

Summary

06/01/2021 - 06/30/2021

Impressions
Shareef Jandali

15,355

12,929 **18.76%**

Reach
Shareef Jandali

7,444

5,997 **24.13%**

Inline Link Clicks
Shareef Jandali

359

315 **13.97%**

Amount Spent
Shareef Jandali

\$1,210.55

\$1,022.18 **18.43%**

CPC (Link)
Shareef Jandali

\$3.37

\$3.25 **3.69%**

Leads
Shareef Jandali

21

44 **-52.27%**

CPA
Shareef Jandali

\$57.65

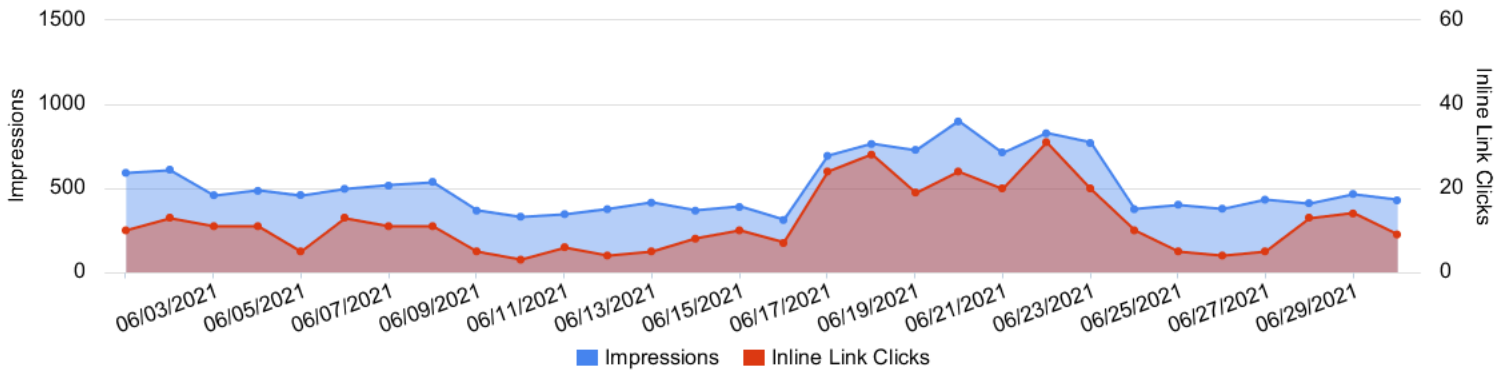
\$23.23 **148.17%**

Outbound Clicks
Shareef Jandali

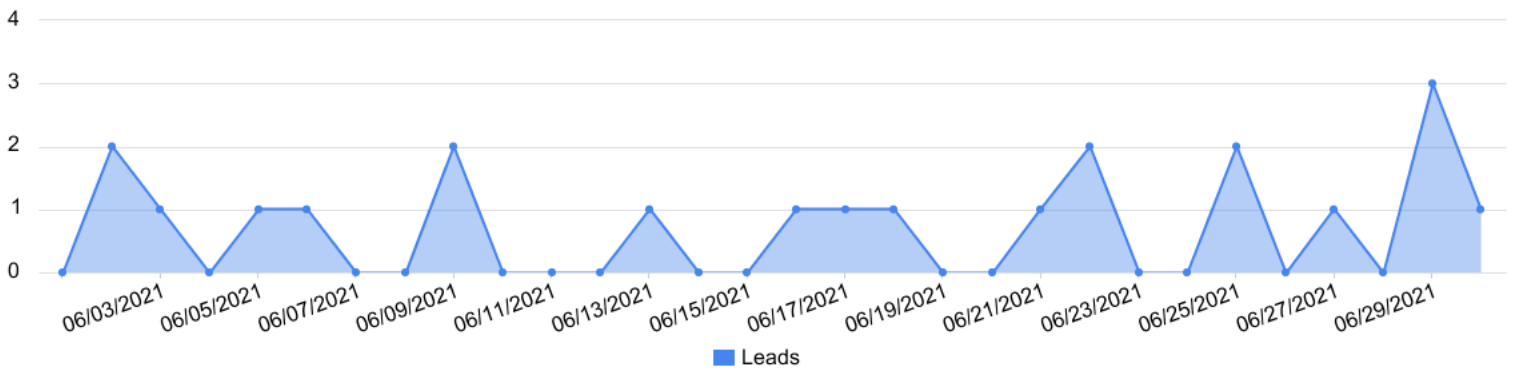
350

311 **12.54%**

Impressions vs Inline Link Clicks
Shareef Jandali



Conversions by day
Shareef Jandali



Account performance

06/01/2021 - 06/30/2021

Overall performance

Shareef Jandali

| Metric | 06/01/2021 - 06/30/2021 | 05/01/2021 - 05/31/2021 | % Change |
|---------------------------|-------------------------|-------------------------|----------|
| Amount Spent | \$1,210.55 | \$1,022.18 | 18.43% |
| Inline Link Clicks | 359 | 315 | 13.97% |
| Impressions | 15,355 | 12,929 | 18.76% |
| Reach | 7,444 | 5,997 | 24.13% |
| Frequency | 2.06 | 2.16 | -4.32% |
| CTR (All) | 4.16% | 4.25% | -2.00% |
| Leads | 21 | 44 | -52.27% |
| cost_per_action_type:lead | \$57.65 | \$23.23 | 148.17% |

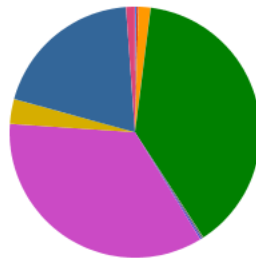
Engagement performance

Shareef Jandali

| Metric | 06/01/2021 - 06/30/2021 | 05/01/2021 - 05/31/2021 | % Change |
|----------------|-------------------------|-------------------------|----------|
| Page Likes | 0 | 0 | 0.00% |
| Post Comments | 9 | 3 | 200.00% |
| Post Reactions | 42 | 37 | 13.51% |
| Post Shares | 14 | 8 | 75.00% |

Reach by placement

Shareef Jandali



- Audience Network - An Classic - Reach: 14 (0.19%)
- Audience Network - Rewarded Video - Reach: 20 (0.27%)
- Facebook - Facebook Stories - Reach: 116 (1.56%)
- Facebook - Feed - Reach: 2,885 (38.82%)
- Facebook - Instant Article - Reach: 18 (0.24%)
- Facebook - Instream Video - Reach: 16 (0.22%)
- Facebook - Marketplace - Reach: 2,585 (34.78%)
- Facebook - Video Feeds - Reach: 238 (3.20%)
- Instagram - Feed - Reach: 1,454 (19.56%)
- Instagram - Instagram Explore - Reach: 86 (1.16%)

Placement performance

Shareef Jandali

| Account | Amount Spent | Inline Link Clicks | Impressions | Reach | Frequency | CTR (All) | Leads | Cost per Lead |
|---------------------------------|--------------|--------------------|-------------|-------|-----------|-----------|-------|---------------|
| Shareef Jandali | \$1,210.55 | 359 | 15,355 | 7,444 | 2.06 | 4.16% | 21 | \$57.65 |
| > Facebook - Feed | \$693.16 | 175 | 5,535 | 2,885 | 1.92 | 7.97% | 0 | \$0.00 |
| > Facebook - Marketplace | \$120.43 | 95 | 5,347 | 2,585 | 2.07 | 1.95% | 0 | \$0.00 |
| > Instagram - Instagram Stories | \$181.43 | 38 | 1,816 | 1,196 | 1.52 | 2.09% | 0 | \$0.00 |

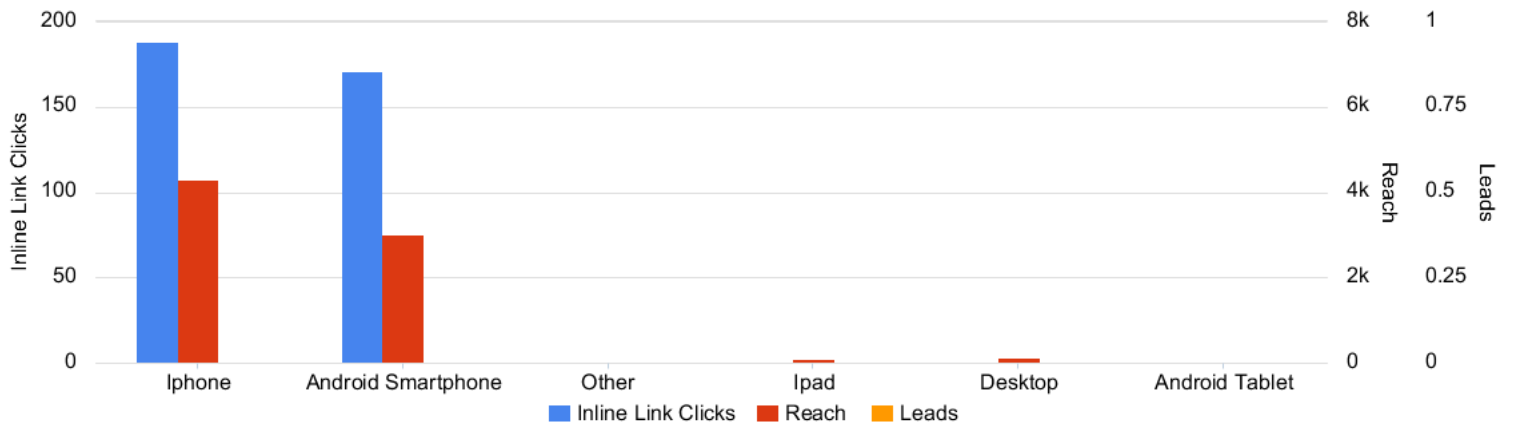
Account performance

06/01/2021 - 06/30/2021

| Account | Amount Spent | Inline Link Clicks | Impressions | Reach | Frequency | CTR (All) | Leads | Cost per Lead |
|-------------------------------------|--------------|--------------------|-------------|-------|-----------|-----------|-------|---------------|
| > Instagram - Feed | \$162.48 | 31 | 2,003 | 1,454 | 1.38 | 1.55% | 0 | \$0.00 |
| > Facebook - Video Feeds | \$19.51 | 10 | 322 | 238 | 1.35 | 4.35% | 0 | \$0.00 |
| > Facebook - Facebook Stories | \$16.45 | 4 | 141 | 116 | 1.22 | 3.55% | 0 | \$0.00 |
| > Instagram - Instagram Explore | \$4.52 | 3 | 101 | 86 | 1.17 | 2.97% | 0 | \$0.00 |
| > Facebook - Instream Video | \$2.64 | 1 | 21 | 16 | 1.31 | 4.76% | 0 | \$0.00 |
| > Facebook - Instant Article | \$1.57 | 1 | 18 | 18 | 1 | 5.56% | 0 | \$0.00 |
| > Audience Network - Rewarded Video | \$5.11 | 1 | 26 | 20 | 1.3 | 3.85% | 0 | \$0.00 |
| > Unknown - Unknown | \$0.00 | 0 | 0 | 0 | 0 | -- | 0 | \$0.00 |
| > Audience Network - An Classic | \$3.23 | 0 | 25 | 14 | 1.79 | 0.00% | 0 | \$0.00 |

Device performance

Shareef Jandali

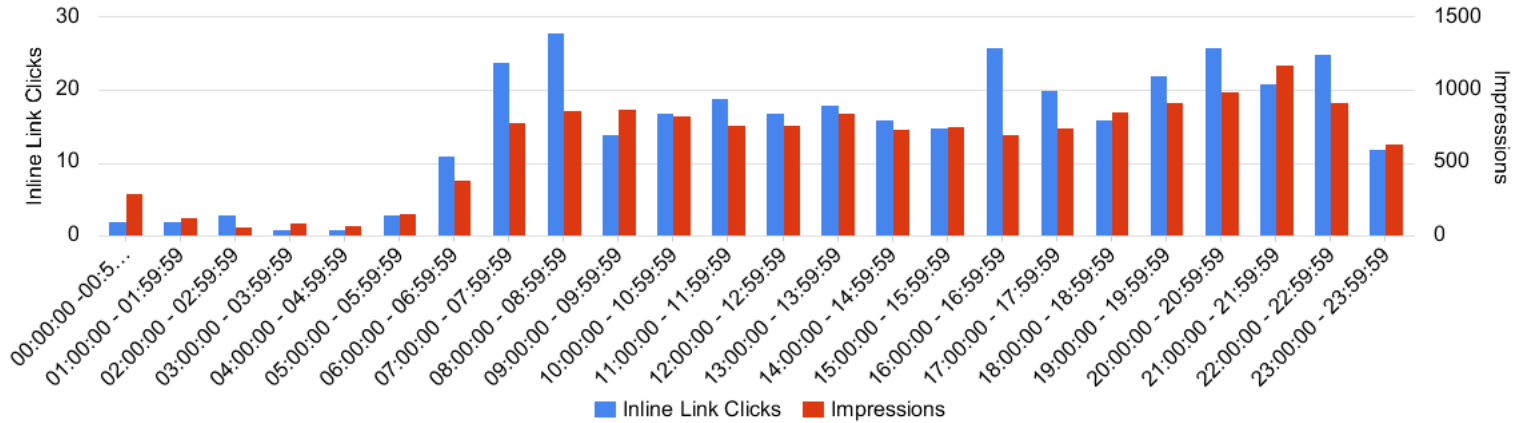


Schedule performance

06/01/2021 - 06/30/2021

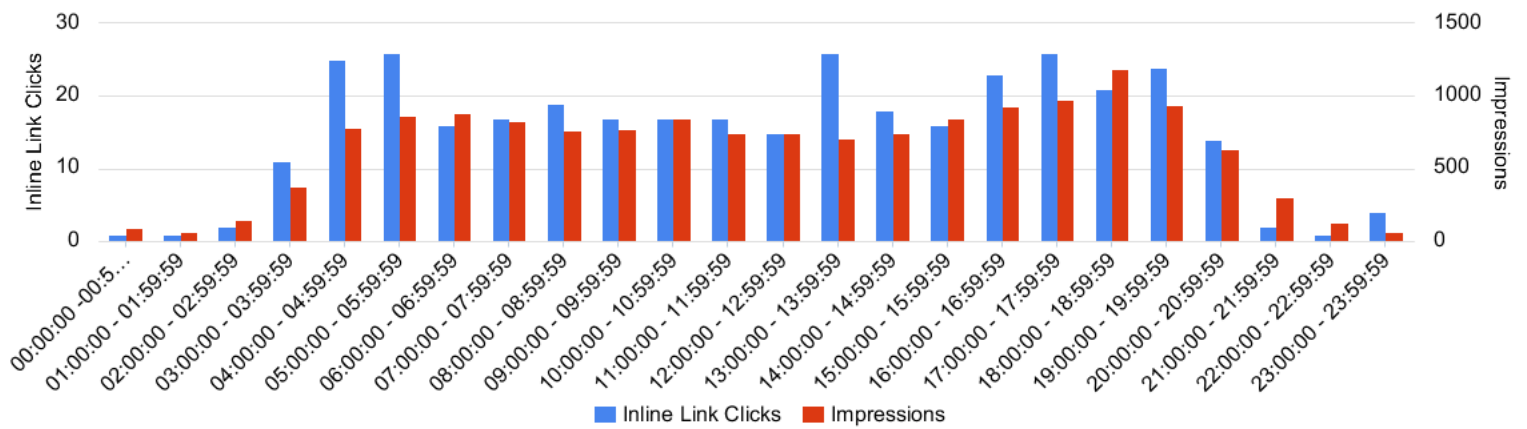
Time of Day (Viewer)

Shareef Jandali



Time of Day (Ad Account)

Shareef Jandali



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance
Shareef Jandali

| Campaign Name | Effective status | Amount Spent | Inline Link Clicks | Impressions | Reach | Frequency | CTR (All) | Leads | Cost per Lead |
|----------------------------|------------------|-------------------|--------------------|---------------|--------------|-------------|--------------|-----------|----------------|
| Emsculpt NEO - Conversions | Active | \$990.28 | 235 | 12,208 | 6,052 | 2.02 | 3.41% | 21 | \$47.16 |
| Coolsculpting- Conversions | Paused | \$220.27 | 124 | 3,147 | 2,259 | 1.39 | 7.09% | 0 | \$0.00 |
| Total | | \$1,210.55 | 359 | 15,355 | 7,444 | 2.06 | 4.16% | 21 | \$57.65 |

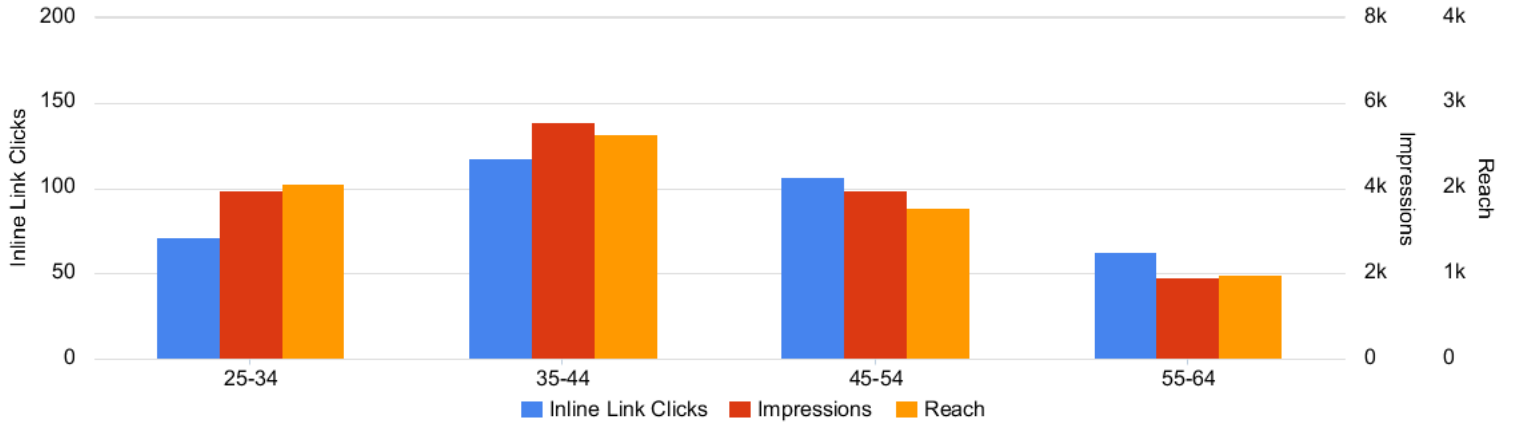
Top ads performance
Shareef Jandali

| Ad Name | Ad Creative Thumbnail | Campaign Name | Amount Spent | Inline Link Clicks | Impressions | Reach | Frequency | CTR (All) | Leads | Cost per Lead |
|-----------------------------------|-----------------------|----------------------------|-------------------|--------------------|---------------|--------------|-------------|--------------|-----------|----------------|
| 2021- 03 - Emsculpt NEO - Video 1 | | Emsculpt NEO - Conversions | \$990.28 | 235 | 12,208 | 6,052 | 2.02 | 3.41% | 21 | \$47.16 |
| 2021 - 05 - CS - UGC - Standing | | Coolsculpting- Conversions | \$146.37 | 76 | 1,884 | 1,521 | 1.24 | 7.70% | 0 | \$0.00 |
| 2021 - 05 - CS - UGC - Sitting | | Coolsculpting- Conversions | \$73.90 | 48 | 1,263 | 969 | 1.3 | 6.18% | 0 | \$0.00 |
| Total | | | \$1,210.55 | 359 | 15,355 | 7,444 | 2.06 | 4.16% | 21 | \$57.65 |

Audience performance

06/01/2021 - 06/30/2021

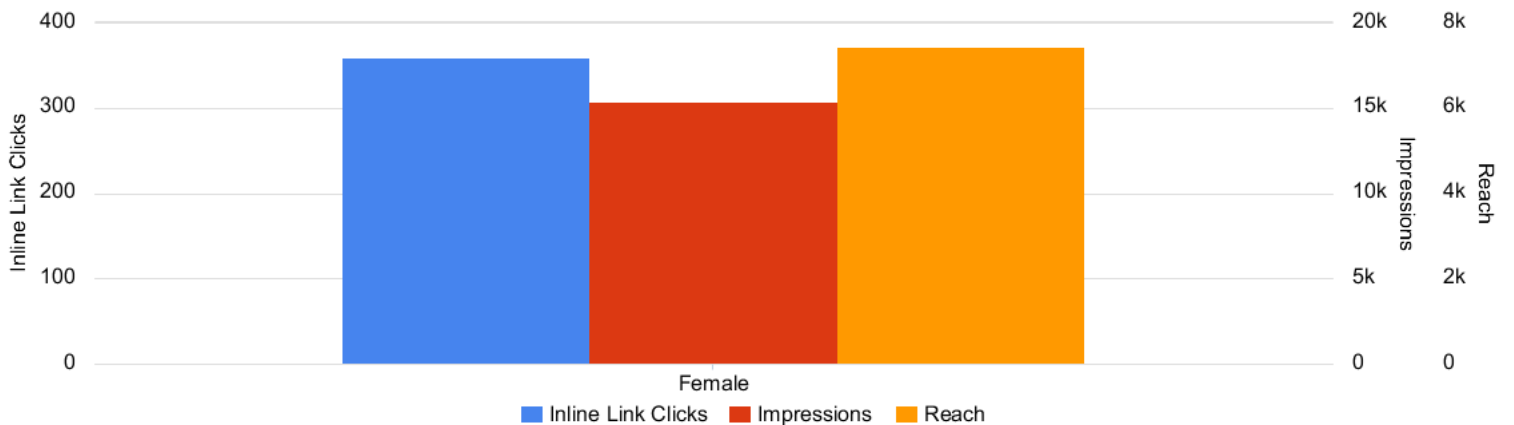
Age performance
Shareef Jandali



Age performance
Shareef Jandali

| Account | Amount Spent | Inline Link Clicks | Impressions | Reach | Frequency | CTR (All) | Leads | Cost per Lead |
|-----------------|--------------|--------------------|-------------|-------|-----------|-----------|-------|---------------|
| Shareef Jandali | \$1,210.55 | 359 | 15,355 | 7,444 | 2.06 | 4.16% | 21 | \$57.65 |
| > 35-44 | \$386.83 | 118 | 5,539 | 2,629 | 2.11 | 3.88% | 0 | \$0.00 |
| > 45-54 | \$379.16 | 107 | 3,947 | 1,773 | 2.23 | 4.89% | 0 | \$0.00 |
| > 25-34 | \$247.85 | 71 | 3,959 | 2,049 | 1.93 | 2.93% | 0 | \$0.00 |
| > 55-64 | \$196.71 | 63 | 1,910 | 994 | 1.92 | 6.02% | 0 | \$0.00 |
| > Unknown | \$0.00 | 0 | 0 | 0 | 0 | -- | 0 | \$0.00 |

Gender performance
Shareef Jandali



Gender performance
Shareef Jandali

| Account | Amount Spent | Inline Link Clicks | Impressions | Reach | Frequency | CTR (All) | Leads | Cost per Lead |
|-----------------|--------------|--------------------|-------------|-------|-----------|-----------|-------|---------------|
| Shareef Jandali | \$1,210.55 | 359 | 15,355 | 7,444 | 2.06 | 4.16% | 21 | \$57.65 |
| > Female | \$1,210.55 | 359 | 15,355 | 7,444 | 2.06 | 4.16% | 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
Shareef Jandali

| Account | Amount Spent | Inline Link Clicks | Impressions | Reach | Frequency | CTR (All) | Leads | Cost per Lead |
|---------------------------|--------------|--------------------|-------------|--------|-----------|-----------|-------|---------------|
| Shareef Jandali | \$2,575.58 | 794 | 32,738 | 13,064 | 2.51 | 4.21% | 84 | \$30.66 |
| > 2021-06-01 - 2021-06-30 | \$1,210.55 | 359 | 15,355 | 7,444 | 2.06 | 4.16% | 21 | \$57.65 |
| > 2021-05-01 - 2021-05-31 | \$1,022.18 | 315 | 12,929 | 5,997 | 2.16 | 4.25% | 44 | \$23.23 |
| > 2021-04-01 - 2021-04-30 | \$342.85 | 120 | 4,454 | 3,033 | 1.47 | 4.24% | 19 | \$18.04 |