

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Eastland Face and Body

**\$1,030.54**

\$674.62 -52.76%

Impressions  
Eastland Face and Body

**32,903**

44,856 -26.65%

Reach  
Eastland Face and Body

**14,584**

25,969 -43.84%

Clicks (Link)  
Eastland Face and Body

**488**

1,344 -63.69%

Leads  
Eastland Face and Body

**49**

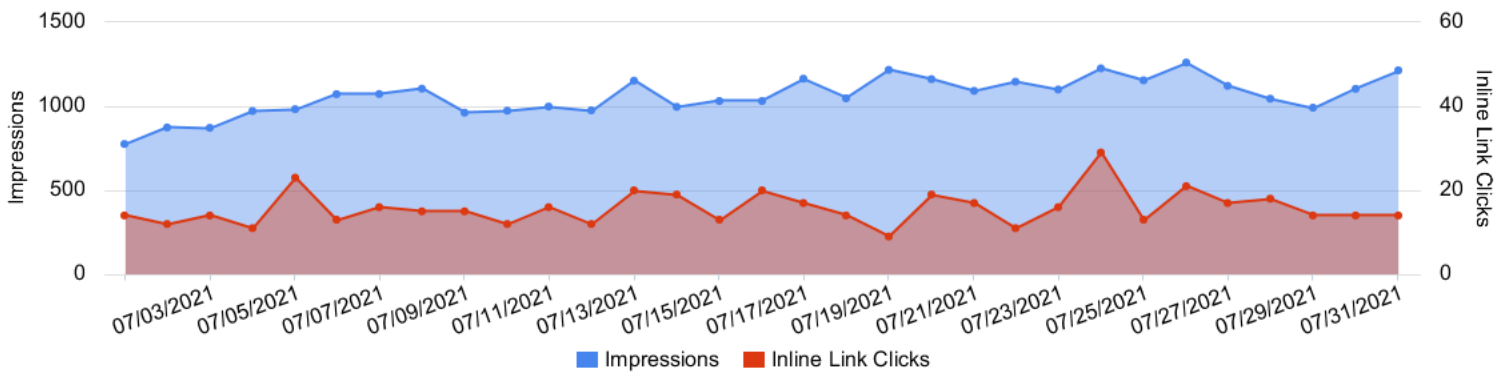
21 133.33%

Cost / Lead  
Eastland Face and Body

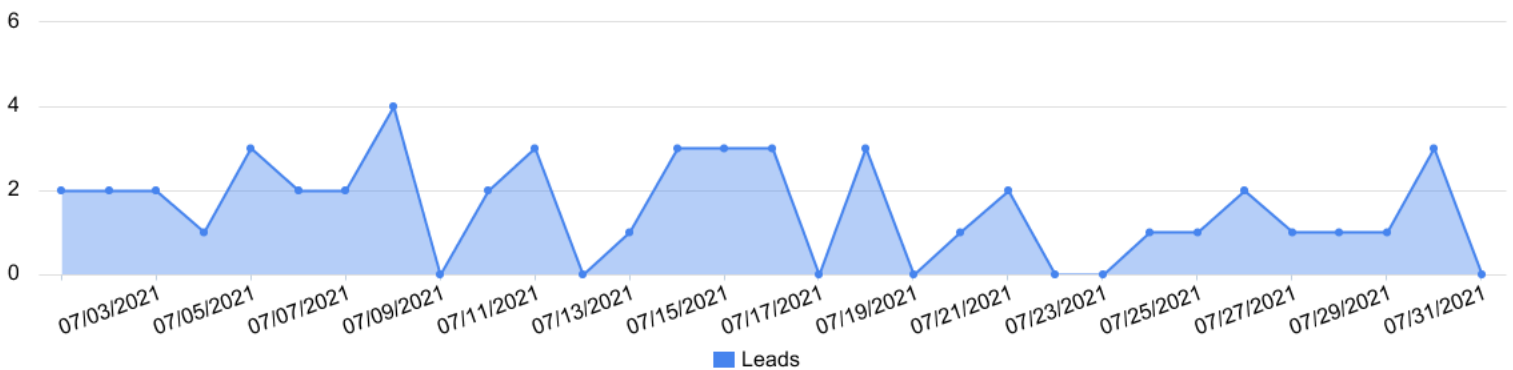
**\$21.03**

\$32.12 -34.53%

Impressions vs Inline Link Clicks  
Eastland Face and Body




Conversions by day  
Eastland Face and Body




# Month-Over-Month Performance Comparison

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

 Overall Performance Summary  
Eastland Face and Body

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,030.54	\$674.62	52.76%
Impressions	32,903	44,856	-26.65%
Reach	14,584	25,969	-43.84%
Clicks	488	1,344	-63.69%
CTR	1.48%	3.00%	-50.50%
Frequency	2.26	1.73	30.62%
Leads	49	21	133.33%
Cost / Lead	\$21.03	\$32.12	-34.53%

 Engagement Summary  
Eastland Face and Body

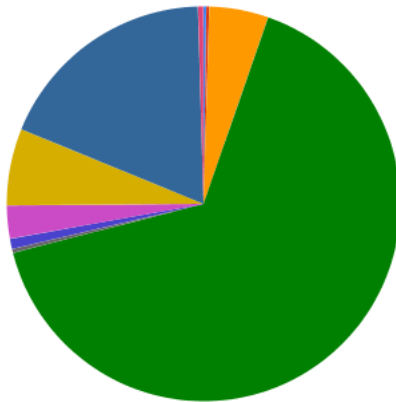
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	6	8	-25.00%
Post Reactions	65	56	16.07%
Post Shares	15	14	7.14%

# Placement Performance Summary

07/01/2021 - 07/31/2021

## Reach Summary (by Placement)

Eastland Face and Body



- Audience Network - An Classic - Reach: 40 (0.24%)
- Audience Network - Rewarded Video - Reach: 40 (0.24%)
- Facebook - Facebook Stories - Reach: 824 (4.85%)
- Facebook - Feed - Reach: 11,152 (65.69%)
- Facebook - Instant Article - Reach: 52 (0.31%)
- Facebook - Instream Video - Reach: 144 (0.85%)
- Facebook - Marketplace - Reach: 460 (2.71%)
- Facebook - Video Feeds - Reach: 1,068 (6.29%)
- Instagram - Feed - Reach: 3,120 (18.38%)
- Instagram - Instagram Explore - Reach: 76 (0.45%)

## Placement Performance (by Leads)

Eastland Face and Body

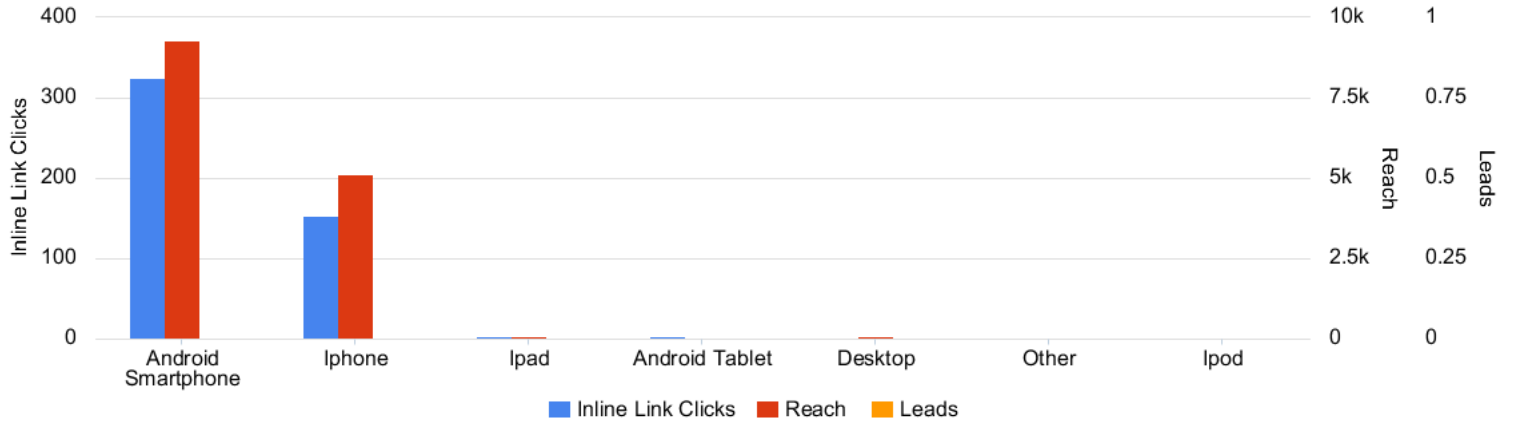
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Eastland Face and Body	\$1,030.54	488	32,903	14,584	2.26	3.45%	49	\$21.03
> Audience Network - An Classic	\$4.12	8	107	40	2.67	7.48%	0	\$0.00
> Audience Network - Rewarded Video	\$4.27	1	100	40	2.5	1.00%	0	\$0.00
> Facebook - Facebook Stories	\$39.16	18	1,153	824	1.4	1.99%	0	\$0.00
> Facebook - Feed	\$778.09	378	23,259	11,152	2.09	4.20%	0	\$0.00
> Facebook - Instant Article	\$1.33	1	70	52	1.35	2.86%	0	\$0.00
> Facebook - Instream Video	\$5.67	6	195	144	1.35	3.59%	0	\$0.00
> Facebook - Marketplace	\$18.22	3	1,180	460	2.57	0.93%	0	\$0.00
> Facebook - Search	\$0.00	0	1	0	0	0.00%	0	\$0.00
> Facebook - Video Feeds	\$49.71	32	1,730	1,068	1.62	3.82%	0	\$0.00
> Instagram - Feed	\$114.68	35	4,486	3,120	1.44	0.78%	0	\$0.00
> Instagram - Instagram Explore	\$2.73	0	124	76	1.63	0.00%	0	\$0.00
> Instagram - Instagram Stories	\$12.04	6	490	372	1.32	1.22%	0	\$0.00
> Messenger - Messenger Stories	\$0.51	0	8	8	1	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

Eastland Face and Body



## Device Platform Performance

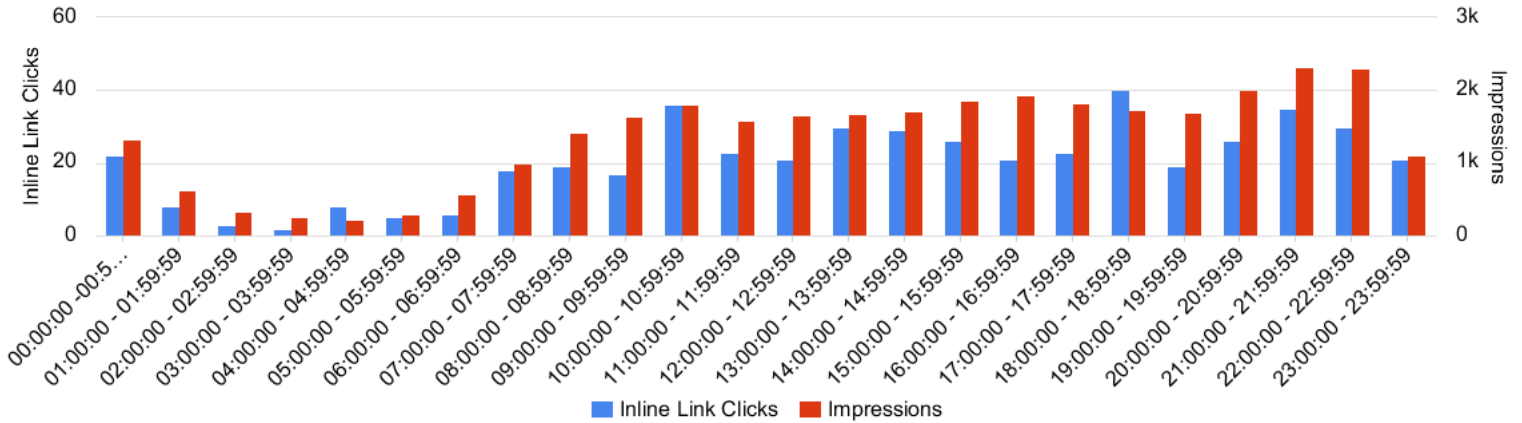
Eastland Face and Body

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Eastland Face and Body	\$1,030.54	32,903	488	3.45%	14,584	2.26	49
> Mobile App	\$1,012.28	32,311	483	3.48%	14,332	2.25	0
> Mobile Web	\$11.97	422	4	2.13%	212	1.99	0
> Desktop	\$6.29	170	1	0.59%	96	1.77	0
> Unknown	\$0.00	0	0	--	0	0	0

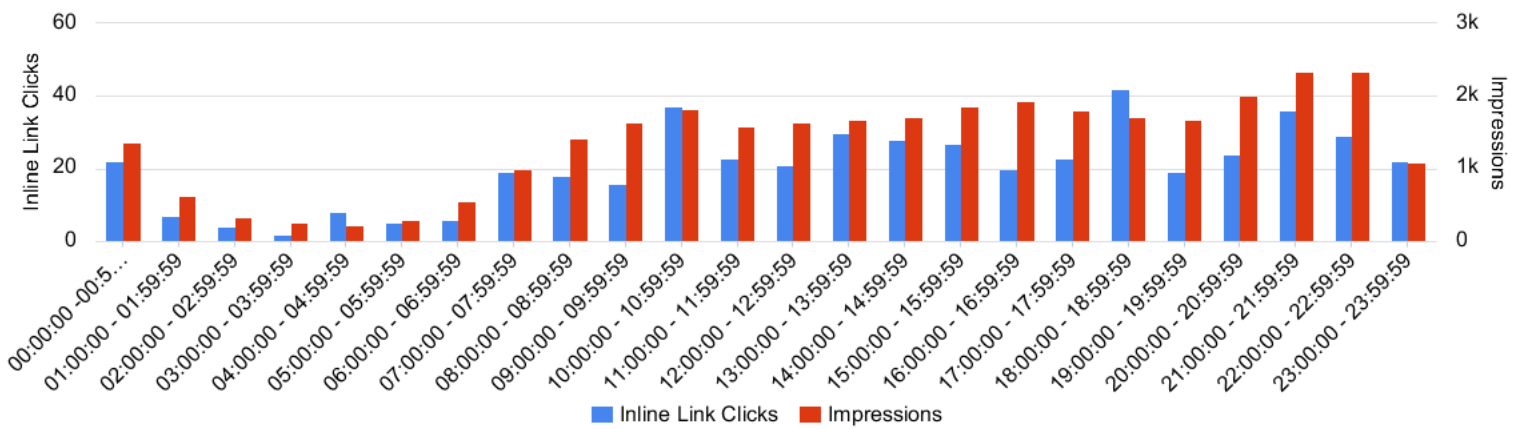
# Schedule Performance

07/01/2021 - 07/31/2021

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




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



## Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown  
Eastland Face and Body

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,030.54	32,903	488	49	\$21.03
<b>Total</b>	<b>\$1,030.54</b>	<b>32,903</b>	<b>488</b>	<b>49</b>	<b>\$21.03</b>

## Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021



 Top Performing Ad Sets  
Eastland Face and Body

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests- Women 25-64- 10mi Radius- Top 50	Coolsculpting - Conversions	\$1,030.54	32,903	488	49	\$21.03
	<b>Total</b>	<b>\$1,030.54</b>	<b>32,903</b>	<b>488</b>	<b>49</b>	<b>\$21.03</b>

# Ad Performance Summary

07/01/2021 - 07/31/2021

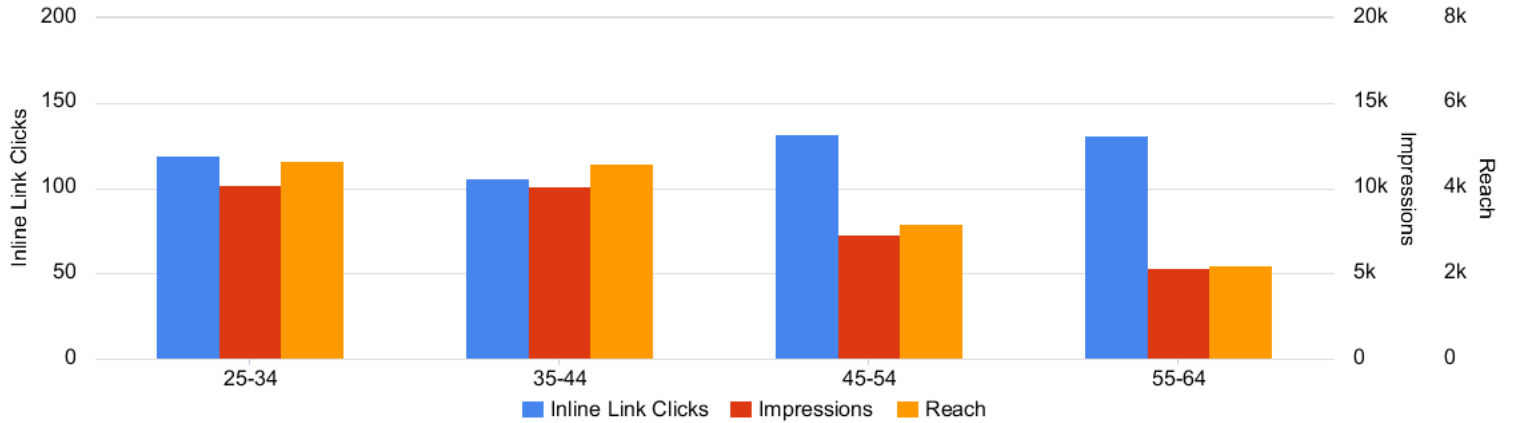
 Top Performing Ads (by Leads)  
Eastland Face and Body

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 - Conversions	\$645.33	314	20,798	11,963	1.74	3.62%	28	\$23.05
2021- 06 - UGC-Standing		Coolsculpting - Conversions	\$385.21	174	12,105	6,096	1.99	3.16%	21	\$18.34
<b>Total</b>			<b>\$1,030.54</b>	<b>488</b>	<b>32,903</b>	<b>14,584</b>	<b>2.26</b>	<b>3.45%</b>	<b>49</b>	<b>\$21.03</b>

# Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart  
Eastland Face and Body



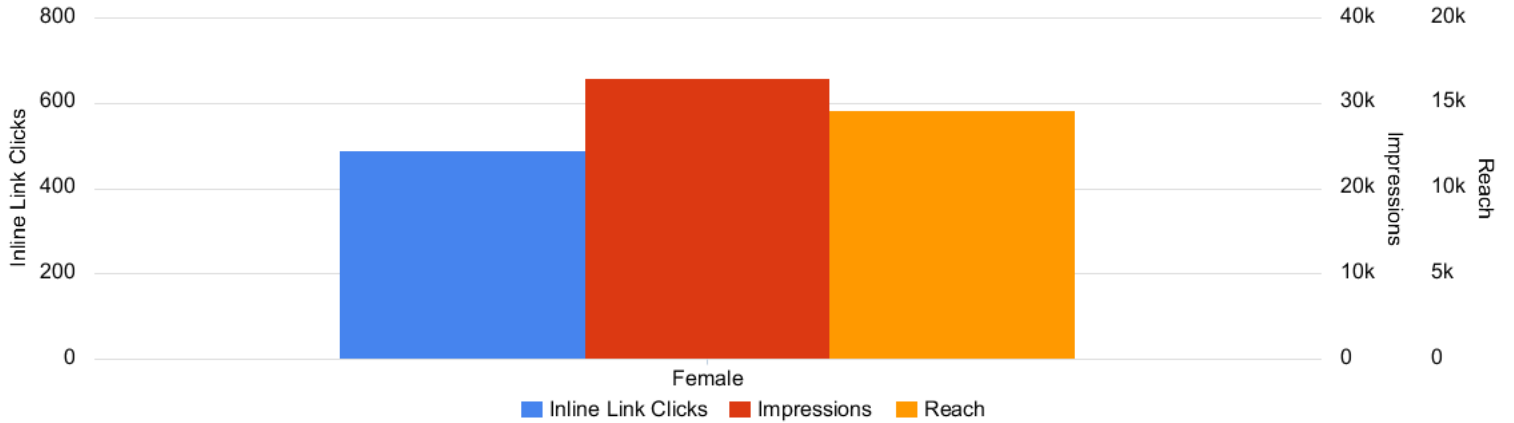
Age Performance Summary  
Eastland Face and Body

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Eastland Face and Body	\$1,030.54	32,903	14,584	488	3.45%	2.26	49
> 25-34	\$232.12	10,161	4,640	119	2.97%	2.19	0
> 35-44	\$269.11	10,116	4,568	106	2.66%	2.21	0
> 45-54	\$274.00	7,326	3,180	132	3.97%	2.3	0
> 55-64	\$255.31	5,300	2,196	131	5.17%	2.41	0
> Unknown	\$0.00	0	0	0	--	0	0

# Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart  
Eastland Face and Body



Gender Performance Summary  
Eastland Face and Body

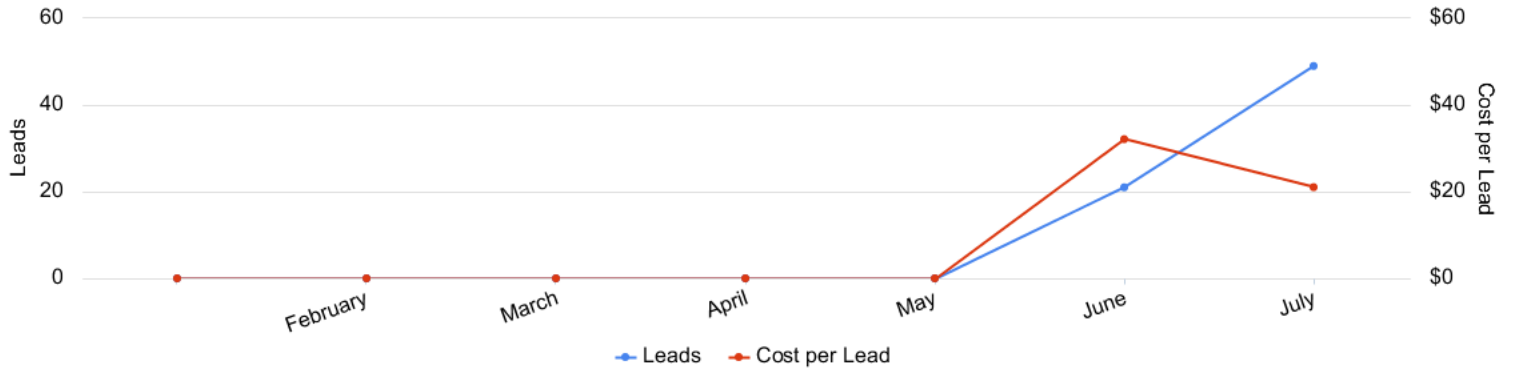
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Eastland Face and Body	\$1,030.54	32,903	14,584	488	3.45%	2.26	49
> Female	\$1,030.54	32,903	14,584	488	3.45%	2.26	0
> Unknown	\$0.00	0	0	0	--	0	0

# Year-to-Date Performance

01/01/2021 - 07/31/2021

## Year-to-Date Trend

Eastland Face and Body



## Historical table (by month)

Eastland Face and Body

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Eastland Face and Body	\$1,705.16	1,832	77,759	36,216	2.15	4.95%	70	\$24.36
> 2021-06-01 - 2021-06-30	\$674.62	1,344	44,856	25,969	1.73	6.05%	21	\$32.12
> 2021-07-01 - 2021-07-31	\$1,030.54	488	32,903	14,584	2.26	3.45%	49	\$21.03