

# Key Performance Indicators

07/01/2021 - 07/31/2021

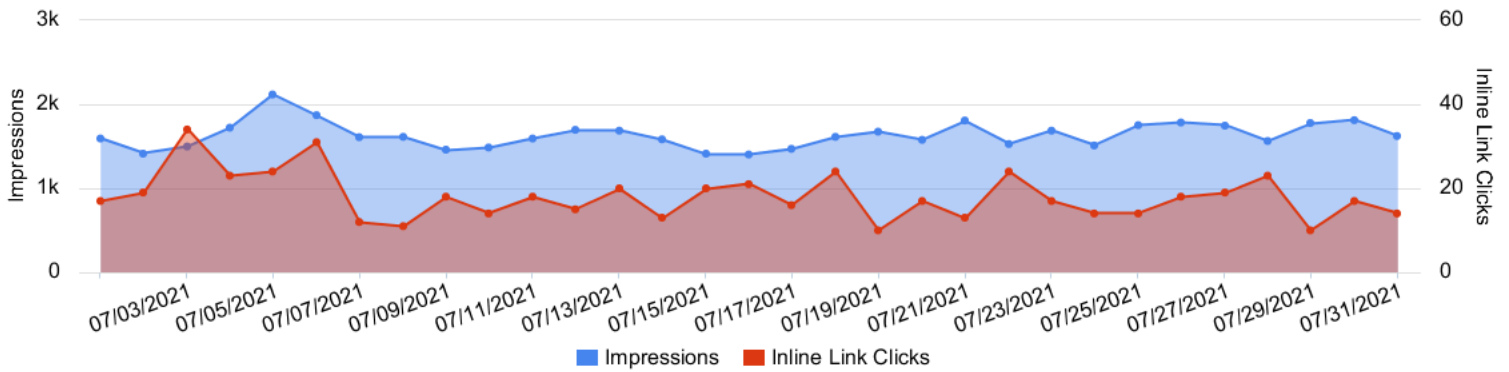
Cost  
Laser Doc MD

**\$1,796.06**  
\$1,074.78 **67.11%**

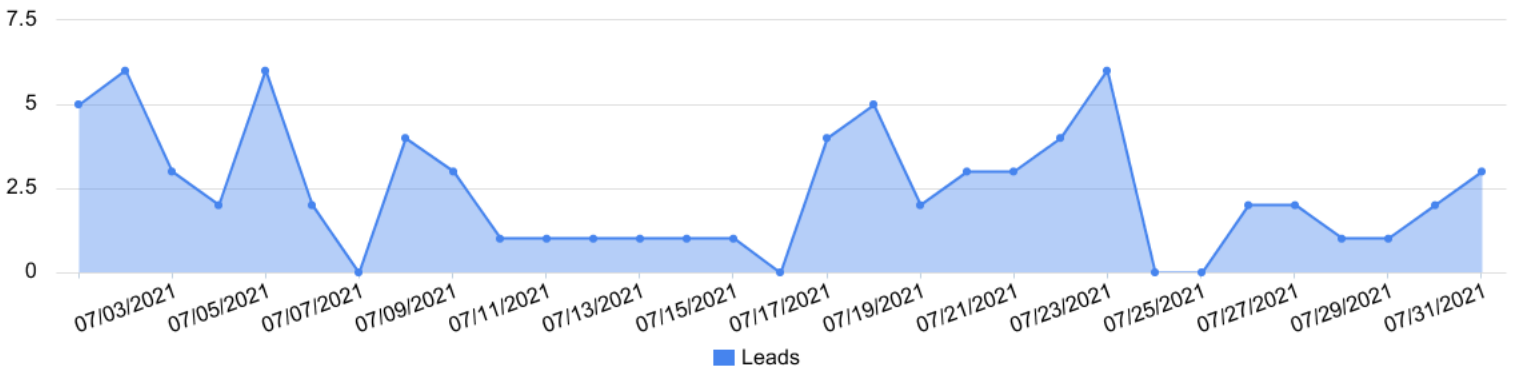
Clicks (Link)  
Laser Doc MD

**560**  
403 **38.96%**

Impressions vs Inline Link Clicks  
Laser Doc MD




Conversions by day  
Laser Doc MD




# Month-Over-Month Performance Comparison

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

 Overall Performance Summary  
Laser Doc MD

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,796.06	\$1,074.78	67.11%
Impressions	50,685	26,473	91.46%
Reach	22,928	14,168	61.83%
Clicks	560	403	38.96%
CTR	1.10%	1.52%	-27.42%
Frequency	2.21	1.87	18.31%
Leads	75	67	11.94%
Cost / Lead	\$23.95	\$16.04	49.31%

 Engagement Summary  
Laser Doc MD

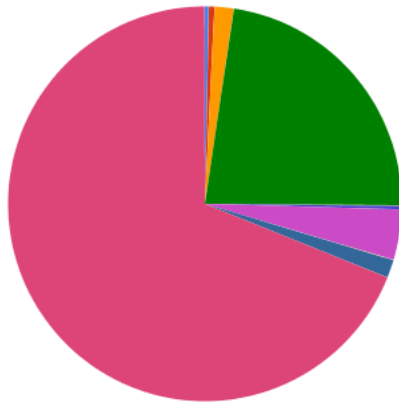
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	16	12	33.33%
Post Reactions	164	103	59.22%
Post Shares	21	20	5.00%

# Placement Performance Summary

07/01/2021 - 07/31/2021

## Reach Summary (by Placement)

Laserc Doc MD



- Audience Network - An Classic - Reach: 80 (0.33%)
- Audience Network - Rewarded Video - Reach: 112 (0.46%)
- Facebook - Facebook Stories - Reach: 384 (1.58%)
- Facebook - Feed - Reach: 5,520 (22.76%)
- Facebook - Instant Article - Reach: 15 (0.06%)
- Facebook - Instream Video - Reach: 64 (0.26%)
- Facebook - Marketplace - Reach: 1,000 (4.12%)
- Facebook - Search - Reach: 8 (0.03%)
- Facebook - Video Feeds - Reach: 360 (1.48%)
- Instagram - Feed - Reach: 16,712 (68.90%)

## Placement Performance (by Leads)

Laserc Doc MD

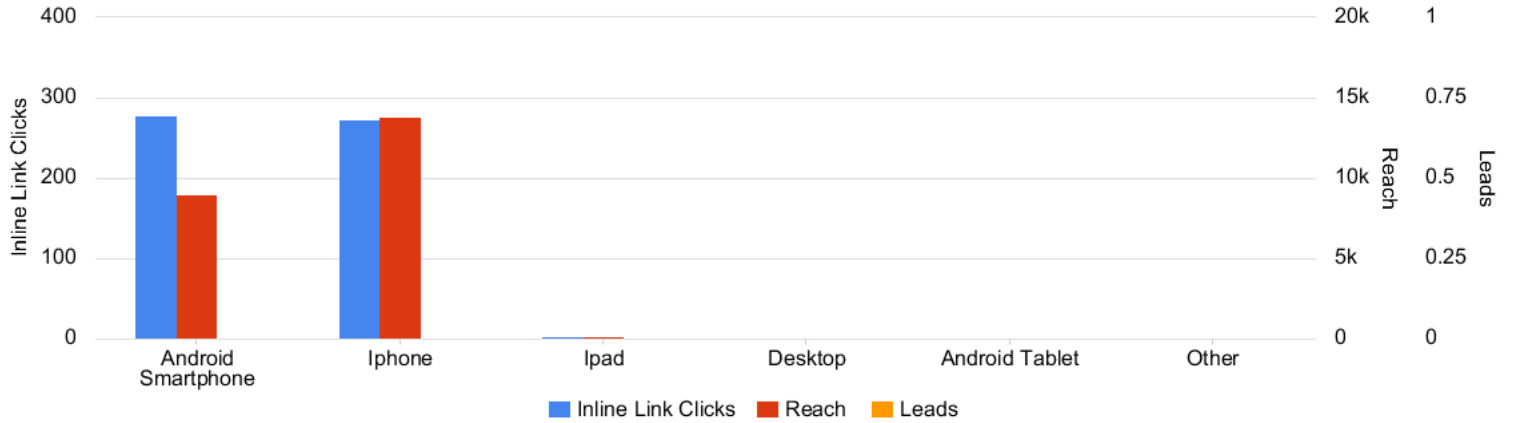
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Laserc Doc MD	\$1,796.06	560	50,685	22,928	2.21	2.29%	75	\$23.95
> Audience Network - An Classic	\$8.65	4	147	80	1.84	2.72%	0	\$0.00
> Audience Network - Rewarded Video	\$11.70	4	134	112	1.2	2.99%	0	\$0.00
> Facebook - Facebook Stories	\$26.91	12	623	384	1.62	2.09%	0	\$0.00
> Facebook - Feed	\$562.06	210	10,138	5,520	1.84	5.16%	0	\$0.00
> Facebook - Instant Article	\$0.53	0	15	15	1	0.00%	0	\$0.00
> Facebook - Instream Video	\$4.34	1	73	64	1.14	2.74%	0	\$0.00
> Facebook - Marketplace	\$75.48	45	2,066	1,000	2.07	2.32%	0	\$0.00
> Facebook - Search	\$0.51	1	10	8	1.25	10.00%	0	\$0.00
> Facebook - Video Feeds	\$34.55	8	537	360	1.49	3.54%	0	\$0.00
> Instagram - Feed	\$857.91	232	32,520	16,712	1.95	1.41%	0	\$0.00
> Instagram - Instagram Explore	\$15.17	2	607	424	1.43	0.99%	0	\$0.00
> Instagram - Instagram Stories	\$198.00	41	3,805	2,296	1.66	2.08%	0	\$0.00
> Messenger - Messenger Stories	\$0.25	0	10	0	0	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

Laser Doc MD



## Device Platform Performance

Laser Doc MD

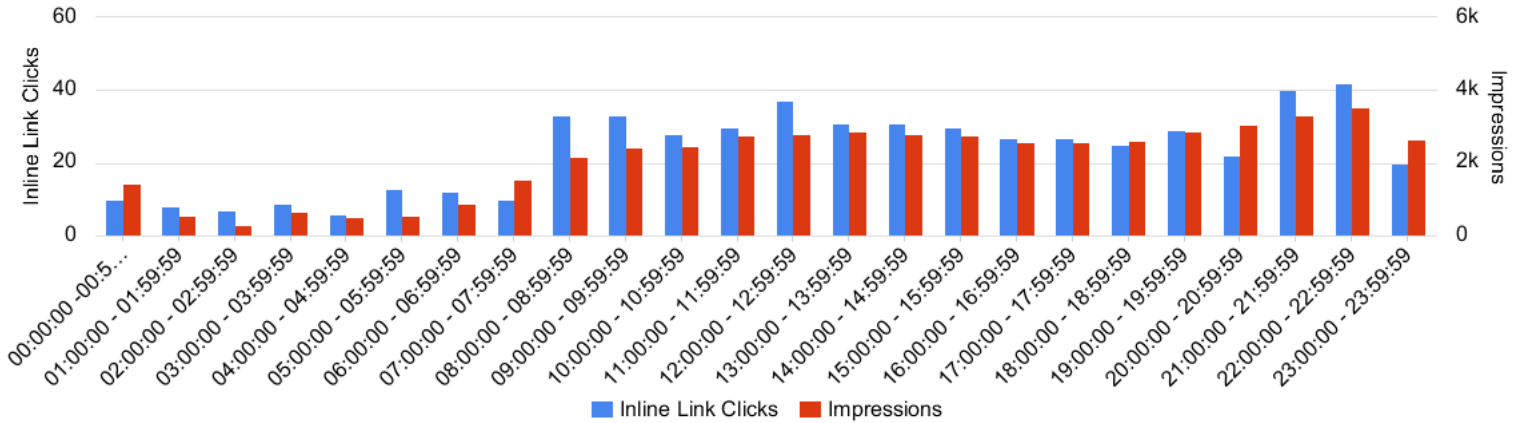
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Laser Doc MD	\$1,796.06	50,685	560	2.29%	22,928	2.21	75
> Mobile App	\$1,770.96	50,326	558	2.27%	22,776	2.21	0
> Desktop	\$12.74	156	2	1.28%	64	2.44	0
> Unknown	\$0.00	0	0	--	0	0	0
> Mobile Web	\$12.36	203	0	6.40%	152	1.34	0

# Schedule Performance

07/01/2021 - 07/31/2021

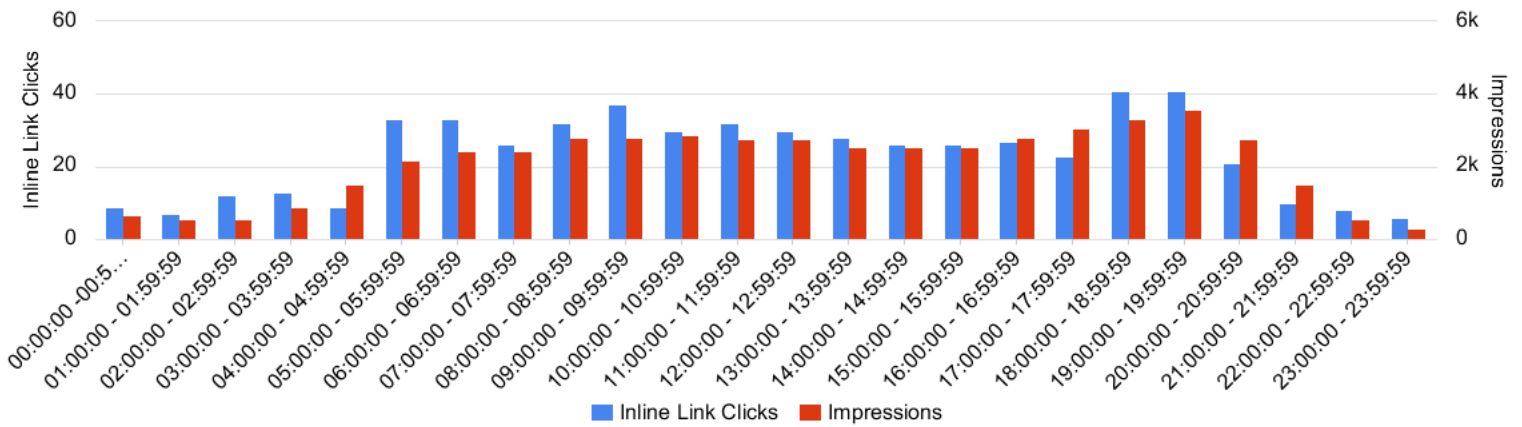
## Time of Day (Viewer)

Laserc Doc MD



## Time of Day (Ad Account)

Laserc Doc MD



## Campaign Performance Summary (by Leads)

07/01/2021 - 07/31/2021

### Campaign Performance Breakdown Laser Doc MD

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,022.38	44,571	459	64	\$15.97
Emsculpt NEO - Conversions	\$773.68	6,114	101	11	\$70.33
<b>Total</b>	<b>\$1,796.06</b>	<b>50,685</b>	<b>560</b>	<b>75</b>	<b>\$23.95</b>

## Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021




### Top Performing Ad Sets Laser Doc MD

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women - 25-64 - 10mi Radius	Coolsculpting - Conversions	\$1,022.38	44,571	459	64	\$15.97
Interests - Women - 25-64 - 10mi Radius	Emsculpt NEO - Conversions	\$773.68	6,114	101	11	\$70.33
	<b>Total</b>	<b>\$1,796.06</b>	<b>50,685</b>	<b>560</b>	<b>75</b>	<b>\$23.95</b>

# Ad Performance Summary

07/01/2021 - 07/31/2021

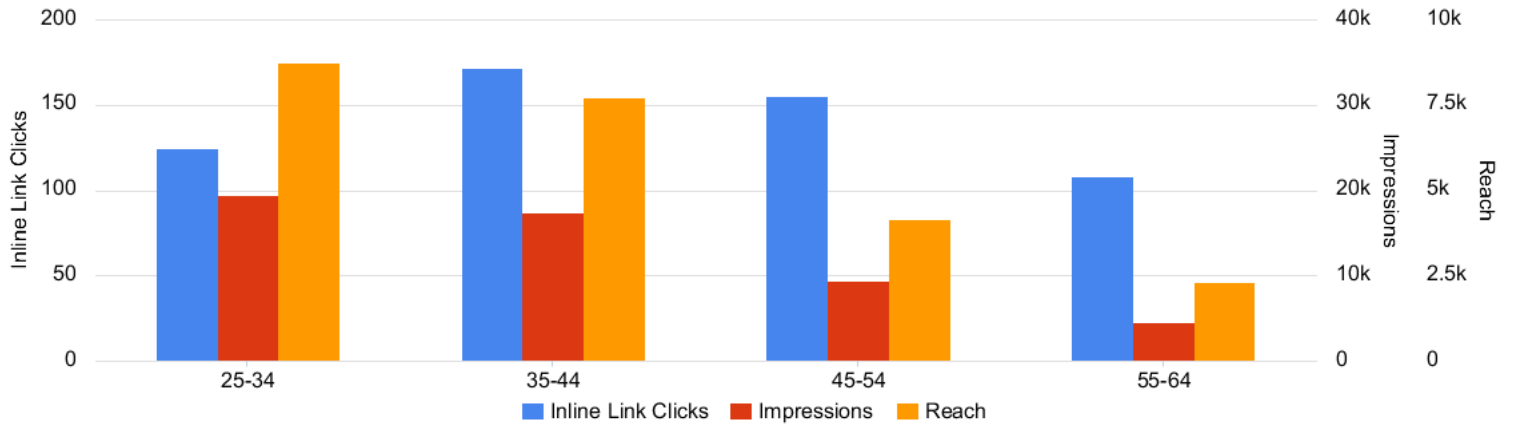
 Top Performing Ads (by Leads)  
Laser Doc MD

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 - Sitting		Coolsculpting - Conversions	\$614.83	293	28,916	17,064	1.69	2.21%	36	\$17.08
2021- 01 - CS - UGC - Standing		Coolsculpting - Conversions	\$407.55	166	15,655	10,174	1.54	2.24%	28	\$14.56
2021- 01 - Emsculpt NEO - Video 1		Emsculpt NEO - Conversions	\$773.68	101	6,114	3,683	1.66	2.76%	11	\$70.33
<b>Total</b>			<b>\$1,796.06</b>	<b>560</b>	<b>50,685</b>	<b>22,928</b>	<b>2.21</b>	<b>2.29%</b>	<b>75</b>	<b>\$23.95</b>

# Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart  
Laser Doc MD



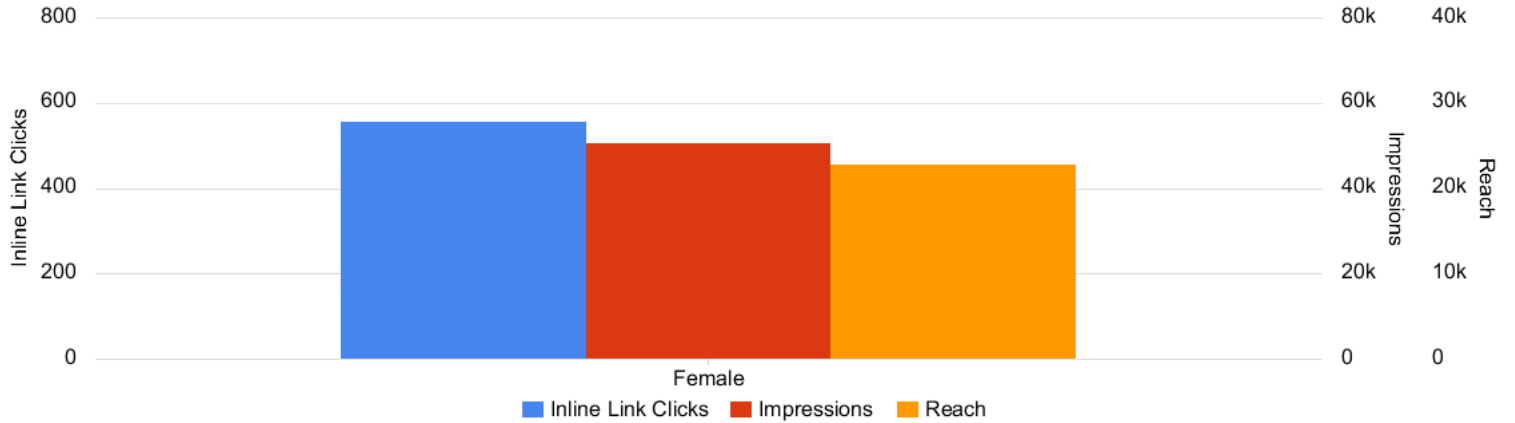
Age Performance Summary  
Laser Doc MD

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Laser Doc MD	\$1,796.06	50,685	22,928	560	2.29%	2.21	75
> 25-34	\$465.40	19,383	8,736	125	1.74%	2.22	0
> 35-44	\$565.78	17,336	7,712	172	2.00%	2.25	0
> 45-54	\$480.72	9,465	4,160	155	3.09%	2.28	0
> 55-64	\$284.16	4,501	2,320	108	4.07%	1.94	0
> Unknown	\$0.00	0	0	0	--	0	0

# Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart  
Laser Doc MD



Gender Performance Summary  
Laser Doc MD

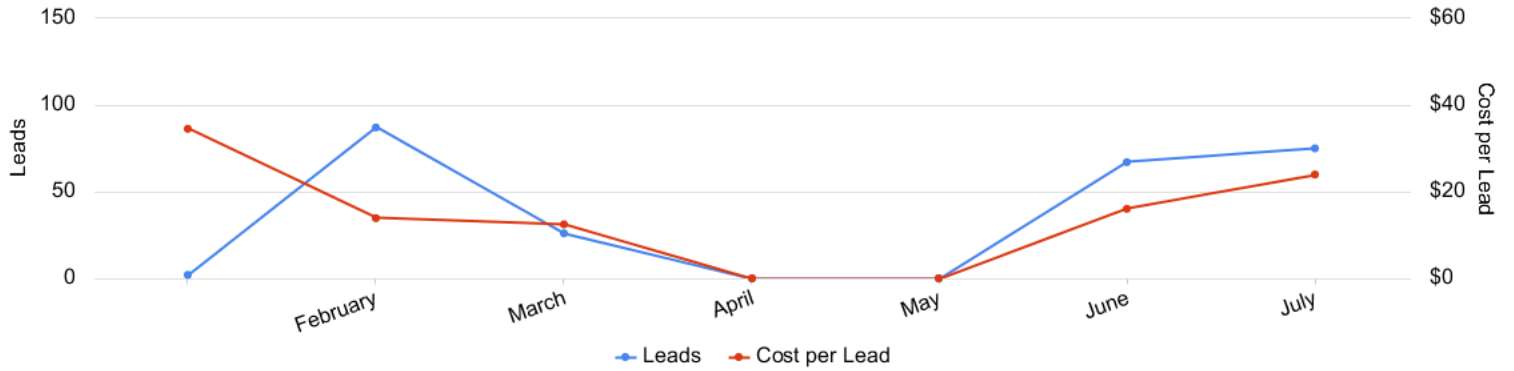
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Laser Doc MD	\$1,796.06	50,685	22,928	560	2.29%	2.21	75
> Female	\$1,796.06	50,685	22,928	560	2.29%	2.21	0
> Unknown	\$0.00	0	0	0	--	0	0

# Year-to-Date Performance

01/01/2021 - 07/31/2021

## Year-to-Date Trend

Laser Doc MD



## Historical table (by month)

Laser Doc MD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Laser Doc MD	\$4,471.23	1,823	125,957	38,345	3.28	2.82%	257	\$17.40
> 2021-01-01 - 2021-01-31	\$68.98	29	627	516	1.22	6.86%	2	\$34.49
> 2021-02-01 - 2021-02-28	\$1,207.20	697	39,184	16,369	2.39	3.32%	87	\$13.88
> 2021-03-01 - 2021-03-31	\$324.21	134	8,988	6,380	1.41	3.10%	26	\$12.47
> 2021-06-01 - 2021-06-30	\$1,074.78	403	26,473	14,168	1.87	2.92%	67	\$16.04
> 2021-07-01 - 2021-07-31	\$1,796.06	560	50,685	22,928	2.21	2.29%	75	\$23.95