

# Summary

06/01/2021 - 06/30/2021

Impressions  
Laser Doc MD

**26,470**  
0 100.00%

Reach  
Laser Doc MD

**14,168**  
0 100.00%

Inline Link Clicks  
Laser Doc MD

**402**  
0 100.00%

Amount Spent  
Laser Doc MD

**\$1,074.20**  
\$0.00 100.00%

CPC (Link)  
Laser Doc MD

**\$2.67**  
\$0.00 100.00%

Leads  
Laser Doc MD

**61**  
0 100.00%

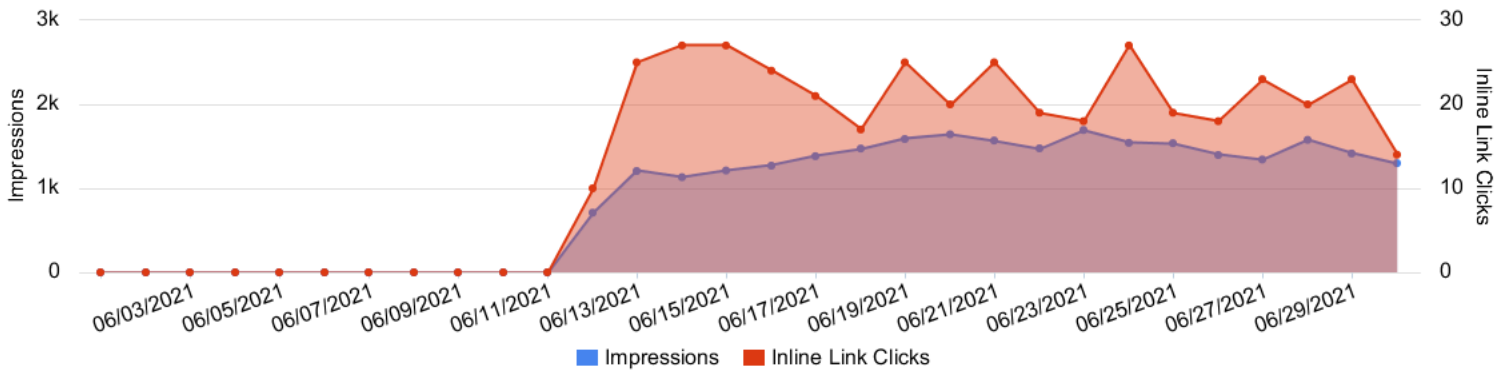
CPA  
Laser Doc MD

**\$17.61**  
\$0.00 100.00%

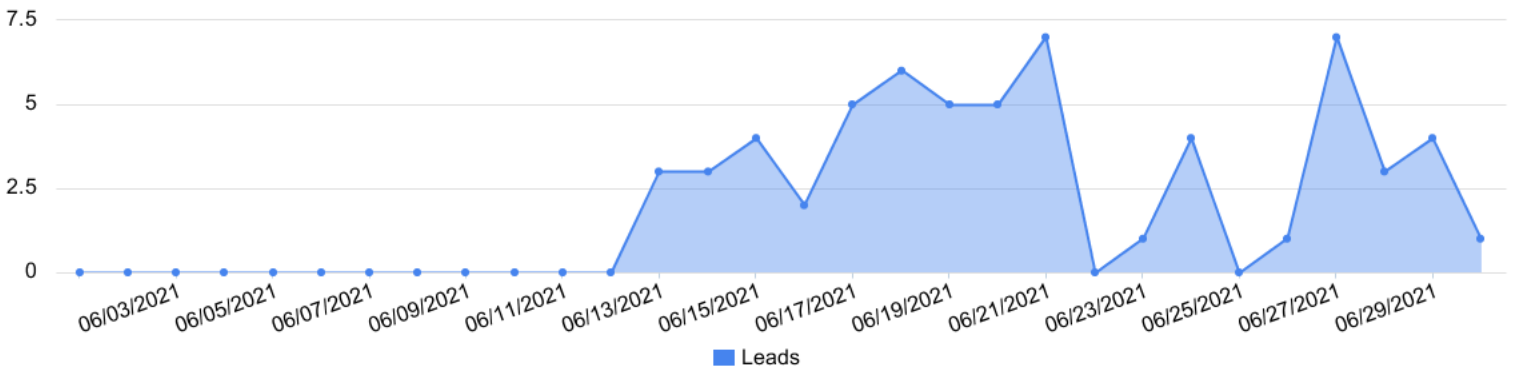
Outbound Clicks  
Laser Doc MD

**401**  
0 100.00%

Impressions vs Inline Link Clicks  
Laser Doc MD



Conversions by day  
Laser Doc MD



# Account performance

06/01/2021 - 06/30/2021

## Overall performance

Laserc Doc MD

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$1,074.20	\$0.00	100.00%
Inline Link Clicks	402	0	100.00%
Impressions	26,470	0	100.00%
Reach	14,168	0	100.00%
Frequency	1.87	0	100.00%
CTR (All)	2.92%	0.00%	100.00%
Leads	61	0	100.00%
cost_per_action_type:lead	\$17.61	\$0.00	100.00%

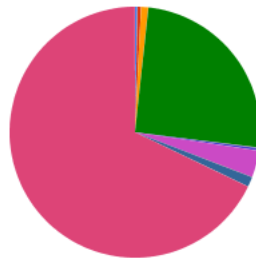
## Engagement performance

Laserc Doc MD

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	12	0	100.00%
Post Reactions	103	0	100.00%
Post Shares	20	0	100.00%

## Reach by placement

Laserc Doc MD



- Audience Network - An Classic - Reach: 48 (0.32%)
- Audience Network - Rewarded Video - Reach: 68 (0.46%)
- Facebook - Facebook Stories - Reach: 140 (0.94%)
- Facebook - Feed - Reach: 3,764 (25.25%)
- Facebook - Instant Article - Reach: 12 (0.08%)
- Facebook - Instream Video - Reach: 48 (0.32%)
- Facebook - Marketplace - Reach: 516 (3.46%)
- Facebook - Search - Reach: 1 (0.01%)
- Facebook - Video Feeds - Reach: 192 (1.29%)
- Instagram - Feed - Reach: 10,116 (67.87%)

## Placement performance

Laserc Doc MD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Laserc Doc MD	\$1,074.20	402	26,470	14,168	1.87	2.92%	61	\$17.61
> Instagram - Feed	\$569.89	200	17,102	10,116	1.69	1.98%	0	\$0.00
> Facebook - Feed	\$322.16	139	6,165	3,764	1.64	5.66%	0	\$0.00
> Instagram - Instagram Stories	\$86.62	24	1,235	804	1.54	3.40%	0	\$0.00

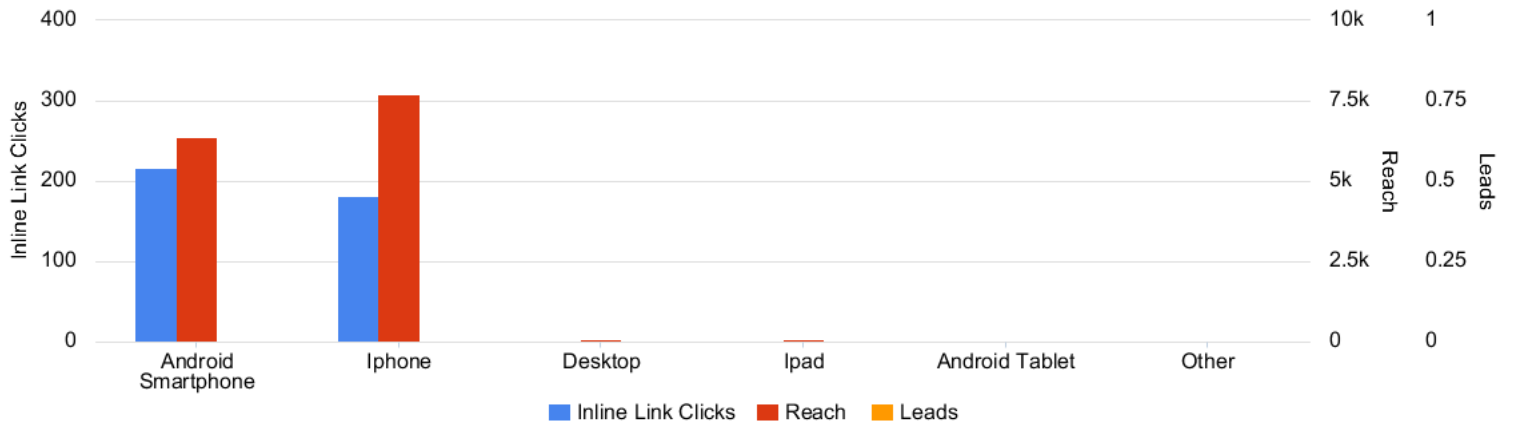
# Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Facebook - Marketplace	\$41.48	20	1,010	516	1.96	2.18%	0	\$0.00
> Facebook - Video Feeds	\$11.96	7	259	192	1.35	3.09%	0	\$0.00
> Facebook - Facebook Stories	\$17.37	3	199	140	1.42	1.51%	0	\$0.00
> Audience Network - An Classic	\$5.13	3	81	48	1.69	3.70%	0	\$0.00
> Facebook - Instream Video	\$4.23	2	48	48	1	4.17%	0	\$0.00
> Audience Network - Rewarded Video	\$6.65	2	93	68	1.37	2.15%	0	\$0.00
> Instagram - Instagram Explore	\$8.07	1	255	168	1.52	0.78%	0	\$0.00
> Facebook - Instant Article	\$0.55	1	18	12	1.5	5.56%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$0.05	0	4	0	0	0.00%	0	\$0.00
> Facebook - Search	\$0.04	0	1	1	1	0.00%	0	\$0.00

## Device performance

Laser Doc MD

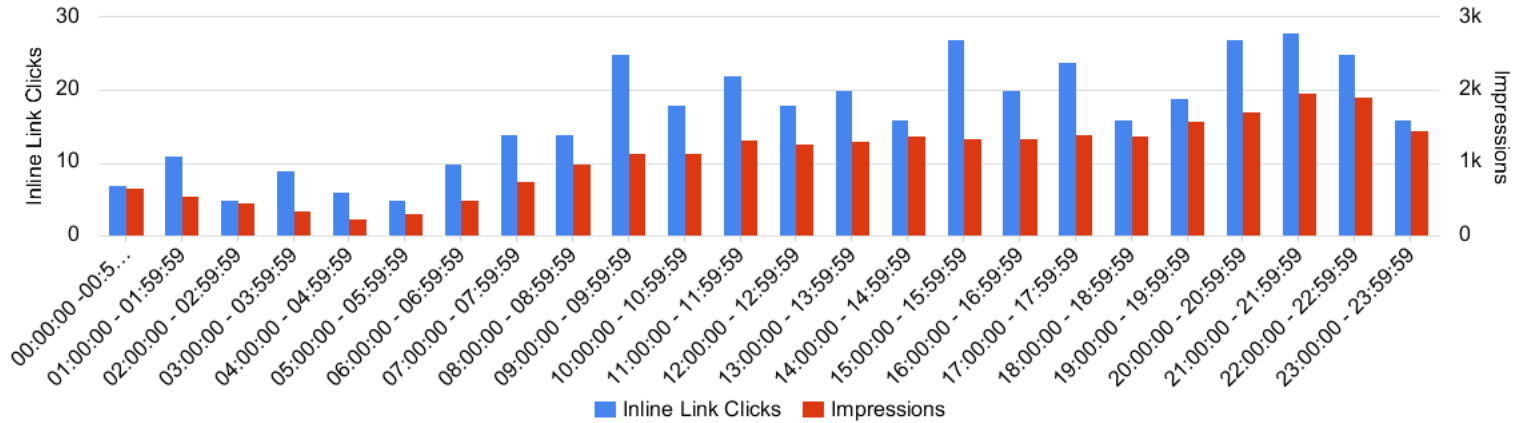


# Schedule performance

06/01/2021 - 06/30/2021

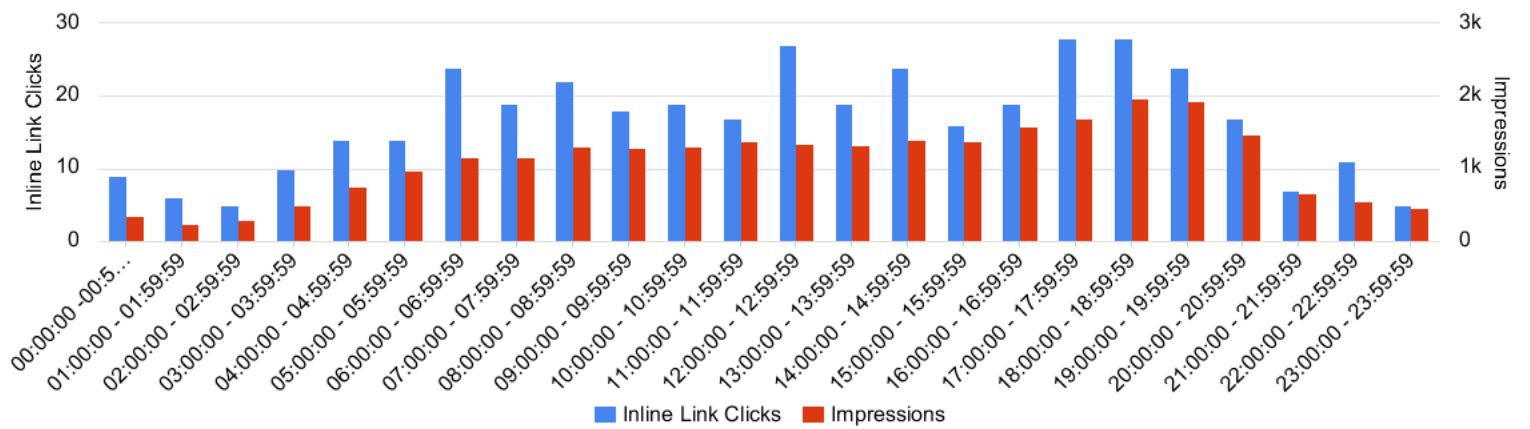
## Time of Day (Viewer)

Laserc Doc MD



## Time of Day (Ad Account)

Laserc Doc MD



# Campaign performance

06/01/2021 - 06/30/2021

Campaign performance  
Laser Doc MD

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$602.03	329	22,237	12,740	1.75	2.89%	53	\$11.36
Emsculpt NEO - Conversions	Active	\$472.17	73	4,233	2,862	1.48	3.09%	8	\$59.02
<b>Total</b>		<b>\$1,074.20</b>	<b>402</b>	<b>26,470</b>	<b>14,168</b>	<b>1.87</b>	<b>2.92%</b>	<b>61</b>	<b>\$17.61</b>

Top ads performance  
Laser Doc MD

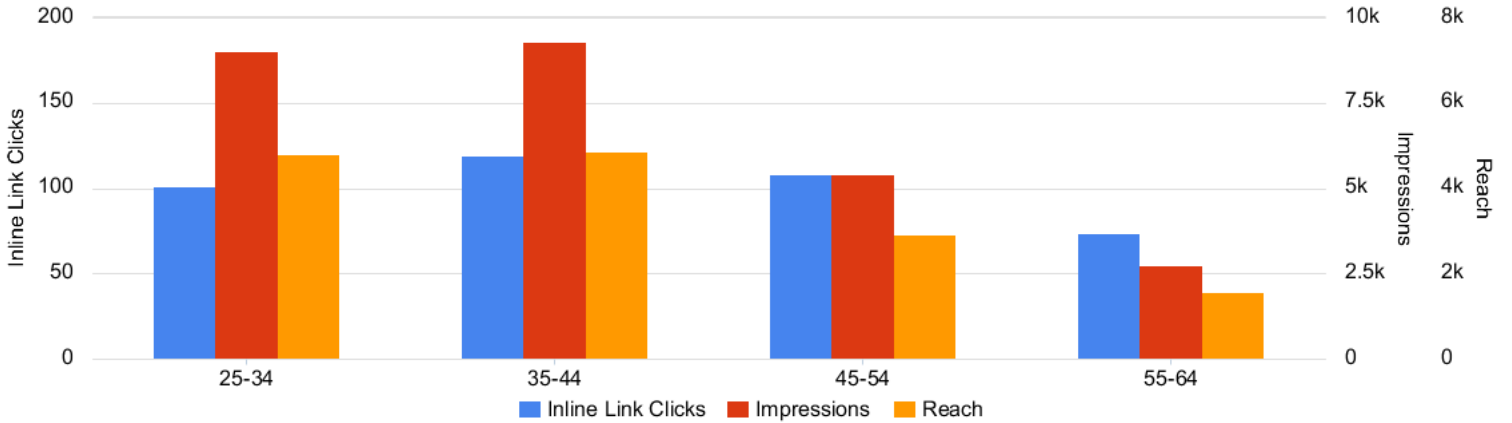
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021- 01 - CS - UGC - Standing		Coolsculpting - Conversions	\$290.60	171	9,359	6,512	1.44	3.43%	22	\$13.21
2021- 01 - CS - UGC - Sitting		Coolsculpting - Conversions	\$311.43	158	12,878	9,042	1.42	2.49%	31	\$10.05
2021- 01 - Emsculpt NEO - Video 1		Emsculpt NEO - Conversions	\$472.17	73	4,233	2,862	1.48	3.09%	8	\$59.02
<b>Total</b>			<b>\$1,074.20</b>	<b>402</b>	<b>26,470</b>	<b>14,168</b>	<b>1.87</b>	<b>2.92%</b>	<b>61</b>	<b>\$17.61</b>

# Audience performance

06/01/2021 - 06/30/2021

## Age performance

Laser Doc MD



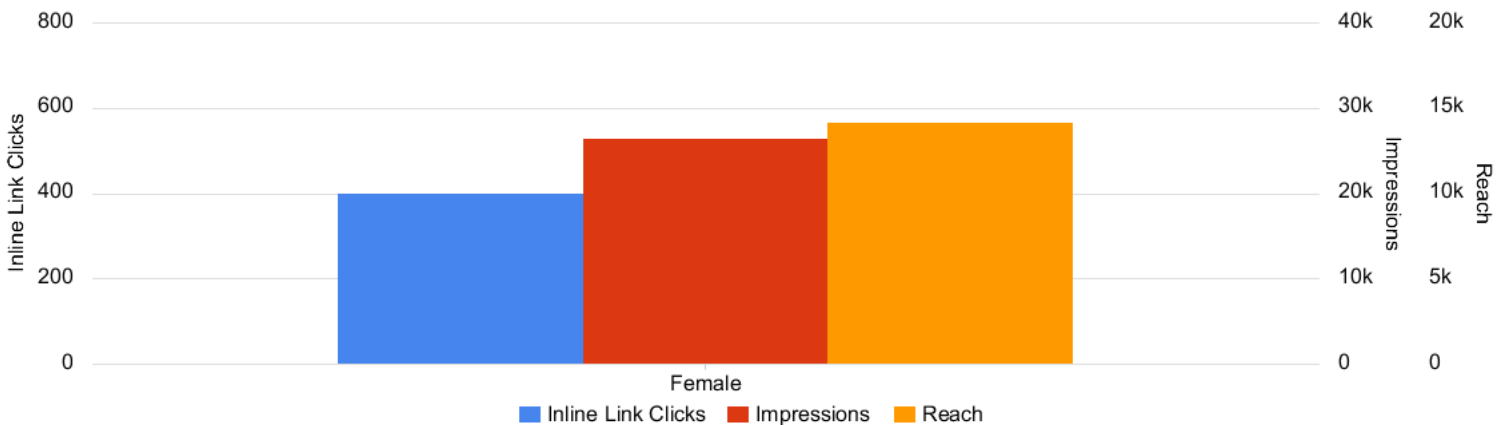
## Age performance

Laser Doc MD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Laser Doc MD	\$1,074.20	402	26,470	14,168	1.87	2.92%	61	\$17.61
> 35-44	\$354.70	119	9,283	4,872	1.91	2.38%	0	\$0.00
> 45-54	\$290.77	108	5,403	2,924	1.85	3.96%	0	\$0.00
> 25-34	\$258.88	101	9,020	4,812	1.87	2.33%	0	\$0.00
> 55-64	\$169.85	74	2,764	1,560	1.77	4.63%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

## Gender performance

Laser Doc MD



## Gender performance

Laser Doc MD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Laser Doc MD	\$1,074.20	402	26,470	14,168	1.87	2.92%	61	\$17.61
> Female	\$1,074.20	402	26,470	14,168	1.87	2.92%	0	\$0.00

# Audience performance

06/01/2021 - 06/30/2021


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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

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# Year to date

01/01/2021 - 06/30/2021

 Performance by period  
Laser Doc MD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Laser Doc MD	\$2,674.59	1,262	75,269	26,929	2.8	3.18%	176	\$15.20
> 2021-06-01 - 2021-06-30	\$1,074.20	402	26,470	14,168	1.87	2.92%	61	\$17.61
> 2021-03-01 - 2021-03-31	\$324.21	134	8,988	6,380	1.41	3.10%	26	\$12.47
> 2021-02-01 - 2021-02-28	\$1,207.20	697	39,184	16,369	2.39	3.32%	87	\$13.88
> 2021-01-01 - 2021-01-31	\$68.98	29	627	516	1.22	6.86%	2	\$34.49