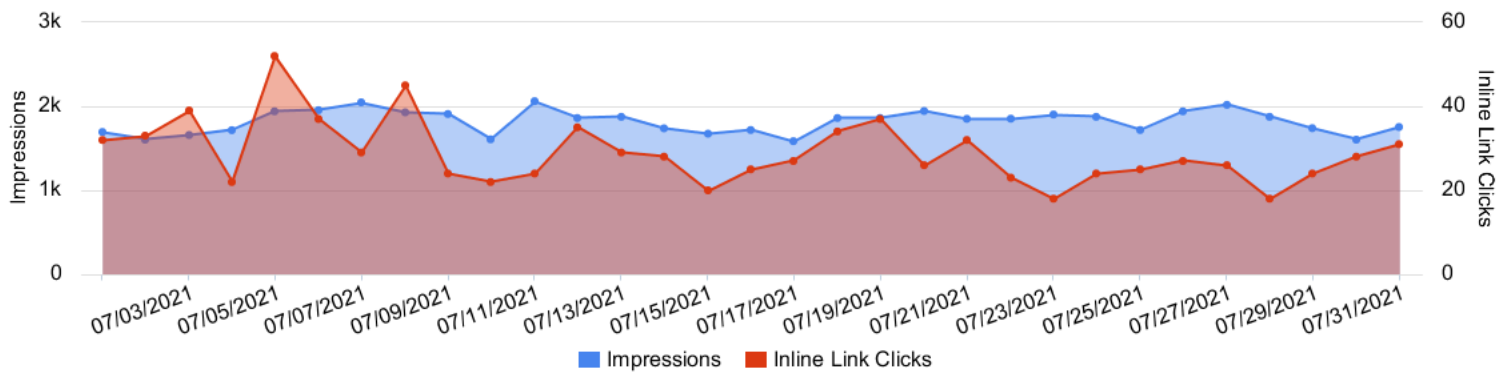
72 **-26.39%**

Cost / Lead  
Dr Moran

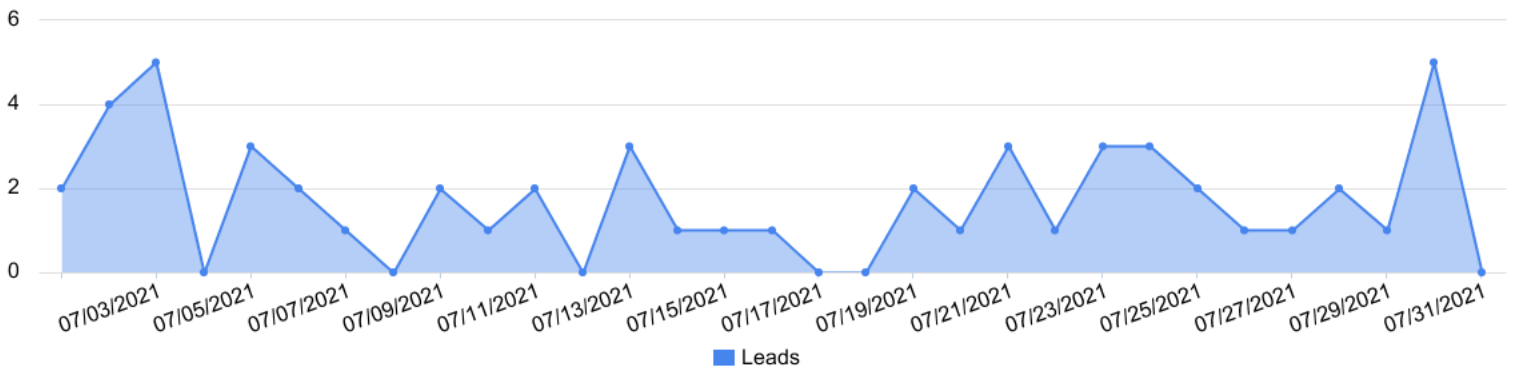
**\$29.22**

\$20.84 **40.21%**

Impressions vs Inline Link Clicks  
Dr Moran




Conversions by day  
Dr Moran




# Month-Over-Month Performance Comparison

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

 Overall Performance Summary  
Dr Moran

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,548.70	\$1,500.53	3.21%
Impressions	56,374	49,028	14.98%
Reach	23,128	21,476	7.69%
Clicks	896	1,023	-12.41%
CTR	1.59%	2.09%	-23.83%
Frequency	2.44	2.28	6.77%
Leads	53	72	-26.39%
Cost / Lead	\$29.22	\$20.84	40.21%

 Engagement Summary  
Dr Moran

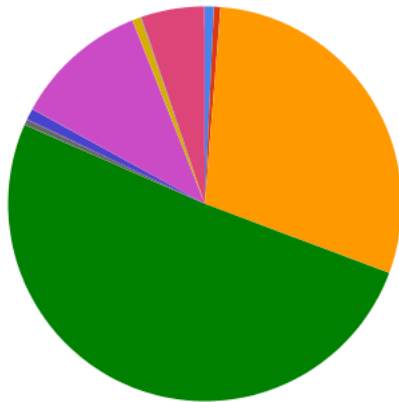
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	17	11	54.55%
Post Reactions	122	106	15.09%
Post Shares	21	21	0.00%

# Placement Performance Summary

07/01/2021 - 07/31/2021

## Reach Summary (by Placement)

Dr Moran



- Audience Network - An Classic - Reach: 184 (0.74%)
- Audience Network - Rewarded Video - Reach: 136 (0.55%)
- Facebook - Facebook Stories - Reach: 7,296 (29.41%)
- Facebook - Feed - Reach: 12,624 (50.89%)
- Facebook - Instant Article - Reach: 112 (0.45%)
- Facebook - Instream Video - Reach: 232 (0.94%)
- Facebook - Marketplace - Reach: 2,736 (11.03%)
- Facebook - Right Hand Column - Reach: 176 (0.71%)
- Facebook - Search - Reach: 16 (0.06%)
- Facebook - Video Feeds - Reach: 1,296 (5.22%)

## Placement Performance (by Leads)

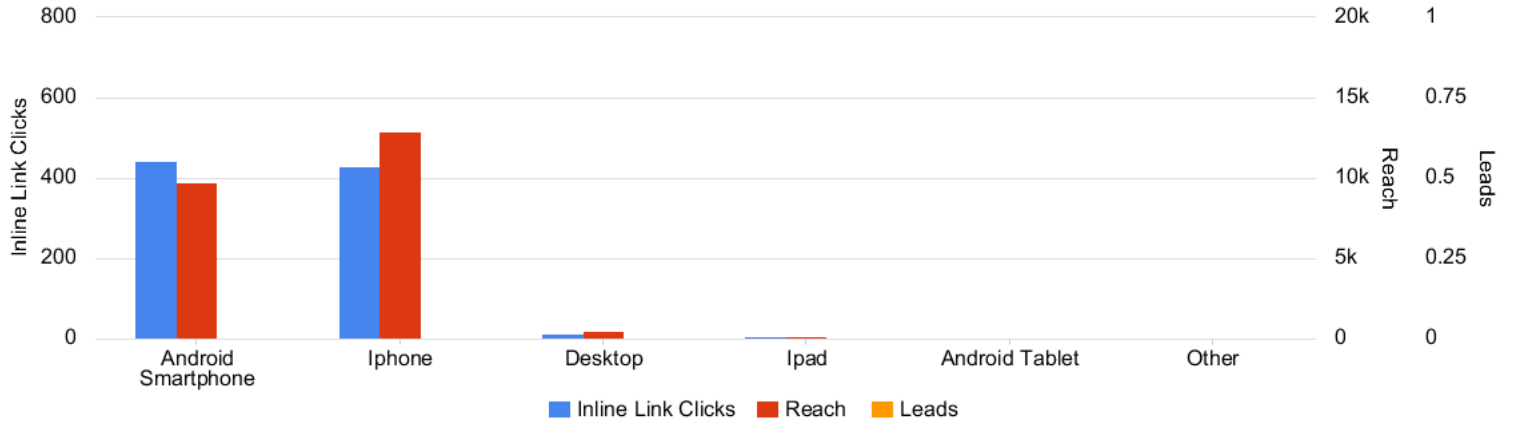
Dr Moran

Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Dr Moran	\$1,548.70	896	56,374	23,128	2.44	3.24%	53	\$29.22
> Audience Network - An Classic	\$9.30	5	270	184	1.47	1.85%	0	\$0.00
> Audience Network - Rewarded Video	\$10.95	5	181	136	1.33	2.76%	0	\$0.00
> Facebook - Facebook Stories	\$363.24	194	14,067	7,296	1.93	1.68%	0	\$0.00
> Facebook - Feed	\$744.58	475	23,536	12,624	1.86	5.46%	0	\$0.00
> Facebook - Instant Article	\$3.94	4	232	112	2.07	1.72%	0	\$0.00
> Facebook - Instream Video	\$7.06	2	251	232	1.08	0.80%	0	\$0.00
> Facebook - Marketplace	\$185.94	136	7,008	2,736	2.56	2.15%	0	\$0.00
> Facebook - Right Hand Column	\$3.16	1	535	176	3.04	0.19%	0	\$0.00
> Facebook - Search	\$1.12	1	24	16	1.5	8.33%	0	\$0.00
> Facebook - Video Feeds	\$39.51	16	2,039	1,296	1.57	1.86%	0	\$0.00
> Instagram - Feed	\$126.38	38	5,079	3,392	1.5	1.20%	0	\$0.00
> Instagram - Instagram Explore	\$6.11	2	473	432	1.09	0.85%	0	\$0.00
> Instagram - Instagram Stories	\$46.94	17	2,643	1,760	1.5	1.25%	0	\$0.00
> Messenger - Messenger Stories	\$0.46	0	36	16	2.25	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 Moran



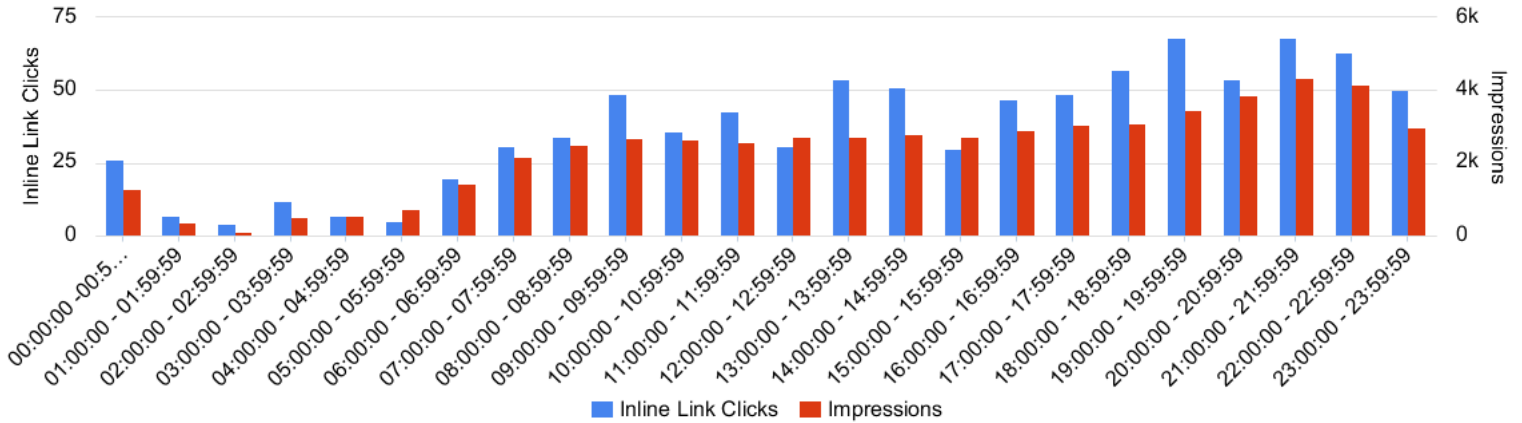
## Device Platform Performance Dr Moran

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Dr Moran	\$1,548.70	56,374	896	3.24%	23,128	2.44	53
> Mobile App	\$1,493.17	54,614	877	3.25%	22,472	2.43	0
> Desktop	\$37.15	1,199	14	1.50%	488	2.46	0
> Mobile Web	\$18.37	561	5	6.06%	344	1.63	0
> Unknown	\$0.00	0	0	--	0	0	0

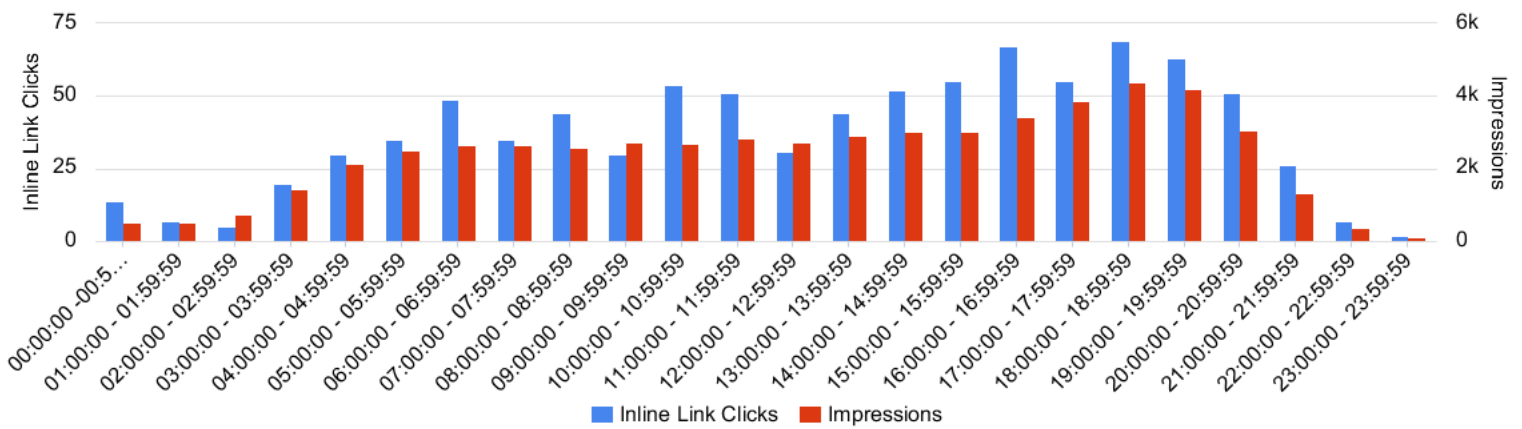
# Schedule Performance

07/01/2021 - 07/31/2021

## Time of Day (Viewer) Dr Moran




## Time of Day (Ad Account) Dr Moran



## Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown  
Dr Moran

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,548.70	56,374	896	53	\$29.22
<b>Total</b>	<b>\$1,548.70</b>	<b>56,374</b>	<b>896</b>	<b>53</b>	<b>\$29.22</b>

## Ad Set Performance Summary (by Leads)

07/01/2021 - 07/31/2021

 Top Performing Ad Sets  
Dr Moran

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
CS- Lookalike- Custom Audience	Coolsculpting - Conversions	\$1,548.70	56,374	896	53	\$29.22
	<b>Total</b>	<b>\$1,548.70</b>	<b>56,374</b>	<b>896</b>	<b>53</b>	<b>\$29.22</b>

# Ad Performance Summary

07/01/2021 - 07/31/2021

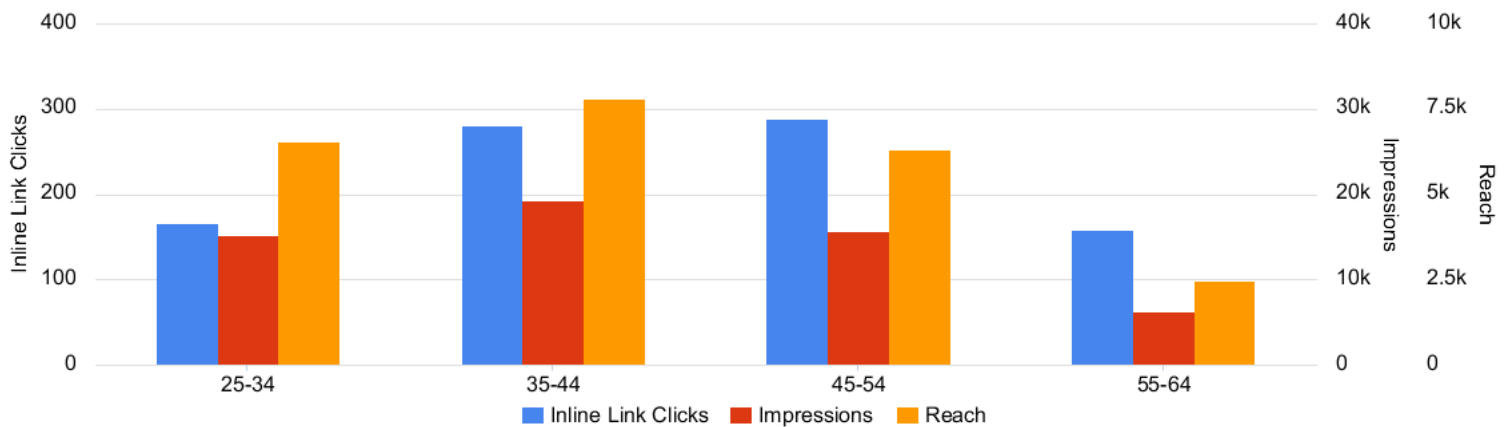
Top Performing Ads (by Leads)  
Dr Moran

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	\$966.03	590	36,505	17,184	2.12	3.22%	40	\$24.15
2020-10 - CS - Women Video 2 - All Placements		Coolsculpting - Conversions	\$496.88	272	16,489	10,092	1.63	3.52%	10	\$49.69
2020-03 - CS - Women Image 1		Coolsculpting - Conversions	\$62.02	25	2,123	1,208	1.76	2.40%	3	\$20.67
2019-11 - CS - Women Image 3		Coolsculpting - Conversions	\$23.77	9	1,257	639	1.97	1.67%	0	\$0.00
<b>Total</b>			<b>\$1,548.70</b>	<b>896</b>	<b>56,374</b>	<b>23,128</b>	<b>2.44</b>	<b>3.24%</b>	<b>53</b>	<b>\$29.22</b>

# Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart  
Dr Moran



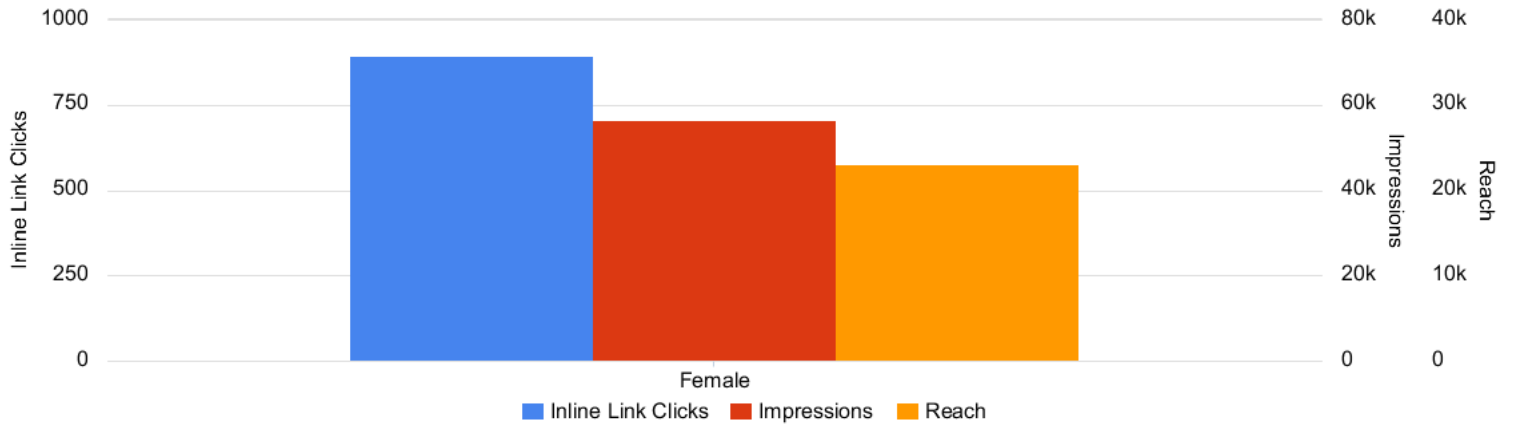
Age Performance Summary  
Dr Moran

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Dr Moran	\$1,548.70	56,374	23,128	896	3.24%	2.44	53
> 25-34	\$327.83	15,174	6,544	167	2.43%	2.32	0
> 35-44	\$492.18	19,279	7,808	281	3.02%	2.47	0
> 45-54	\$478.16	15,629	6,312	289	3.70%	2.48	0
> 55-64	\$250.53	6,292	2,464	159	4.74%	2.55	0
> Unknown	\$0.00	0	0	0	--	0	0

# Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart  
Dr Moran



Gender Performance Summary  
Dr Moran

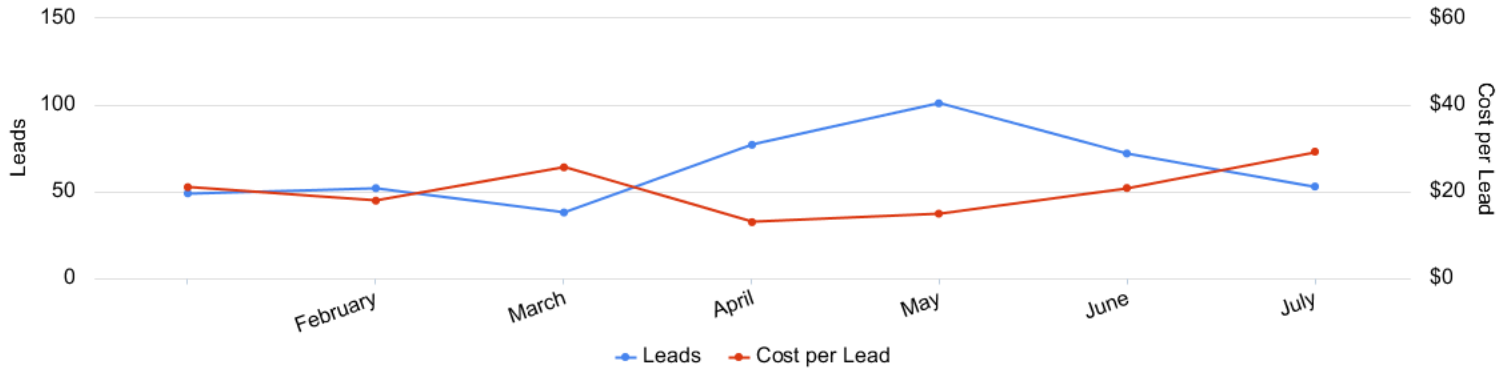
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Dr Moran	\$1,548.70	56,374	23,128	896	3.24%	2.44	53
> Female	\$1,548.70	56,374	23,128	896	3.24%	2.44	0
> Unknown	\$0.00	0	0	0	--	0	0

# Year-to-Date Performance

01/01/2021 - 07/31/2021

## Year-to-Date Trend

Dr Moran



## Historical table (by month)

Dr Moran

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Dr Moran	\$8,494.23	6,269	347,372	76,805	4.52	4.01%	442	\$19.22
> 2021-01-01 - 2021-01-31	\$1,031.29	973	58,004	22,342	2.6	3.61%	49	\$21.05
> 2021-02-01 - 2021-02-28	\$932.93	674	43,626	17,051	2.56	3.33%	52	\$17.94
> 2021-03-01 - 2021-03-31	\$974.11	582	38,203	16,840	2.27	3.69%	38	\$25.63
> 2021-04-01 - 2021-04-30	\$997.92	912	42,623	18,496	2.3	4.76%	77	\$12.96
> 2021-05-01 - 2021-05-31	\$1,508.75	1,209	59,514	26,264	2.27	5.12%	101	\$14.94
> 2021-06-01 - 2021-06-30	\$1,500.53	1,023	49,028	21,476	2.28	4.22%	72	\$20.84
> 2021-07-01 - 2021-07-31	\$1,548.70	896	56,374	23,128	2.44	3.24%	53	\$29.22