

# Summary

06/01/2021 - 06/30/2021

Impressions  
Healthy Solutions

**26,191**

21,621 21.14%

Reach  
Healthy Solutions

**12,598**

9,761 29.06%

Inline Link Clicks  
Healthy Solutions

**329**

321 2.49%

Amount Spent  
Healthy Solutions

**\$998.15**

\$585.49 70.48%

CPC (Link)  
Healthy Solutions

**\$3.03**

\$1.82 66.48%

Leads  
Healthy Solutions

**15**

7 114.29%

CPA  
Healthy Solutions

**\$66.54**

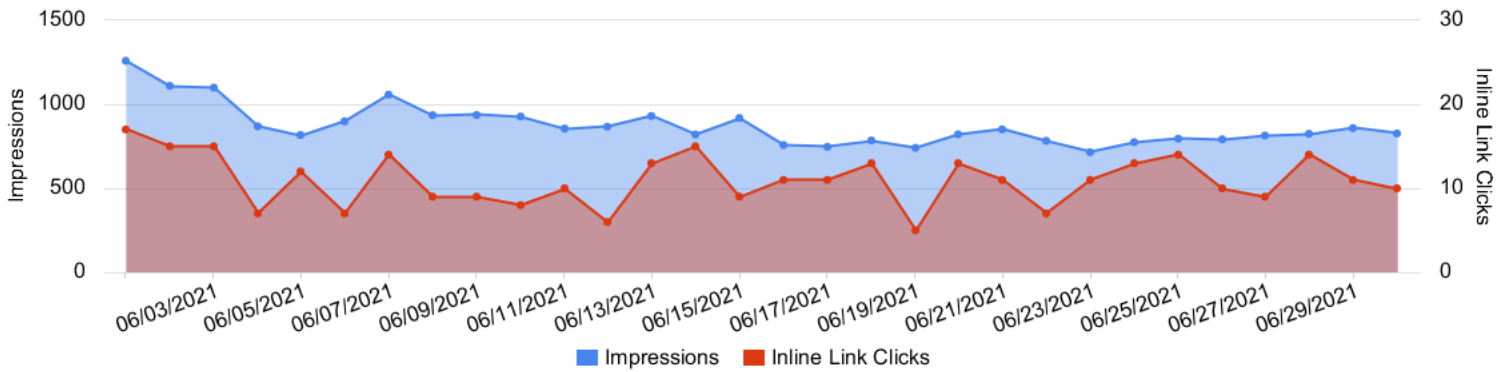
\$83.64 -20.44%

Outbound Clicks  
Healthy Solutions

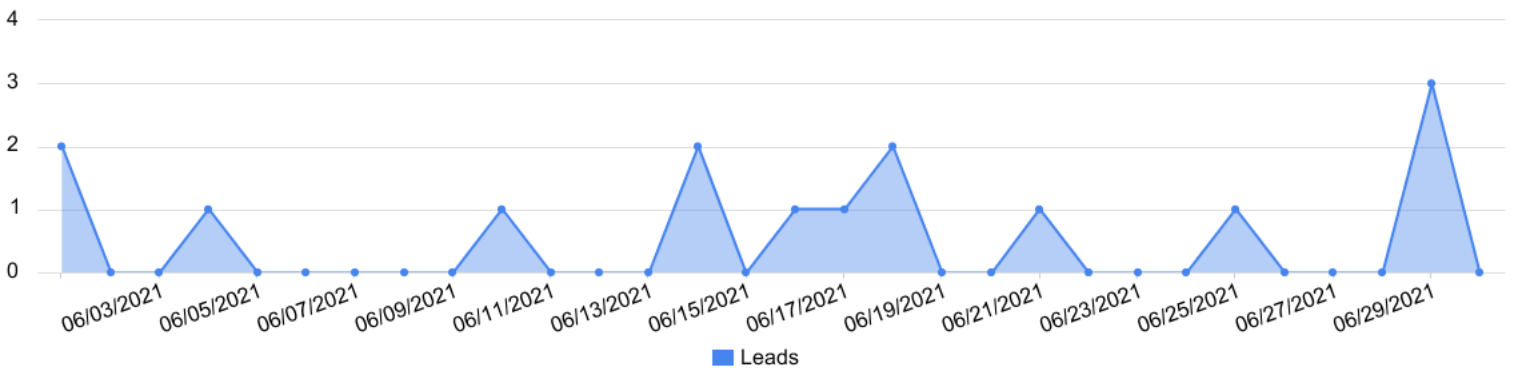
**327**

319 2.51%

Impressions vs Inline Link Clicks  
Healthy Solutions



Conversions by day  
Healthy Solutions



# Account performance

06/01/2021 - 06/30/2021

## Overall performance

Healthy Solutions

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$998.15	\$585.49	70.48%
Inline Link Clicks	329	321	2.49%
Impressions	26,191	21,621	21.14%
Reach	12,598	9,761	29.06%
Frequency	2.08	2.22	-6.14%
CTR (All)	2.71%	3.42%	-20.58%
Leads	15	7	114.29%
cost_per_action_type:lead	\$66.54	\$83.64	-20.44%

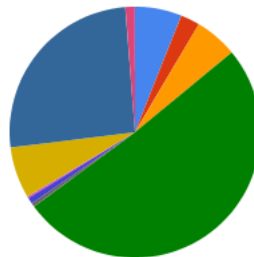
## Engagement performance

Healthy Solutions

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	2	2	0.00%
Post Reactions	25	30	-16.67%
Post Shares	2	4	-50.00%

## Reach by placement

Healthy Solutions



- Audience Network - An Classic - Reach: 804 (6.03%)
- Audience Network - Rewarded Video - Reach: 332 (2.49%)
- Facebook - Facebook Stories - Reach: 736 (5.52%)
- Facebook - Feed - Reach: 6,789 (50.88%)
- Facebook - Instant Article - Reach: 64 (0.48%)
- Facebook - Instream Video - Reach: 108 (0.81%)
- Facebook - Search - Reach: 32 (0.24%)
- Facebook - Video Feeds - Reach: 884 (6.63%)
- Instagram - Feed - Reach: 3,429 (25.70%)
- Instagram - Instagram Explore - Reach: 164 (1.23%)

## Placement performance

Healthy Solutions

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Healthy Solutions	\$998.15	329	26,191	12,598	2.08	2.71%	15	\$66.54
> Facebook - Feed	\$504.39	174	12,882	6,789	1.9	3.99%	0	\$0.00
> Instagram - Instagram Stories	\$123.33	42	3,317	2,084	1.59	1.48%	0	\$0.00
> Instagram - Feed	\$160.29	34	4,670	3,429	1.36	1.16%	0	\$0.00

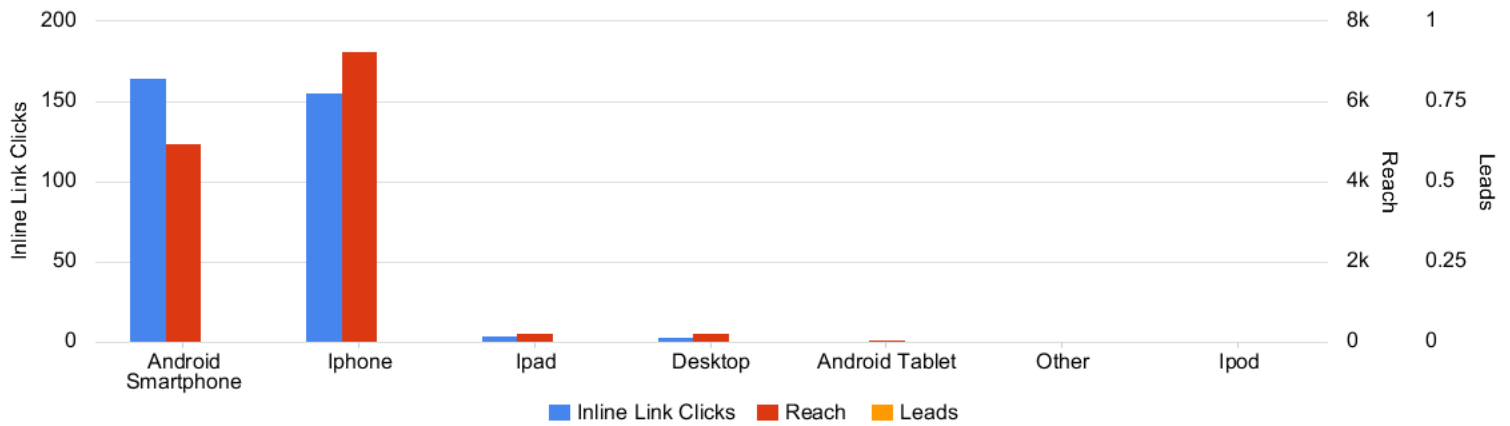
# Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Audience Network - An Classic	\$58.21	27	1,663	804	2.07	1.62%	0	\$0.00
> Facebook - Video Feeds	\$35.21	22	1,493	884	1.69	2.21%	0	\$0.00
> Audience Network - Rewarded Video	\$74.02	22	830	332	2.5	2.65%	0	\$0.00
> Facebook - Facebook Stories	\$30.28	4	897	736	1.22	0.56%	0	\$0.00
> Facebook - Instream Video	\$6.74	2	146	108	1.35	1.37%	0	\$0.00
> Instagram - Instagram Explore	\$2.16	1	179	164	1.09	0.56%	0	\$0.00
> Facebook - Search	\$1.20	1	37	32	1.16	5.41%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$0.21	0	3	3	1	0.00%	0	\$0.00
> Facebook - Instant Article	\$2.10	0	74	64	1.16	2.70%	0	\$0.00

## Device performance

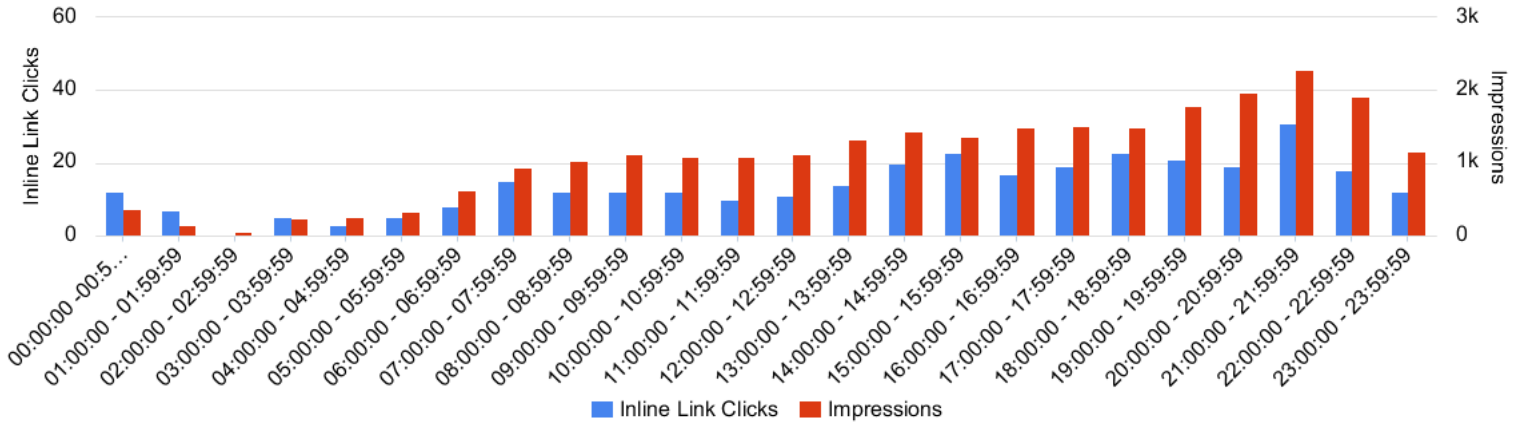
Healthy Solutions



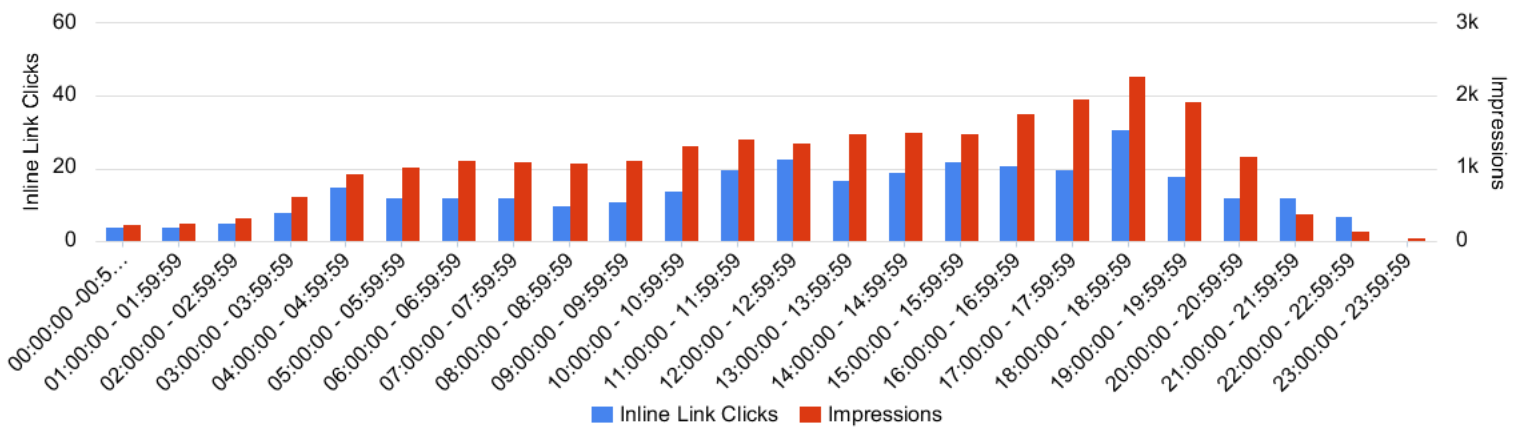
# Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)  
Healthy Solutions



Time of Day (Ad Account)  
Healthy Solutions




# Campaign performance

06/01/2021 - 06/30/2021

## Campaign performance Healthy Solutions

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$998.15	329	26,191	12,598	2.08	2.71%	15	\$66.54
<b>Total</b>		<b>\$998.15</b>	<b>329</b>	<b>26,191</b>	<b>12,598</b>	<b>2.08</b>	<b>2.71%</b>	<b>15</b>	<b>\$66.54</b>

## Top ads performance Healthy Solutions

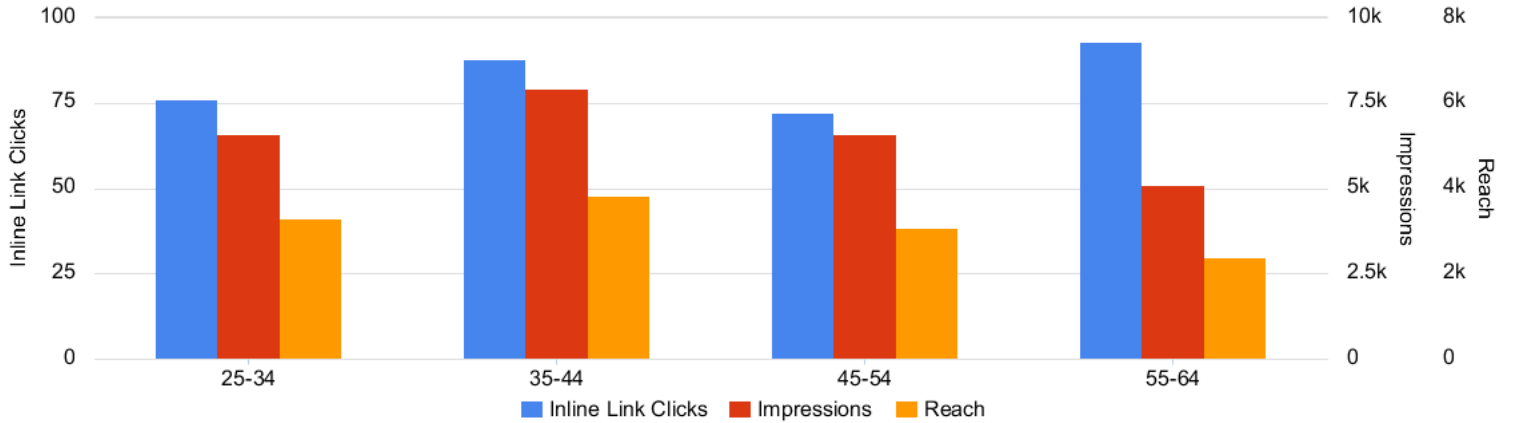
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021 - 05 - CS Video - Alysson		Coolsculpting - Conversions	\$998.15	329	26,191	12,598	2.08	2.71%	15	\$66.54
<b>Total</b>			<b>\$998.15</b>	<b>329</b>	<b>26,191</b>	<b>12,598</b>	<b>2.08</b>	<b>2.71%</b>	<b>15</b>	<b>\$66.54</b>

# Audience performance

06/01/2021 - 06/30/2021

## Age performance

Healthy Solutions



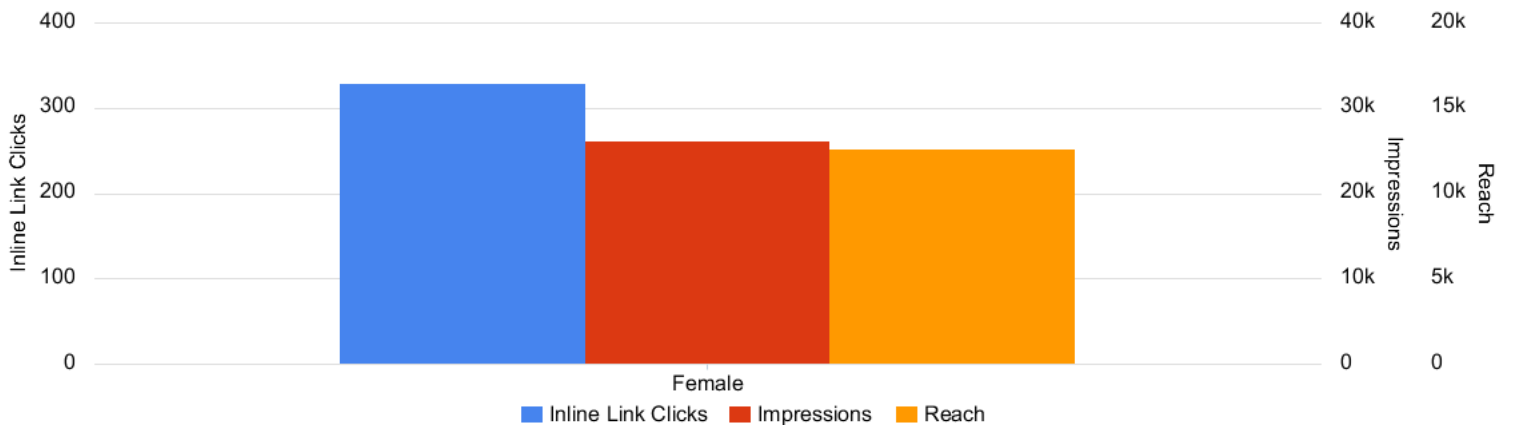
## Age performance

Healthy Solutions

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Healthy Solutions	\$998.15	329	26,191	12,598	2.08	2.71%	15	\$66.54
> 55-64	\$285.69	93	5,099	2,388	2.14	3.92%	0	\$0.00
> 35-44	\$262.24	88	7,923	3,825	2.07	2.60%	0	\$0.00
> 25-34	\$182.76	76	6,597	3,297	2	2.18%	0	\$0.00
> 45-54	\$267.45	72	6,572	3,089	2.13	2.45%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

## Gender performance

Healthy Solutions



## Gender performance

Healthy Solutions

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Healthy Solutions	\$998.15	329	26,191	12,598	2.08	2.71%	15	\$66.54
> Female	\$998.15	329	26,191	12,598	2.08	2.71%	0	\$0.00

# Audience performance

06/01/2021 - 06/30/2021


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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

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# Year to date

01/01/2021 - 06/30/2021

 Performance by period  
Healthy Solutions

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Healthy Solutions	\$4,614.50	1,794	168,256	45,937	3.66	2.37%	76	\$60.72
> 2021-06-01 - 2021-06-30	\$998.15	329	26,191	12,598	2.08	2.71%	15	\$66.54
> 2021-05-01 - 2021-05-31	\$585.49	321	21,621	9,761	2.22	3.42%	7	\$83.64
> 2021-04-01 - 2021-04-30	\$95.12	12	1,280	555	2.31	3.91%	0	\$0.00
> 2021-03-01 - 2021-03-31	\$594.39	148	18,923	8,008	2.36	1.94%	9	\$66.04
> 2021-02-01 - 2021-02-28	\$1,418.02	451	54,510	18,953	2.88	1.91%	25	\$56.72
> 2021-01-01 - 2021-01-31	\$923.33	533	45,731	20,686	2.21	2.34%	20	\$46.17