

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Elite Derm

**\$2,043.02**

\$1,980.53 3.16%

Impressions  
Elite Derm

**67,407**

56,058 20.25%

Reach  
Elite Derm

**35,640**

29,907 19.17%

Clicks (Link)  
Elite Derm

**1,817**

1,403 29.51%

Leads  
Elite Derm

**82**

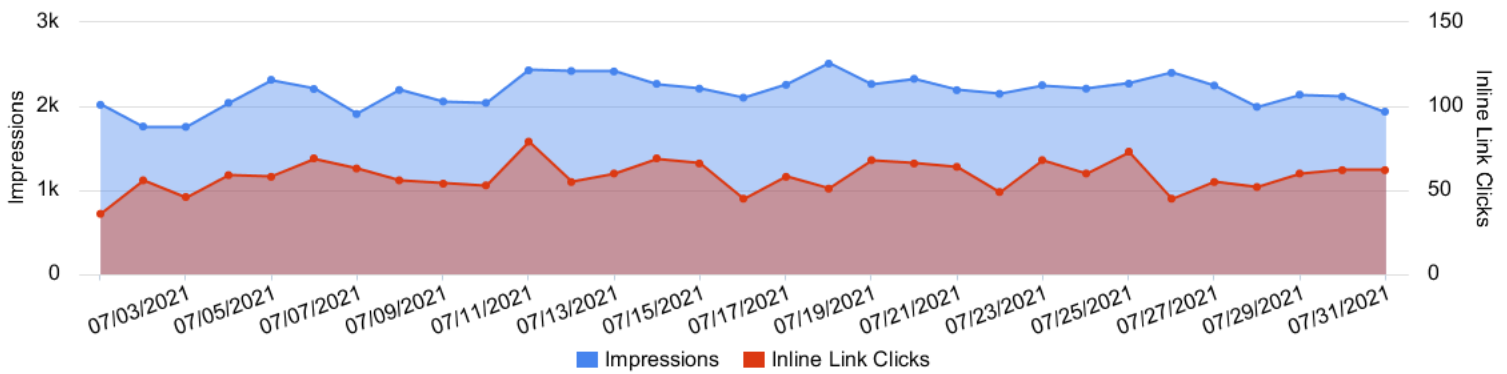
56 46.43%

Cost / Lead  
Elite Derm

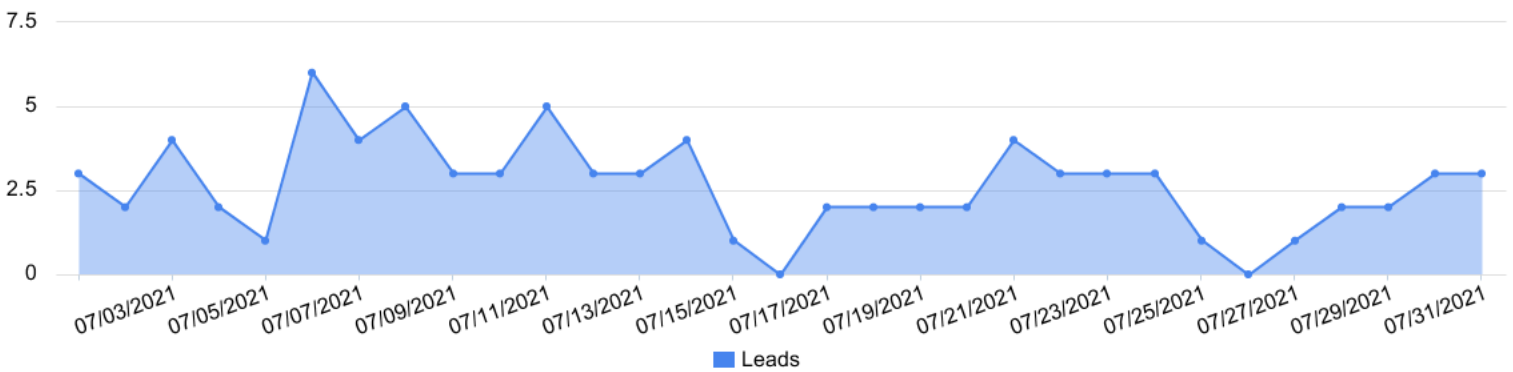
**\$24.91**

\$35.37 -29.57%

Impressions vs Inline Link Clicks  
Elite Derm




Conversions by day  
Elite Derm




# Month-Over-Month Performance Comparison

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

 Overall Performance Summary  
Elite Derm

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,043.02	\$1,980.53	3.16%
Impressions	67,407	56,058	20.25%
Reach	35,640	29,907	19.17%
Clicks	1,817	1,403	29.51%
CTR	2.70%	2.50%	7.70%
Frequency	1.89	1.87	0.90%
Leads	82	56	46.43%
Cost / Lead	\$24.91	\$35.37	-29.57%

 Engagement Summary  
Elite Derm

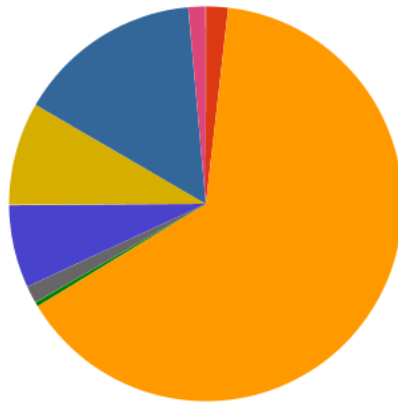
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	1	0	100.00%
Post Comments	10	13	-23.08%
Post Reactions	123	136	-9.56%
Post Shares	21	19	10.53%

# Placement Performance Summary

07/01/2021 - 07/31/2021

## Reach Summary (by Placement)

Elite Derm



- Audience Network - Rewarded Video - Reach: 8 (0.02%)
- Facebook - Facebook Stories - Reach: 712 (1.81%)
- Facebook - Feed - Reach: 25,376 (64.50%)
- Facebook - Instant Article - Reach: 136 (0.35%)
- Facebook - Instream Video - Reach: 568 (1.44%)
- Facebook - Marketplace - Reach: 2,664 (6.77%)
- Facebook - Search - Reach: 15 (0.04%)
- Facebook - Video Feeds - Reach: 3,320 (8.44%)
- Instagram - Feed - Reach: 5,984 (15.21%)
- Instagram - Instagram Explore - Reach: 560 (1.42%)

## Placement Performance (by Leads)

Elite Derm

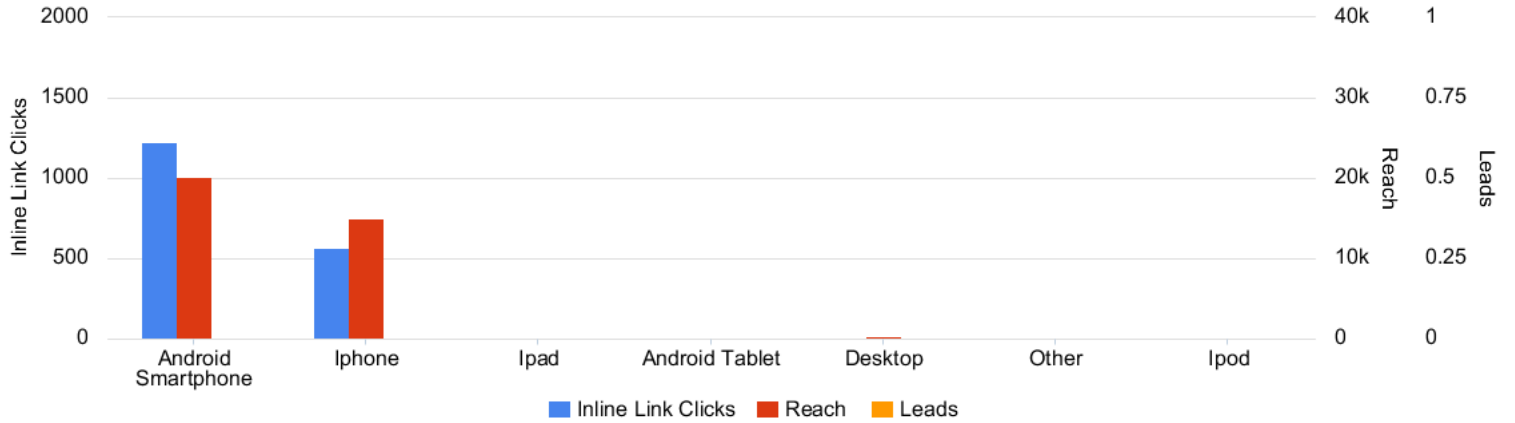
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Elite Derm	\$2,043.02	1,817	67,407	35,640	1.89	4.75%	82	\$24.91
> Audience Network - An Classic	\$0.29	0	9	0	0	0.00%	0	\$0.00
> Audience Network - Rewarded Video	\$0.70	0	13	8	1.62	0.00%	0	\$0.00
> Facebook - Facebook Stories	\$38.97	11	1,000	712	1.4	1.00%	0	\$0.00
> Facebook - Feed	\$1,359.35	1,430	42,121	25,376	1.66	6.39%	0	\$0.00
> Facebook - Instant Article	\$4.34	2	211	136	1.55	2.84%	0	\$0.00
> Facebook - Instream Video	\$25.46	21	744	568	1.31	2.82%	0	\$0.00
> Facebook - Marketplace	\$148.55	136	5,731	2,664	2.15	2.53%	0	\$0.00
> Facebook - Search	\$0.73	2	15	15	1	13.33%	0	\$0.00
> Facebook - Video Feeds	\$123.67	105	5,084	3,320	1.53	3.27%	0	\$0.00
> Instagram - Feed	\$233.12	69	8,212	5,984	1.37	1.32%	0	\$0.00
> Instagram - Instagram Explore	\$8.70	0	783	560	1.4	0.00%	0	\$0.00
> Instagram - Instagram Stories	\$97.51	41	3,450	2,160	1.6	1.51%	0	\$0.00
> Messenger - Messenger Stories	\$1.63	0	34	34	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

Elite Derm



## Device Platform Performance

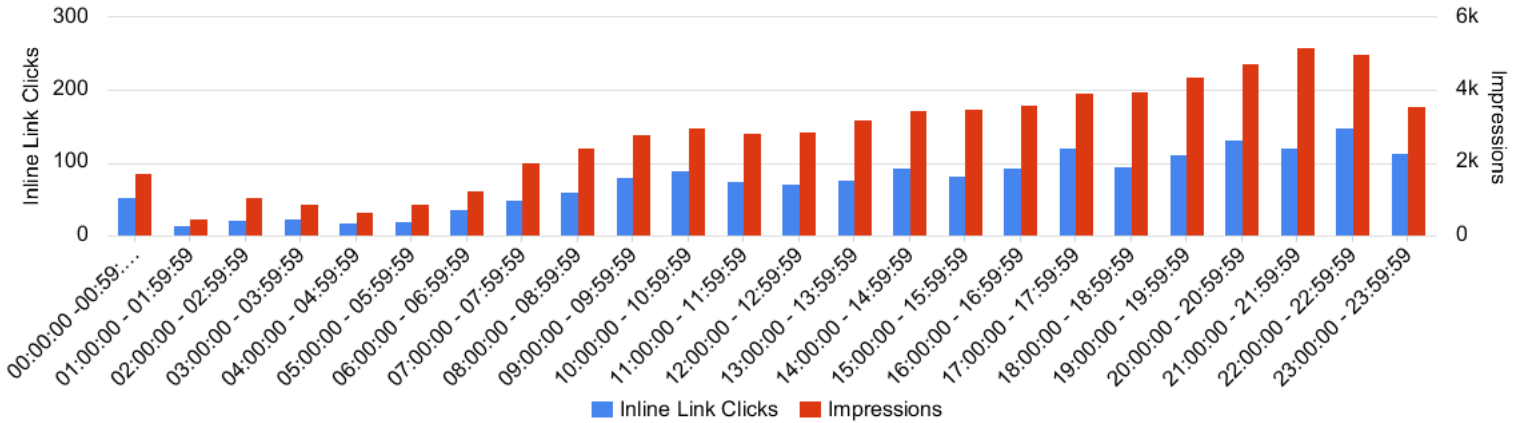
Elite Derm

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Elite Derm	\$2,043.02	67,407	1,817	4.75%	35,640	1.89	82
> Mobile App	\$1,992.61	66,019	1,804	4.74%	34,784	1.9	0
> Mobile Web	\$29.07	935	7	6.63%	632	1.48	0
> Desktop	\$21.34	453	6	1.77%	368	1.23	0
> Unknown	\$0.00	0	0	--	0	0	0

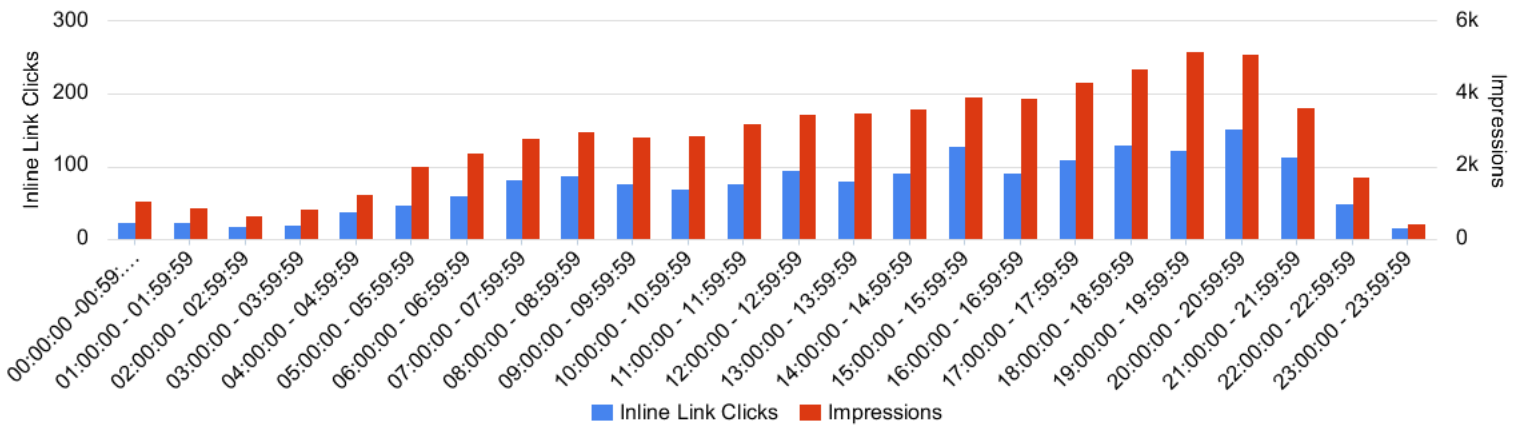
# Schedule Performance

07/01/2021 - 07/31/2021

Time of Day (Viewer)  
Elite Derm




Time of Day (Ad Account)  
Elite Derm



## Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown  
Elite Derm

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions (Vintage Park)	\$1,022.20	35,685	1,217	46	\$22.22
Coolsculpting - Conversions (Kingwood)	\$1,020.82	31,722	600	36	\$28.36
<b>Total</b>	<b>\$2,043.02</b>	<b>67,407</b>	<b>1,817</b>	<b>82</b>	<b>\$24.91</b>

## Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021



 Top Performing Ad Sets  
Elite Derm

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women - 25-64 - 10mi Radius - Top 50	Coolsculpting - Conversions (Vintage Park)	\$1,022.20	35,685	1,217	46	\$22.22
Interests - Women - 25-64 - 10mi Radius - Top 50	Coolsculpting - Conversions (Kingwood)	\$1,020.82	31,722	600	36	\$28.36
	<b>Total</b>	<b>\$2,043.02</b>	<b>67,407</b>	<b>1,817</b>	<b>82</b>	<b>\$24.91</b>

# Ad Performance Summary

07/01/2021 - 07/31/2021

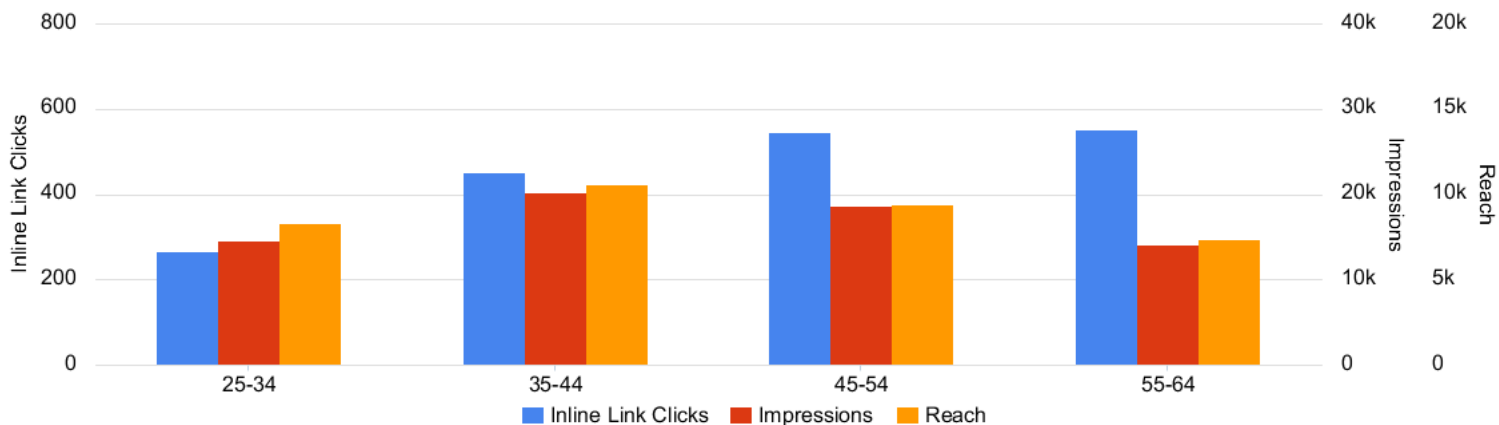
 Top Performing Ads (by Leads)  
Elite Derm

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)	\$1,022.20	1,217	35,685	19,804	1.8	5.68%	46	\$22.22
2021 - 05 - CS - Video		Coolsculpting - Conversions (Kingwood)	\$1,020.82	600	31,722	16,480	1.92	3.69%	36	\$28.36
<b>Total</b>			<b>\$2,043.02</b>	<b>1,817</b>	<b>67,407</b>	<b>35,640</b>	<b>1.89</b>	<b>4.75%</b>	<b>82</b>	<b>\$24.91</b>

# Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart  
Elite Derm



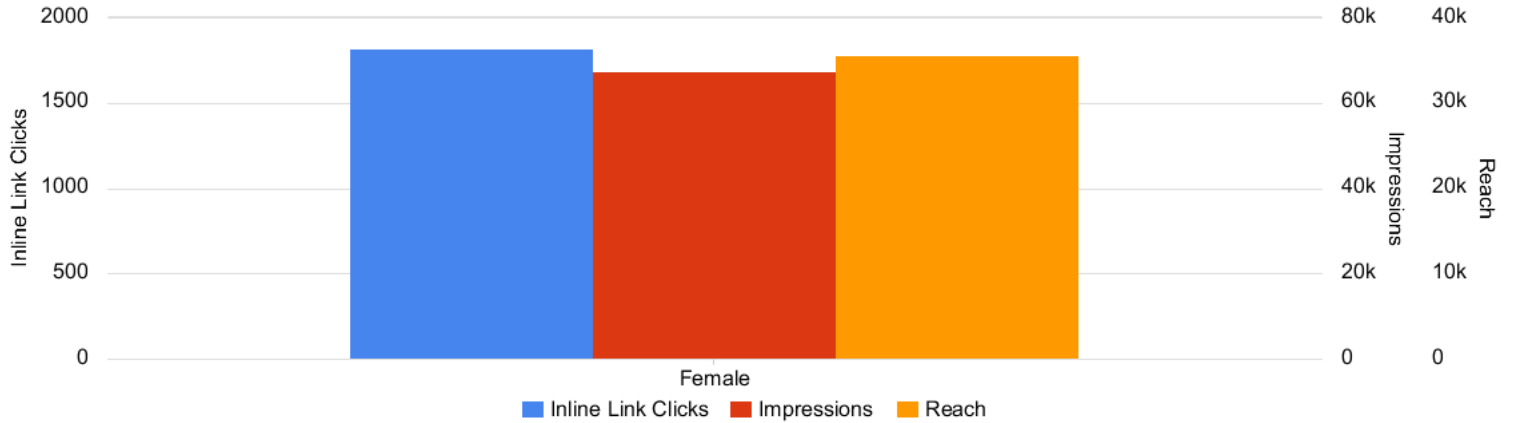
Age Performance Summary  
Elite Derm

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Elite Derm	\$2,043.02	67,407	35,640	1,817	4.75%	1.89	82
> 25-34	\$320.21	14,548	8,328	267	3.62%	1.75	0
> 35-44	\$513.62	20,178	10,592	451	4.21%	1.91	0
> 45-54	\$638.48	18,608	9,376	547	4.98%	1.98	0
> 55-64	\$570.71	14,073	7,344	552	6.37%	1.92	0
> Unknown	\$0.00	0	0	0	--	0	0

# Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart  
Elite Derm



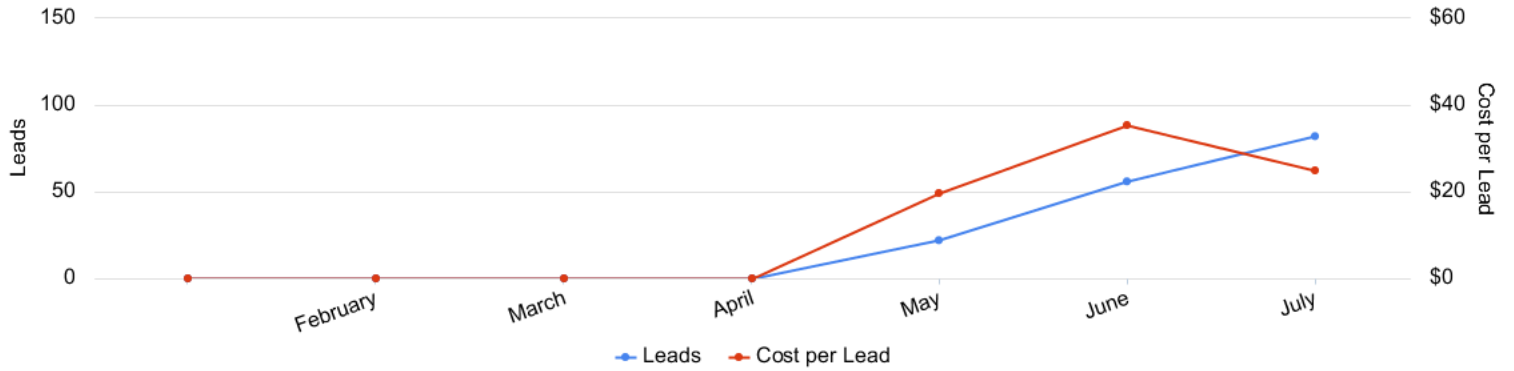
Gender Performance Summary  
Elite Derm

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Elite Derm	\$2,043.02	67,407	35,640	1,817	4.75%	1.89	82
> Female	\$2,043.02	67,407	35,640	1,817	4.75%	1.89	0
> Unknown	\$0.00	0	0	0	--	0	0

# Year-to-Date Performance

01/01/2021 - 07/31/2021

## Year-to-Date Trend Elite Derm



## Historical table (by month) Elite Derm

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Elite Derm	\$4,456.51	3,595	139,308	59,145	2.36	4.61%	160	\$27.85
> 2021-05-01 - 2021-05-31	\$432.96	375	15,843	11,404	1.39	4.65%	22	\$19.68
> 2021-06-01 - 2021-06-30	\$1,980.53	1,403	56,058	29,907	1.87	4.42%	56	\$35.37
> 2021-07-01 - 2021-07-31	\$2,043.02	1,817	67,407	35,640	1.89	4.75%	82	\$24.91