

Key Performance Indicators

07/01/2021 - 07/31/2021

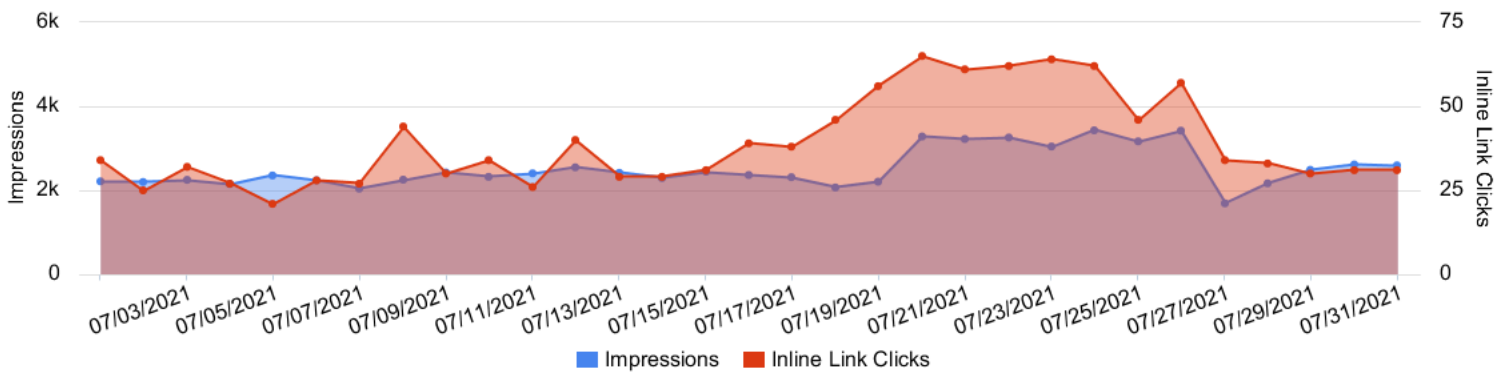
Cost
Hawaii Aesthetics

\$1,684.65
\$1,796.75 -6.24%

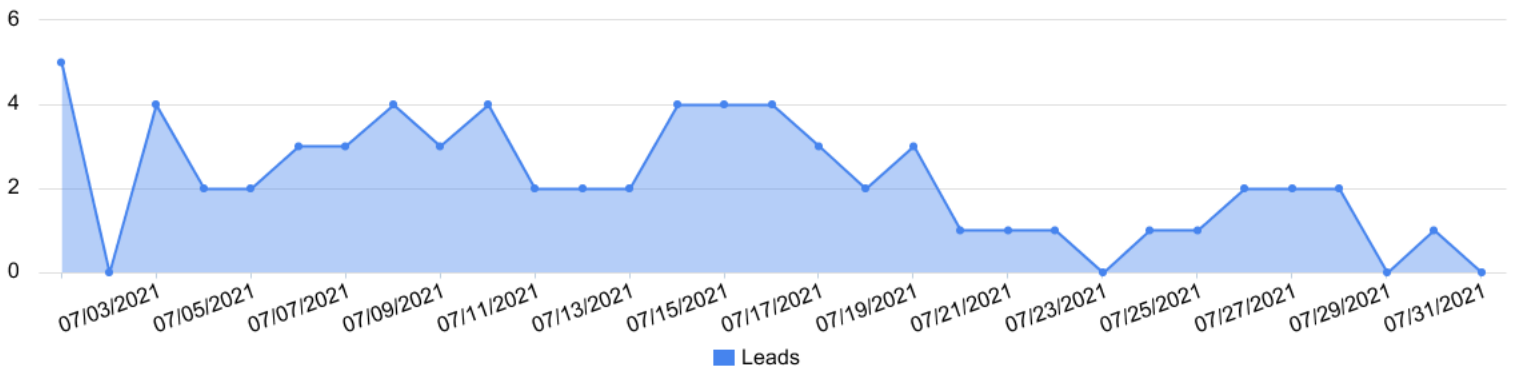
Clicks (Link)
Hawaii Aesthetics

1,212
1,400 -13.43%

Impressions vs Inline Link Clicks
Hawaii Aesthetics




Conversions by day
Hawaii Aesthetics



Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Hawaii Aesthetics

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,684.65	\$1,796.75	-6.24%
Impressions	77,893	94,018	-17.15%
Reach	38,593	45,159	-14.54%
Clicks	1,212	1,400	-13.43%
CTR	1.56%	1.49%	4.49%
Frequency	2.02	2.08	-3.06%
Leads	68	102	-33.33%
Cost / Lead	\$24.77	\$17.62	40.58%

 Engagement Summary
Hawaii Aesthetics

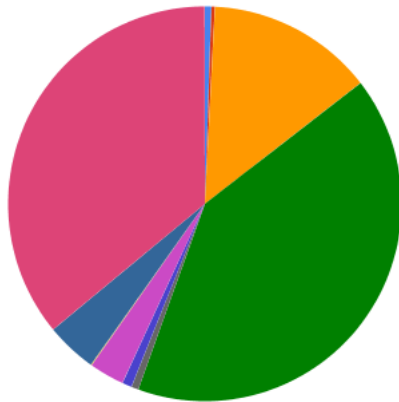
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	7	21	-66.67%
Post Reactions	117	253	-53.75%
Post Shares	13	34	-61.76%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Hawaii Aesthetics



- Audience Network - An Classic - Reach: 224 (0.54%)
- Audience Network - Rewarded Video - Reach: 112 (0.27%)
- Facebook - Facebook Stories - Reach: 5,640 (13.72%)
- Facebook - Feed - Reach: 16,848 (40.98%)
- Facebook - Instant Article - Reach: 240 (0.58%)
- Facebook - Instream Video - Reach: 328 (0.80%)
- Facebook - Marketplace - Reach: 1,184 (2.88%)
- Facebook - Search - Reach: 28 (0.07%)
- Facebook - Video Feeds - Reach: 1,720 (4.18%)
- Instagram - Feed - Reach: 14,792 (35.98%)

Placement Performance (by Leads)

Hawaii Aesthetics

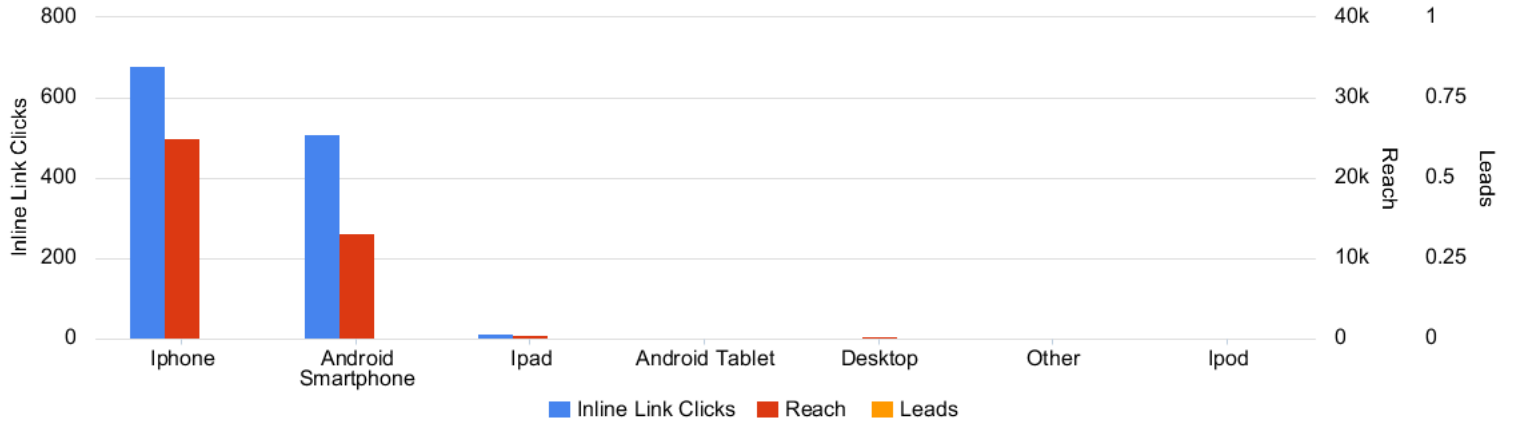
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Hawaii Aesthetics	\$1,684.65	1,212	77,893	38,593	2.02	3.06%	68	\$24.77
> Audience Network - An Classic	\$11.35	7	376	224	1.68	1.86%	0	\$0.00
> Audience Network - Rewarded Video	\$9.56	7	214	112	1.91	3.27%	0	\$0.00
> Facebook - Facebook Stories	\$219.72	94	9,692	5,640	1.72	1.30%	0	\$0.00
> Facebook - Feed	\$820.94	661	31,478	16,848	1.87	5.48%	0	\$0.00
> Facebook - Instant Article	\$3.23	7	247	240	1.03	3.24%	0	\$0.00
> Facebook - Instream Video	\$9.00	11	367	328	1.12	3.00%	0	\$0.00
> Facebook - Marketplace	\$28.43	12	2,124	1,184	1.79	1.41%	0	\$0.00
> Facebook - Search	\$0.82	1	28	28	1	3.57%	0	\$0.00
> Facebook - Video Feeds	\$44.74	36	2,526	1,720	1.47	3.21%	0	\$0.00
> Instagram - Feed	\$407.10	242	20,580	14,792	1.39	1.21%	0	\$0.00
> Instagram - Instagram Explore	\$7.61	9	947	728	1.3	0.95%	0	\$0.00
> Instagram - Instagram Stories	\$122.14	125	9,313	6,504	1.43	1.41%	0	\$0.00
> Messenger - Messenger Stories	\$0.00	0	1	0	0	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

Hawaii Aesthetics



Device Platform Performance

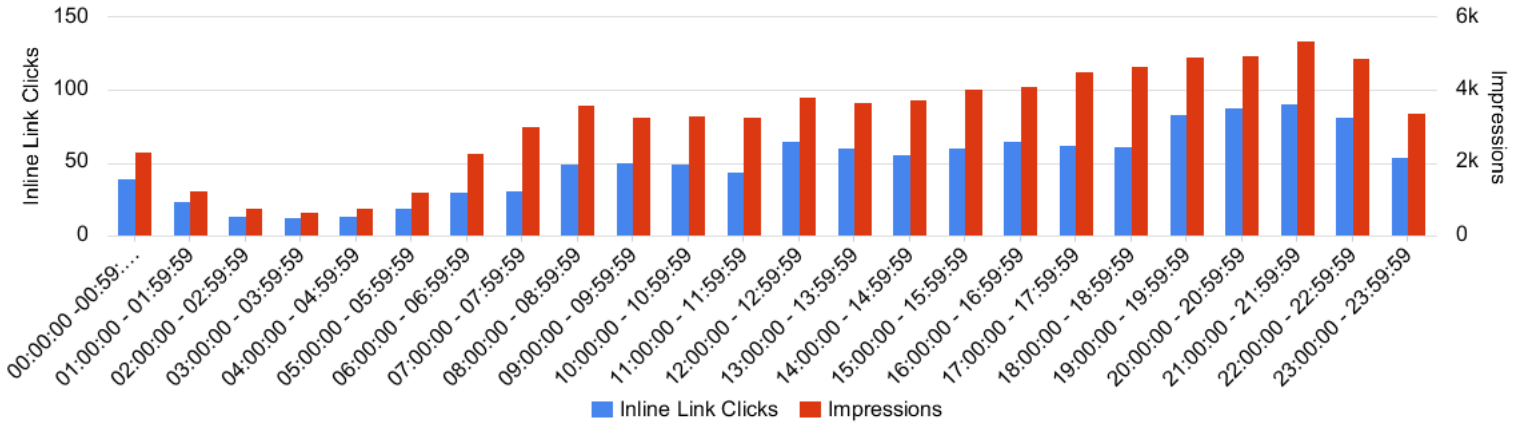
Hawaii Aesthetics

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Hawaii Aesthetics	\$1,684.65	77,893	1,212	3.06%	38,593	2.02	68
> Mobile App	\$1,640.95	76,393	1,206	3.03%	37,857	2.02	0
> Mobile Web	\$29.40	1,181	4	4.83%	576	2.05	0
> Desktop	\$14.30	319	2	2.82%	296	1.08	0
> Unknown	\$0.00	0	0	--	0	0	0

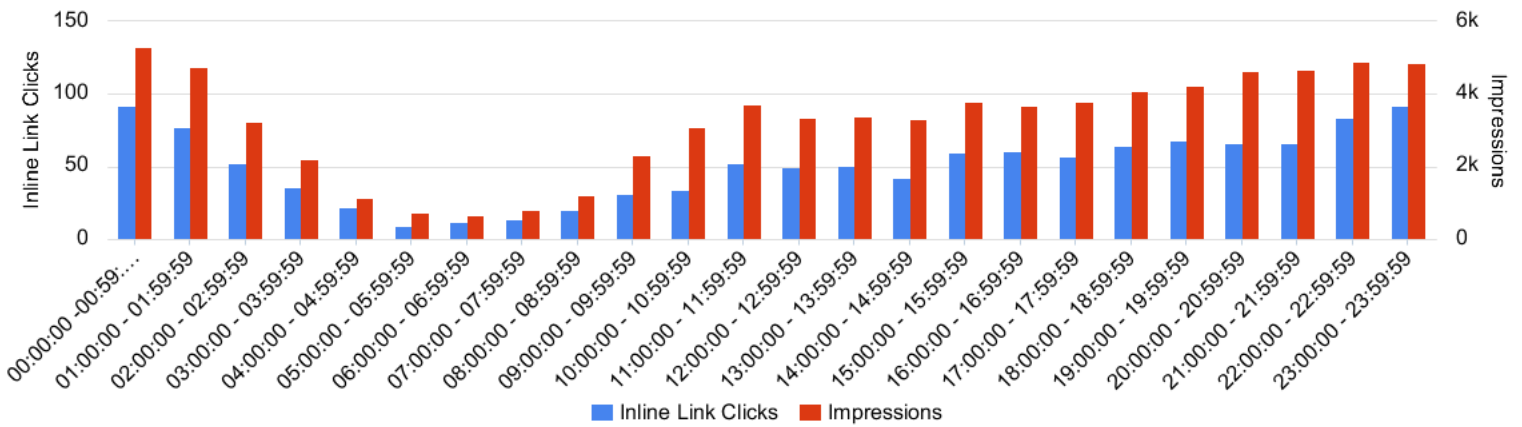
Schedule Performance

07/01/2021 - 07/31/2021

Time of Day (Viewer)
Hawaii Aesthetics




Time of Day (Ad Account)
Hawaii Aesthetics



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Hawaii Aesthetics

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,550.92	66,259	1,028	68	\$22.81
Instagram Post: Aesthetics Hawaii is honored to...	\$105.00	8,852	168	0	\$0.00
Instagram Post: Another satisfied patient with...	\$28.73	2,782	16	0	\$0.00
Total	\$1,684.65	77,893	1,212	68	\$24.77

Ad Set Performance Summary (by Leads)

07/01/2021 - 07/31/2021

 Top Performing Ad Sets
Hawaii Aesthetics

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women - 25-64 - 10mi Radius	Coolsculpting - Conversions	\$1,550.92	66,259	1,028	68	\$22.81
Instagram Post	Instagram Post: Aesthetics Hawaii is honored to...	\$105.00	8,852	168	0	\$0.00
Instagram Post	Instagram Post: Another satisfied patient with...	\$28.73	2,782	16	0	\$0.00
	Total	\$1,684.65	77,893	1,212	68	\$24.77

Ad Performance Summary

07/01/2021 - 07/31/2021

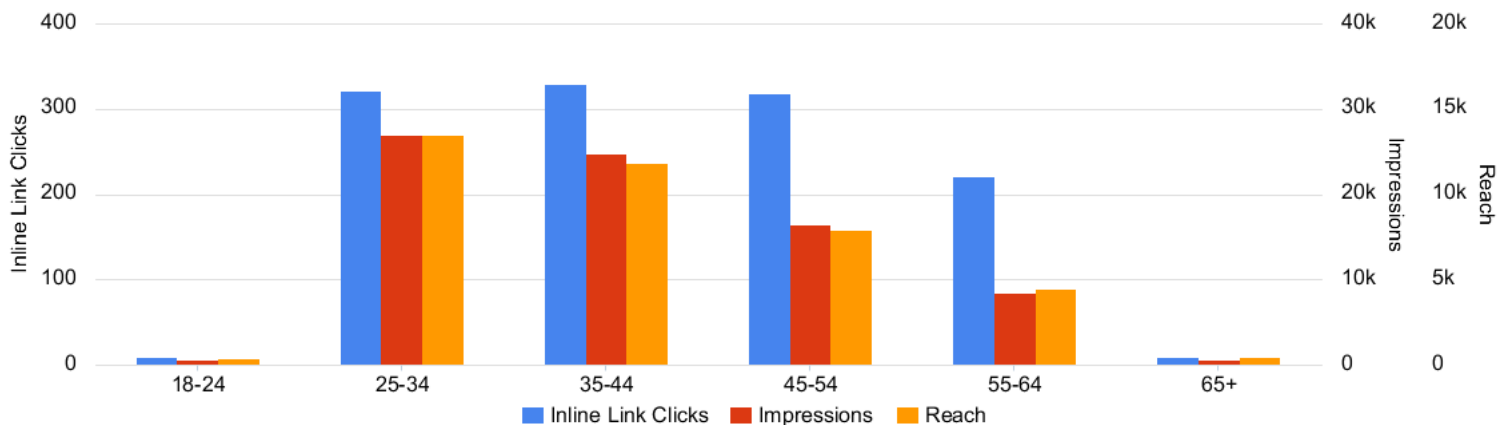
Top Performing Ads (by Leads)
Hawaii Aesthetics

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	\$683.37	405	30,352	19,485	1.56	2.80%	31	\$22.04
2021-03 - CS - UGC - Standing - Copy 2		Coolsculpting - Conversions	\$380.00	204	16,314	11,780	1.38	2.80%	25	\$15.20
2021-03 - CS - UGC - Sitting - Copy 1		Coolsculpting - Conversions	\$249.02	223	10,331	7,542	1.37	4.60%	7	\$35.57
2021-03 - CS - UGC - Sitting - Copy 2		Coolsculpting - Conversions	\$238.53	196	9,262	6,736	1.38	4.46%	5	\$47.71
Instagram Post: Aesthetics Hawaii is honored to...		Instagram Post: Aesthetics Hawaii is honored to...	\$105.00	168	8,852	5,280	1.68	1.90%	0	\$0.00
Instagram Post: Another satisfied patient with...		Instagram Post: Another satisfied patient with...	\$28.73	16	2,782	2,417	1.15	0.83%	0	\$0.00
Total			\$1,684.65	1,212	77,893	38,593	2.02	3.06%	68	\$24.77

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Hawaii Aesthetics



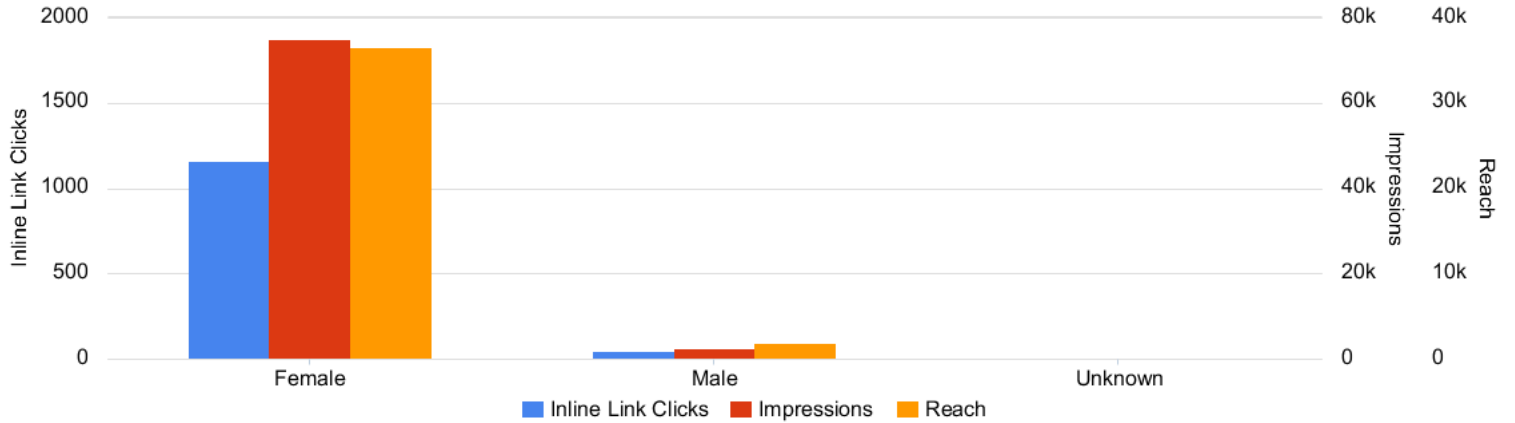
Age Performance Summary
Hawaii Aesthetics

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Hawaii Aesthetics	\$1,684.65	77,893	38,593	1,212	3.06%	2.02	68
> 18-24	\$5.70	606	368	10	1.65%	1.65	0
> 25-34	\$455.18	26,988	13,512	322	2.33%	2	0
> 35-44	\$507.01	24,805	11,816	330	2.76%	2.1	0
> 45-54	\$426.78	16,474	7,944	319	3.92%	2.07	0
> 55-64	\$280.87	8,400	4,496	221	4.82%	1.87	0
> 65+	\$9.10	620	456	10	1.61%	1.36	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Hawaii Aesthetics



Gender Performance Summary
Hawaii Aesthetics

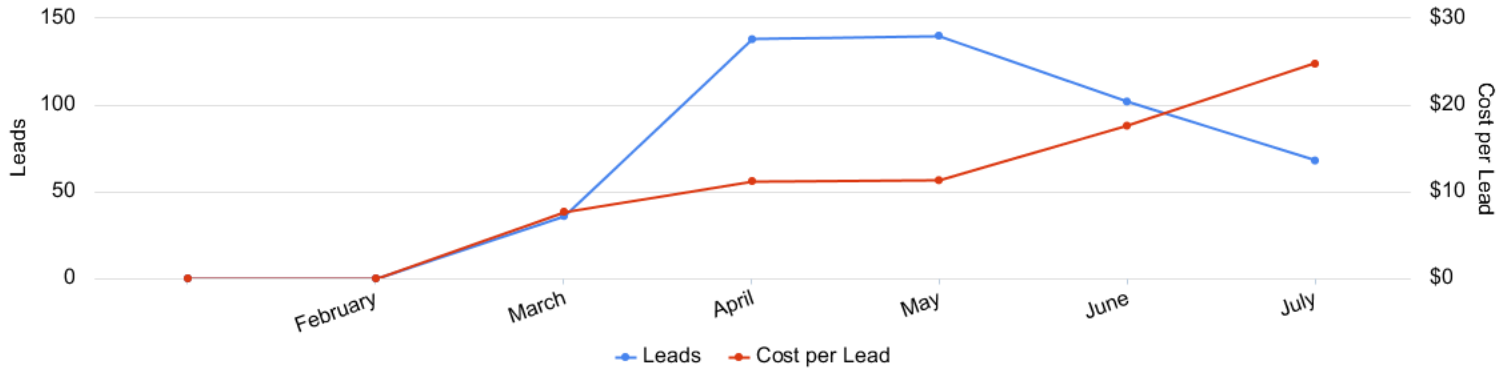
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Hawaii Aesthetics	\$1,684.65	77,893	38,593	1,212	3.06%	2.02	68
> Female	\$1,653.69	75,099	36,561	1,161	3.11%	2.05	0
> Male	\$29.20	2,642	1,952	47	1.78%	1.35	0
> Unknown	\$1.76	152	80	4	2.63%	1.9	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend

Hawaii Aesthetics



Historical table (by month)

Hawaii Aesthetics

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Hawaii Aesthetics	\$7,265.25	6,707	405,694	119,598	3.39	3.21%	484	\$15.01
> 2021-01-01 - 2021-01-31	\$218.84	840	45,853	28,664	1.6	4.12%	0	\$0.00
> 2021-02-01 - 2021-02-28	\$151.96	19	12,541	5,790	2.17	1.07%	0	\$0.00
> 2021-03-01 - 2021-03-31	\$276.87	508	16,353	9,349	1.75	6.40%	36	\$7.69
> 2021-04-01 - 2021-04-30	\$1,549.56	1,444	79,206	29,730	2.66	3.57%	138	\$11.23
> 2021-05-01 - 2021-05-31	\$1,586.62	1,284	79,830	34,300	2.33	3.09%	140	\$11.33
> 2021-06-01 - 2021-06-30	\$1,796.75	1,400	94,018	45,159	2.08	2.43%	102	\$17.62
> 2021-07-01 - 2021-07-31	\$1,684.65	1,212	77,893	38,593	2.02	3.06%	68	\$24.77