

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Health First

**\$4,237.77**  
\$4,981.62 -14.93%

Impressions  
Health First

**47,330**  
65,700 -27.96%

Reach  
Health First

**23,976**  
32,433 -26.08%

Clicks (Link)  
Health First

**603**  
809 -25.46%

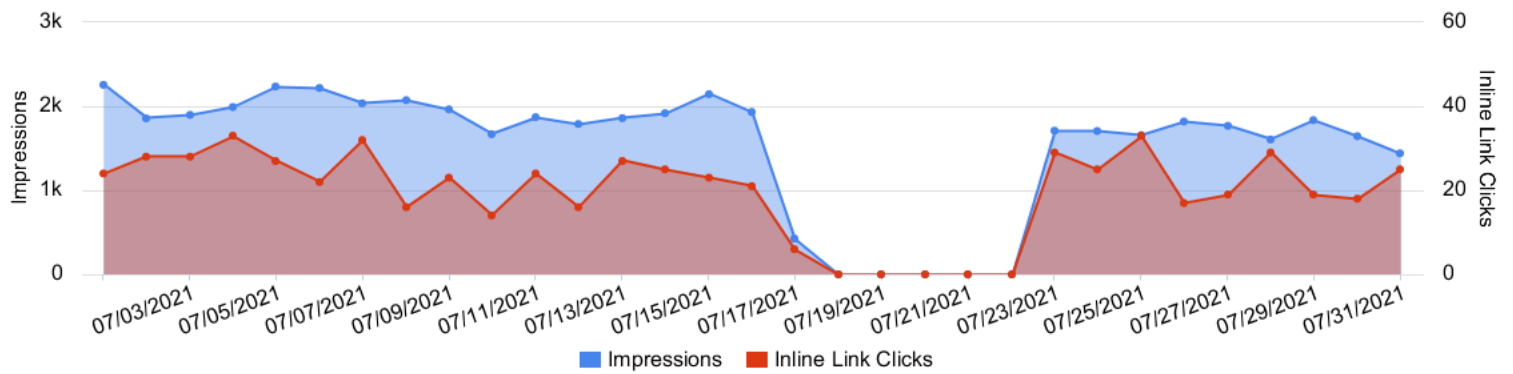
Leads  
Health First

**65**  
106 -38.68%

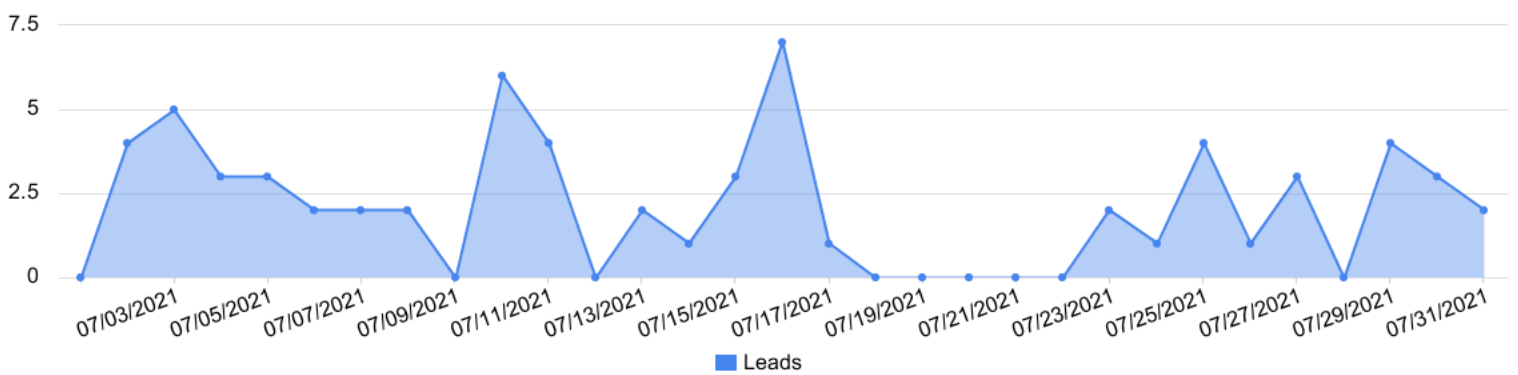
Cost / Lead  
Health First

**\$65.20**  
\$47.00 38.72%

Impressions vs Inline Link Clicks  
Health First




Conversions by day  
Health First




# Month-Over-Month Performance Comparison

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

 Overall Performance Summary  
Health First

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$4,237.77	\$4,981.62	-14.93%
Impressions	47,330	65,700	-27.96%
Reach	23,976	32,433	-26.08%
Clicks	603	809	-25.46%
CTR	1.27%	1.23%	3.47%
Frequency	1.97	2.03	-2.55%
Leads	65	106	-38.68%
Cost / Lead	\$65.20	\$47.00	38.72%

 Engagement Summary  
Health First

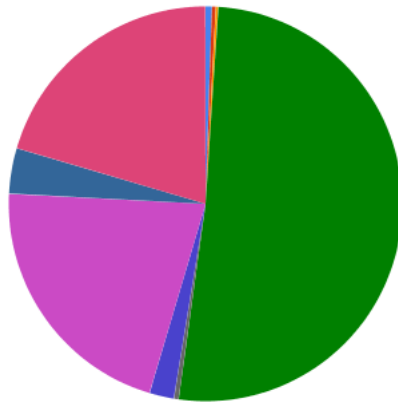
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	14	17	-17.65%
Post Reactions	111	141	-21.28%
Post Shares	20	25	-20.00%

# Placement Performance Summary

07/01/2021 - 07/31/2021

## Reach Summary (by Placement)

Health First



- Audience Network - An Classic - Reach: 144 (0.52%)
- Audience Network - Rewarded Video - Reach: 88 (0.32%)
- Facebook - Facebook Stories - Reach: 56 (0.20%)
- Facebook - Feed - Reach: 14,160 (51.16%)
- Facebook - Instant Article - Reach: 104 (0.38%)
- Facebook - Instream Video - Reach: 560 (2.02%)
- Facebook - Marketplace - Reach: 5,872 (21.22%)
- Facebook - Search - Reach: 4 (0.01%)
- Facebook - Video Feeds - Reach: 1,032 (3.73%)
- Instagram - Feed - Reach: 5,656 (20.44%)

## Placement Performance (by Leads)

Health First

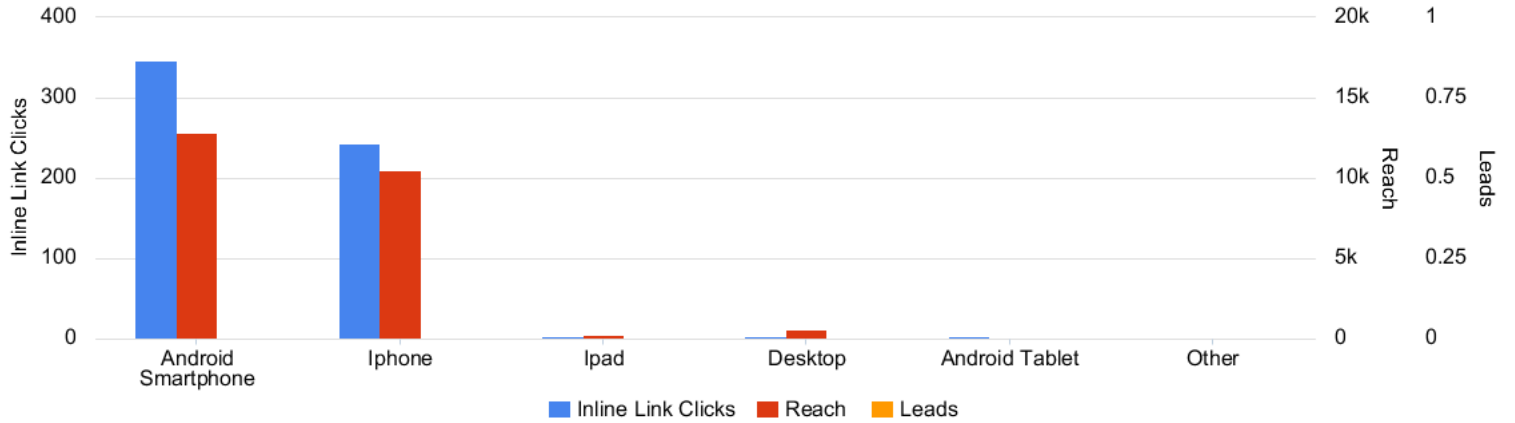
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Health First	\$4,237.77	603	47,330	23,976	1.97	2.97%	65	\$65.20
> Audience Network - An Classic	\$19.00	5	187	144	1.3	2.67%	0	\$0.00
> Audience Network - Rewarded Video	\$24.72	3	169	88	1.92	1.78%	0	\$0.00
> Facebook - Facebook Stories	\$9.83	1	91	56	1.62	1.10%	0	\$0.00
> Facebook - Feed	\$2,845.66	403	24,241	14,160	1.71	4.74%	0	\$0.00
> Facebook - Instant Article	\$9.03	1	146	104	1.4	0.68%	0	\$0.00
> Facebook - Instream Video	\$51.10	13	681	560	1.22	2.20%	0	\$0.00
> Facebook - Marketplace	\$485.49	115	11,510	5,872	1.96	1.08%	0	\$0.00
> Facebook - Search	\$0.20	0	4	4	1	0.00%	0	\$0.00
> Facebook - Video Feeds	\$119.40	15	1,404	1,032	1.36	2.78%	0	\$0.00
> Instagram - Feed	\$592.07	45	7,781	5,656	1.38	0.80%	0	\$0.00
> Instagram - Instagram Explore	\$34.63	0	826	744	1.11	0.73%	0	\$0.00
> Instagram - Instagram Stories	\$46.61	2	287	264	1.09	0.70%	0	\$0.00
> Messenger - Messenger Stories	\$0.03	0	3	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

Health First



## Device Platform Performance

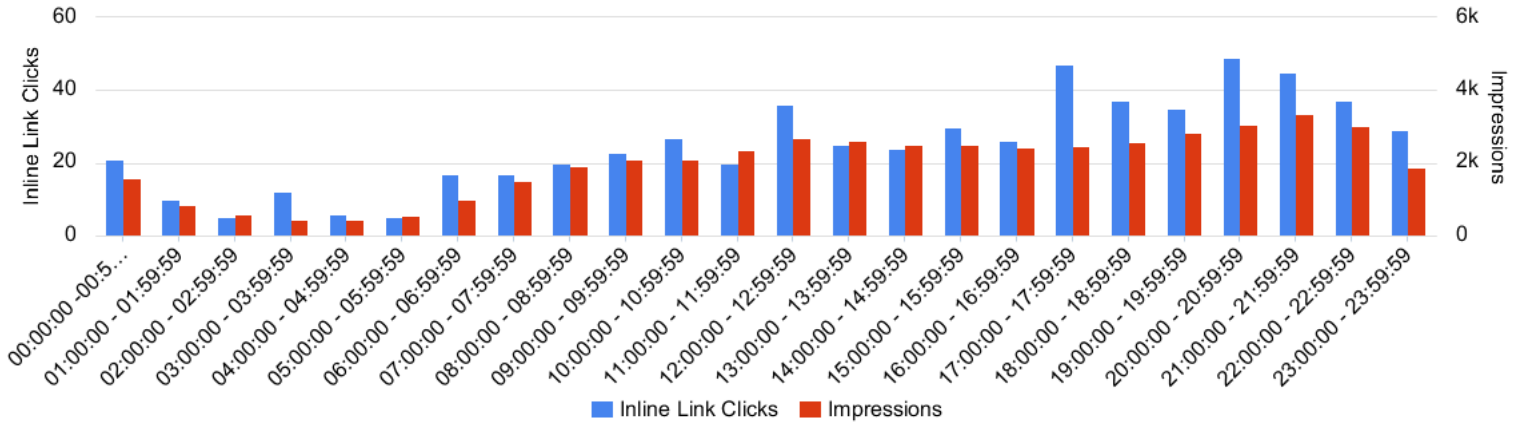
Health First

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Health First	\$4,237.77	47,330	603	2.97%	23,976	1.97	65
> Mobile App	\$4,100.88	45,724	597	3.02%	23,128	1.98	0
> Desktop	\$47.70	880	4	0.45%	568	1.55	0
> Mobile Web	\$89.19	726	2	3.03%	504	1.44	0
> Unknown	\$0.00	0	0	--	0	0	0

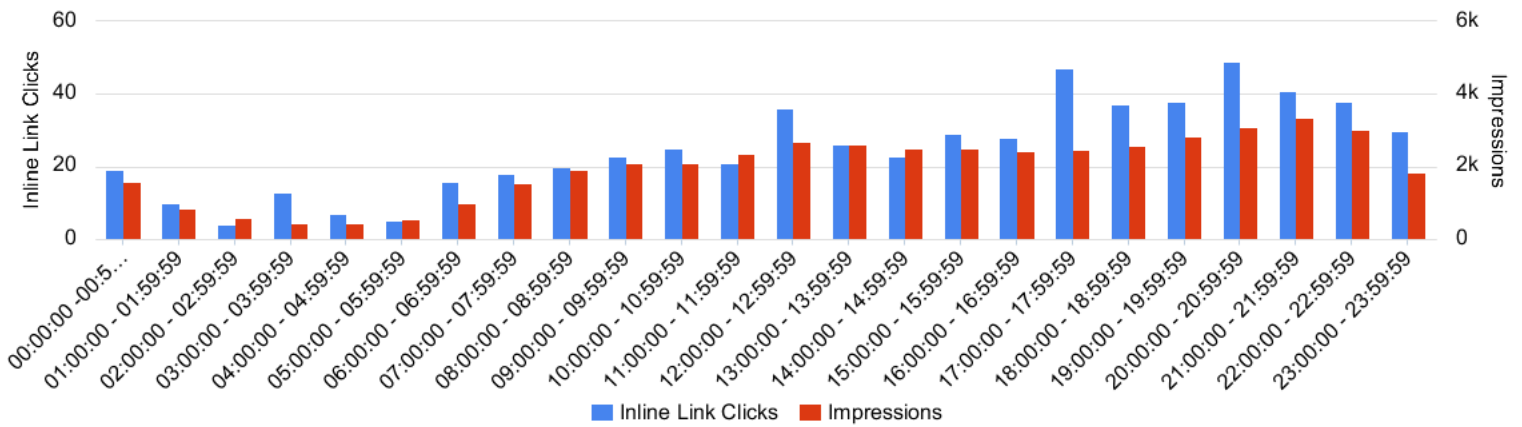
# Schedule Performance

07/01/2021 - 07/31/2021

## Time of Day (Viewer) Health First




## Time of Day (Ad Account) Health First



## Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown  
Health First

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$4,237.77	47,330	603	65	\$65.20
<b>Total</b>	<b>\$4,237.77</b>	<b>47,330</b>	<b>603</b>	<b>65</b>	<b>\$65.20</b>

## Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021



 Top Performing Ad Sets  
Health First

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
CS - Hesperia 5mi Radius - Interests - Women - 25-64	Coolsculpting - Conversions	\$2,118.38	23,238	315	46	\$46.05
CS - Redlands 5mi Radius - Interests - Women - 25-64	Coolsculpting - Conversions	\$2,119.39	24,092	288	19	\$111.55
	<b>Total</b>	<b>\$4,237.77</b>	<b>47,330</b>	<b>603</b>	<b>65</b>	<b>\$65.20</b>

# Ad Performance Summary

07/01/2021 - 07/31/2021

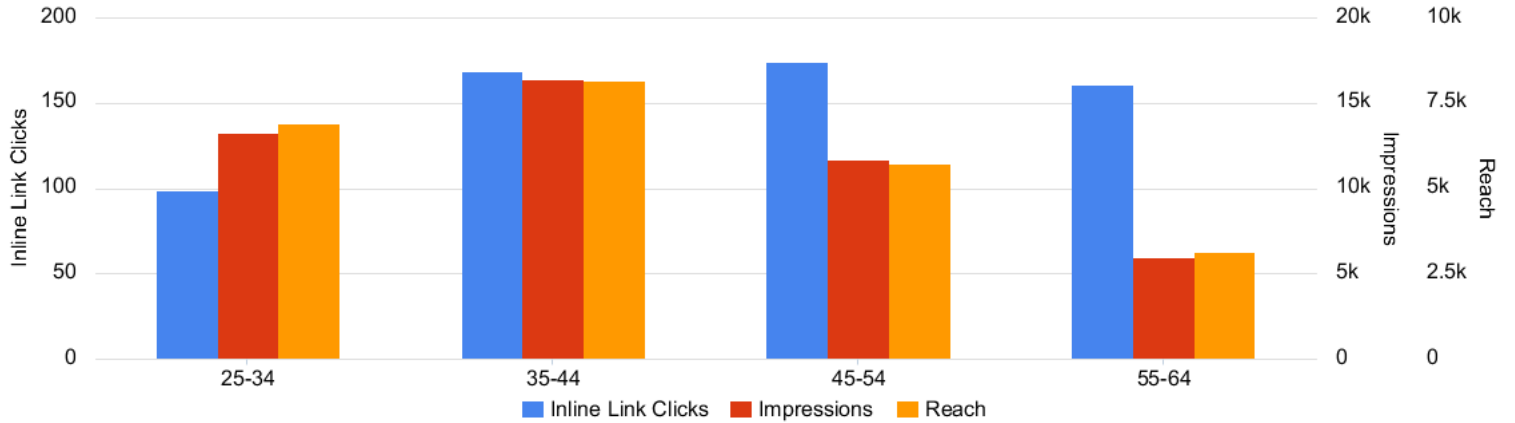
 Top Performing Ads (by Leads)  
Health First

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	\$2,118.38	315	23,238	11,340	2.05	3.58%	46	\$46.05
2021-04 - Health First - Coolsculpting Video 1		Coolsculpting - Conversions	\$2,119.39	288	24,092	12,436	1.94	2.38%	19	\$111.55
<b>Total</b>			<b>\$4,237.77</b>	<b>603</b>	<b>47,330</b>	<b>23,976</b>	<b>1.97</b>	<b>2.97%</b>	<b>65</b>	<b>\$65.20</b>

# Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart  
Health First



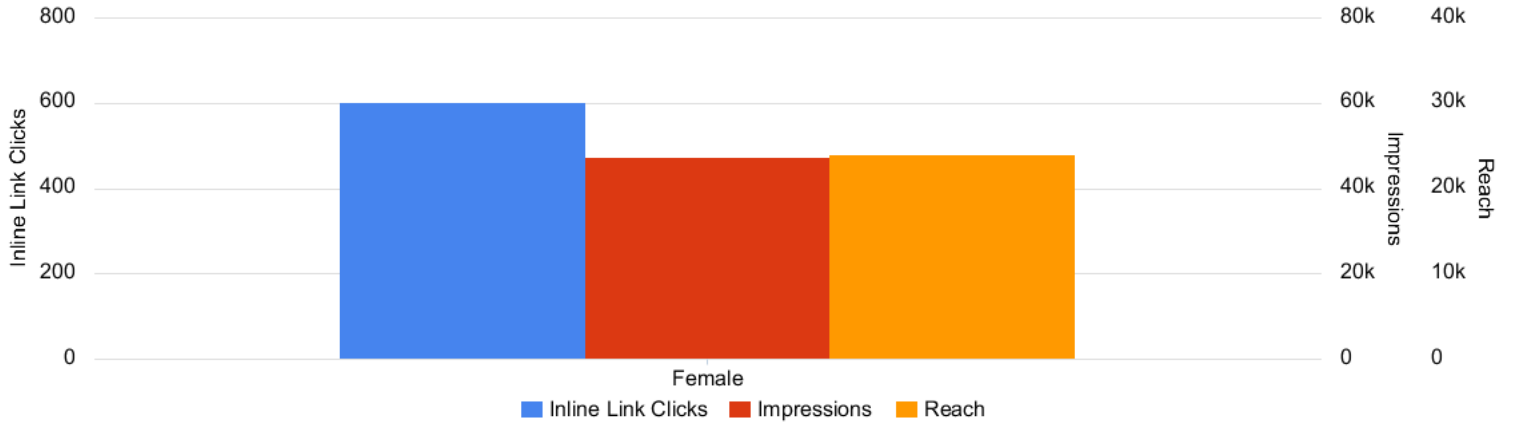
Age Performance Summary  
Health First

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Health First	\$4,237.77	47,330	23,976	603	2.97%	1.97	65
> 25-34	\$905.23	13,283	6,912	99	2.36%	1.92	0
> 35-44	\$1,293.81	16,357	8,176	169	2.57%	2	0
> 45-54	\$1,264.72	11,718	5,736	174	3.45%	2.04	0
> 55-64	\$774.01	5,972	3,152	161	4.49%	1.89	0
> Unknown	\$0.00	0	0	0	--	0	0

# Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart  
Health First



Gender Performance Summary  
Health First

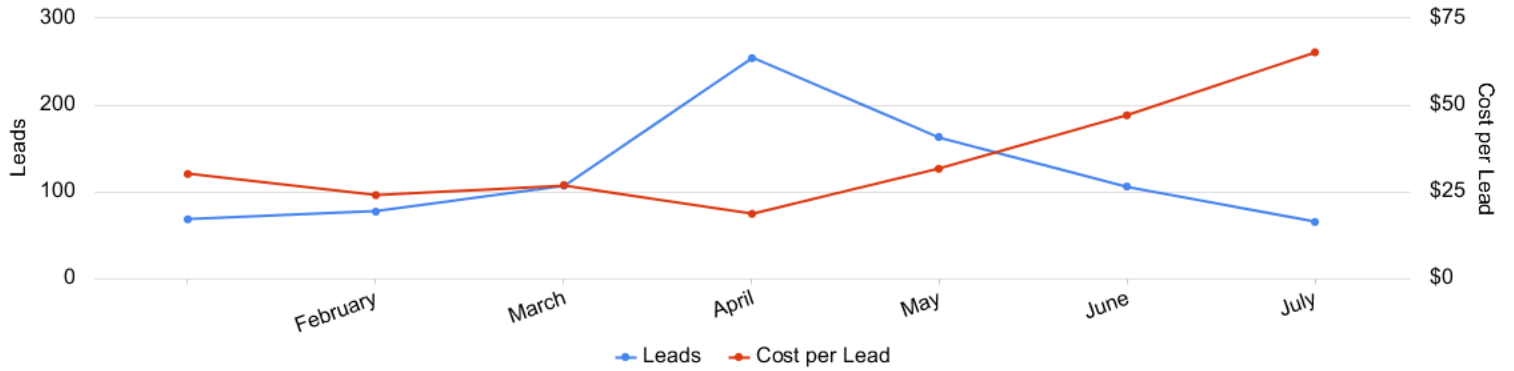
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Health First	\$4,237.77	47,330	23,976	603	2.97%	1.97	65
> Female	\$4,237.77	47,330	23,976	603	2.97%	1.97	0
> Unknown	\$0.00	0	0	0	--	0	0

# Year-to-Date Performance

01/01/2021 - 07/31/2021

## Year-to-Date Trend

Health First



## Historical table (by month)

Health First

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Health First	\$25,861.30	6,225	395,992	98,284	4.03	3.36%	840	\$30.79
> 2021-01-01 - 2021-01-31	\$2,045.86	708	43,597	20,452	2.13	3.59%	68	\$30.09
> 2021-02-01 - 2021-02-28	\$1,848.04	556	34,166	17,480	1.95	3.80%	77	\$24.00
> 2021-03-01 - 2021-03-31	\$2,873.58	830	48,317	24,831	1.95	3.69%	107	\$26.86
> 2021-04-01 - 2021-04-30	\$4,722.99	1,419	73,022	36,308	2.01	3.70%	254	\$18.59
> 2021-05-01 - 2021-05-31	\$5,151.44	1,300	83,860	38,327	2.19	3.22%	163	\$31.60
> 2021-06-01 - 2021-06-30	\$4,981.62	809	65,700	32,433	2.03	2.84%	106	\$47.00
> 2021-07-01 - 2021-07-31	\$4,237.77	603	47,330	23,976	1.97	2.97%	65	\$65.20