

# Summary

06/01/2021 - 06/30/2021

Impressions  
Eastland Face and Body

**44,850**  
0 100.00%

Reach  
Eastland Face and Body

**25,969**  
0 100.00%

Inline Link Clicks  
Eastland Face and Body

**1,344**  
0 100.00%

Amount Spent  
Eastland Face and Body

**\$674.10**  
\$0.00 100.00%

CPC (Link)  
Eastland Face and Body

**\$0.50**  
\$0.00 100.00%

Leads  
Eastland Face and Body

**21**  
0 100.00%

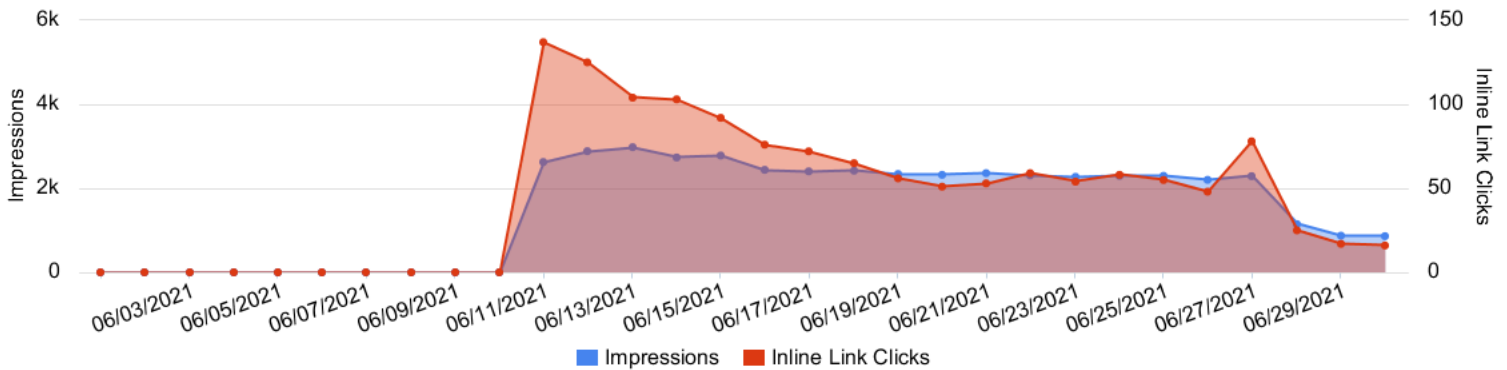
CPA  
Eastland Face and Body

**\$32.10**  
\$0.00 100.00%

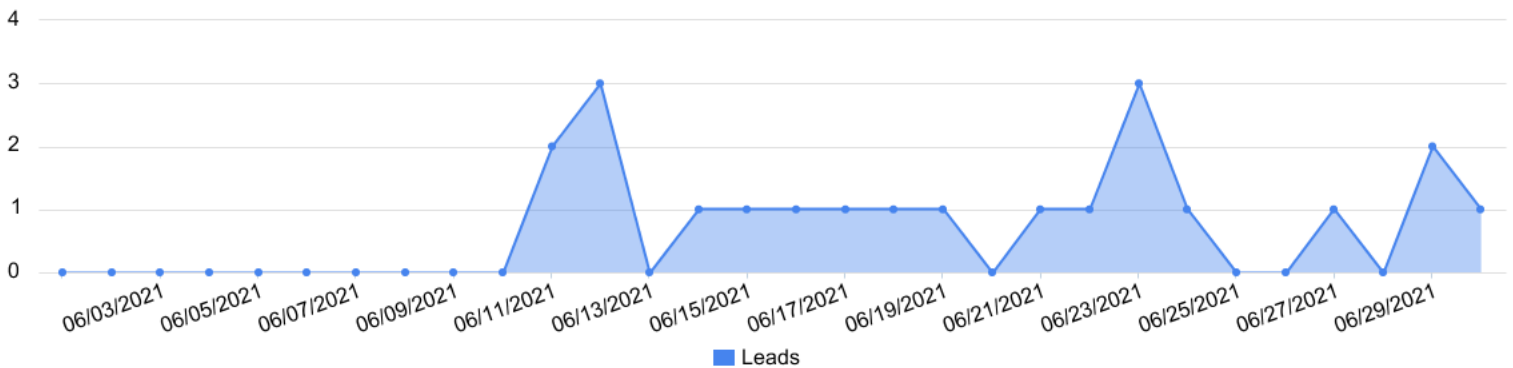
Outbound Clicks  
Eastland Face and Body

**1,343**  
0 100.00%

Impressions vs Inline Link Clicks  
Eastland Face and Body



Conversions by day  
Eastland Face and Body



# Account performance

06/01/2021 - 06/30/2021

## Overall performance

Eastland Face and Body

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$674.10	\$0.00	100.00%
Inline Link Clicks	1,344	0	100.00%
Impressions	44,850	0	100.00%
Reach	25,969	0	100.00%
Frequency	1.73	0	100.00%
CTR (All)	6.05%	0.00%	100.00%
Leads	21	0	100.00%
cost_per_action_type:lead	\$32.10	\$0.00	100.00%

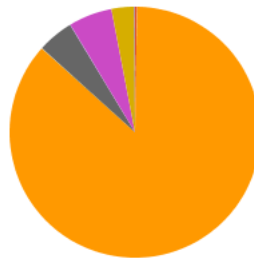
## Engagement performance

Eastland Face and Body

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	8	0	100.00%
Post Reactions	56	0	100.00%
Post Shares	14	0	100.00%

## Reach by placement

Eastland Face and Body



- Audience Network - An Classic - Reach: 8 (0.03%)
- Facebook - Feed - Reach: 23,825 (86.39%)
- Facebook - Instream Video - Reach: 9 (0.03%)
- Facebook - Marketplace - Reach: 1,280 (4.64%)
- Facebook - Search - Reach: 15 (0.05%)
- Facebook - Video Feeds - Reach: 1,544 (5.60%)
- Instagram - Feed - Reach: 800 (2.90%)
- Instagram - Instagram Explore - Reach: 15 (0.05%)
- Instagram - Instagram Stories - Reach: 16 (0.06%)
- Facebook - Facebook Stories - Reach: 66 (0.24%)

## Placement performance

Eastland Face and Body

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Eastland Face and Body	\$674.10	1,344	44,850	25,969	1.73	6.05%	21	\$32.10
> Facebook - Feed	\$578.79	1,203	38,690	23,825	1.62	6.57%	0	\$0.00
> Facebook - Video Feeds	\$37.39	60	2,315	1,544	1.5	3.76%	0	\$0.00
> Facebook - Marketplace	\$31.42	59	2,745	1,280	2.14	2.30%	0	\$0.00

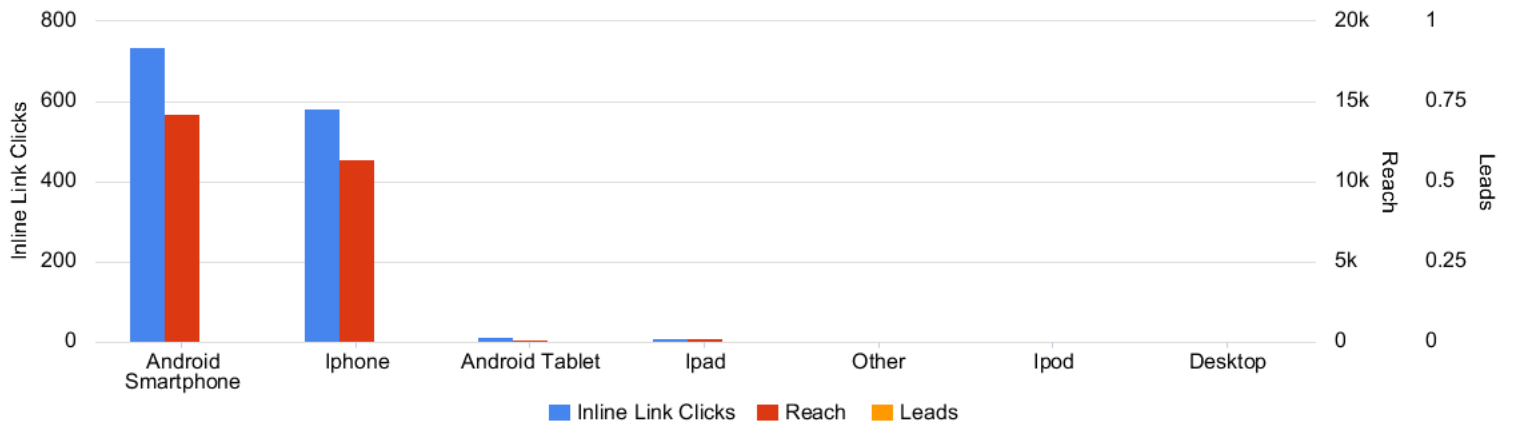
# Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Instagram - Feed	\$22.21	18	884	800	1.1	2.15%	0	\$0.00
> Instagram - Instagram Stories	\$1.41	2	74	16	4.62	2.70%	0	\$0.00
> Audience Network - An Classic	\$0.43	2	24	8	3	8.33%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Instagram - Instagram Explore	\$0.53	0	15	15	1	0.00%	0	\$0.00
> Facebook - Search	\$0.14	0	15	15	1	6.67%	0	\$0.00
> Facebook - Instream Video	\$0.22	0	9	9	1	0.00%	0	\$0.00
> Facebook - Instant Article	\$0.09	0	11	0	0	0.00%	0	\$0.00
> Facebook - Facebook Stories	\$1.45	0	66	66	1	0.00%	0	\$0.00
> Audience Network - Rewarded Video	\$0.02	0	2	0	0	0.00%	0	\$0.00

## Device performance

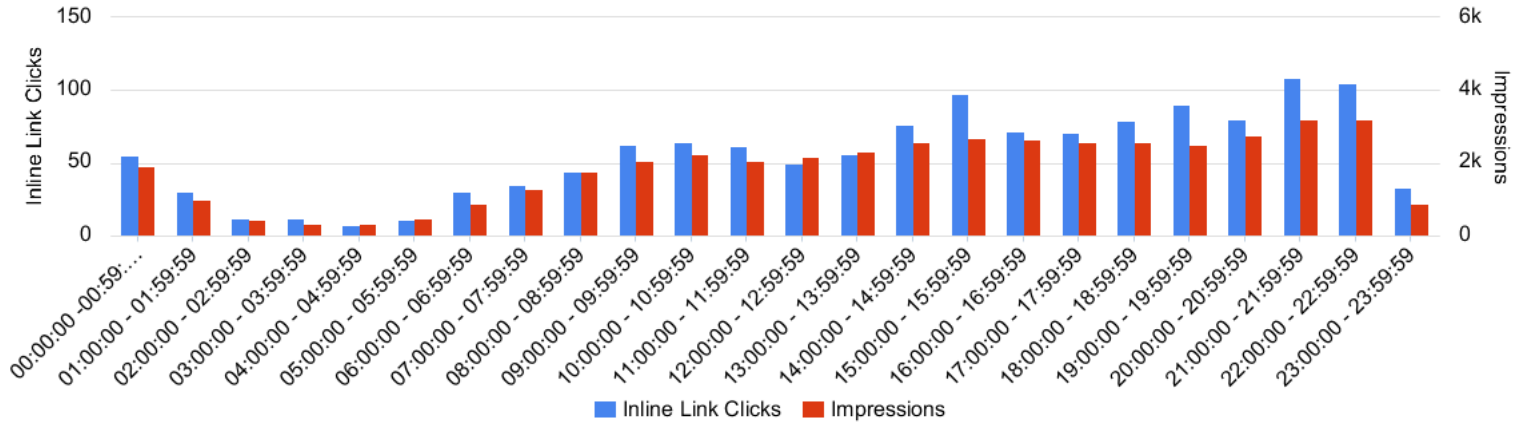
Eastland Face and Body



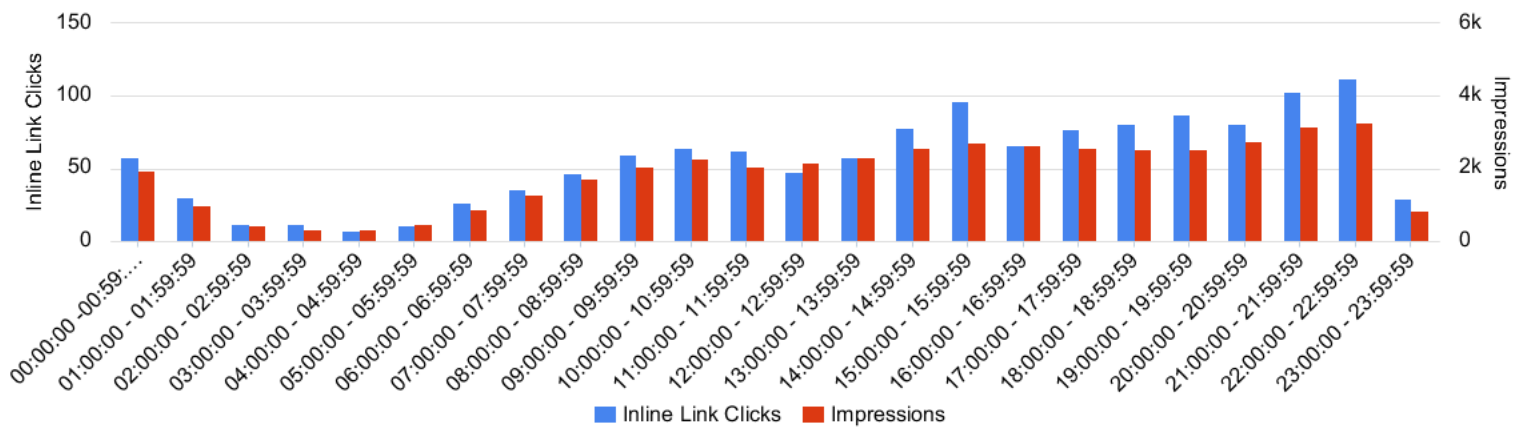
# Schedule performance

06/01/2021 - 06/30/2021

## Time of Day (Viewer) Eastland Face and Body



## Time of Day (Ad Account) Eastland Face and Body



# Campaign performance

06/01/2021 - 06/30/2021

Campaign performance  
Eastland Face and Body

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting -LP Views	Paused	\$586.79	1,301	42,510	24,737	1.72	6.20%	18	\$32.60
Coolsculpting - Conversions	Active	\$87.31	43	2,340	1,860	1.26	3.42%	3	\$29.10
<b>Total</b>		<b>\$674.10</b>	<b>1,344</b>	<b>44,850</b>	<b>25,969</b>	<b>1.73</b>	<b>6.05%</b>	<b>21</b>	<b>\$32.10</b>

Top ads performance  
Eastland Face and Body

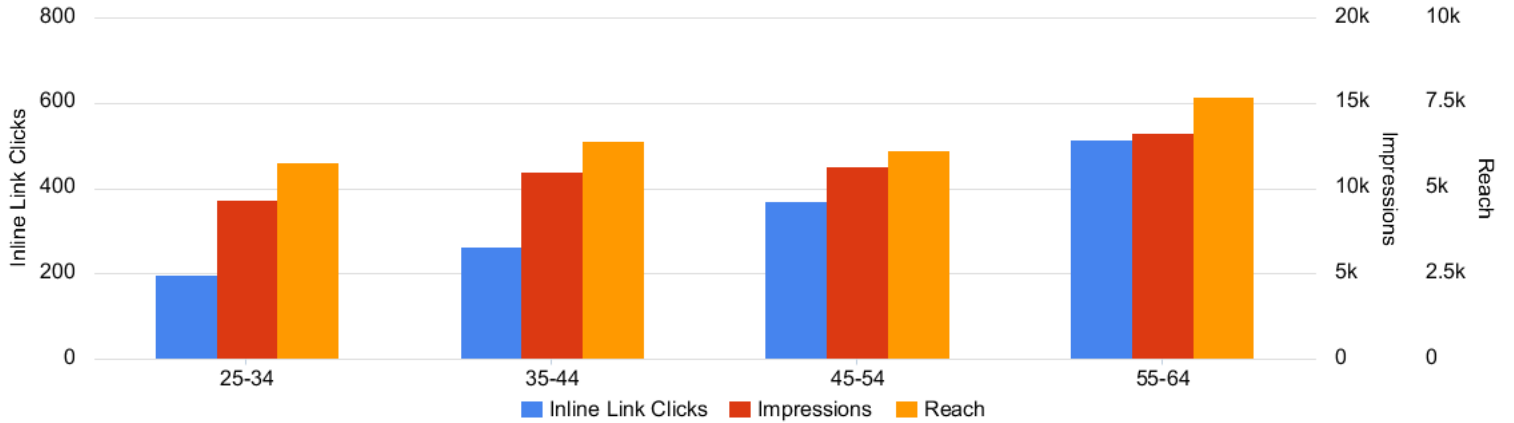
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021- 06 - UGB-Sitting		Coolsculpting -LP Views	\$532.51	1,188	38,348	24,265	1.58	6.38%	16	\$33.28
2021- 06 - UGC-Standing		Coolsculpting -LP Views	\$54.28	113	4,162	2,585	1.61	4.52%	2	\$27.14
2021- 06 - UGB-Sitting		Coolsculpting - Conversions	\$56.44	25	1,459	1,243	1.17	3.22%	2	\$28.22
2021- 06 - UGC-Standing		Coolsculpting - Conversions	\$30.87	18	881	754	1.17	3.75%	1	\$30.87
<b>Total</b>			<b>\$674.10</b>	<b>1,344</b>	<b>44,850</b>	<b>25,969</b>	<b>1.73</b>	<b>6.05%</b>	<b>21</b>	<b>\$32.10</b>

# Audience performance

06/01/2021 - 06/30/2021

## Age performance

Eastland Face and Body



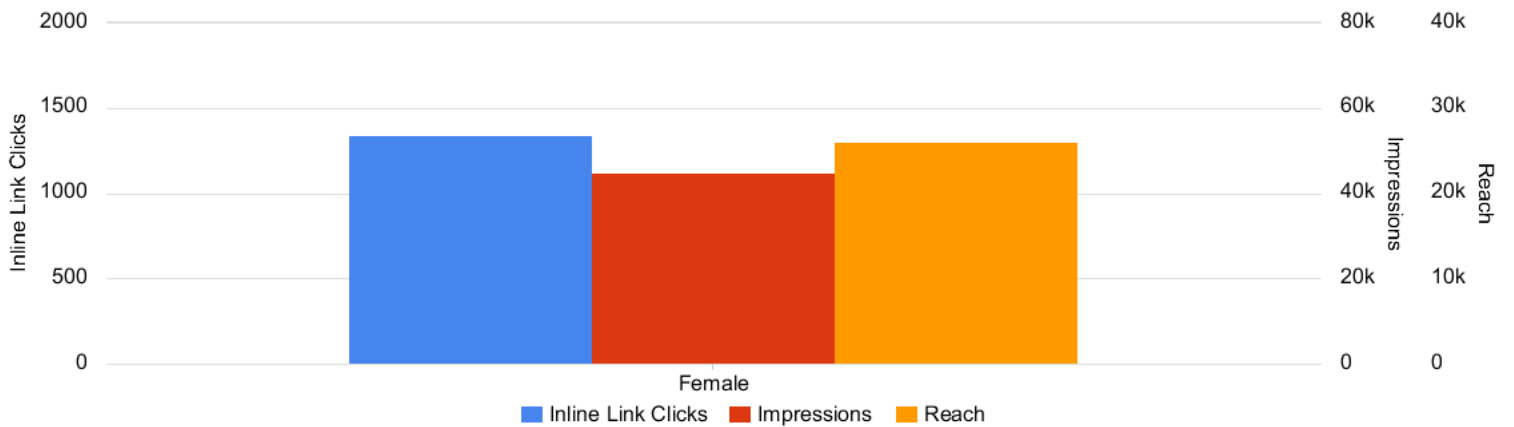
## Age performance

Eastland Face and Body

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Eastland Face and Body	\$674.10	1,344	44,850	25,969	1.73	6.05%	21	\$32.10
> 55-64	\$232.29	514	13,268	7,704	1.72	7.17%	0	\$0.00
> 45-54	\$176.88	369	11,263	6,112	1.84	6.49%	0	\$0.00
> 35-44	\$142.15	262	10,996	6,376	1.72	5.14%	0	\$0.00
> 25-34	\$122.78	199	9,323	5,776	1.61	5.02%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

## Gender performance

Eastland Face and Body



## Gender performance

Eastland Face and Body

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Eastland Face and Body	\$674.10	1,344	44,850	25,969	1.73	6.05%	21	\$32.10
> Female	\$674.10	1,344	44,850	25,969	1.73	6.05%	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  
Eastland Face and Body

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Eastland Face and Body	\$674.10	1,344	44,850	25,969	1.73	6.05%	21	\$32.10
> 2021-06-01 - 2021-06-30	\$674.10	1,344	44,850	25,969	1.73	6.05%	21	\$32.10