

Summary

06/01/2021 - 06/30/2021

Impressions
Health First

65,699

83,860 -21.66%

Reach
Health First

32,433

38,327 -15.38%

Inline Link Clicks
Health First

809

1,300 -37.77%

Amount Spent
Health First

\$4,981.55

\$5,151.44 -3.30%

CPC (Link)
Health First

\$6.16

\$3.96 55.56%

Leads
Health First

100

161 -37.89%

CPA
Health First

\$49.82

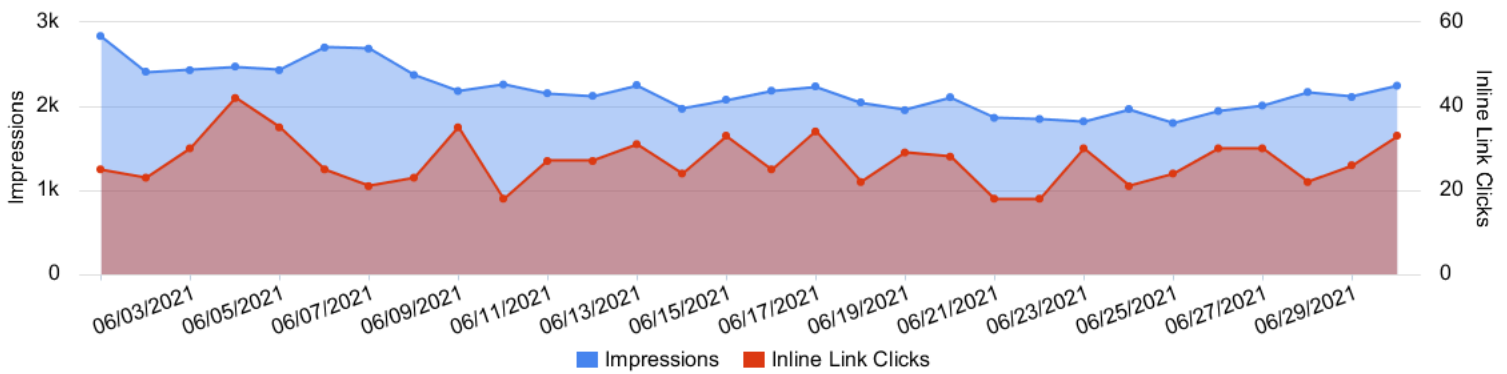
\$32.00 55.69%

Outbound Clicks
Health First

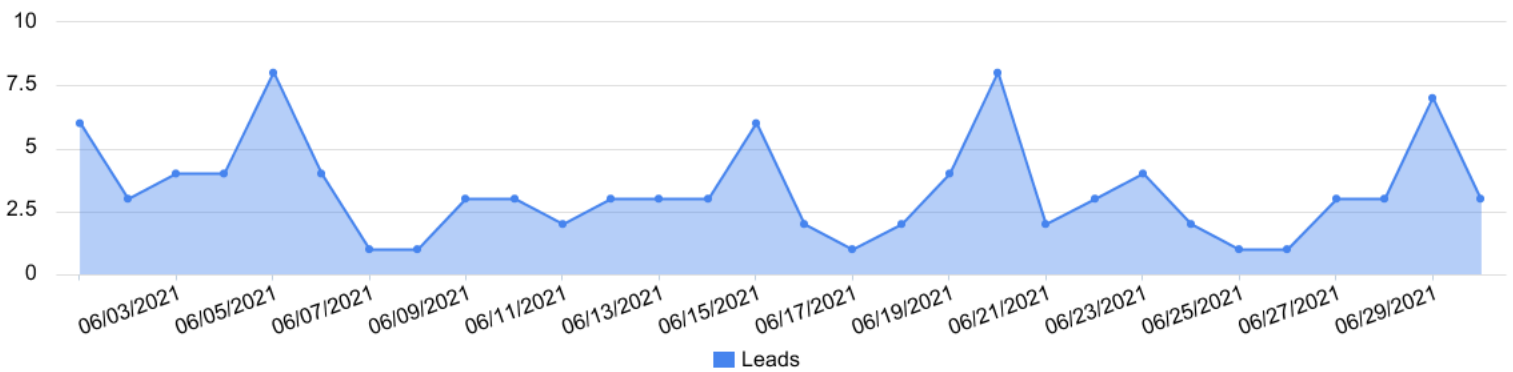
801

1,279 -37.37%

Impressions vs Inline Link Clicks
Health First



Conversions by day
Health First



Account performance

06/01/2021 - 06/30/2021

Overall performance

Health First

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$4,981.55	\$5,151.44	-3.30%
Inline Link Clicks	809	1,300	-37.77%
Impressions	65,699	83,860	-21.66%
Reach	32,433	38,327	-15.38%
Frequency	2.03	2.19	-7.42%
CTR (All)	2.83%	3.22%	-11.88%
Leads	100	161	-37.89%
cost_per_action_type:lead	\$49.82	\$32.00	55.69%

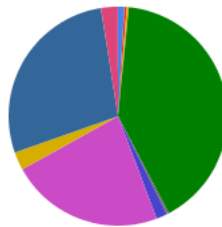
Engagement performance

Health First

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	17	13	30.77%
Post Reactions	141	176	-19.89%
Post Shares	25	16	56.25%

Reach by placement

Health First



- Audience Network - An Classic - Reach: 360 (0.93%)
- Audience Network - Rewarded Video - Reach: 144 (0.37%)
- Facebook - Facebook Stories - Reach: 103 (0.27%)
- Facebook - Feed - Reach: 15,716 (40.75%)
- Facebook - Instant Article - Reach: 112 (0.29%)
- Facebook - Instream Video - Reach: 640 (1.66%)
- Facebook - Marketplace - Reach: 8,746 (22.68%)
- Facebook - Video Feeds - Reach: 1,024 (2.66%)
- Instagram - Feed - Reach: 10,763 (27.91%)
- Instagram - Instagram Explore - Reach: 960 (2.49%)

Placement performance

Health First

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Health First	\$4,981.55	809	65,699	32,433	2.03	2.83%	100	\$49.82
> Facebook - Feed	\$3,066.50	491	26,672	15,716	1.7	5.50%	0	\$0.00
> Facebook - Marketplace	\$568.01	170	17,941	8,746	2.05	1.03%	0	\$0.00
> Instagram - Feed	\$931.67	92	15,719	10,763	1.46	0.81%	0	\$0.00

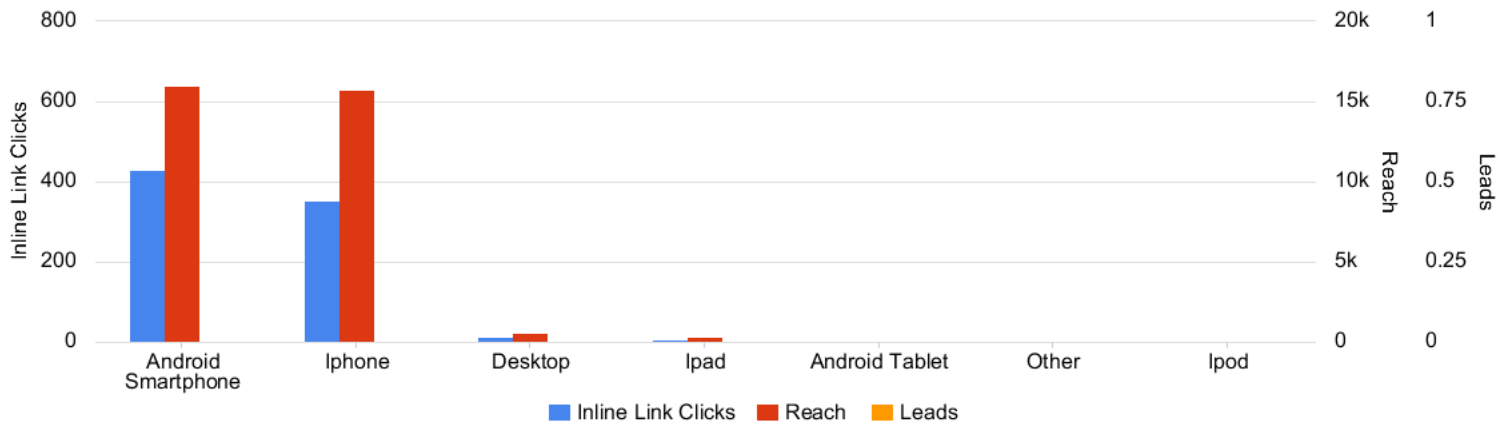
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Facebook - Video Feeds	\$91.17	19	1,432	1,024	1.4	2.79%	0	\$0.00
> Facebook - Instream Video	\$49.08	12	904	640	1.41	1.33%	0	\$0.00
> Audience Network - An Classic	\$46.86	9	539	360	1.5	1.67%	0	\$0.00
> Instagram - Instagram Stories	\$114.64	6	739	624	1.18	0.95%	0	\$0.00
> Audience Network - Rewarded Video	\$50.12	6	370	144	2.57	1.62%	0	\$0.00
> Facebook - Instant Article	\$7.34	2	148	112	1.32	3.38%	0	\$0.00
> Facebook - Facebook Stories	\$12.31	2	103	103	1	1.94%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Instagram - Instagram Explore	\$43.28	0	1,123	960	1.17	0.27%	0	\$0.00
> Facebook - Search	\$0.57	0	9	0	0	0.00%	0	\$0.00

Device performance

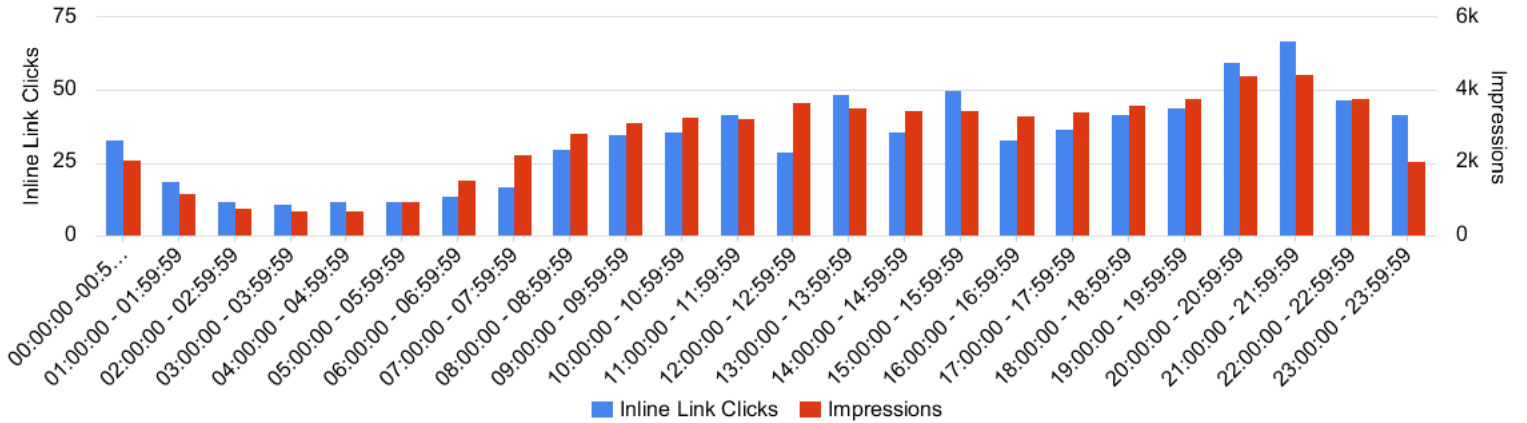
Health First



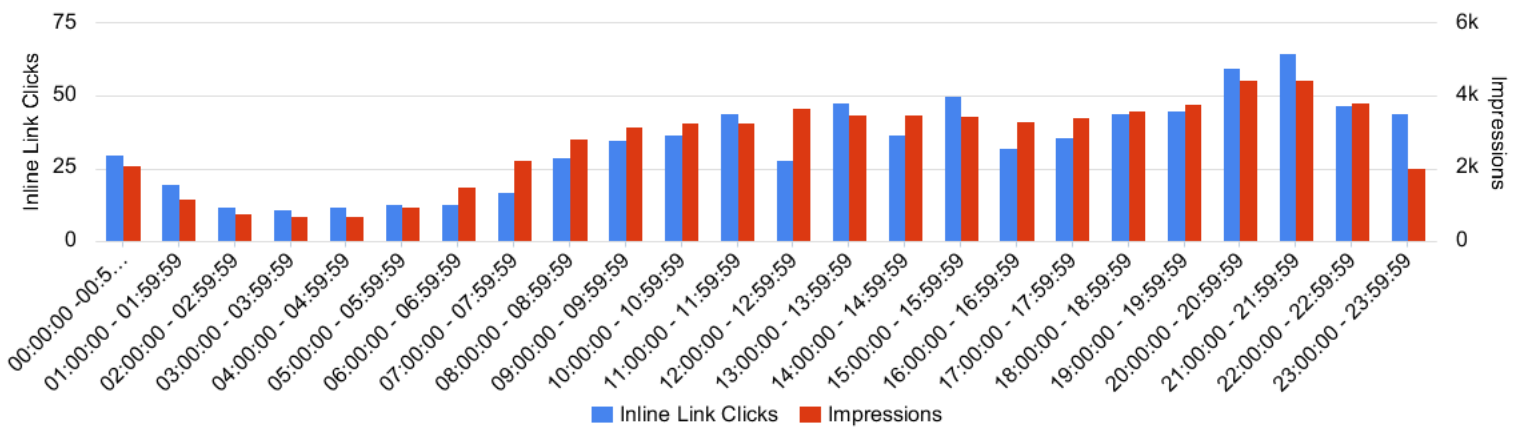
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer) Health First




Time of Day (Ad Account) Health First






Campaign performance

06/01/2021 - 06/30/2021

 Campaign performance
Health First

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$4,981.55	809	65,699	32,433	2.03	2.83%	100	\$49.82
Total		\$4,981.55	809	65,699	32,433	2.03	2.83%	100	\$49.82

 Top ads performance
Health First

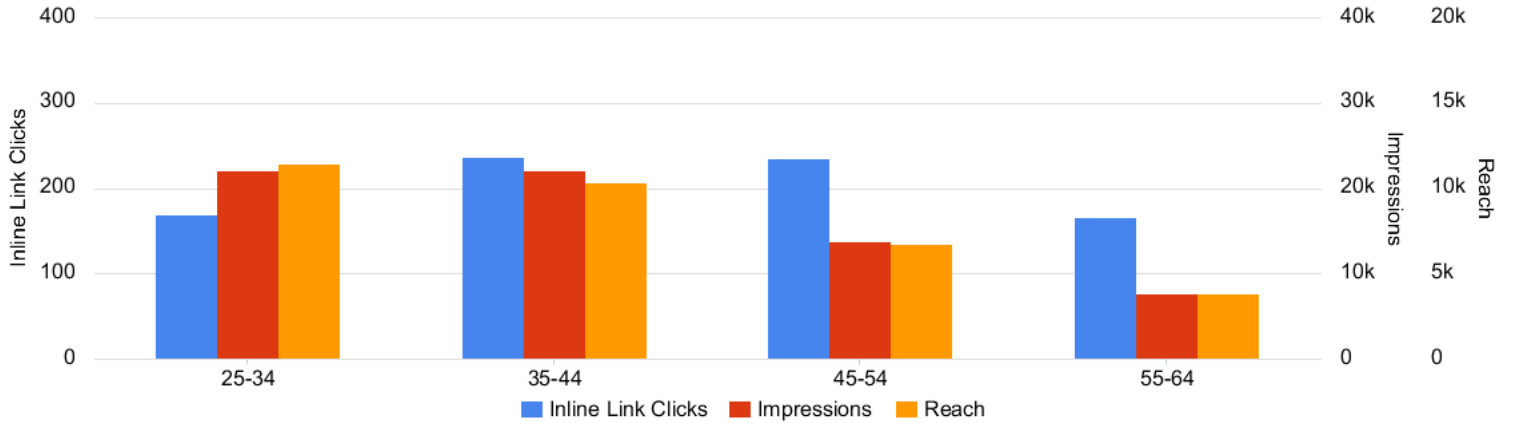
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-04 - Health First - Coolsculpting Video 1 - Copy		Coolsculpting - Conversions	\$2,492.47	452	34,191	15,890	2.15	3.39%	62	\$40.20
2021-04 - Health First - Coolsculpting Video 1		Coolsculpting - Conversions	\$2,489.08	357	31,508	16,107	1.96	2.23%	38	\$65.50
Total			\$4,981.55	809	65,699	32,433	2.03	2.83%	100	\$49.82

Audience performance

06/01/2021 - 06/30/2021

Age performance

Health First



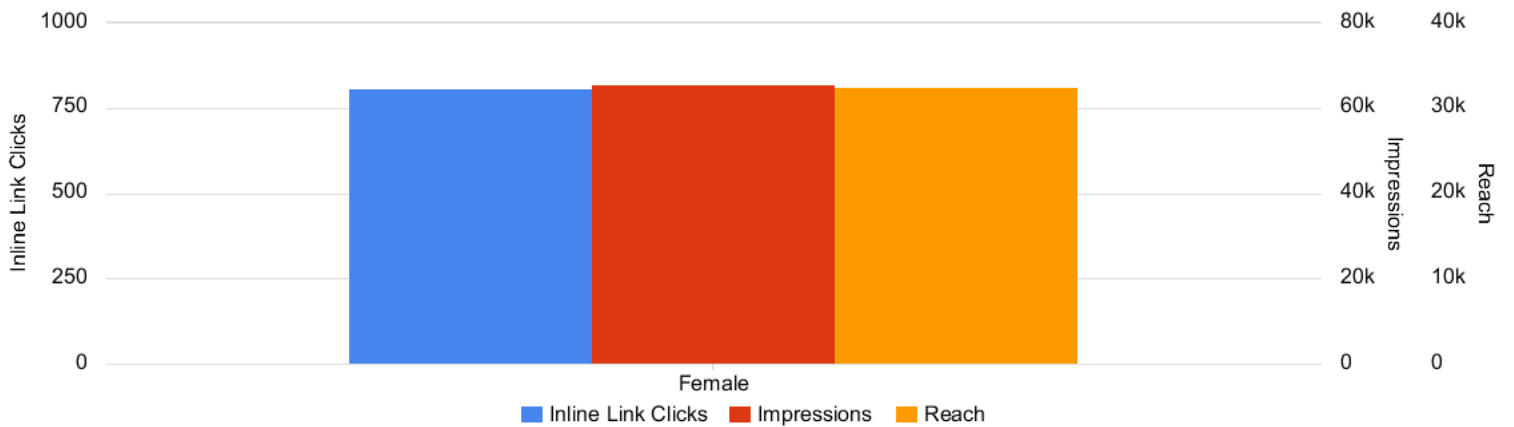
Age performance

Health First

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Health First	\$4,981.55	809	65,699	32,433	2.03	2.83%	100	\$49.82
> 35-44	\$1,543.50	237	22,060	10,379	2.13	2.62%	0	\$0.00
> 45-54	\$1,331.52	236	13,850	6,738	2.06	3.70%	0	\$0.00
> 25-34	\$1,254.79	169	22,122	11,459	1.93	2.05%	0	\$0.00
> 55-64	\$851.74	167	7,667	3,857	1.99	4.15%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance

Health First



Gender performance

Health First

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Health First	\$4,981.55	809	65,699	32,433	2.03	2.83%	100	\$49.82
> Female	\$4,981.55	809	65,699	32,433	2.03	2.83%	0	\$0.00


Audience performance

06/01/2021 - 06/30/2021

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

Year to date

01/01/2021 - 06/30/2021

 Performance by period
Health First

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Health First	\$21,623.46	5,622	348,661	91,101	3.83	3.42%	767	\$28.19
> 2021-06-01 - 2021-06-30	\$4,981.55	809	65,699	32,433	2.03	2.83%	100	\$49.82
> 2021-05-01 - 2021-05-31	\$5,151.44	1,300	83,860	38,327	2.19	3.22%	161	\$32.00
> 2021-04-01 - 2021-04-30	\$4,722.99	1,419	73,022	36,308	2.01	3.70%	254	\$18.59
> 2021-03-01 - 2021-03-31	\$2,873.58	830	48,317	24,831	1.95	3.69%	107	\$26.86
> 2021-02-01 - 2021-02-28	\$1,848.04	556	34,166	17,480	1.95	3.80%	77	\$24.00
> 2021-01-01 - 2021-01-31	\$2,045.86	708	43,597	20,452	2.13	3.59%	68	\$30.09