

# Summary

06/01/2021 - 06/30/2021

Impressions  
78781504

**82,050**

22,414 266.07%

Reach  
78781504

**42,402**

16,209 161.60%

Inline Link Clicks  
78781504

**3,015**

1,000 201.50%

Amount Spent  
78781504

**\$986.60**

\$230.85 327.38%

CPC (Link)  
78781504

**\$0.33**

\$0.23 43.48%

Leads  
78781504

**29**

7 314.29%

CPA  
78781504

**\$34.02**

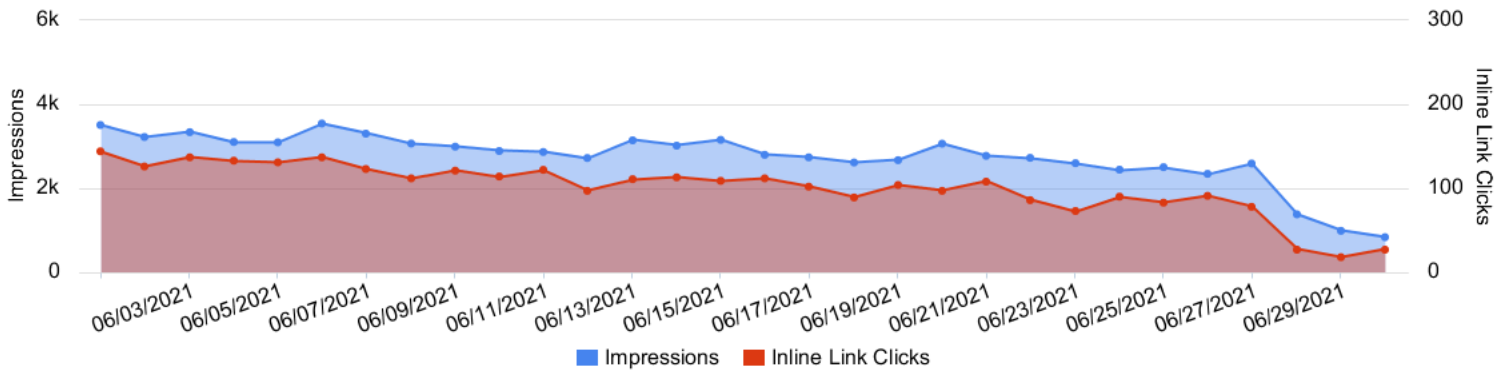
\$32.98 3.15%

Outbound Clicks  
78781504

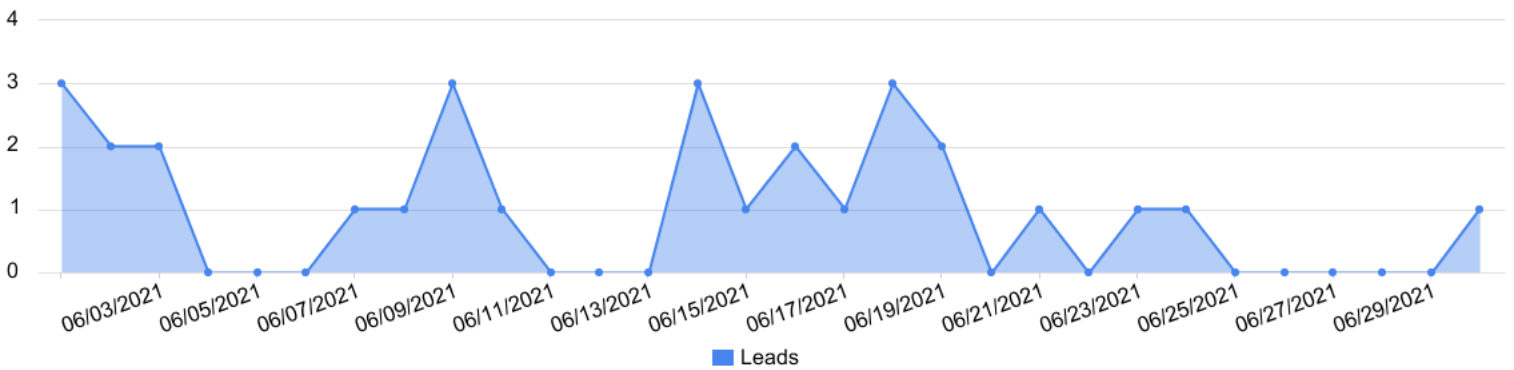
**3,014**

999 201.70%

Impressions vs Inline Link Clicks  
78781504



Conversions by day  
78781504



# Account performance

06/01/2021 - 06/30/2021

## Overall performance

78781504

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$986.60	\$230.85	327.38%
Inline Link Clicks	3,015	1,000	201.50%
Impressions	82,050	22,414	266.07%
Reach	42,402	16,209	161.60%
Frequency	1.94	1.38	39.94%
CTR (All)	6.11%	7.91%	-22.75%
Leads	29	7	314.29%
cost_per_action_type:lead	\$34.02	\$32.98	3.15%

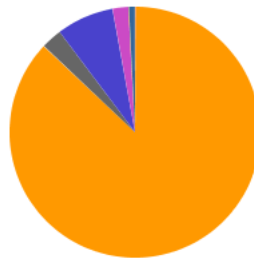
## Engagement performance

78781504

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	17	5	240.00%
Post Reactions	125	60	108.33%
Post Shares	16	7	128.57%

## Reach by placement

78781504



- Audience Network - An Classic - Reach: 5 (0.01%)
 ■ Facebook - Facebook Stories - Reach: 40 (0.09%)
- Facebook - Feed - Reach: 38,986 (86.93%)
 ■ Facebook - Instream Video - Reach: 9 (0.02%)
 ■ Facebook - Marketplace - Reach: 1,208 (2.69%)
- Facebook - Video Feeds - Reach: 3,313 (7.39%)
 ■ Instagram - Feed - Reach: 912 (2.03%)
 ■ Instagram - Instagram Explore - Reach: 40 (0.09%)
- Instagram - Instagram Stories - Reach: 336 (0.75%)

## Placement performance

78781504

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
78781504, USD	\$986.60	3,015	82,050	42,402	1.94	6.11%	29	\$34.02
> Facebook - Feed	\$880.16	2,781	73,322	38,986	1.88	6.42%	0	\$0.00
> Facebook - Video Feeds	\$53.24	158	5,175	3,313	1.56	4.17%	0	\$0.00
> Facebook - Marketplace	\$18.96	58	2,008	1,208	1.66	2.99%	0	\$0.00

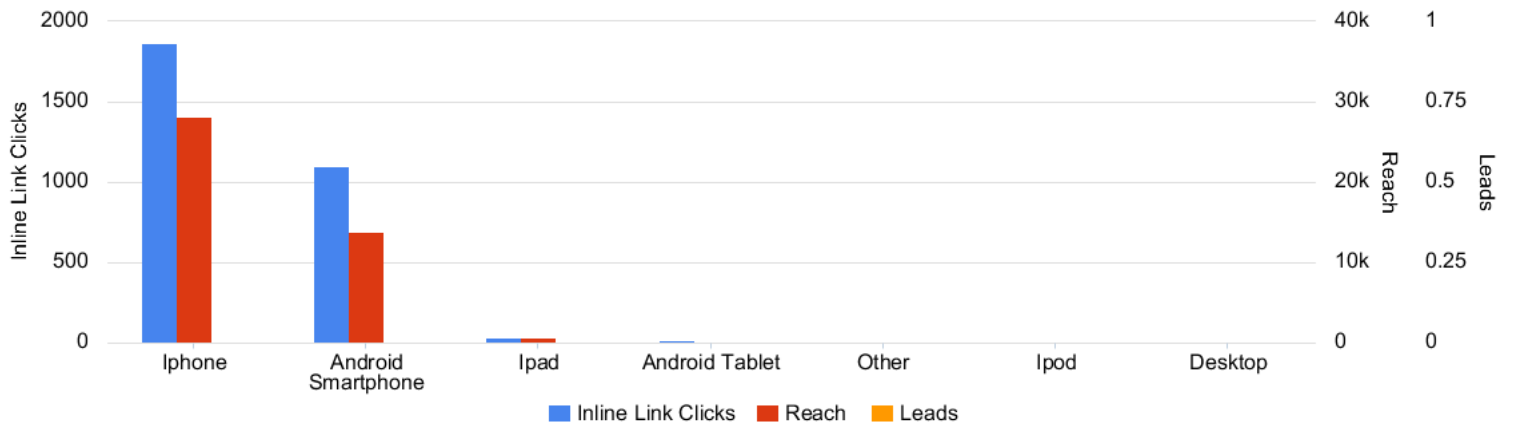
# Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Instagram - Feed	\$25.39	11	1,040	912	1.14	1.44%	0	\$0.00
> Instagram - Instagram Stories	\$6.18	4	375	336	1.12	2.93%	0	\$0.00
> Facebook - Search	\$0.30	1	18	0	0	11.11%	0	\$0.00
> Facebook - Instant Article	\$0.08	1	10	0	0	10.00%	0	\$0.00
> Facebook - Facebook Stories	\$1.51	1	46	40	1.15	2.17%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Instagram - Instagram Explore	\$0.44	0	42	40	1.05	0.00%	0	\$0.00
> Facebook - Instream Video	\$0.27	0	9	9	1	0.00%	0	\$0.00
> Audience Network - An Classic	\$0.07	0	5	5	1	0.00%	0	\$0.00

## Device performance

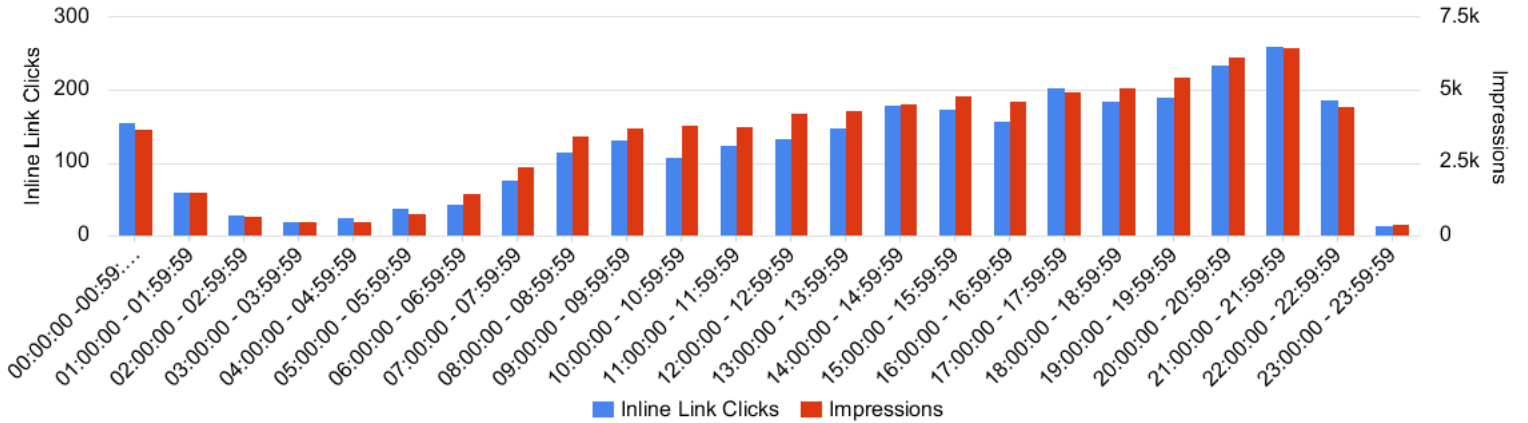
78781504



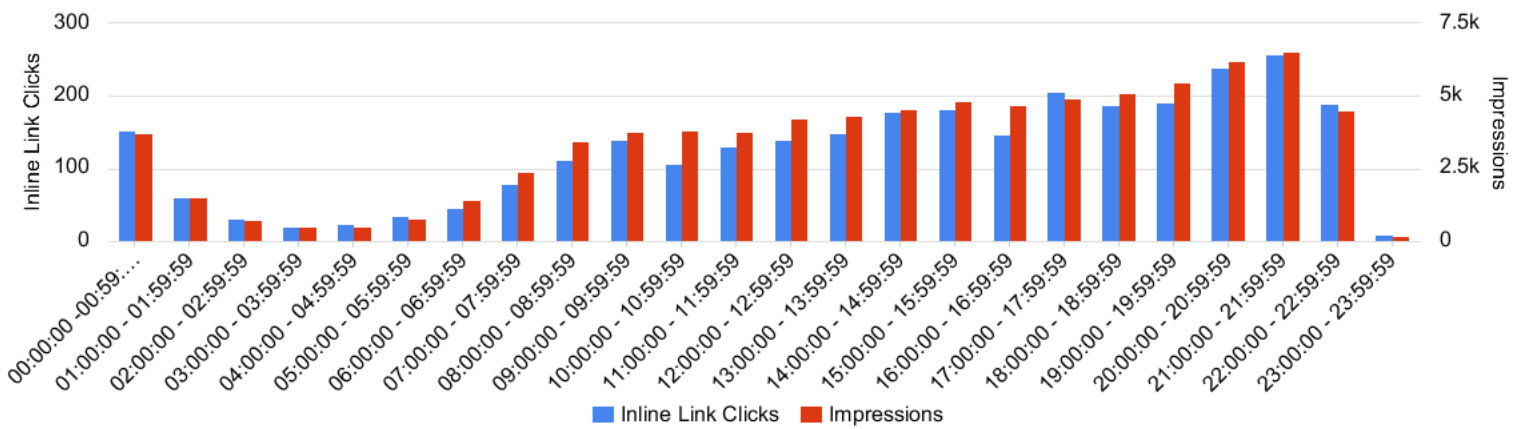
# Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)  
78781504




Time of Day (Ad Account)  
78781504







# Campaign performance

06/01/2021 - 06/30/2021

 Campaign performance  
78781504

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - LP Views	Paused	\$895.83	2,954	79,258	40,778	1.94	6.16%	28	\$31.99
Coolsculpting - Conversions	Active	\$90.77	61	2,792	2,182	1.28	4.84%	1	\$90.77
<b>Total</b>		<b>\$986.60</b>	<b>3,015</b>	<b>82,050</b>	<b>42,402</b>	<b>1.94</b>	<b>6.11%</b>	<b>29</b>	<b>\$34.02</b>

 Top ads performance  
78781504

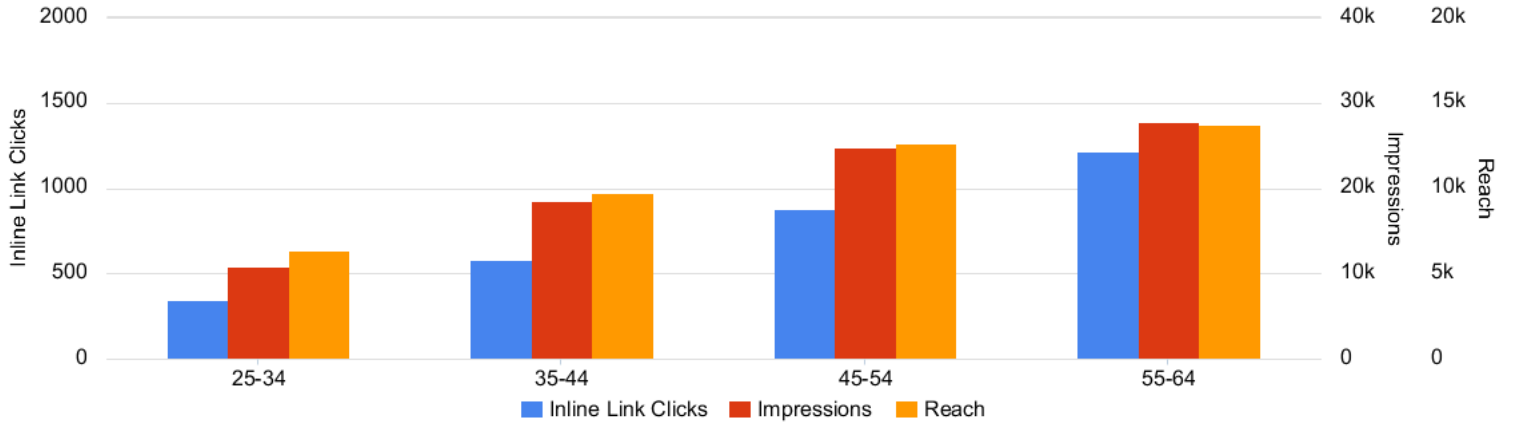
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-05 - CS - UGC - Sitting		Coolsculpting - LP Views	\$549.38	1,879	44,812	30,296	1.48	6.13%	16	\$34.34
2021-05 - CS - UGC - Standing		Coolsculpting - LP Views	\$346.45	1,075	34,446	20,317	1.7	6.19%	12	\$28.87
2021-05 - CS - UGC - Standing		Coolsculpting - Conversions	\$77.54	58	2,300	1,870	1.23	5.26%	1	\$77.54
2021-05 - CS - UGC - Sitting		Coolsculpting - Conversions	\$13.23	3	492	447	1.1	2.85%	0	\$0.00
<b>Total</b>			<b>\$986.60</b>	<b>3,015</b>	<b>82,050</b>	<b>42,402</b>	<b>1.94</b>	<b>6.11%</b>	<b>29</b>	<b>\$34.02</b>

# Audience performance

06/01/2021 - 06/30/2021

## Age performance

78781504



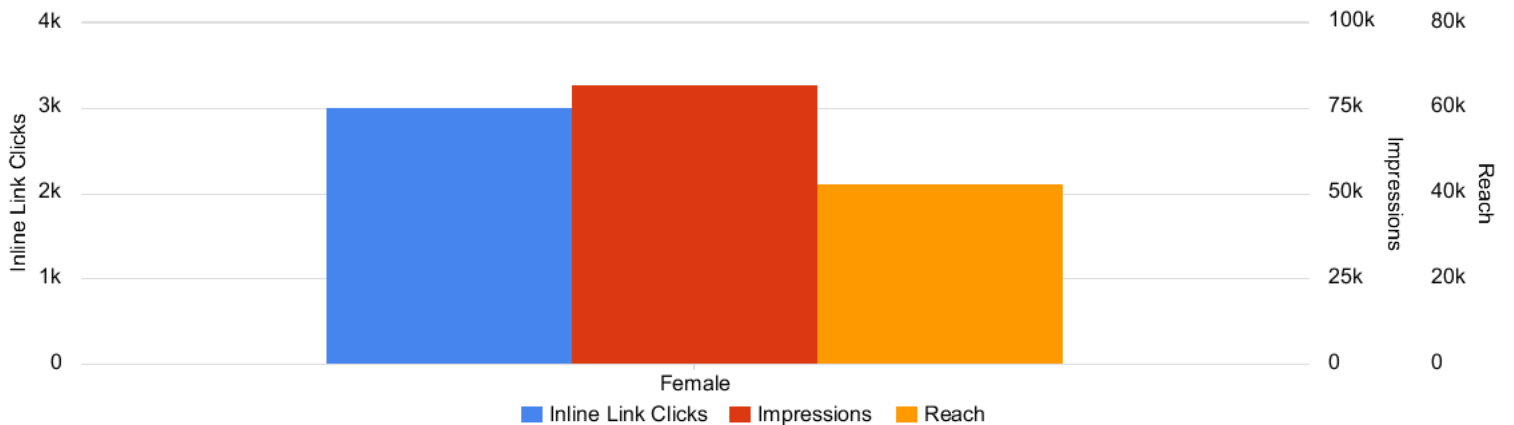
## Age performance

78781504

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
78781504, USD	\$986.60	3,015	82,050	42,402	1.94	6.11%	29	\$34.02
> 55-64	\$364.07	1,215	27,803	13,755	2.02	6.78%	0	\$0.00
> 45-54	\$290.90	876	24,814	12,627	1.97	5.92%	0	\$0.00
> 35-44	\$201.89	577	18,580	9,706	1.91	5.68%	0	\$0.00
> 25-34	\$129.75	347	10,853	6,314	1.72	5.56%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

## Gender performance

78781504



## Gender performance

78781504

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
78781504, USD	\$986.60	3,015	82,050	42,402	1.94	6.11%	29	\$34.02
> Female	\$986.60	3,015	82,050	42,402	1.94	6.11%	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  
78781504

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
78781504, USD	\$1,628.25	4,047	142,827	62,332	2.29	5.44%	36	\$45.23
> 2021-06-01 - 2021-06-30	\$986.60	3,015	82,050	42,402	1.94	6.11%	29	\$34.02
> 2021-05-01 - 2021-05-31	\$230.85	1,000	22,414	16,209	1.38	7.91%	7	\$32.98
> 2021-02-01 - 2021-02-28	\$100.74	8	6,603	3,875	1.7	3.06%	0	\$0.00
> 2021-01-01 - 2021-01-31	\$310.06	24	31,760	12,355	2.57	2.46%	0	\$0.00