

Summary

06/01/2021 - 06/30/2021

Impressions
Elite Derm

56,053
15,843 253.80%

Reach
Elite Derm

29,907
11,404 162.25%

Inline Link Clicks
Elite Derm

1,401
375 273.60%

Amount Spent
Elite Derm

\$1,980.45
\$432.96 357.42%

CPC (Link)
Elite Derm

\$1.41
\$1.15 22.61%

Leads
Elite Derm

56
22 154.55%

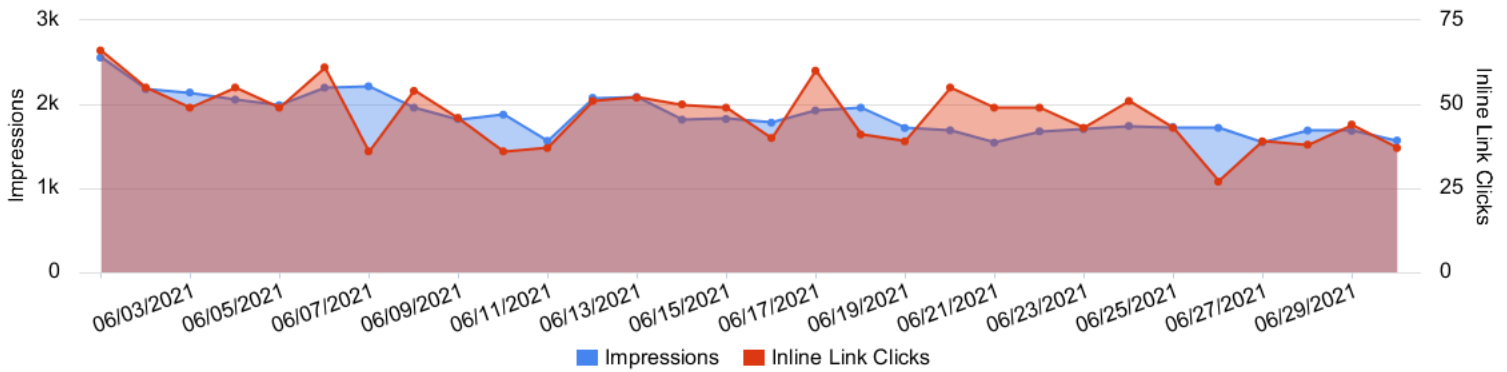
CPA
Elite Derm

\$35.37
\$19.68 79.73%

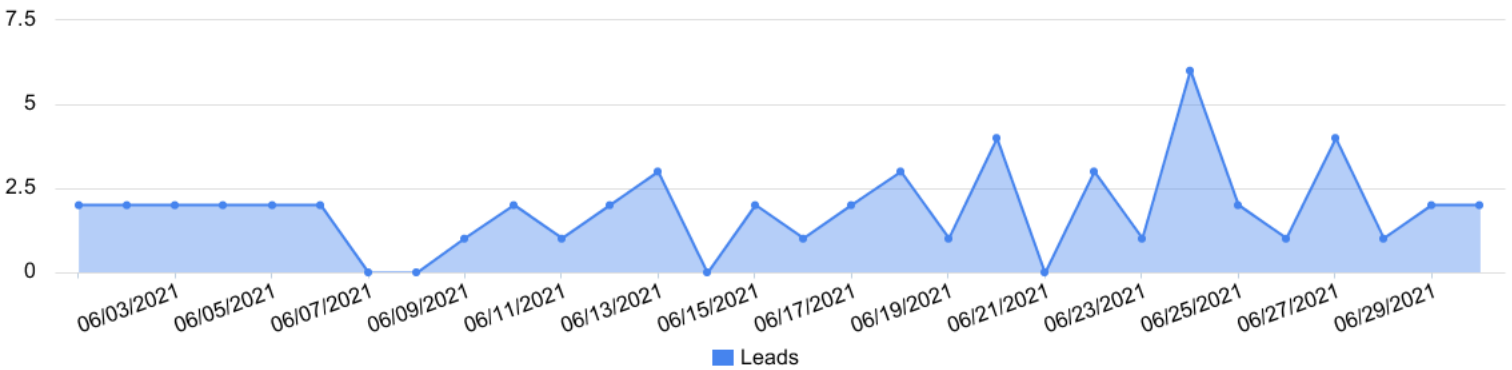
Outbound Clicks
Elite Derm

1,389
374 271.39%

Impressions vs Inline Link Clicks
Elite Derm



Conversions by day
Elite Derm



Account performance

06/01/2021 - 06/30/2021

Overall performance

Elite Derm

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$1,980.45	\$432.96	357.42%
Inline Link Clicks	1,401	375	273.60%
Impressions	56,053	15,843	253.80%
Reach	29,907	11,404	162.25%
Frequency	1.87	1.39	34.91%
CTR (All)	4.42%	4.65%	-5.04%
Leads	56	22	154.55%
cost_per_action_type:lead	\$35.37	\$19.68	79.73%

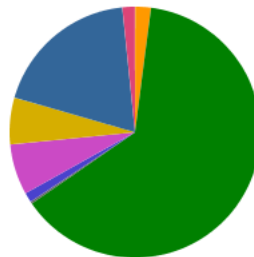
Engagement performance

Elite Derm

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	13	1	1,200.00%
Post Reactions	136	52	161.54%
Post Shares	19	6	216.67%

Reach by placement

Elite Derm



- Audience Network - An Classic - Reach: 8 (0.02%)
- Facebook - Facebook Stories - Reach: 656 (2.00%)
- Facebook - Feed - Reach: 20,752 (63.34%)
- Facebook - Instant Article - Reach: 88 (0.27%)
- Facebook - Instream Video - Reach: 416 (1.27%)
- Facebook - Marketplace - Reach: 2,137 (6.52%)
- Facebook - Video Feeds - Reach: 1,969 (6.01%)
- Instagram - Feed - Reach: 6,202 (18.93%)
- Instagram - Instagram Explore - Reach: 528 (1.61%)

Placement performance

Elite Derm

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Elite Derm	\$1,980.45	1,401	56,053	29,907	1.87	4.42%	56	\$35.37
> Facebook - Feed	\$1,391.58	1,137	35,347	20,752	1.7	6.03%	0	\$0.00
> Facebook - Marketplace	\$98.57	82	4,030	2,137	1.89	2.26%	0	\$0.00
> Instagram - Feed	\$254.36	72	8,454	6,202	1.36	1.16%	0	\$0.00

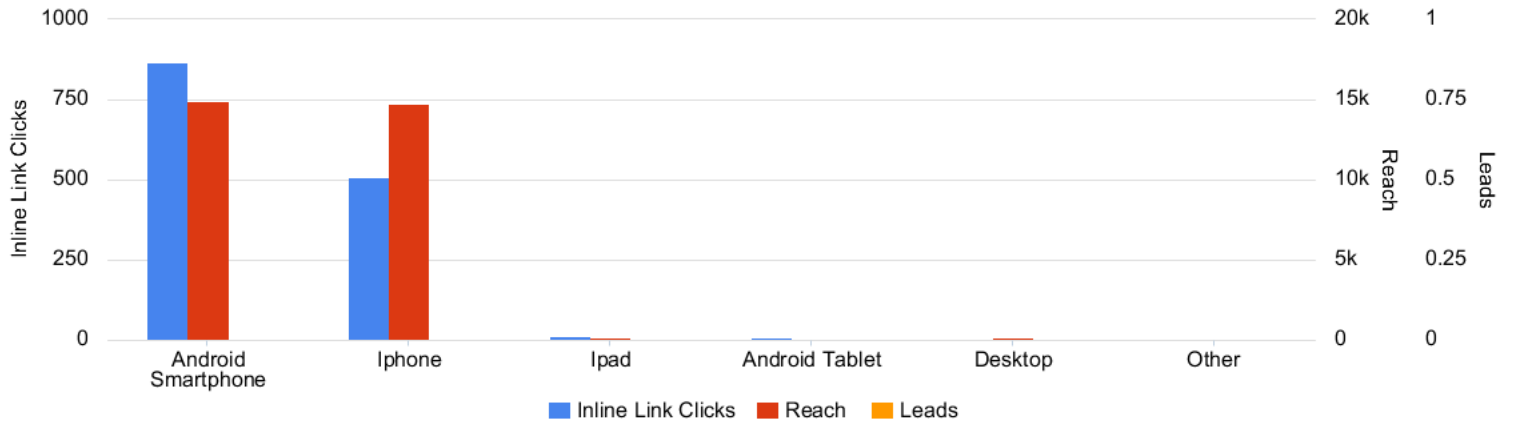
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Instagram - Instagram Stories	\$105.17	43	3,521	2,377	1.48	1.42%	0	\$0.00
> Facebook - Video Feeds	\$62.62	42	2,435	1,969	1.24	2.96%	0	\$0.00
> Facebook - Instream Video	\$19.31	12	591	416	1.42	2.03%	0	\$0.00
> Facebook - Facebook Stories	\$34.30	7	782	656	1.19	0.90%	0	\$0.00
> Instagram - Instagram Explore	\$8.41	2	724	528	1.37	0.55%	0	\$0.00
> Facebook - Instant Article	\$2.57	2	127	88	1.44	5.51%	0	\$0.00
> Audience Network - Rewarded Video	\$0.96	2	16	8	2	12.50%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$2.23	0	15	15	1	0.00%	0	\$0.00
> Facebook - Search	\$0.04	0	1	0	0	0.00%	0	\$0.00
> Audience Network - An Classic	\$0.32	0	10	8	1.25	0.00%	0	\$0.00

Device performance

Elite Derm

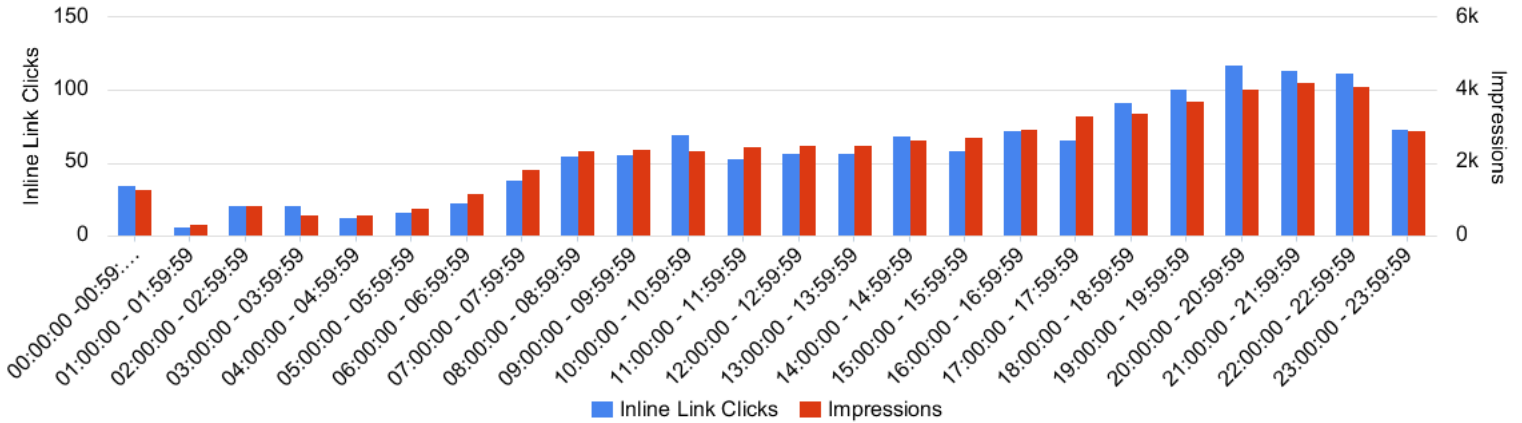


Schedule performance

06/01/2021 - 06/30/2021

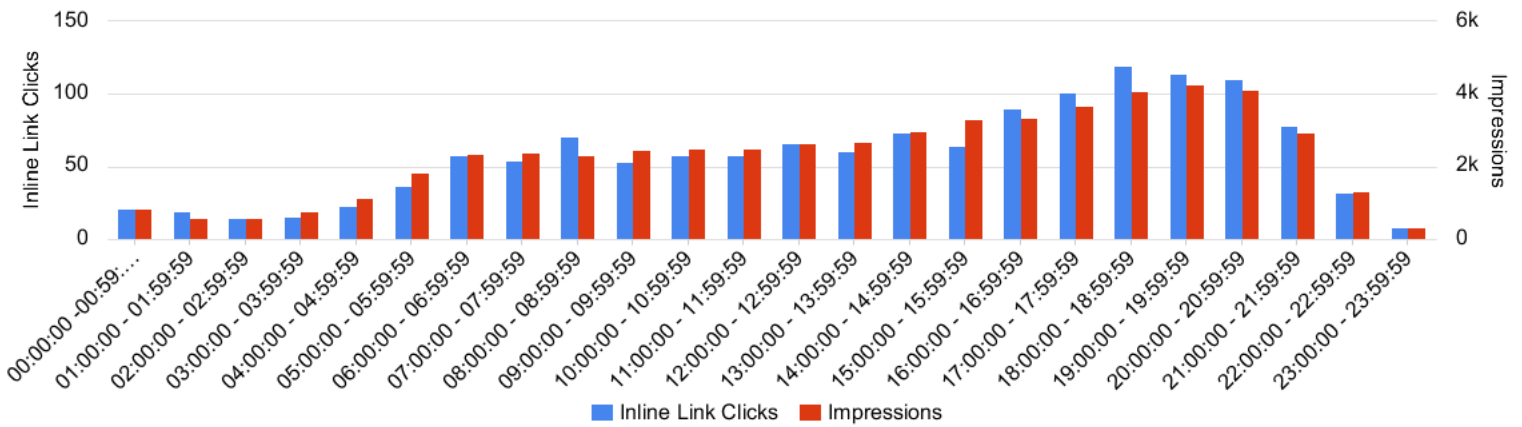
Time of Day (Viewer)

Elite Derm




Time of Day (Ad Account)

Elite Derm






Campaign performance

06/01/2021 - 06/30/2021

 Campaign performance
Elite Derm

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions (Vintage Park)	Active	\$989.78	909	29,292	16,517	1.77	5.34%	30	\$32.99
Coolsculpting - Conversions (Kingwood)	Active	\$990.67	492	26,761	13,862	1.93	3.41%	26	\$38.10
Total		\$1,980.45	1,401	56,053	29,907	1.87	4.42%	56	\$35.37

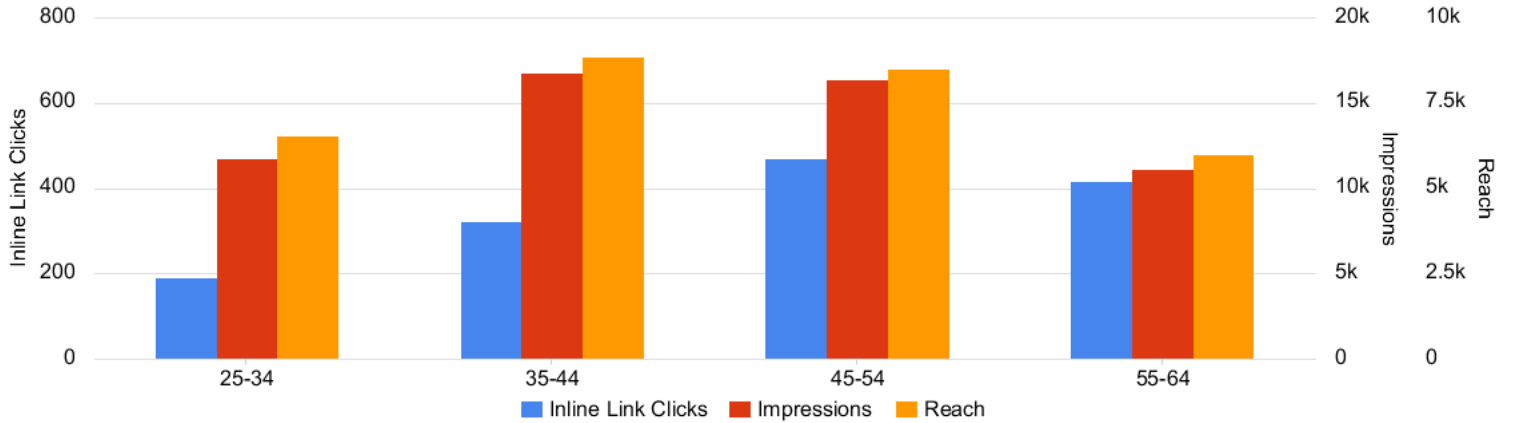
 Top ads performance
Elite Derm

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021 - 05 - CS - Video		Coolsculpting - Conversions (Vintage Park)	\$989.78	909	29,292	16,517	1.77	5.34%	30	\$32.99
2021 - 05 - CS - Video		Coolsculpting - Conversions (Kingwood)	\$990.67	492	26,761	13,862	1.93	3.41%	26	\$38.10
Total			\$1,980.45	1,401	56,053	29,907	1.87	4.42%	56	\$35.37

Audience performance

06/01/2021 - 06/30/2021

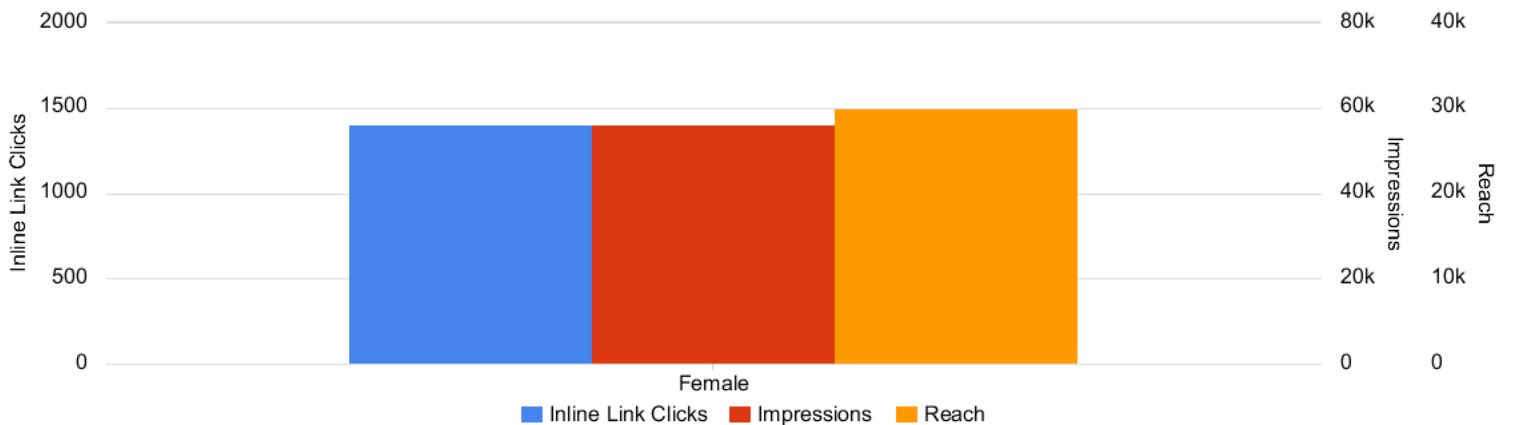
Age performance Elite Derm



Age performance Elite Derm

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Elite Derm	\$1,980.45	1,401	56,053	29,907	1.87	4.42%	56	\$35.37
> 45-54	\$667.56	471	16,372	8,507	1.92	5.01%	0	\$0.00
> 55-64	\$542.80	418	11,160	5,994	1.86	5.99%	0	\$0.00
> 35-44	\$478.88	322	16,779	8,859	1.89	3.86%	0	\$0.00
> 25-34	\$291.21	190	11,742	6,546	1.79	2.90%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance Elite Derm



Gender performance Elite Derm

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Elite Derm	\$1,980.45	1,401	56,053	29,907	1.87	4.42%	56	\$35.37
> Female	\$1,980.45	1,401	56,053	29,907	1.87	4.42%	0	\$0.00


Audience performance

06/01/2021 - 06/30/2021

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

Year to date

01/01/2021 - 06/30/2021

 Performance by period
Elite Derm

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Elite Derm	\$2,413.41	1,776	71,896	35,602	2.02	4.47%	78	\$30.94
> 2021-06-01 - 2021-06-30	\$1,980.45	1,401	56,053	29,907	1.87	4.42%	56	\$35.37
> 2021-05-01 - 2021-05-31	\$432.96	375	15,843	11,404	1.39	4.65%	22	\$19.68