

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
78781504

**\$1,019.39**

\$986.61 3.32%

Impressions  
78781504

**34,767**

82,051 -57.63%

Reach  
78781504

**18,318**

42,402 -56.80%

Clicks (Link)  
78781504

**552**

3,015 -81.69%

Leads  
78781504

**36**

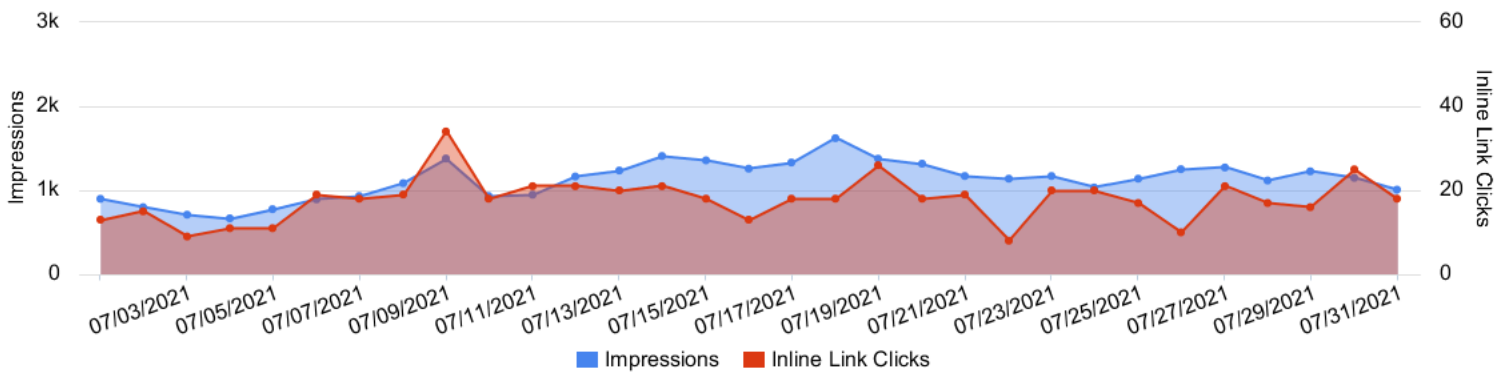
29 24.14%

Cost / Lead  
78781504

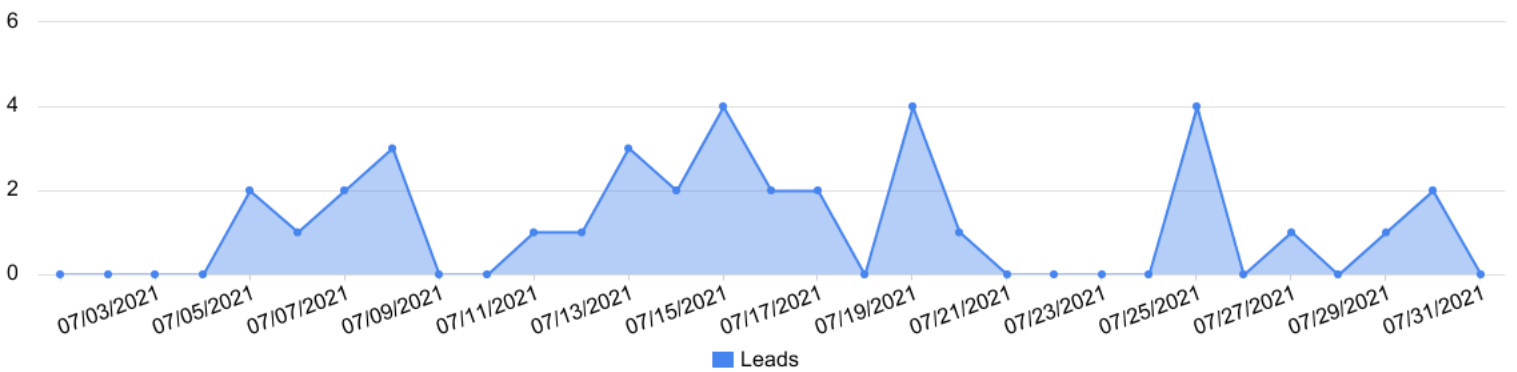
**\$28.32**

\$34.02 -16.75%

Impressions vs Inline Link Clicks  
78781504




Conversions by day  
78781504




# Month-Over-Month Performance Comparison

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

 Overall Performance Summary  
78781504

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,019.39	\$986.61	3.32%
Impressions	34,767	82,051	-57.63%
Reach	18,318	42,402	-56.80%
Clicks	552	3,015	-81.69%
CTR	1.59%	3.67%	-56.79%
Frequency	1.9	1.94	-1.92%
Leads	36	29	24.14%
Cost / Lead	\$28.32	\$34.02	-16.75%

 Engagement Summary  
78781504

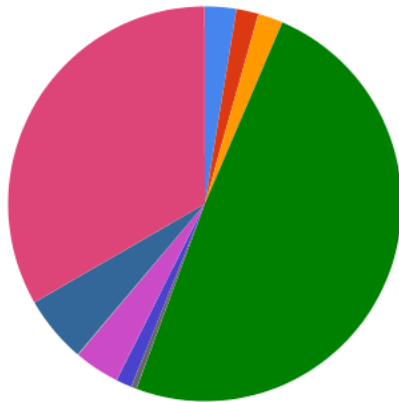
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	12	17	-29.41%
Post Reactions	124	125	-0.80%
Post Shares	15	16	-6.25%

# Placement Performance Summary

07/01/2021 - 07/31/2021

## Reach Summary (by Placement)

78781504



- Audience Network - An Classic - Reach: 516 (2.57%)
- Audience Network - Rewarded Video - Reach: 368 (1.83%)
- Facebook - Facebook Stories - Reach: 408 (2.03%)
- Facebook - Feed - Reach: 9,877 (49.23%)
- Facebook - Instant Article - Reach: 88 (0.44%)
- Facebook - Instream Video - Reach: 264 (1.32%)
- Facebook - Marketplace - Reach: 748 (3.73%)
- Facebook - Search - Reach: 8 (0.04%)
- Facebook - Video Feeds - Reach: 1,100 (5.48%)
- Instagram - Feed - Reach: 6,685 (33.32%)

## Placement Performance (by Leads)

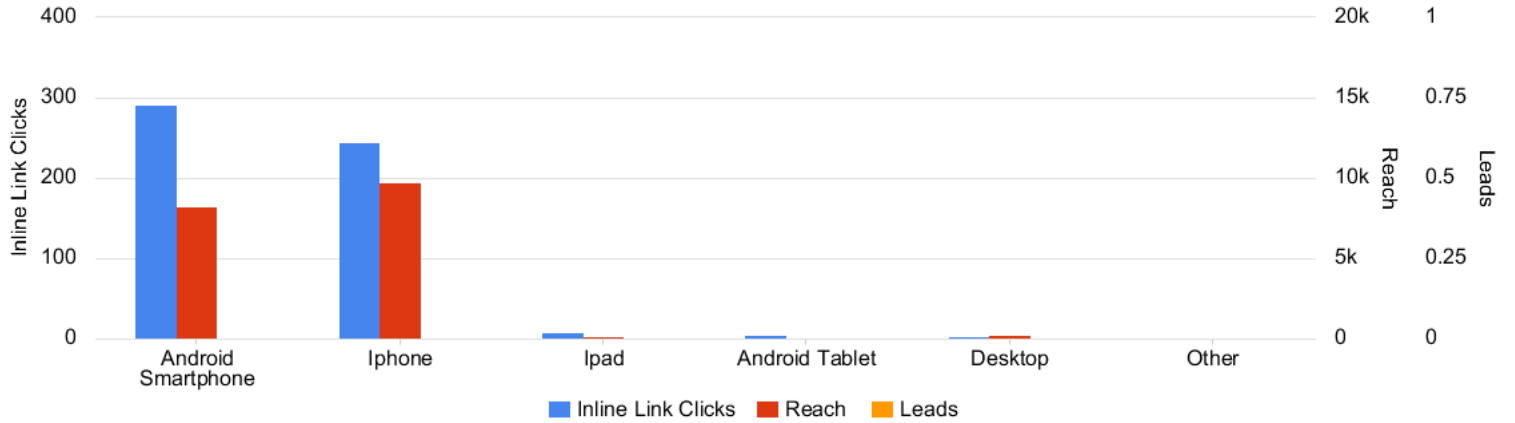
78781504

Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
78781504, USD	\$1,019.39	552	34,767	18,318	1.9	3.37%	36	\$28.32
> Audience Network - An Classic	\$61.04	18	1,068	516	2.07	1.59%	0	\$0.00
> Audience Network - Rewarded Video	\$41.13	18	643	368	1.75	2.80%	0	\$0.00
> Facebook - Facebook Stories	\$23.67	5	588	408	1.44	0.85%	0	\$0.00
> Facebook - Feed	\$511.01	339	16,842	9,877	1.71	5.24%	0	\$0.00
> Facebook - Instant Article	\$3.09	2	147	88	1.67	1.36%	0	\$0.00
> Facebook - Instream Video	\$7.29	6	283	264	1.07	2.12%	0	\$0.00
> Facebook - Marketplace	\$37.56	34	1,520	748	2.03	2.43%	0	\$0.00
> Facebook - Search	\$0.23	1	8	8	1	12.50%	0	\$0.00
> Facebook - Video Feeds	\$41.80	34	1,647	1,100	1.5	3.58%	0	\$0.00
> Instagram - Feed	\$254.43	74	9,970	6,685	1.49	1.09%	0	\$0.00
> Instagram - Instagram Explore	\$4.63	4	475	388	1.22	1.05%	0	\$0.00
> Instagram - Instagram Stories	\$32.95	17	1,563	1,140	1.37	1.92%	0	\$0.00
> Messenger - Messenger Stories	\$0.55	0	13	8	1.62	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  
78781504



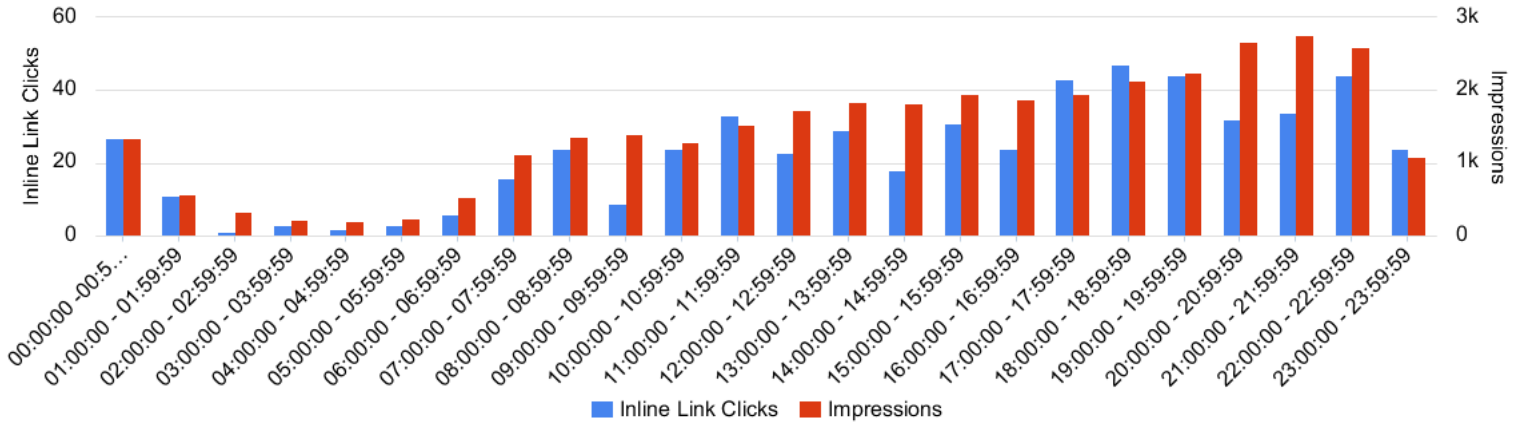
Device Platform Performance  
78781504

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
78781504, USD	\$1,019.39	34,767	552	3.37%	18,318	1.9	36
> Mobile App	\$995.90	34,068	547	3.36%	17,858	1.91	0
> Desktop	\$10.39	317	3	1.58%	244	1.3	0
> Mobile Web	\$13.10	382	2	5.76%	280	1.36	0
> Unknown	\$0.00	0	0	--	0	0	0

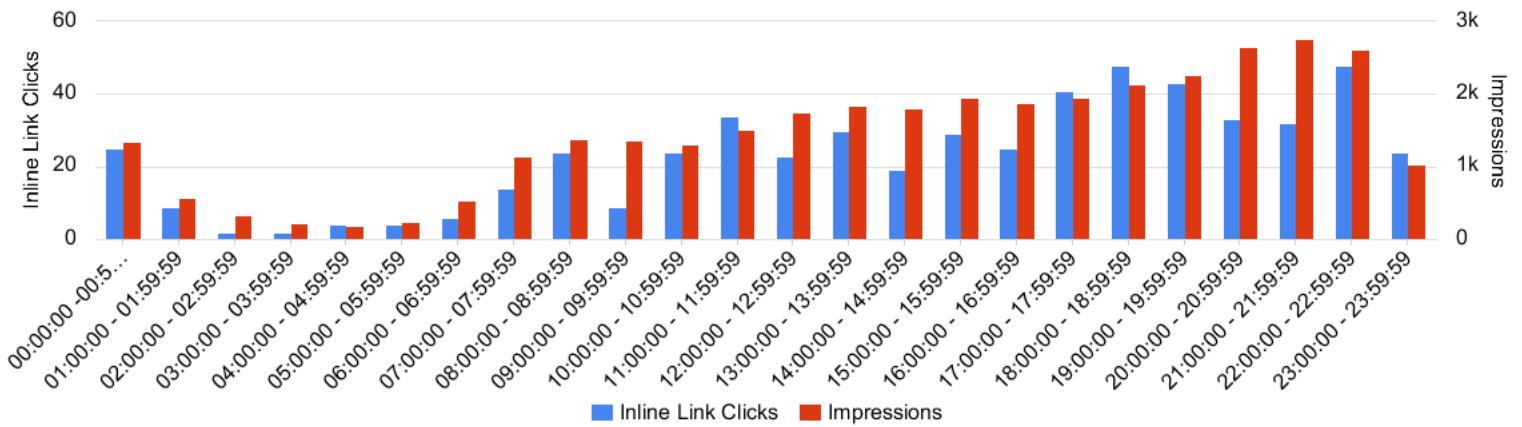
# Schedule Performance

07/01/2021 - 07/31/2021

Time of Day (Viewer)  
78781504




Time of Day (Ad Account)  
78781504



## Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown  
78781504

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,019.39	34,767	552	36	\$28.32
<b>Total</b>	<b>\$1,019.39</b>	<b>34,767</b>	<b>552</b>	<b>36</b>	<b>\$28.32</b>

## Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021



 Top Performing Ad Sets  
78781504

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women - 25-64 - 15mi Radius	Coolsculpting - Conversions	\$1,019.39	34,767	552	36	\$28.32
	<b>Total</b>	<b>\$1,019.39</b>	<b>34,767</b>	<b>552</b>	<b>36</b>	<b>\$28.32</b>

# Ad Performance Summary

07/01/2021 - 07/31/2021

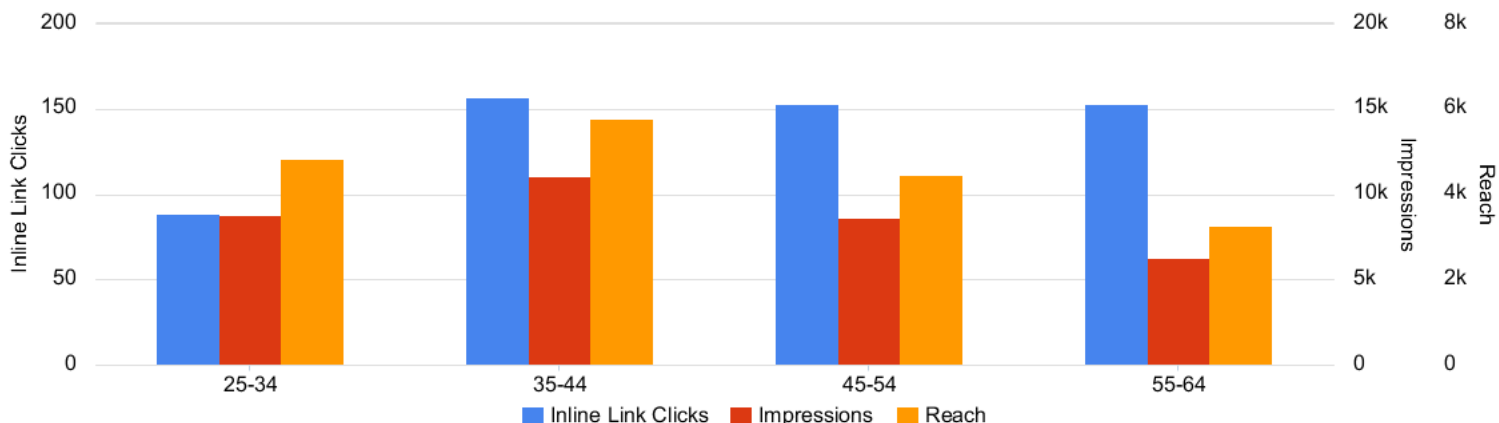
 Top Performing Ads (by Leads)  
78781504

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 - Standing		Coolsculpting - Conversions	\$869.24	447	29,652	16,289	1.82	3.41%	31	\$28.04
2021-05 - CS - UGC - Sitting		Coolsculpting - Conversions	\$150.15	105	5,115	3,657	1.4	3.17%	5	\$30.03
<b>Total</b>			<b>\$1,019.39</b>	<b>552</b>	<b>34,767</b>	<b>18,318</b>	<b>1.9</b>	<b>3.37%</b>	<b>36</b>	<b>\$28.32</b>

# Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart  
78781504



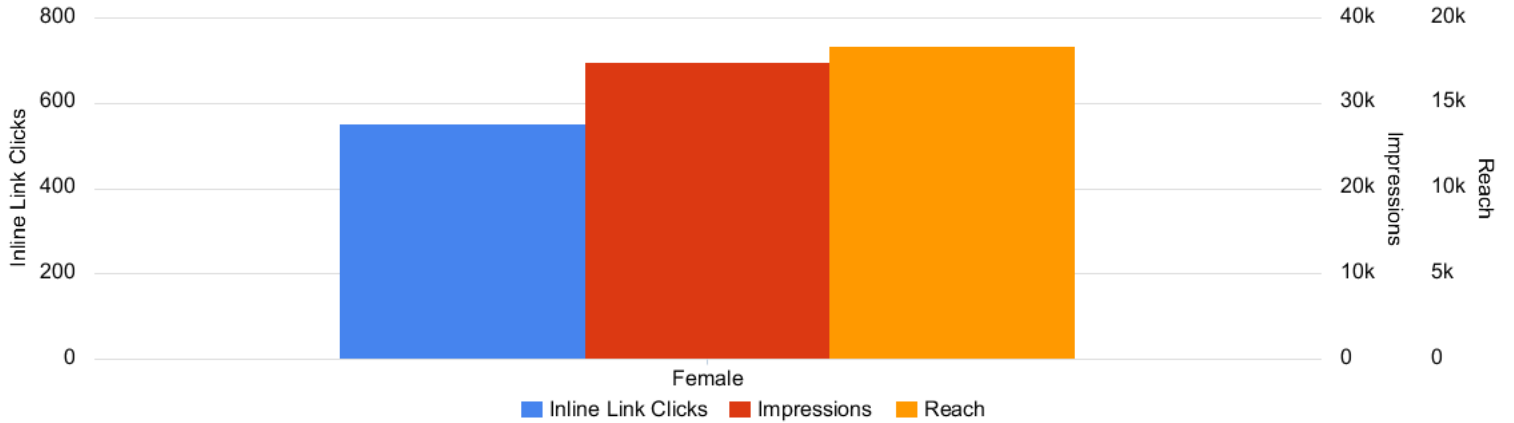
Age Performance Summary  
78781504

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
78781504, USD	\$1,019.39	34,767	18,318	552	3.37%	1.9	36
> 25-34	\$189.47	8,769	4,816	89	2.55%	1.82	0
> 35-44	\$277.40	11,057	5,784	157	3.17%	1.91	0
> 45-54	\$304.39	8,663	4,444	153	3.66%	1.95	0
> 55-64	\$248.12	6,278	3,272	153	4.46%	1.92	0
> Unknown	\$0.00	0	0	0	--	0	0

# Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart  
78781504



Gender Performance Summary  
78781504

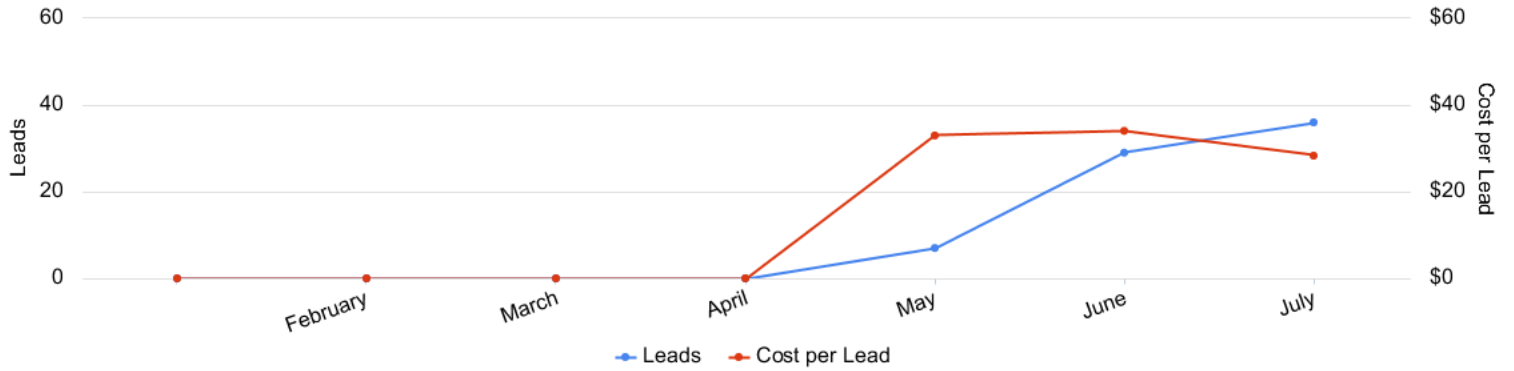
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
78781504, USD	\$1,019.39	34,767	18,318	552	3.37%	1.9	36
> Female	\$1,019.39	34,767	18,318	552	3.37%	1.9	0
> Unknown	\$0.00	0	0	0	--	0	0

# Year-to-Date Performance

01/01/2021 - 07/31/2021

## Year-to-Date Trend

78781504



## Historical table (by month)

78781504

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
78781504, USD	\$2,647.65	4,599	177,595	76,125	2.33	5.04%	72	\$36.77
> 2021-01-01 - 2021-01-31	\$310.06	24	31,760	12,355	2.57	2.46%	0	\$0.00
> 2021-02-01 - 2021-02-28	\$100.74	8	6,603	3,875	1.7	3.06%	0	\$0.00
> 2021-05-01 - 2021-05-31	\$230.85	1,000	22,414	16,209	1.38	7.91%	7	\$32.98
> 2021-06-01 - 2021-06-30	\$986.61	3,015	82,051	42,402	1.94	6.11%	29	\$34.02
> 2021-07-01 - 2021-07-31	\$1,019.39	552	34,767	18,318	1.9	3.37%	36	\$28.32