

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Shareef Jandali

\$1,021.64
\$1,210.55 -15.61%

Impressions
Shareef Jandali

11,974
15,355 -22.02%

Reach
Shareef Jandali

5,638
7,444 -24.26%

Clicks (Link)
Shareef Jandali

222
359 -38.16%

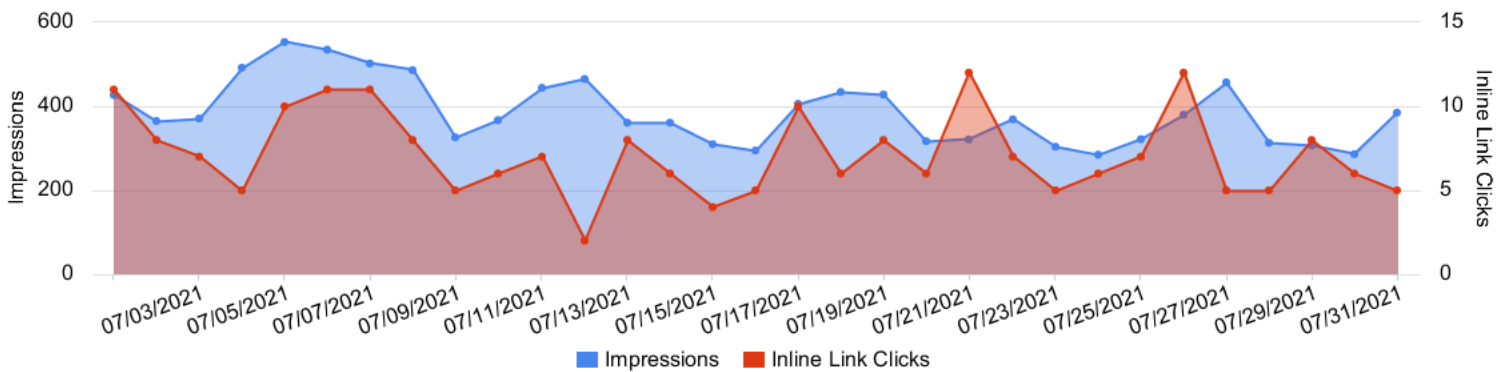
Leads
Shareef Jandali

19
23 -17.39%

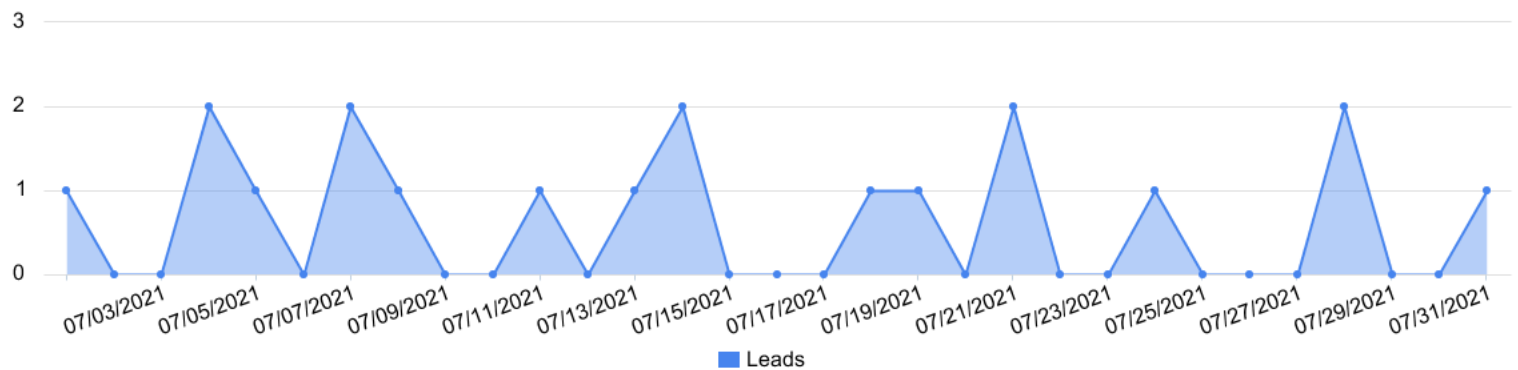
Cost / Lead
Shareef Jandali

\$53.77
\$52.63 2.17%

Impressions vs Inline Link Clicks
Shareef Jandali




Conversions by day
Shareef Jandali




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Shareef Jandali

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,021.64	\$1,210.55	-15.61%
Impressions	11,974	15,355	-22.02%
Reach	5,638	7,444	-24.26%
Clicks	222	359	-38.16%
CTR	1.85%	2.34%	-20.70%
Frequency	2.12	2.06	2.96%
Leads	19	23	-17.39%
Cost / Lead	\$53.77	\$52.63	2.17%

 Engagement Summary
Shareef Jandali

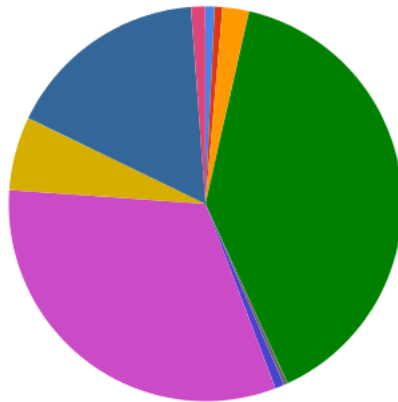
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	2	9	-77.78%
Post Reactions	31	42	-26.19%
Post Shares	3	14	-78.57%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Shareef Jandali



- Audience Network - An Classic - Reach: 44 (0.75%)
- Audience Network - Rewarded Video - Reach: 38 (0.65%)
- Facebook - Facebook Stories - Reach: 126 (2.15%)
- Facebook - Feed - Reach: 2,316 (39.60%)
- Facebook - Instant Article - Reach: 19 (0.32%)
- Facebook - Instream Video - Reach: 44 (0.75%)
- Facebook - Marketplace - Reach: 1,866 (31.90%)
- Facebook - Video Feeds - Reach: 352 (6.02%)
- Instagram - Feed - Reach: 976 (16.69%)
- Instagram - Instagram Explore - Reach: 68 (1.16%)

Placement Performance (by Leads)

Shareef Jandali

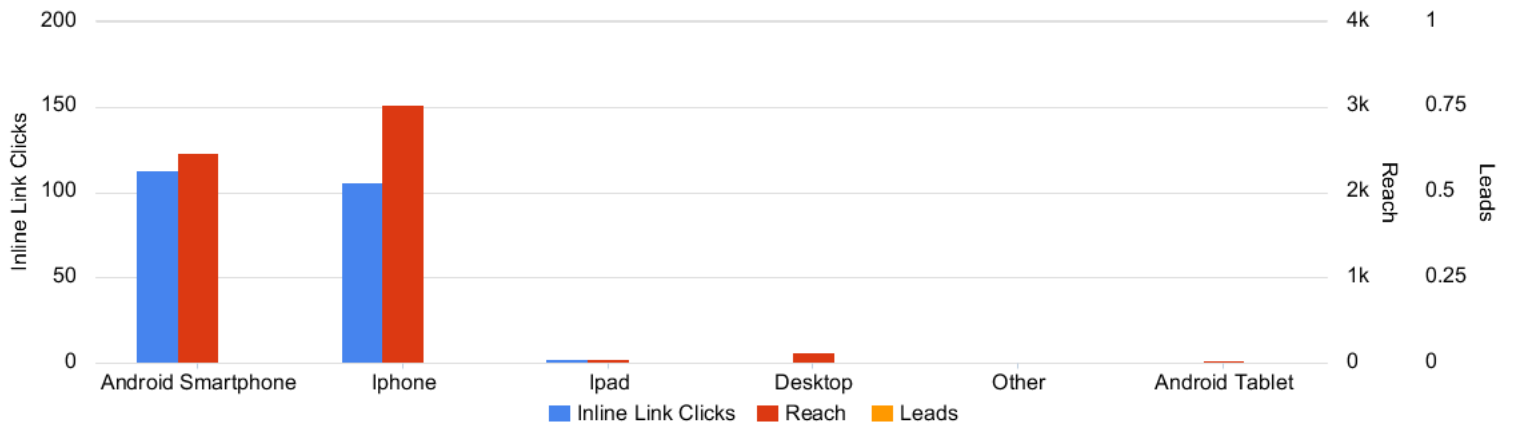
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Shareef Jandali	\$1,021.64	222	11,974	5,638	2.12	3.41%	19	\$53.77
> Audience Network - An Classic	\$8.05	5	56	44	1.27	8.93%	0	\$0.00
> Audience Network - Rewarded Video	\$8.94	0	59	38	1.55	0.00%	0	\$0.00
> Facebook - Facebook Stories	\$18.99	3	149	126	1.18	2.01%	0	\$0.00
> Facebook - Feed	\$606.24	104	4,730	2,316	2.04	5.81%	0	\$0.00
> Facebook - Instant Article	\$0.81	0	19	19	1	0.00%	0	\$0.00
> Facebook - Instream Video	\$6.02	4	58	44	1.32	6.90%	0	\$0.00
> Facebook - Marketplace	\$90.25	42	3,738	1,866	2	1.31%	0	\$0.00
> Facebook - Video Feeds	\$33.28	14	517	352	1.47	4.26%	0	\$0.00
> Instagram - Feed	\$114.43	27	1,372	976	1.41	1.97%	0	\$0.00
> Instagram - Instagram Explore	\$6.71	0	82	68	1.21	0.00%	0	\$0.00
> Instagram - Instagram Stories	\$127.93	23	1,194	782	1.53	1.93%	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

Shareef Jandali



Device Platform Performance

Shareef Jandali

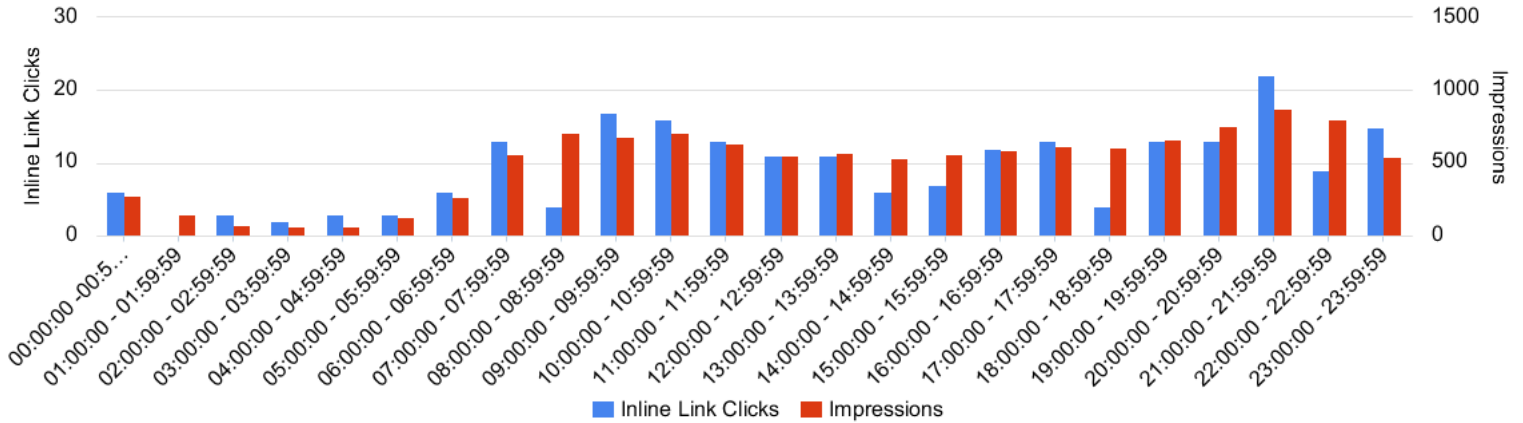
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Shareef Jandali	\$1,021.64	11,974	222	3.41%	5,638	2.12	19
> Mobile App	\$1,006.40	11,718	220	3.41%	5,496	2.13	0
> Mobile Web	\$11.34	87	1	8.05%	40	2.17	0
> Desktop	\$3.90	169	1	0.59%	128	1.32	0
> Unknown	\$0.00	0	0	--	0	0	0

Schedule Performance

07/01/2021 - 07/31/2021

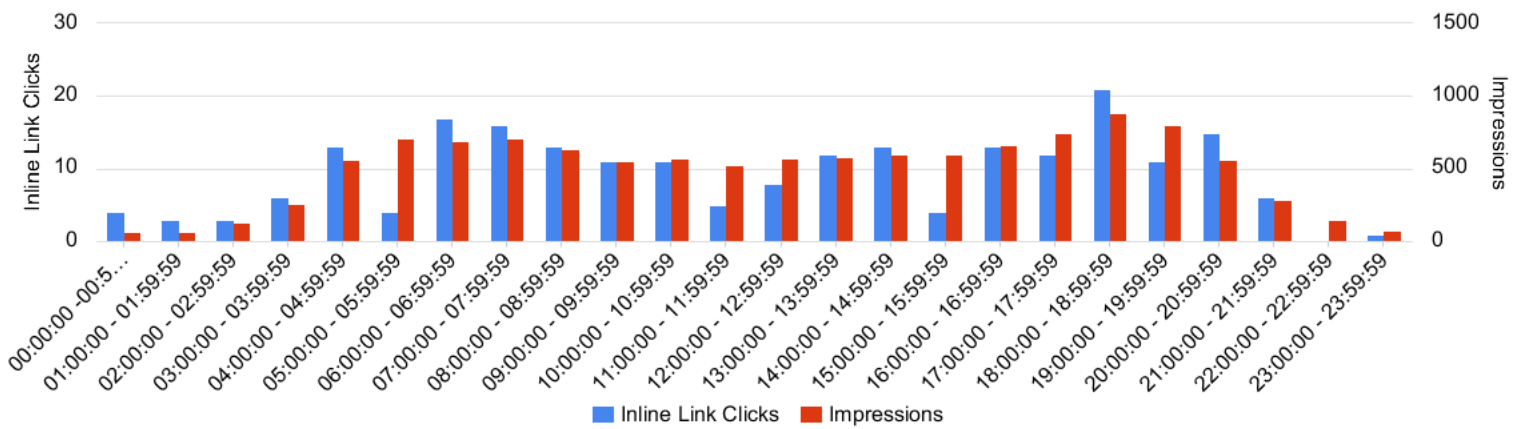
Time of Day (Viewer)

Shareef Jandali




Time of Day (Ad Account)

Shareef Jandali



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Shareef Jandali

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Emsculpt NEO - Conversions	\$1,021.64	11,974	222	19	\$53.77
Total	\$1,021.64	11,974	222	19	\$53.77

Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021


 Top Performing Ad Sets
Shareef Jandali

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women - 25-64 - 20mi Radius	Emsculpt NEO - Conversions	\$1,021.64	11,974	222	19	\$53.77
	Total	\$1,021.64	11,974	222	19	\$53.77

Ad Performance Summary

07/01/2021 - 07/31/2021

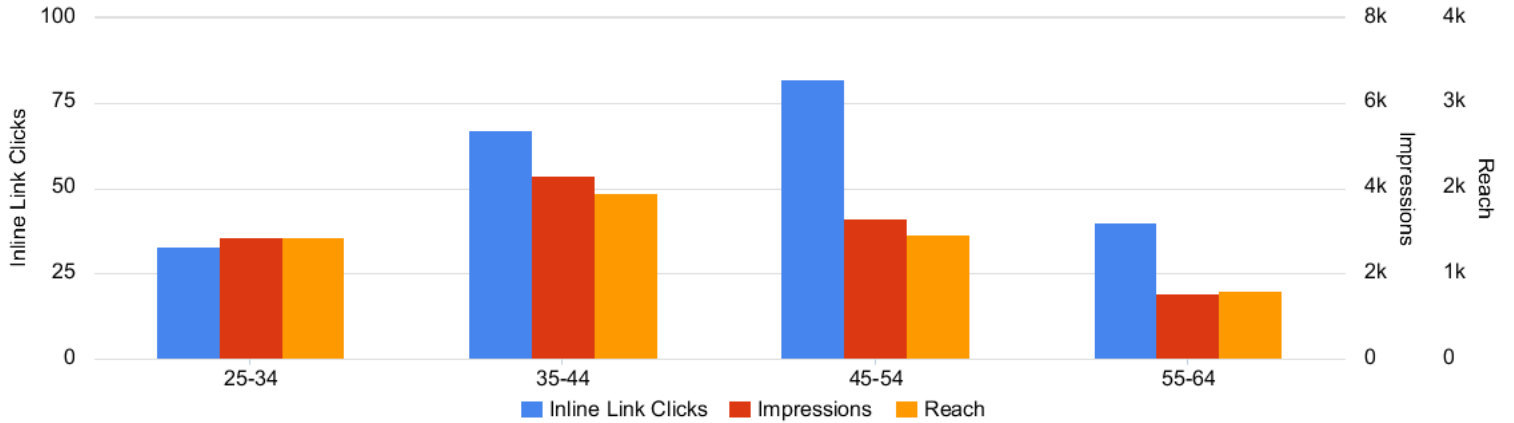
 Top Performing Ads (by Leads)
Shareef Jandali

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	\$1,021.64	222	11,974	5,638	2.12	3.41%	19	\$53.77
Total			\$1,021.64	222	11,974	5,638	2.12	3.41%	19	\$53.77

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Shareef Jandali



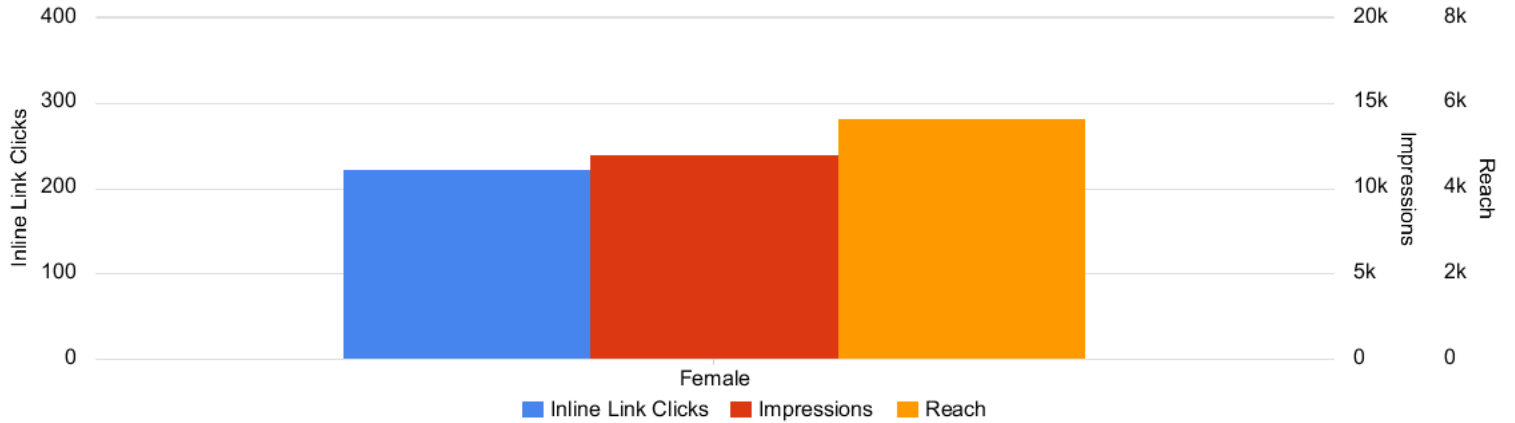
Age Performance Summary
Shareef Jandali

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Shareef Jandali	\$1,021.64	11,974	5,638	222	3.41%	2.12	19
> 25-34	\$185.97	2,842	1,420	33	2.01%	2	0
> 35-44	\$306.44	4,313	1,952	67	3.01%	2.21	0
> 45-54	\$373.71	3,282	1,466	82	4.51%	2.24	0
> 55-64	\$155.52	1,537	800	40	4.75%	1.92	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Shareef Jandali



Gender Performance Summary
Shareef Jandali

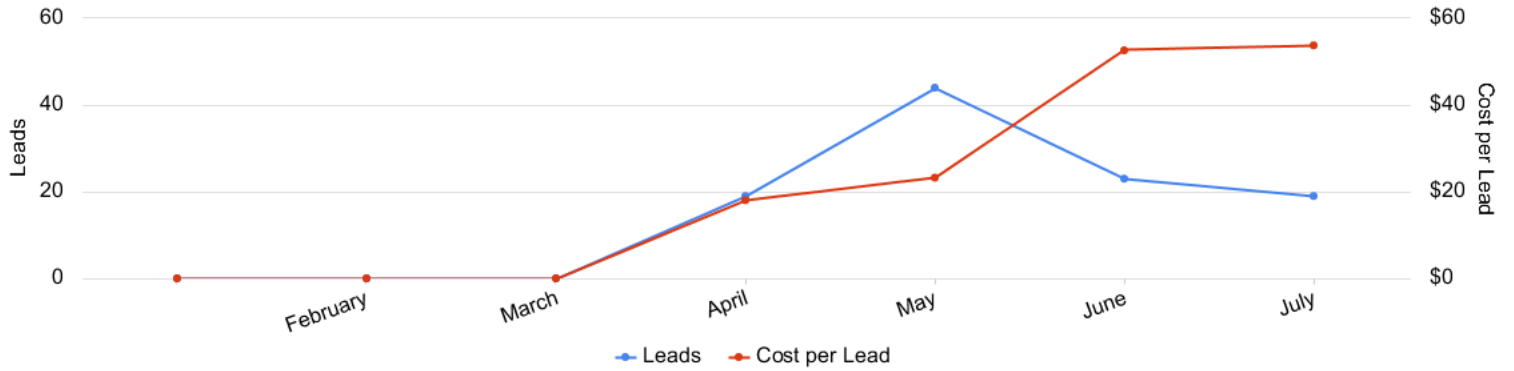
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Shareef Jandali	\$1,021.64	11,974	5,638	222	3.41%	2.12	19
> Female	\$1,021.64	11,974	5,638	222	3.41%	2.12	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend

Shareef Jandali



Historical table (by month)

Shareef Jandali

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Shareef Jandali	\$3,597.22	1,016	44,712	15,635	2.86	3.99%	105	\$34.26
> 2021-04-01 - 2021-04-30	\$342.85	120	4,454	3,033	1.47	4.24%	19	\$18.04
> 2021-05-01 - 2021-05-31	\$1,022.18	315	12,929	5,997	2.16	4.25%	44	\$23.23
> 2021-06-01 - 2021-06-30	\$1,210.55	359	15,355	7,444	2.06	4.16%	23	\$52.63
> 2021-07-01 - 2021-07-31	\$1,021.64	222	11,974	5,638	2.12	3.41%	19	\$53.77