

# La Fleur Medi Spa Emsculpt Facebook Ads Q2 2020 (4/1/2020 - 6/30/2020)

## Total Facebook Ads: \$3,305.96

**Campaigns** La Fleur Medical Spa (159463...)

Updated just now | Discard Drafts | Review and Publish

Additional Information: We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.03 on 2020-06-18 to the payment method on your ad account 159463457489246. We appreciate your accommodation for the inconvenience this refund may have caused.

Search | Filters | Add filters to narrow the data you are seeing. Apr 1, 2020 - Jun 30, 2020

COVID-19 Resources | Campaigns (2 Selected) | Ad Sets for 2 Campaigns | Ads for 2 Campaigns

+ Create | Duplicate | Edit | A/B Test | Rules | View Setup | Columns: Custom | Breakdown | Reports

| Campaign Name                                    | Budget           | Results         | Reach                | Impressions          | Cost per Result        | Amount Spent                  | Ends         | Link Clicks      | Website Purchases | On-Facebook Purchases |
|--|------------------|-----------------|----------------------|----------------------|------------------------|-------------------------------|--------------|------------------|-------------------|-----------------------|
| Emsculpt - Conversions                           | \$33.33 Daily    | 63 Leads        | 34,200               | 122,779              | \$48.14 Per Lead       | \$3,032.94                    | Ongoing      | 765              | —                 | —                     |
| [03/30/2020] Promoting Send Message              | \$15.00 Daily    | 25 Messaging... | 14,484               | 31,993               | \$17.80 Per Messag...  | \$444.99                      | Apr 30, 2020 | 107              | —                 | —                     |
| Ongoing Local Business Promotion La Fleur ...    | \$3.00 Daily     | 20,268 Reach    | 20,268               | 150,804              | \$13.47 Per 1,000 P... | \$273.02                      | Ongoing      | 70               | —                 | —                     |
| Event: Naturally Beautiful All Day Every Day ... | \$60.00 Lifetime | —               | —                    | —                    | Per Event R...         | \$0.00                        | Apr 23, 2020 | —                | —                 | —                     |
| [03/02/2020] Promoting Book Now                  | \$2.00 Daily     | —               | —                    | —                    | —                      | \$0.00                        | Mar 27, 2020 | —                | —                 | —                     |
| [12/13/2019] Promoting Local Business La F...    | \$2.00 Daily     | —               | —                    | —                    | Per 1,000 P...         | \$0.00                        | Dec 23, 2019 | —                | —                 | —                     |
| Event: The RAC Table Read                        | \$4.00 Lifetime  | —               | —                    | —                    | Per Event R...         | \$0.00                        | Nov 14, 2019 | —                | —                 | —                     |
| Post: "Facial Rejuvenation with Beautiful Skin"  | Using ad...      | —               | —                    | —                    | Per Post En...         | \$0.00                        | Apr 28, 2019 | —                | —                 | —                     |
| Post: "Spring Specials"                          | Using ad...      | —               | —                    | —                    | Per Post En...         | \$0.00                        | Apr 15, 2019 | —                | —                 | —                     |
| Post: ""   | Using ad...      | —               | —                    | —                    | Per Post En...         | \$0.00                        | Mar 22, 2019 | —                | —                 | —                     |
| <b>Results from 39 campaigns</b>                 |                  |                 | <b>66,080</b> People | <b>305,576</b> Total |                        | <b>\$3,750.95</b> Total Spent |              | <b>942</b> Total |                   |                       |

**Ads** La Fleur Medical Spa (159463...)

Updated just now | Discard Drafts | Review and Publish

Additional Information: We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.03 on 2020-06-18 to the payment method on your ad account 159463457489246. We appreciate your accommodation for the inconvenience this refund may have caused.

Search | Filters | Add filters to narrow the data you are seeing. Apr 1, 2020 - Jun 30, 2020

COVID-19 Resources | Campaigns (2 Selected) | Ad Sets for 2 Campaigns | Ads for 2 Campaigns

+ Create | Duplicate | Edit | A/B Test | Rules | Preview | View Setup | Columns: Performance | Breakdown | Reports

| Ad Name                                   | Significant     | Results      | Reach                | Impressions          | Cost per Result       | Quality Ranking | Engagement Rate Ranking | Conversion Rate Ranking | Amount Spent                  | Ends    |
|---|-----------------|--------------|----------------------|----------------------|-----------------------|-----------------|-------------------------|-------------------------|-------------------------------|---------|
| 2020-02 - Emsculpt - Women - Img 1 - Temp | 2020, 12... go  | 63 Leads     | 34,200               | 122,779              | \$48.14 Per Lead      | —               | —                       | —                       | \$3,032.94                    | Ongoing |
| Ongoing Local Business Promotion Ad       | 020, 7.2... ago | 11,476 Reach | 11,476               | 55,981               | \$8.84 Per 1,000 P... | Below average   | Bottom 35% of ...       | —                       | \$101.44                      | Ongoing |
| Ongoing Local Business Promotion Ad       | 020, 7.2... ago | 9,778 Reach  | 9,778                | 37,782               | \$6.86 Per 1,000 P... | Below average   | Bottom 35% of ...       | —                       | \$67.10                       | Ongoing |
| Ongoing Local Business Promotion Ad       | 020, 7.2... ago | 7,328 Reach  | 7,328                | 25,844               | \$6.53 Per 1,000 P... | Below average   | Bottom 35% of ...       | —                       | \$47.82                       | Ongoing |
| Ongoing Local Business Promotion Ad       | 020, 7.2... ago | 6,104 Reach  | 6,104                | 24,150               | \$7.17 Per 1,000 P... | Below average   | Bottom 35% of ...       | —                       | \$43.75                       | Ongoing |
| Ongoing Local Business Promotion Ad       | 020, 7.2... ago | 3,548 Reach  | 3,548                | 7,047                | \$3.64 Per 1,000 P... | Average         | —                       | —                       | \$12.91                       | Ongoing |
| 2020-02 - Emsculpt - Women - Img 3        | 2020, 12... go  | —            | —                    | —                    | Per Lead              | —               | —                       | —                       | \$0.00                        | Ongoing |
| 2020-02 - Emsculpt - Women - Img 1        | 2020, 12... go  | —            | —                    | —                    | Per Lead              | —               | —                       | —                       | \$0.00                        | Ongoing |
| 2020-02 - Emsculpt - Women - Img 2        | 2020, 12... go  | —            | —                    | —                    | Per Lead              | —               | —                       | —                       | \$0.00                        | Ongoing |
| <b>Results from 9 ads</b>                 |                 |              | <b>54,256</b> People | <b>273,583</b> Total |                       |                 |                         |                         | <b>\$3,305.96</b> Total Spent |         |

**Ads** La Fleur Medical Spa (159463...)

Search | Filters | Add filters to narrow the data you are seeing. Apr 1, 2020 - Jun 30, 2020

COVID-19 Resources | Campaigns (2 Selected) | Ad Sets for 2 Campaigns | Ads for 2 Campaigns

+ Create | Duplicate | Edit | A/B Test | Rules | Preview | View Setup | Columns: Performance | Breakdown | Reports

**Ad Name** 2020-02 - Emsculpt - Women - Img 1 - Temp

**Identity**  
Facebook Page: Select Page  
Instagram Account: No Instagram account

**Ad Setup**  
Create Ad

**Format**  
Single Image or Video (Selected)  
One image or video, or a slideshow with multiple images

**Fullscreen Mobile Experience**  
Add an Instant Experience

**Ad Creative**  
Select the media, text, and destination for your ad. You can also customize your media and text for each placement.

**Ad Preview**  
15 Placements  
Facebook Feeds: La Fleur Medical Spa & Aesthetics  
EMSCULPT. The Only Procedure to Reduce Fat & Build Muscle Simultaneously. Free Consult!  
Stories: 31 Comments, 16 Shares  
In-Stream

Close | By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines. Discard Draft | Publish

**Ads** La Fleur Medical Spa (159463...)

Search | Filters | Add filters to narrow the data you are seeing. Apr 1, 2020 - Jun 30, 2020

COVID-19 Resources | Campaigns (2 Selected) | Ad Sets for 2 Campaigns | Ads for 2 Campaigns

+ Create | Duplicate | Edit | A/B Test | Rules | Preview | View Setup | Columns: Performance | Breakdown | Reports

**Ad Name** Ongoing Local Business Promotion Ad

**Identity**  
Your selection includes an ongoing promotion that was created on your Page. As a result, the Facebook Page can't be changed here.

**Ad Setup**  
Create Ad

**Format**  
Single Image or Video (Selected)  
One image or video, or a slideshow with multiple images

**Fullscreen Mobile Experience**  
Add an Instant Experience

**Ad Creative**  
Select the media, text, and destination for your ad. You can also customize your media and text for each placement.

**Ad Preview**  
11 Placements  
Facebook Feeds: La Fleur Medical Spa & Aesthetics  
EMSCULPT created the world's first non-invasive buttock lift procedure. Come in and see for yourself! Complimentary Consultations Now.  
Stories: Sean Cornelius and 3 others  
In-Stream

Close | By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines. Discard Draft | Publish

