

# Summary

06/01/2021 - 06/30/2021

Impressions  
J Walker Wellness

**13,528**

13,524 0.03%

Reach  
J Walker Wellness

**6,773**

5,930 14.22%

Inline Link Clicks  
J Walker Wellness

**171**

211 -18.96%

Amount Spent  
J Walker Wellness

**\$498.77**

\$439.88 13.39%

CPC (Link)  
J Walker Wellness

**\$2.92**

\$2.08 40.38%

Leads  
J Walker Wellness

**11**

22 -50.00%

CPA  
J Walker Wellness

**\$45.34**

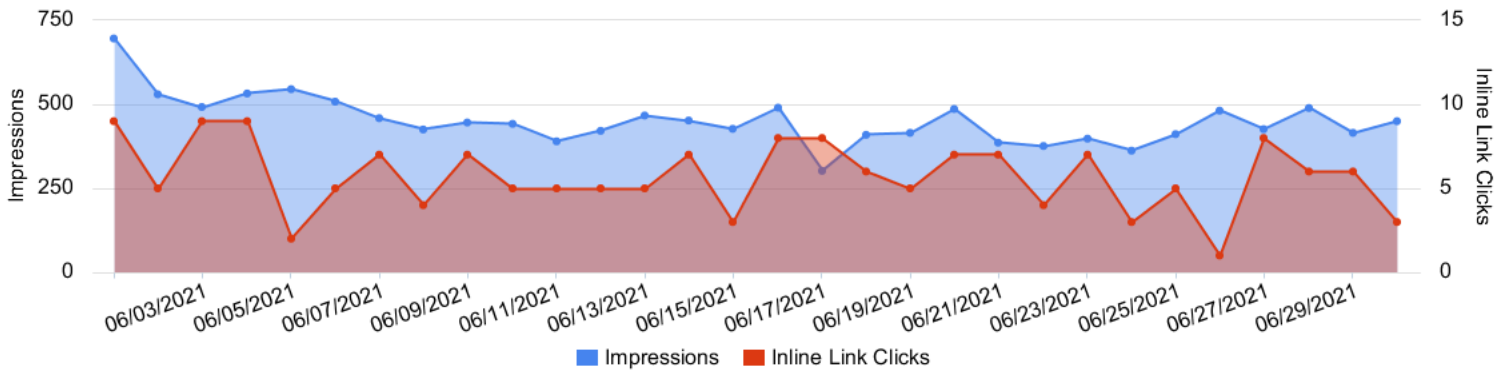
\$19.99 126.81%

Outbound Clicks  
J Walker Wellness

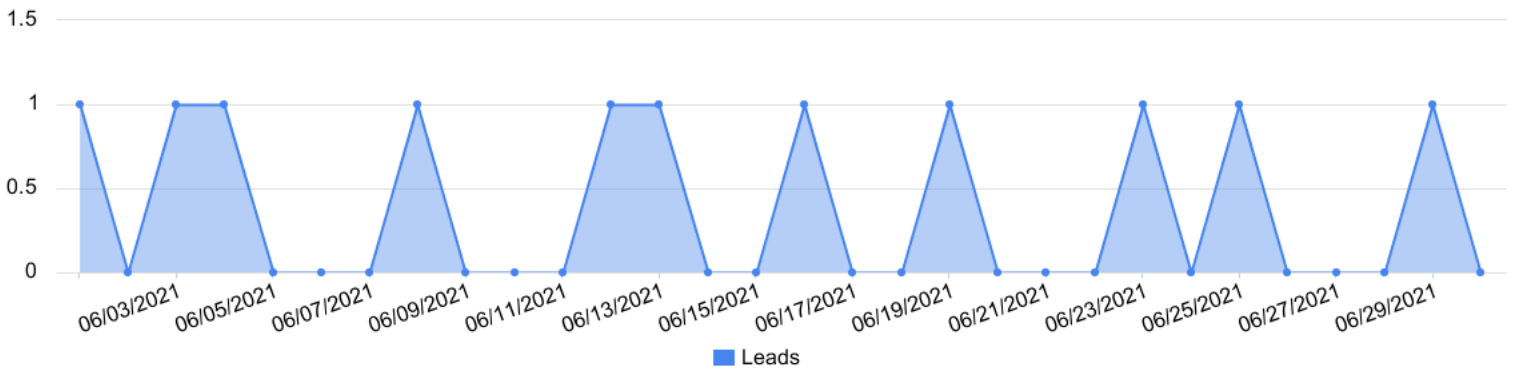
**170**

211 -19.43%

Impressions vs Inline Link Clicks  
J Walker Wellness



Conversions by day  
J Walker Wellness



# Account performance

06/01/2021 - 06/30/2021

## Overall performance

J Walker Wellness

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$498.77	\$439.88	13.39%
Inline Link Clicks	171	211	-18.96%
Impressions	13,528	13,524	0.03%
Reach	6,773	5,930	14.22%
Frequency	2	2.28	-12.42%
CTR (All)	2.11%	2.79%	-24.16%
Leads	11	22	-50.00%
cost_per_action_type:lead	\$45.34	\$19.99	126.81%

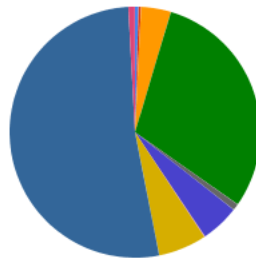
## Engagement performance

J Walker Wellness

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	1	0	100.00%
Post Reactions	15	12	25.00%
Post Shares	0	2	-100.00%

## Reach by placement

J Walker Wellness



- Audience Network - An Classic - Reach: 30 (0.45%)
- Audience Network - Rewarded Video - Reach: 22 (0.33%)
- Facebook - Facebook Stories - Reach: 256 (3.85%)
- Facebook - Feed - Reach: 2,002 (30.12%)
- Facebook - Instant Article - Reach: 56 (0.84%)
- Facebook - Instream Video - Reach: 332 (4.99%)
- Facebook - Search - Reach: 6 (0.09%)
- Facebook - Video Feeds - Reach: 414 (6.23%)
- Instagram - Feed - Reach: 3,473 (52.25%)
- Instagram - Instagram Explore - Reach: 56 (0.84%)

## Placement performance

J Walker Wellness

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
J Walker Wellness	\$498.77	171	13,528	6,773	2	2.11%	11	\$45.34
> Instagram - Feed	\$193.91	67	5,021	3,473	1.45	1.37%	0	\$0.00
> Facebook - Feed	\$170.32	54	4,190	2,002	2.09	3.87%	0	\$0.00
> Instagram - Instagram Stories	\$84.94	26	2,543	1,756	1.45	1.02%	0	\$0.00

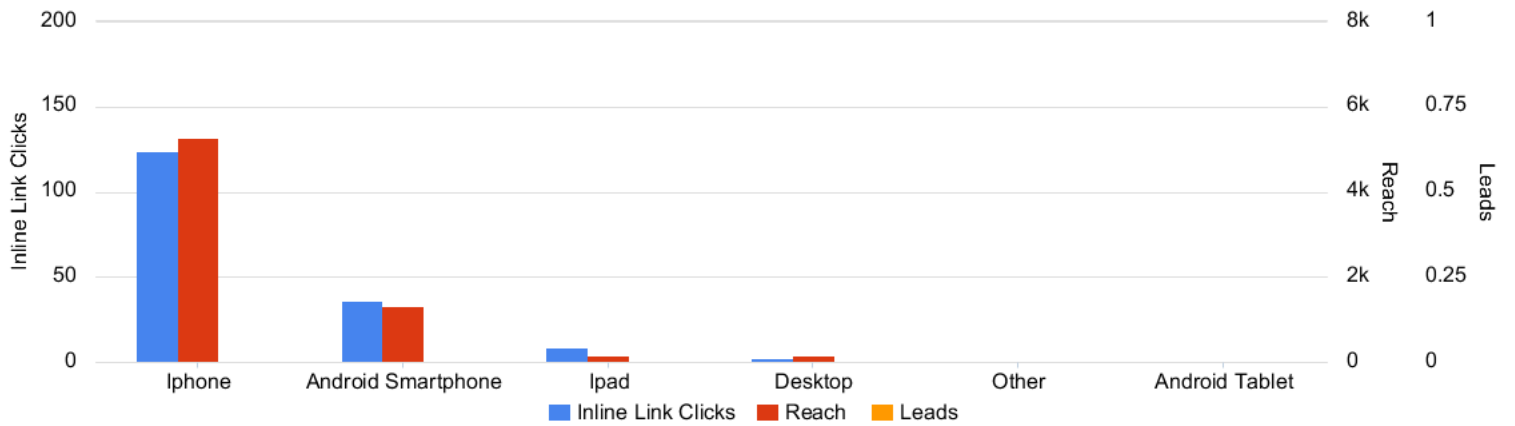
# Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Facebook - Instream Video	\$14.80	12	527	332	1.59	2.28%	0	\$0.00
> Facebook - Video Feeds	\$12.43	6	612	414	1.48	1.63%	0	\$0.00
> Facebook - Facebook Stories	\$15.62	5	379	256	1.48	1.58%	0	\$0.00
> Audience Network - An Classic	\$1.78	1	58	30	1.93	1.72%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$0.04	0	1	1	1	0.00%	0	\$0.00
> Instagram - Instagram Explore	\$1.12	0	78	56	1.39	0.00%	0	\$0.00
> Facebook - Search	\$0.57	0	11	6	1.83	0.00%	0	\$0.00
> Facebook - Instant Article	\$0.53	0	70	56	1.25	0.00%	0	\$0.00
> Audience Network - Rewarded Video	\$2.70	0	38	22	1.73	0.00%	0	\$0.00

## Device performance

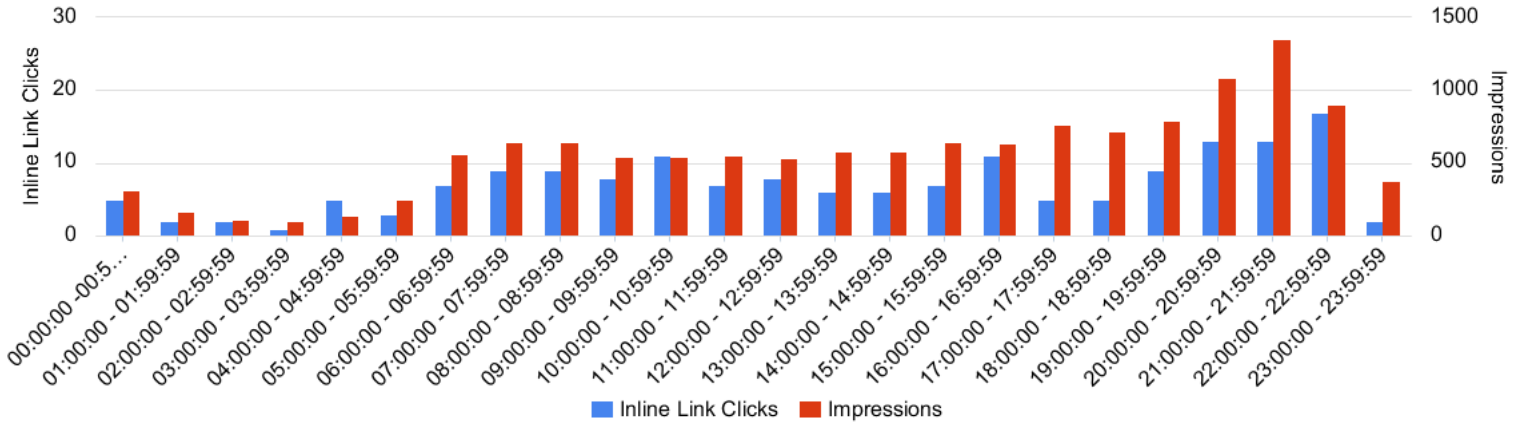
J Walker Wellness



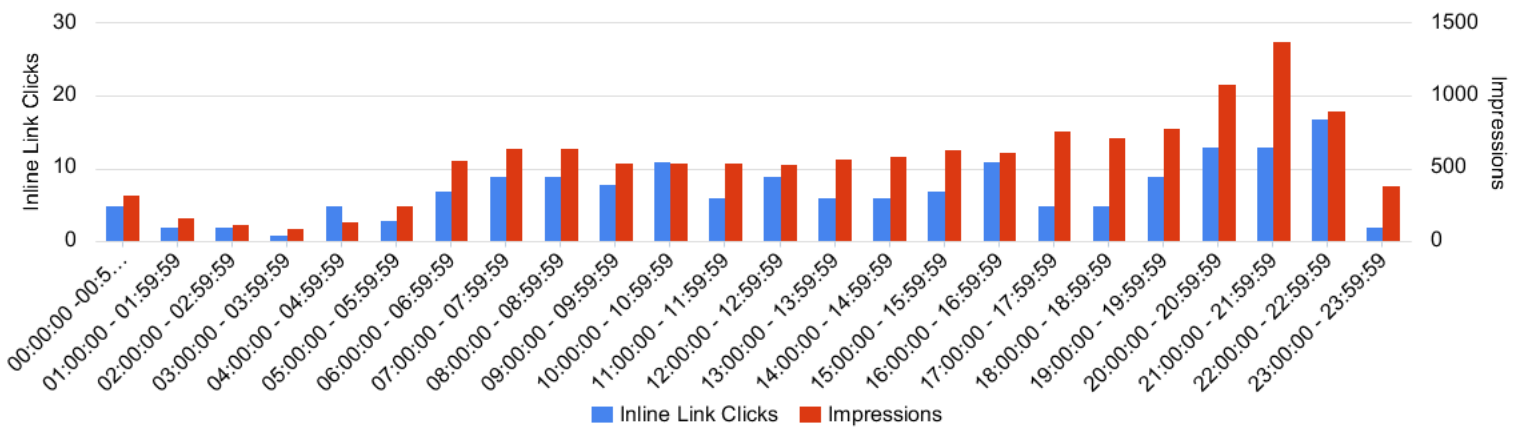
# Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)  
J Walker Wellness




Time of Day (Ad Account)  
J Walker Wellness





# Campaign performance

06/01/2021 - 06/30/2021

 Campaign performance  
J Walker Wellness

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Hydrafacial - Conversions	Active	\$498.77	171	13,528	6,773	2	2.11%	11	\$45.34
<b>Total</b>		<b>\$498.77</b>	<b>171</b>	<b>13,528</b>	<b>6,773</b>	<b>2</b>	<b>2.11%</b>	<b>11</b>	<b>\$45.34</b>

 Top ads performance  
J Walker Wellness

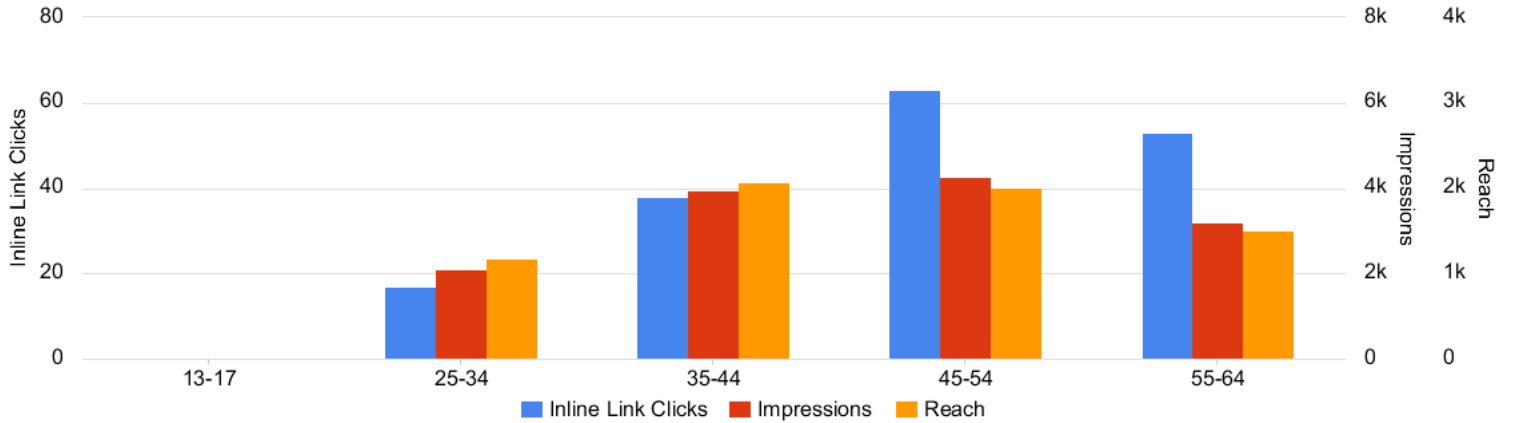
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021 - 03 - Video - Hydrafacial		Hydrafacial - Conversions	\$498.77	171	13,528	6,773	2	2.11%	11	\$45.34
<b>Total</b>			<b>\$498.77</b>	<b>171</b>	<b>13,528</b>	<b>6,773</b>	<b>2</b>	<b>2.11%</b>	<b>11</b>	<b>\$45.34</b>

# Audience performance

06/01/2021 - 06/30/2021

## Age performance

J Walker Wellness



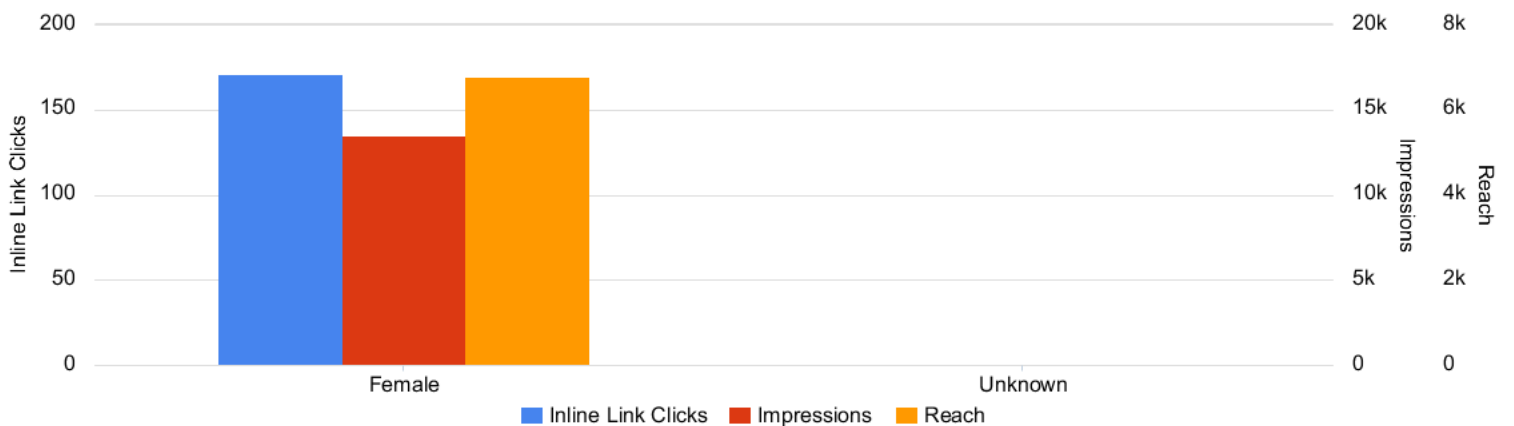
## Age performance

J Walker Wellness

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
J Walker Wellness	\$498.77	171	13,528	6,773	2	2.11%	11	\$45.34
> 45-54	\$175.23	63	4,259	2,012	2.12	2.49%	0	\$0.00
> 55-64	\$152.44	53	3,212	1,500	2.14	2.83%	0	\$0.00
> 35-44	\$122.06	38	3,961	2,078	1.91	1.57%	0	\$0.00
> 25-34	\$49.01	17	2,095	1,182	1.77	1.29%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> 13-17	\$0.03	0	1	0	0	0.00%	0	\$0.00


## Gender performance

J Walker Wellness



# Audience performance


06/01/2021 - 06/30/2021

 Gender performance  
J Walker Wellness

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
J Walker Wellness	\$498.77	171	13,528	6,773	2	2.11%	11	\$45.34
> Female	\$498.74	171	13,527	6,773	2	2.11%	0	\$0.00
> Unknown	\$0.03	0	1	0	0	0.00%	0	\$0.00

# Year to date

01/01/2021 - 06/30/2021

 Performance by period  
J Walker Wellness

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
J Walker Wellness	\$1,581.14	685	47,133	13,929	3.38	2.70%	58	\$27.26
> 2021-06-01 - 2021-06-30	\$498.77	171	13,528	6,773	2	2.11%	11	\$45.34
> 2021-05-01 - 2021-05-31	\$439.88	211	13,524	5,930	2.28	2.79%	22	\$19.99
> 2021-04-01 - 2021-04-30	\$503.13	216	15,834	6,395	2.48	2.78%	16	\$31.45
> 2021-03-01 - 2021-03-31	\$139.36	87	4,247	2,327	1.83	4.03%	9	\$15.48