

Summary

06/01/2021 - 06/30/2021

Impressions
Hawaii Aesthetics

94,012
79,830 17.77%

Reach
Hawaii Aesthetics

45,159
34,300 31.66%

Inline Link Clicks
Hawaii Aesthetics

1,399
1,284 8.96%

Amount Spent
Hawaii Aesthetics

\$1,796.66
\$1,586.62 13.24%

CPC (Link)
Hawaii Aesthetics

\$1.28
\$1.24 3.23%

Leads
Hawaii Aesthetics

92
136 -32.35%

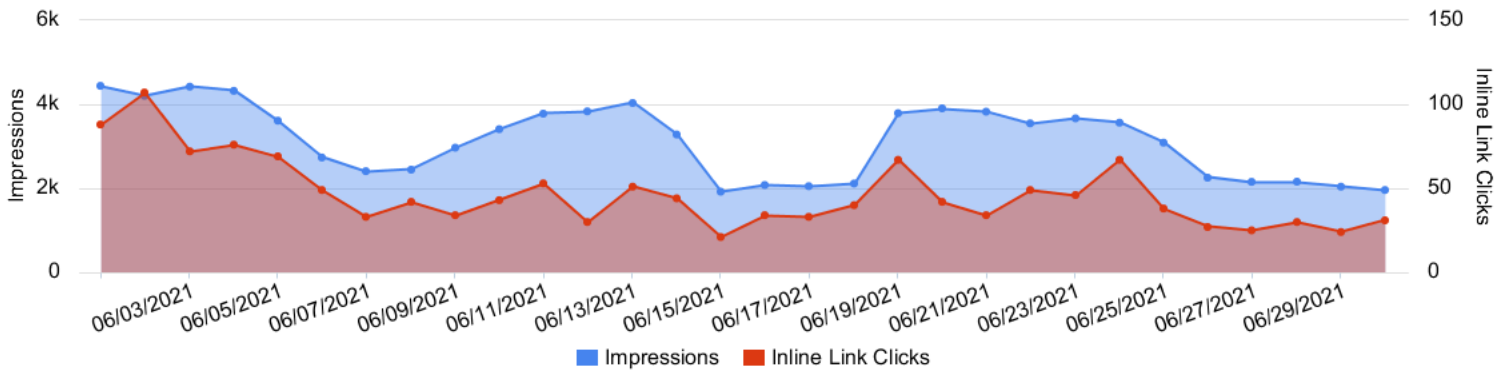
CPA
Hawaii Aesthetics

\$19.53
\$11.67 67.35%

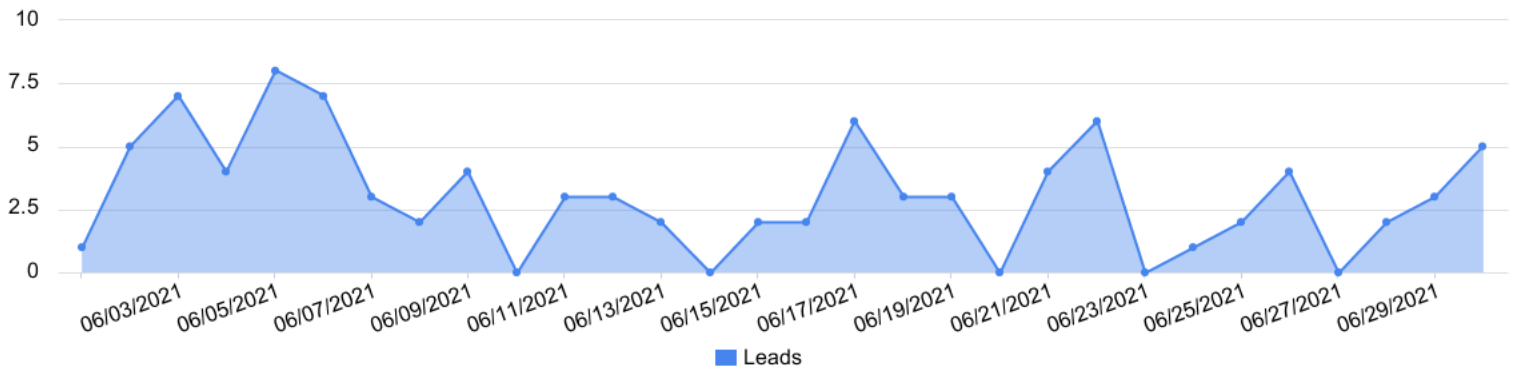
Outbound Clicks
Hawaii Aesthetics

923
1,267 -27.15%

Impressions vs Inline Link Clicks
Hawaii Aesthetics



Conversions by day
Hawaii Aesthetics



Account performance

06/01/2021 - 06/30/2021

Overall performance

Hawaii Aesthetics

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$1,796.66	\$1,586.62	13.24%
Inline Link Clicks	1,399	1,284	8.96%
Impressions	94,012	79,830	17.77%
Reach	45,159	34,300	31.66%
Frequency	2.08	2.33	-10.55%
CTR (All)	2.43%	3.09%	-21.43%
Leads	92	136	-32.35%
cost_per_action_type:lead	\$19.53	\$11.67	67.35%

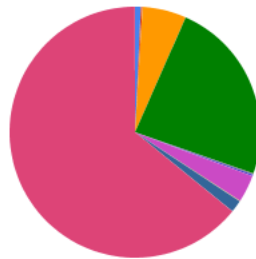
Engagement performance

Hawaii Aesthetics

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	21	9	133.33%
Post Reactions	253	162	56.17%
Post Shares	34	24	41.67%

Reach by placement

Hawaii Aesthetics



- Audience Network - An Classic - Reach: 352 (0.76%)
- Audience Network - Rewarded Video - Reach: 96 (0.21%)
- Facebook - Facebook Stories - Reach: 2,625 (5.67%)
- Facebook - Feed - Reach: 10,972 (23.71%)
- Facebook - Instant Article - Reach: 56 (0.12%)
- Facebook - Instream Video - Reach: 104 (0.22%)
- Facebook - Marketplace - Reach: 1,625 (3.51%)
- Facebook - Search - Reach: 32 (0.07%)
- Facebook - Video Feeds - Reach: 728 (1.57%)
- Instagram - Feed - Reach: 29,682 (64.15%)

Placement performance

Hawaii Aesthetics

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Hawaii Aesthetics	\$1,796.66	1,399	94,012	45,159	2.08	2.43%	92	\$19.53
> Instagram - Feed	\$928.66	749	49,987	29,682	1.68	1.52%	0	\$0.00
> Facebook - Feed	\$525.05	408	21,606	10,972	1.97	5.52%	0	\$0.00
> Instagram - Instagram Stories	\$125.93	84	7,876	5,242	1.5	1.09%	0	\$0.00

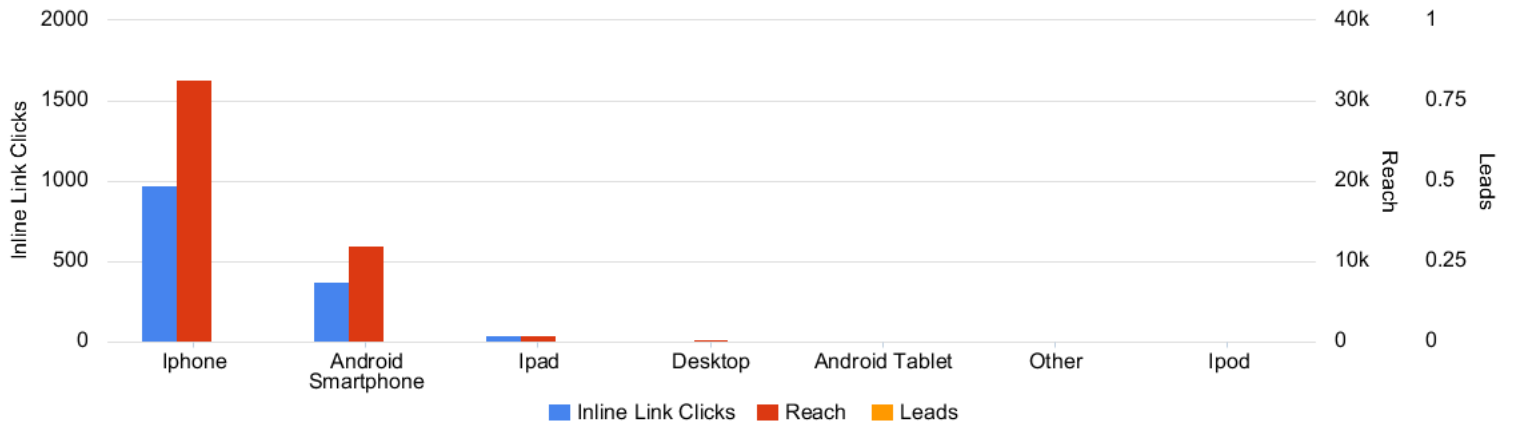
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Facebook - Facebook Stories	\$81.05	50	4,202	2,625	1.6	1.43%	0	\$0.00
> Instagram - Instagram Explore	\$34.82	35	4,801	3,641	1.32	0.75%	0	\$0.00
> Facebook - Marketplace	\$48.33	26	3,291	1,625	2.03	2.67%	0	\$0.00
> Facebook - Video Feeds	\$16.15	19	1,131	728	1.55	2.65%	0	\$0.00
> Audience Network - An Classic	\$24.78	18	636	352	1.81	2.83%	0	\$0.00
> Facebook - Search	\$0.78	4	46	32	1.44	8.70%	0	\$0.00
> Audience Network - Rewarded Video	\$6.95	4	201	96	2.09	1.99%	0	\$0.00
> Facebook - Instream Video	\$3.07	1	149	104	1.43	0.67%	0	\$0.00
> Facebook - Instant Article	\$0.75	1	72	56	1.29	2.78%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$0.35	0	14	0	0	0.00%	0	\$0.00

Device performance

Hawaii Aesthetics

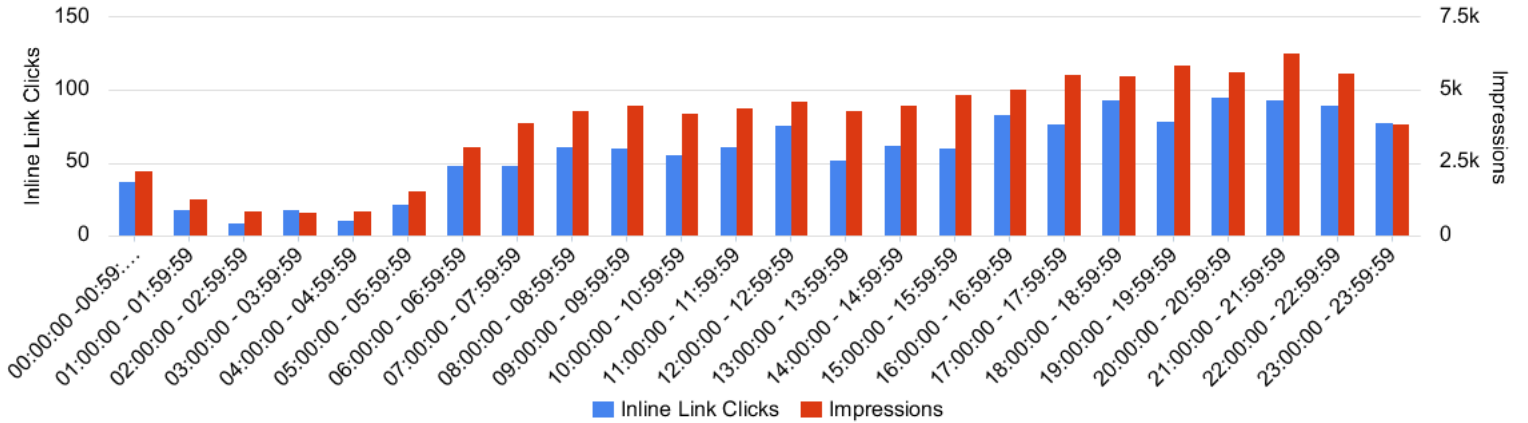


Schedule performance

06/01/2021 - 06/30/2021

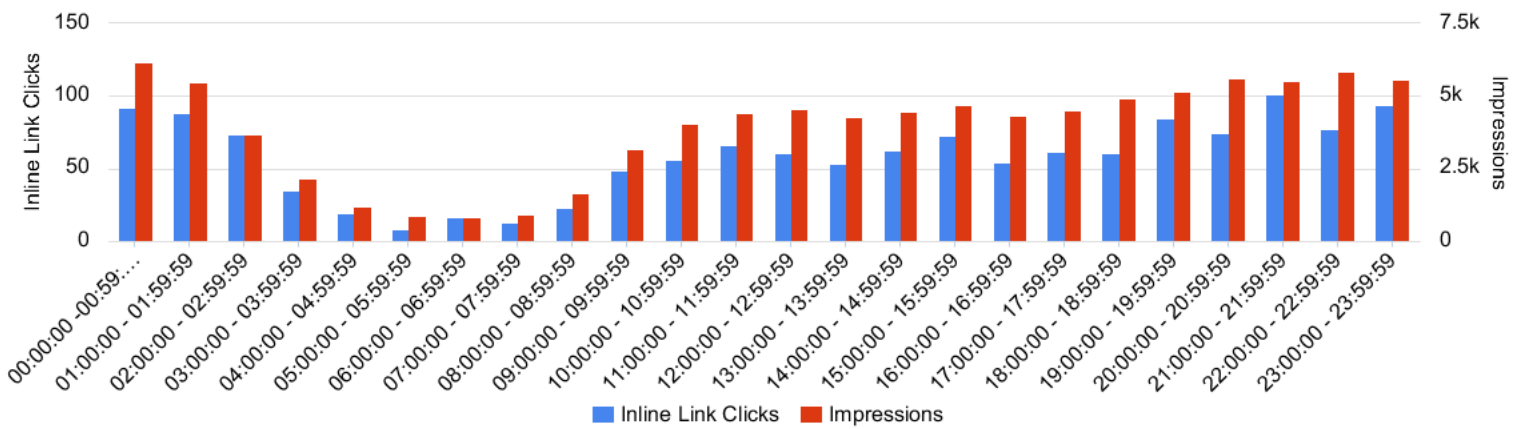
Time of Day (Viewer)

Hawaii Aesthetics



Time of Day (Ad Account)

Hawaii Aesthetics



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance
Hawaii Aesthetics



Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$1,499.23	924	66,108	31,202	2.12	2.72%	92	\$16.30
Instagram Post: We are humbled to have received...	Active	\$92.43	210	8,289	6,338	1.31	2.58%	0	\$0.00
Instagram Post: Editorial featuring Dr David Yew...	Active	\$105.00	171	11,247	8,566	1.31	1.55%	0	\$0.00
Instagram Post: Featured in the 2021 Hawaii...	Active	\$100.00	94	8,368	5,418	1.54	1.14%	0	\$0.00
Total		\$1,796.66	1,399	94,012	45,159	2.08	2.43%	92	\$19.53

Top ads performance
Hawaii Aesthetics

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-03 - CS - UGC - Standing - Copy 1		Coolsculpting - Conversions	\$632.97	392	27,757	17,310	1.6	2.84%	40	\$15.82
2021-03 - CS - UGC - Standing - Copy 2		Coolsculpting - Conversions	\$509.84	289	21,215	14,552	1.46	2.39%	27	\$18.88
Instagram Post: We are humbled to have received...		Instagram Post: We are humbled to have received...	\$92.43	210	8,289	6,338	1.31	2.58%	0	\$0.00
Instagram Post: Editorial featuring Dr David Yew...		Instagram Post: Editorial featuring Dr David Yew...	\$105.00	171	11,247	8,566	1.31	1.55%	0	\$0.00
2021-03 - CS - UGC - Sitting - Copy 1		Coolsculpting - Conversions	\$198.78	124	9,848	7,306	1.35	2.57%	12	\$16.57

Campaign performance

06/01/2021 - 06/30/2021

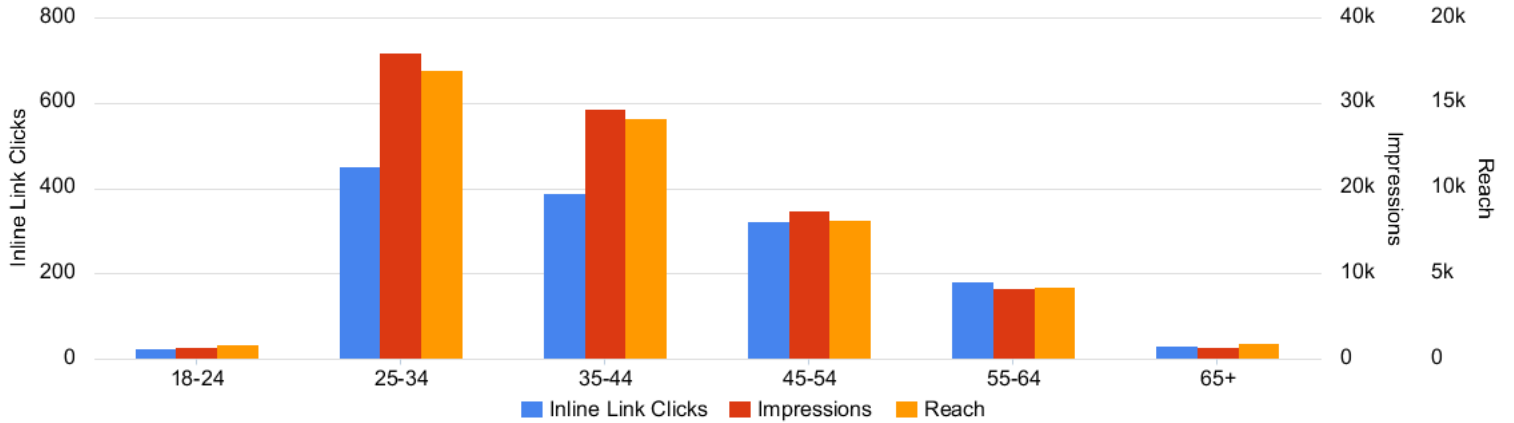
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-03 - CS - UGC - Sitting - Copy 2		Coolsculpting - Conversions	\$157.64	119	7,288	5,340	1.36	3.43%	13	\$12.13
Instagram Post: Featured in the 2021 Hawaii...		Instagram Post: Featured in the 2021 Hawaii...	\$100.00	94	8,368	5,418	1.54	1.14%	0	\$0.00
Total			\$1,796.66	1,399	94,012	45,159	2.08	2.43%	92	\$19.53

Audience performance

06/01/2021 - 06/30/2021

Age performance

Hawaii Aesthetics



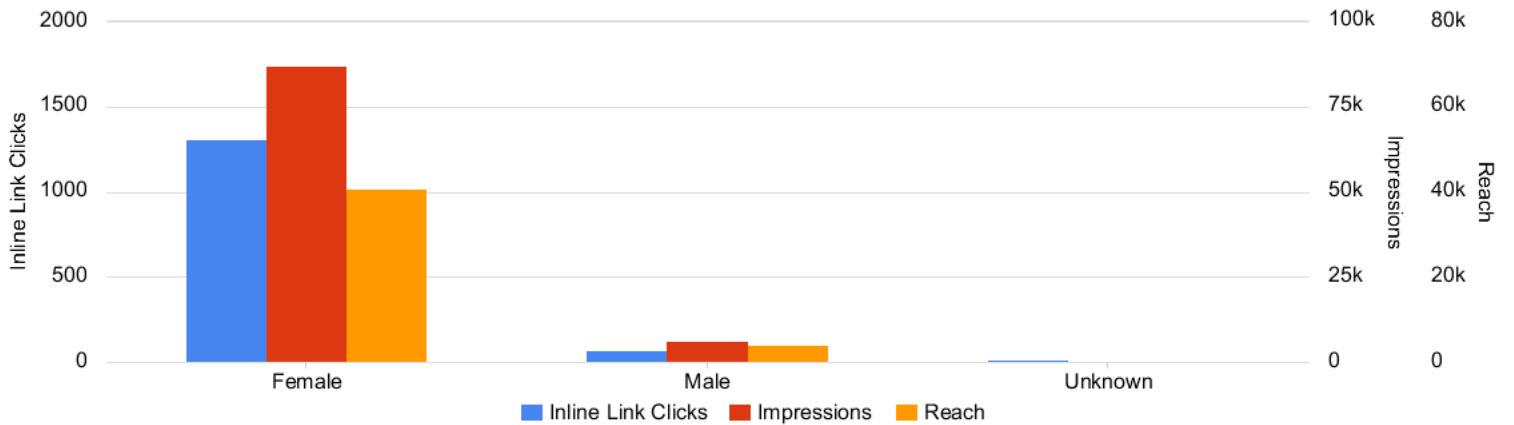
Age performance

Hawaii Aesthetics

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Hawaii Aesthetics	\$1,796.66	1,399	94,012	45,159	2.08	2.43%	92	\$19.53
> 25-34	\$571.22	453	35,926	16,902	2.13	1.99%	0	\$0.00
> 35-44	\$553.33	388	29,395	14,093	2.09	2.21%	0	\$0.00
> 45-54	\$406.71	323	17,448	8,155	2.14	3.05%	0	\$0.00
> 55-64	\$234.28	181	8,389	4,209	1.99	3.91%	0	\$0.00
> 65+	\$19.44	30	1,390	912	1.52	2.23%	0	\$0.00
> 18-24	\$11.68	24	1,464	888	1.65	1.64%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00


Gender performance

Hawaii Aesthetics



Audience performance


06/01/2021 - 06/30/2021

 Gender performance
Hawaii Aesthetics

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Hawaii Aesthetics	\$1,796.66	1,399	94,012	45,159	2.08	2.43%	92	\$19.53
> Female	\$1,738.44	1,310	87,138	40,654	2.14	2.51%	0	\$0.00
> Male	\$52.91	74	6,384	4,201	1.52	1.17%	0	\$0.00
> Unknown	\$5.31	15	490	304	1.61	3.06%	0	\$0.00

Year to date

01/01/2021 - 06/30/2021

 Performance by period
Hawaii Aesthetics

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Hawaii Aesthetics	\$5,580.51	5,494	327,795	103,407	3.17	3.25%	402	\$13.88
> 2021-06-01 - 2021-06-30	\$1,796.66	1,399	94,012	45,159	2.08	2.43%	92	\$19.53
> 2021-05-01 - 2021-05-31	\$1,586.62	1,284	79,830	34,300	2.33	3.09%	136	\$11.67
> 2021-04-01 - 2021-04-30	\$1,549.56	1,444	79,206	29,730	2.66	3.57%	138	\$11.23
> 2021-03-01 - 2021-03-31	\$276.87	508	16,353	9,349	1.75	6.40%	36	\$7.69
> 2021-02-01 - 2021-02-28	\$151.96	19	12,541	5,790	2.17	1.07%	0	\$0.00
> 2021-01-01 - 2021-01-31	\$218.84	840	45,853	28,664	1.6	4.12%	0	\$0.00