

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Healthy Solutions

\$1,030.32

\$998.50 3.19%

Impressions
Healthy Solutions

29,377

26,196 12.14%

Reach
Healthy Solutions

13,984

12,602 10.97%

Clicks (Link)
Healthy Solutions

308

330 -6.67%

Leads
Healthy Solutions

5

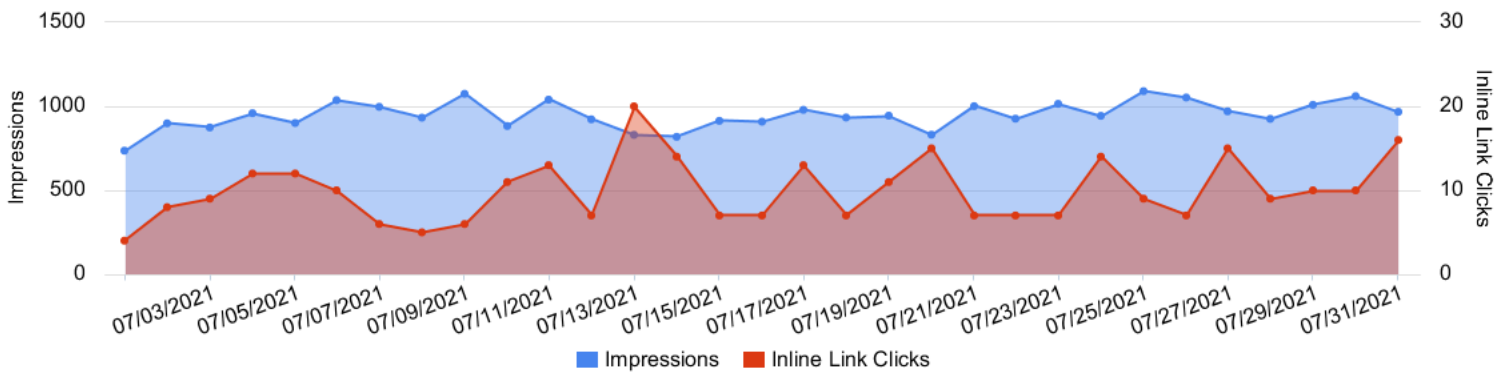
15 -66.67%

Cost / Lead
Healthy Solutions

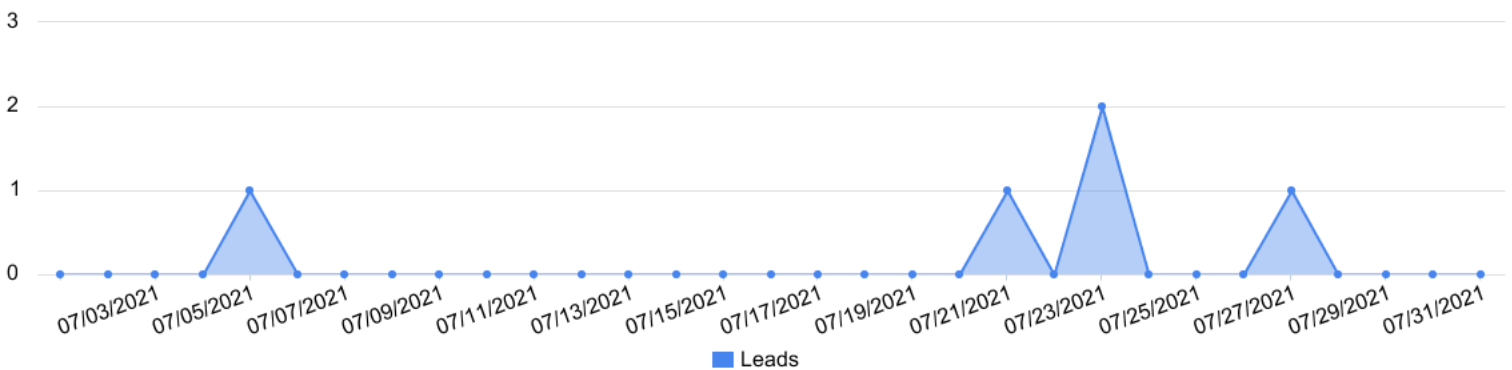
\$206.06

\$66.57 209.54%

Impressions vs Inline Link Clicks
Healthy Solutions




Conversions by day
Healthy Solutions




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Healthy Solutions

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,030.32	\$998.50	3.19%
Impressions	29,377	26,196	12.14%
Reach	13,984	12,602	10.97%
Clicks	308	330	-6.67%
CTR	1.05%	1.26%	-16.77%
Frequency	2.1	2.08	1.06%
Leads	5	15	-66.67%
Cost / Lead	\$206.06	\$66.57	209.54%

 Engagement Summary
Healthy Solutions

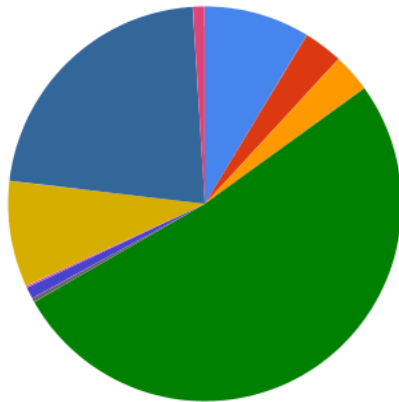
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	2	2	0.00%
Post Reactions	28	25	12.00%
Post Shares	4	2	100.00%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Healthy Solutions



- Audience Network - An Classic - Reach: 1,272 (8.68%)
- Audience Network - Rewarded Video - Reach: 472 (3.22%)
- Facebook - Facebook Stories - Reach: 460 (3.14%)
- Facebook - Feed - Reach: 7,576 (51.67%)
- Facebook - Instant Article - Reach: 52 (0.35%)
- Facebook - Instream Video - Reach: 140 (0.95%)
- Facebook - Search - Reach: 21 (0.14%)
- Facebook - Video Feeds - Reach: 1,276 (8.70%)
- Instagram - Feed - Reach: 3,248 (22.15%)
- Instagram - Instagram Explore - Reach: 144 (0.98%)

Placement Performance (by Leads)

Healthy Solutions

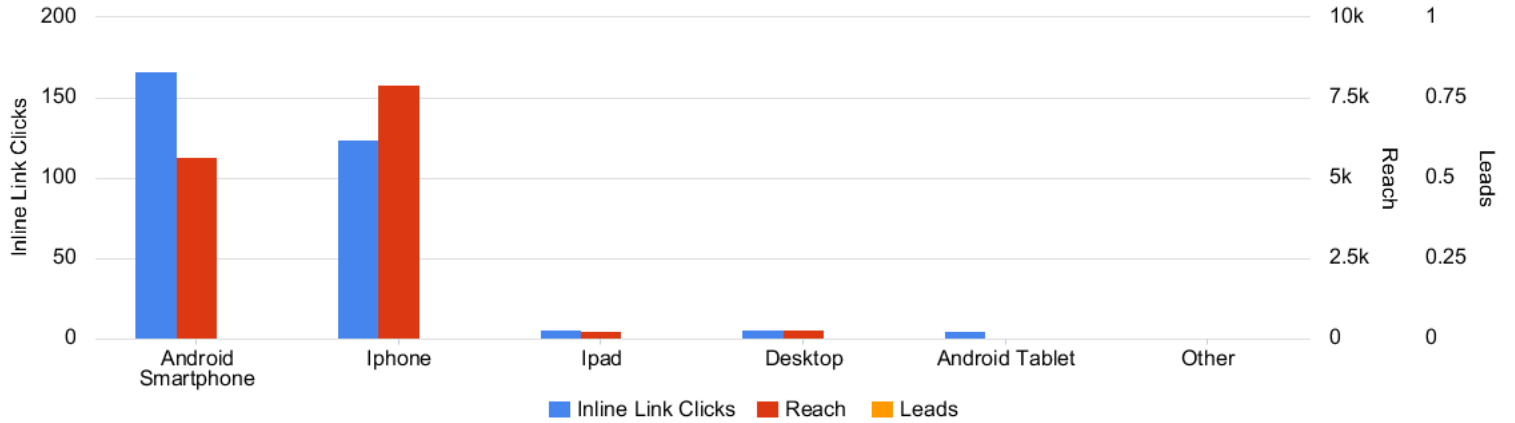
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Healthy Solutions	\$1,030.32	308	29,377	13,984	2.1	2.36%	5	\$206.06
> Audience Network - An Classic	\$111.81	35	2,937	1,272	2.31	1.19%	0	\$0.00
> Audience Network - Rewarded Video	\$83.57	29	1,302	472	2.76	2.15%	0	\$0.00
> Facebook - Facebook Stories	\$18.42	2	574	460	1.25	0.52%	0	\$0.00
> Facebook - Feed	\$525.18	164	14,745	7,576	1.95	3.45%	0	\$0.00
> Facebook - Instant Article	\$0.85	0	57	52	1.1	0.00%	0	\$0.00
> Facebook - Instream Video	\$7.17	5	169	140	1.21	3.55%	0	\$0.00
> Facebook - Search	\$1.09	0	21	21	1	0.00%	0	\$0.00
> Facebook - Video Feeds	\$48.00	25	1,854	1,276	1.45	2.32%	0	\$0.00
> Instagram - Feed	\$126.03	19	4,289	3,248	1.32	0.75%	0	\$0.00
> Instagram - Instagram Explore	\$2.76	2	224	144	1.56	1.34%	0	\$0.00
> Instagram - Instagram Stories	\$105.05	27	3,200	2,188	1.46	1.09%	0	\$0.00
> Messenger - Messenger Stories	\$0.40	0	5	4	1.25	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

Healthy Solutions



Device Platform Performance

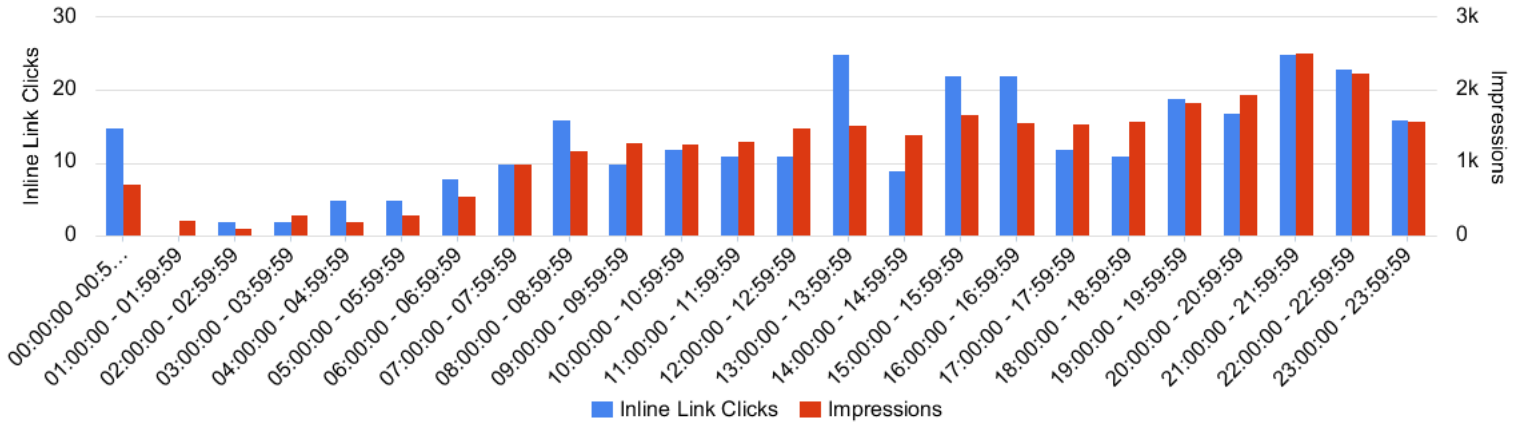
Healthy Solutions

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Healthy Solutions	\$1,030.32	29,377	308	2.36%	13,984	2.1	5
> Mobile App	\$987.93	28,453	296	2.33%	13,556	2.1	0
> Mobile Web	\$18.03	393	6	5.34%	264	1.49	0
> Desktop	\$24.36	531	6	1.69%	276	1.92	0
> Unknown	\$0.00	0	0	--	0	0	0

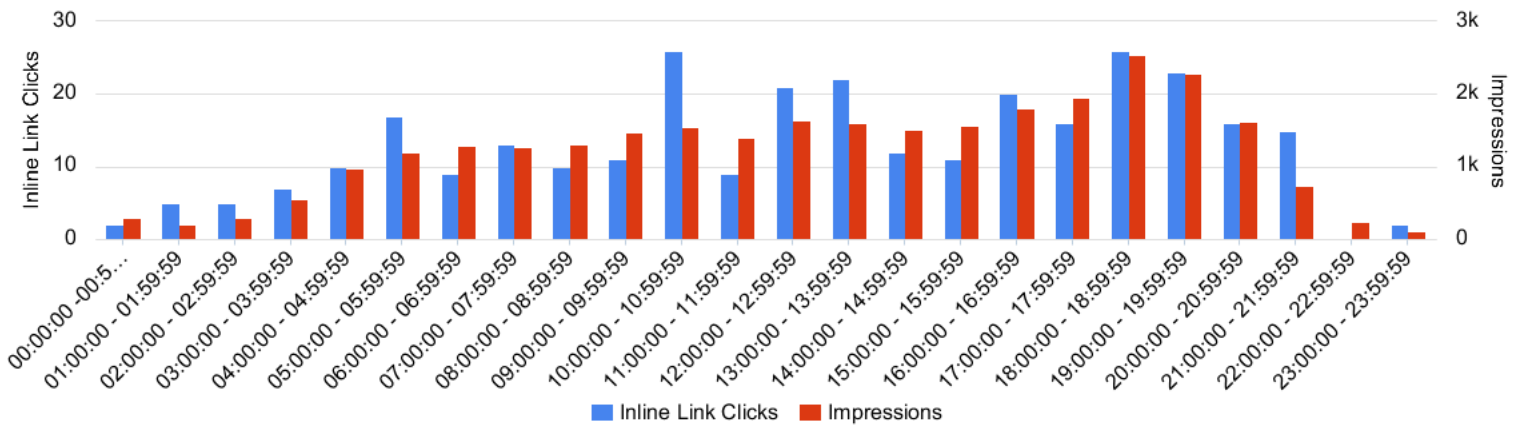
Schedule Performance

07/01/2021 - 07/31/2021

Time of Day (Viewer)
Healthy Solutions




Time of Day (Ad Account)
Healthy Solutions



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Healthy Solutions

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,030.32	29,377	308	5	\$206.06
Total	\$1,030.32	29,377	308	5	\$206.06

Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021


 Top Performing Ad Sets
Healthy Solutions

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Prospecting - 8mi Radius - Top 25% Income	Coolsculpting - Conversions	\$1,030.32	29,377	308	5	\$206.06
	Total	\$1,030.32	29,377	308	5	\$206.06

Ad Performance Summary

07/01/2021 - 07/31/2021

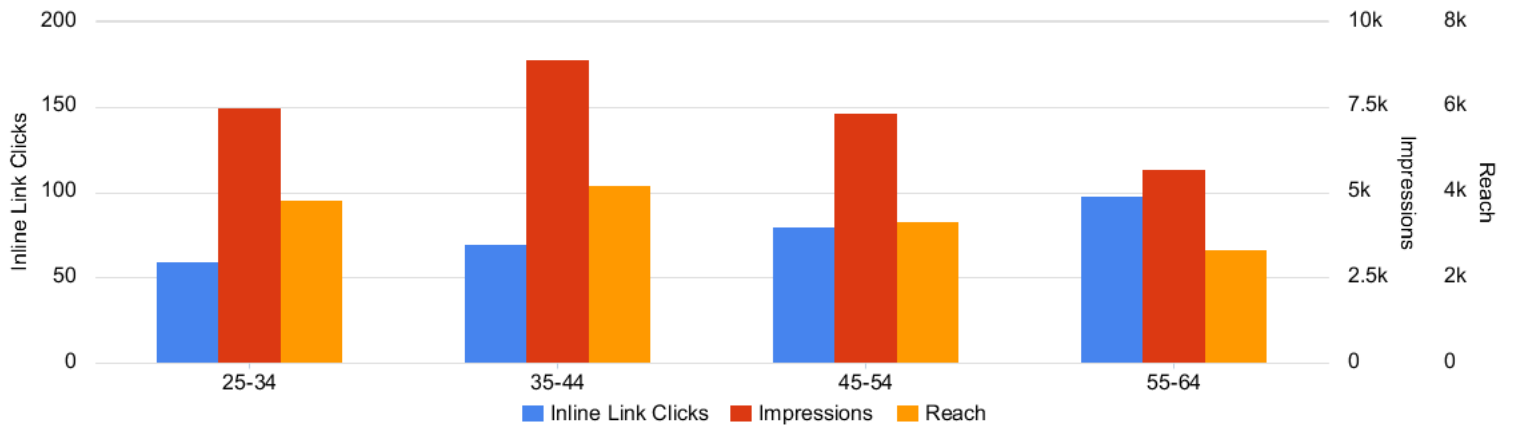
 Top Performing Ads (by Leads)
Healthy Solutions

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	\$1,030.32	308	29,377	13,984	2.1	2.36%	5	\$206.06
Total			\$1,030.32	308	29,377	13,984	2.1	2.36%	5	\$206.06

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Healthy Solutions



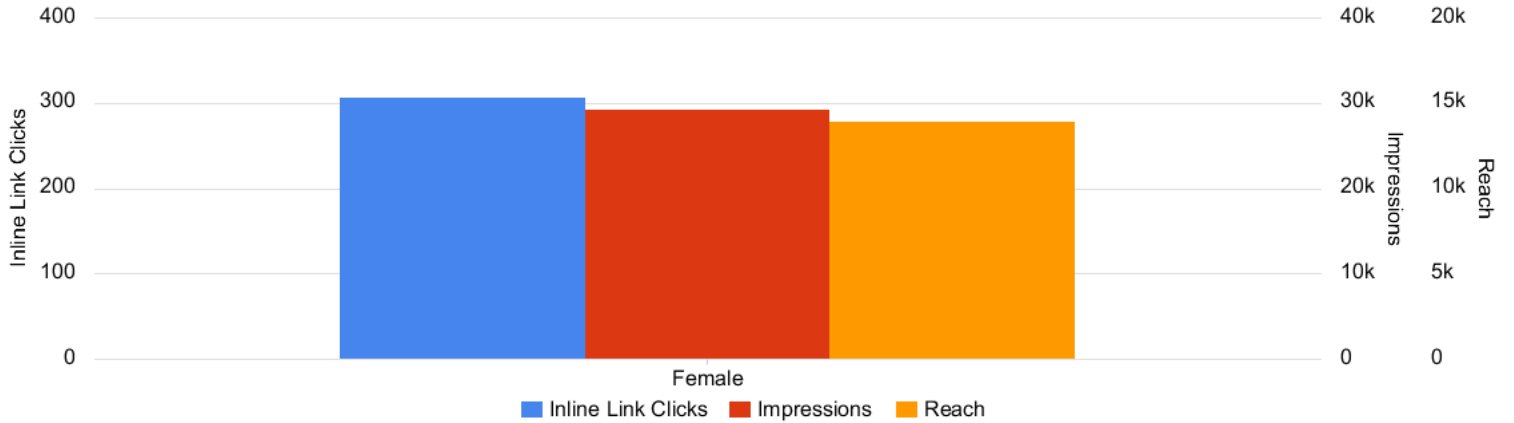
Age Performance Summary
Healthy Solutions

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Healthy Solutions	\$1,030.32	29,377	13,984	308	2.36%	2.1	5
> 25-34	\$188.18	7,485	3,816	60	1.90%	1.96	0
> 35-44	\$259.14	8,887	4,164	70	1.99%	2.13	0
> 45-54	\$298.77	7,320	3,328	80	2.51%	2.2	0
> 55-64	\$284.22	5,685	2,676	98	3.34%	2.12	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Healthy Solutions



Gender Performance Summary
Healthy Solutions

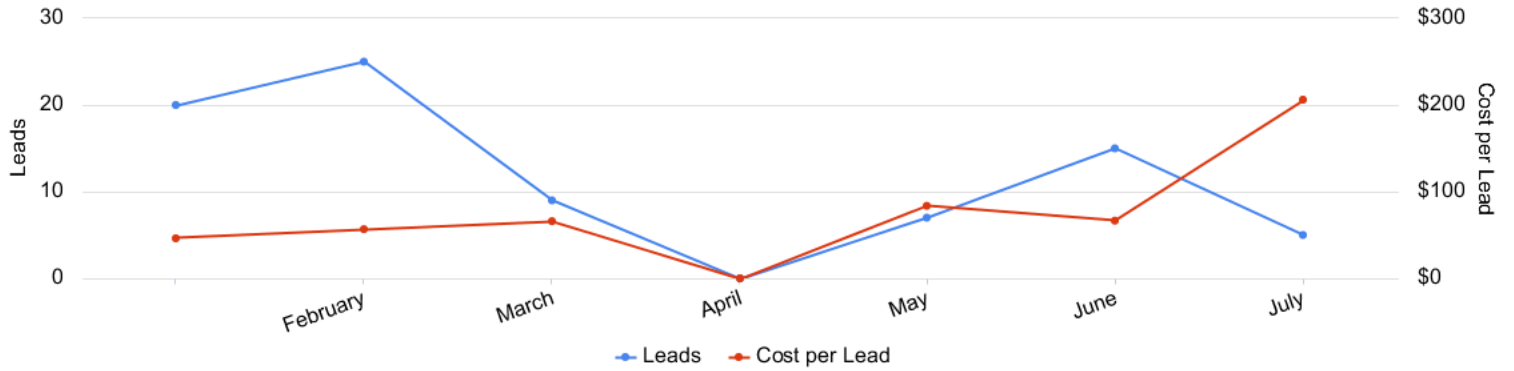
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Healthy Solutions	\$1,030.32	29,377	13,984	308	2.36%	2.1	5
> Female	\$1,030.32	29,377	13,984	308	2.36%	2.1	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend

Healthy Solutions



Historical table (by month)

Healthy Solutions

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Healthy Solutions	\$5,645.17	2,103	197,638	52,713	3.75	2.36%	81	\$69.69
> 2021-01-01 - 2021-01-31	\$923.33	533	45,731	20,686	2.21	2.34%	20	\$46.17
> 2021-02-01 - 2021-02-28	\$1,418.02	451	54,510	18,953	2.88	1.91%	25	\$56.72
> 2021-03-01 - 2021-03-31	\$594.39	148	18,923	8,008	2.36	1.94%	9	\$66.04
> 2021-04-01 - 2021-04-30	\$95.12	12	1,280	555	2.31	3.91%	0	\$0.00
> 2021-05-01 - 2021-05-31	\$585.49	321	21,621	9,761	2.22	3.42%	7	\$83.64
> 2021-06-01 - 2021-06-30	\$998.50	330	26,196	12,602	2.08	2.72%	15	\$66.57
> 2021-07-01 - 2021-07-31	\$1,030.32	308	29,377	13,984	2.1	2.36%	5	\$206.06