

Summary

06/01/2021 - 06/30/2021

Impressions
Metro Laser

126,602

162,085 -21.89%

Reach
Metro Laser

63,802

75,914 -15.95%

Inline Link Clicks
Metro Laser

1,207

1,636 -26.22%

Amount Spent
Metro Laser

\$3,958.13

\$4,091.58 -3.26%

CPC (Link)
Metro Laser

\$3.28

\$2.50 31.20%

Leads
Metro Laser

92

130 -29.23%

CPA
Metro Laser

\$43.02

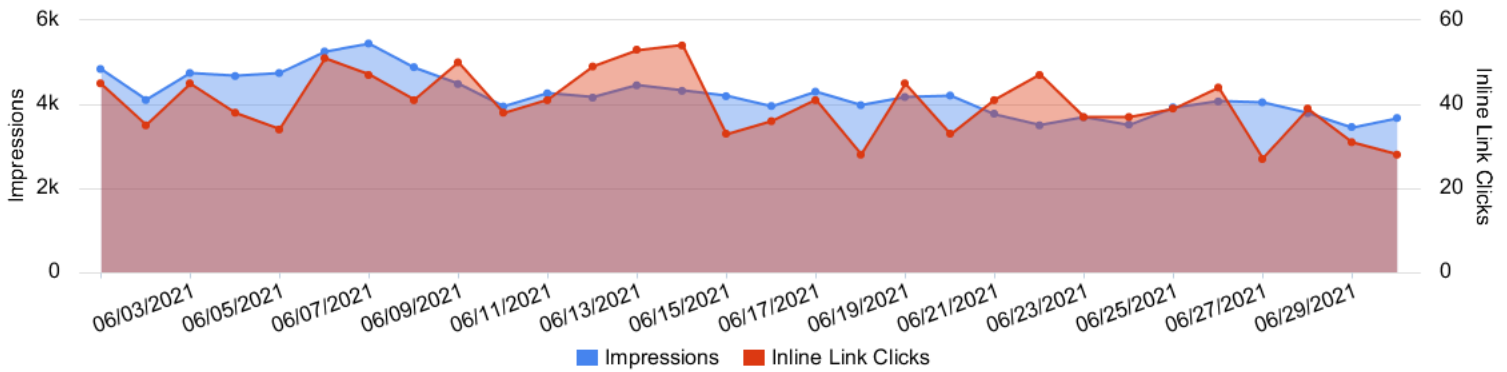
\$31.47 36.70%

Outbound Clicks
Metro Laser

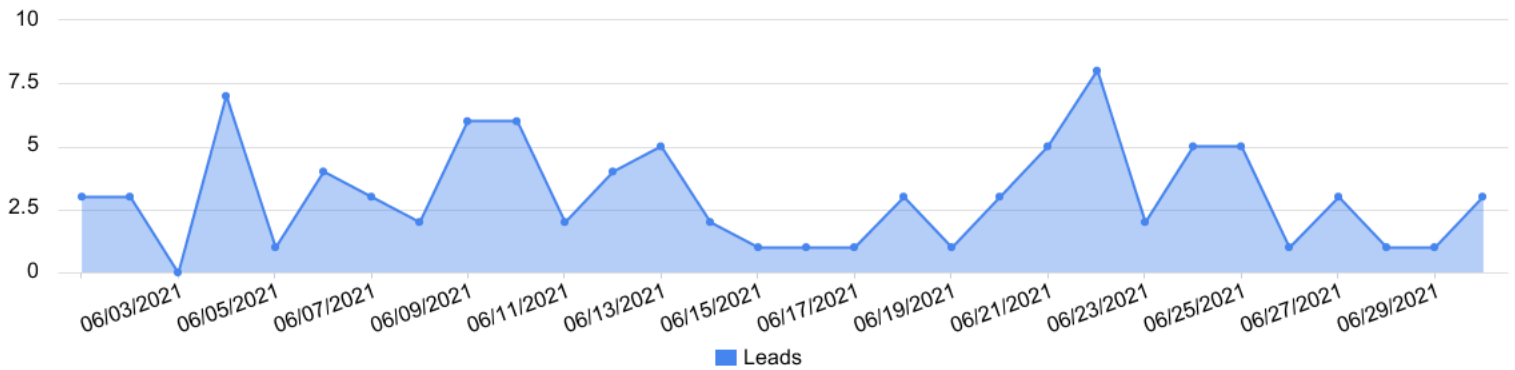
1,205

1,636 -26.34%

Impressions vs Inline Link Clicks
Metro Laser



Conversions by day
Metro Laser



Account performance

06/01/2021 - 06/30/2021

Overall performance

Metro Laser

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$3,958.13	\$4,091.58	-3.26%
Inline Link Clicks	1,207	1,636	-26.22%
Impressions	126,602	162,085	-21.89%
Reach	63,802	75,914	-15.95%
Frequency	1.98	2.14	-7.06%
CTR (All)	2.33%	2.42%	-3.94%
Leads	92	130	-29.23%
cost_per_action_type:lead	\$43.02	\$31.47	36.70%

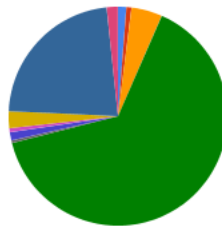
Engagement performance

Metro Laser

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	12	18	-33.33%
Post Reactions	173	185	-6.49%
Post Shares	31	35	-11.43%

Reach by placement

Metro Laser



- Audience Network - An Classic - Reach: 880 (1.24%)
- Facebook - Facebook Stories - Reach: 3,249 (4.57%)
- Facebook - Feed - Reach: 45,874 (64.51%)
- Facebook - Instant Article - Reach: 272 (0.38%)
- Facebook - Instream Video - Reach: 864 (1.21%)
- Facebook - Search - Reach: 431 (0.61%)
- Facebook - Video Feeds - Reach: 1,761 (2.48%)
- Instagram - Feed - Reach: 16,070 (22.60%)
- Instagram - Instagram Explore - Reach: 1,184 (1.66%)

Placement performance

Metro Laser

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Metro Laser	\$3,958.13	1,207	126,602	63,802	1.98	2.33%	92	\$43.02
> Facebook - Feed	\$2,595.93	893	80,989	45,874	1.77	3.13%	0	\$0.00
> Instagram - Feed	\$673.02	115	23,901	16,070	1.49	0.73%	0	\$0.00
> Facebook - Facebook Stories	\$195.67	47	4,988	3,249	1.54	1.02%	0	\$0.00

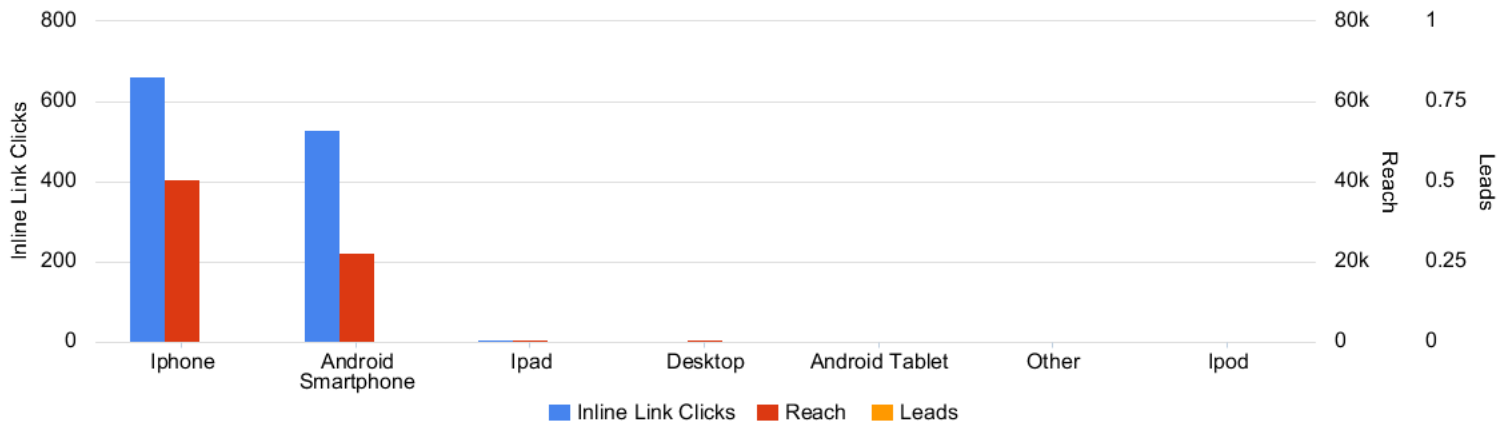
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Audience Network - An Classic	\$127.99	38	2,414	880	2.74	1.57%	0	\$0.00
> Instagram - Instagram Stories	\$138.98	37	6,288	4,610	1.36	0.75%	0	\$0.00
> Facebook - Video Feeds	\$62.49	26	2,846	1,761	1.62	1.44%	0	\$0.00
> Facebook - Instream Video	\$42.79	19	1,393	864	1.61	1.44%	0	\$0.00
> Audience Network - Rewarded Video	\$90.15	16	1,474	528	2.79	1.09%	0	\$0.00
> Facebook - Search	\$8.61	6	431	431	1	2.32%	0	\$0.00
> Instagram - Instagram Explore	\$16.49	5	1,517	1,184	1.28	0.53%	0	\$0.00
> Facebook - Instant Article	\$4.27	4	285	272	1.05	1.40%	0	\$0.00
> Messenger - Messenger Stories	\$1.74	1	76	32	2.38	1.32%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Device performance

Metro Laser

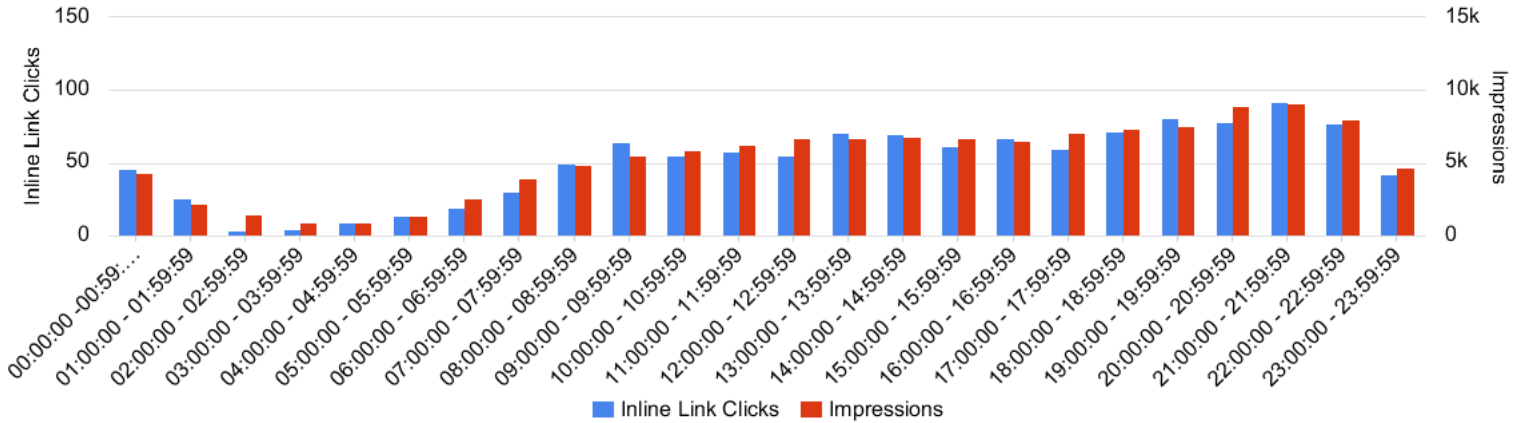


Schedule performance

06/01/2021 - 06/30/2021

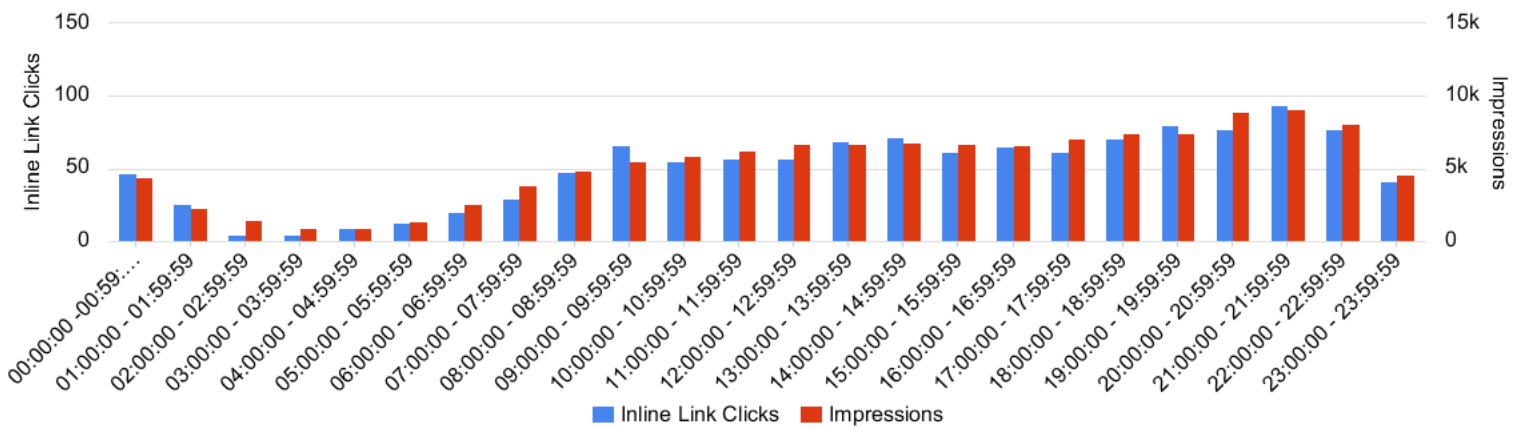
Time of Day (Viewer)

Metro Laser



Time of Day (Ad Account)

Metro Laser



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance
Metro Laser





Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$2,968.45	894	79,399	39,677	2	2.55%	61	\$48.66
Laser Hair Removal - Conversions	Active	\$989.68	313	47,203	26,157	1.8	1.94%	31	\$31.93
Total		\$3,958.13	1,207	126,602	63,802	1.98	2.33%	92	\$43.02

Top ads performance
Metro Laser

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2020-11 - Coolsculpting Video - UGC Standing		Coolsculpting - Conversions	\$990.00	400	22,052	13,873	1.59	3.75%	38	\$26.05
2020-11 - Coolsculpting Video - UGC Standing		Coolsculpting - Conversions	\$988.95	268	27,290	14,076	1.94	2.38%	14	\$70.64
2020-11 - Coolsculpting Video - UGC Standing		Coolsculpting - Conversions	\$989.50	226	30,057	12,894	2.33	1.84%	9	\$109.94
2021- 01- Laser Hair Removal Video 3 - Ad Copy 2		Laser Hair Removal - Conversions	\$226.22	77	12,427	9,537	1.3	2.19%	11	\$20.57
2021- 01- Laser Hair Removal Video 2 - Ad Copy 1		Laser Hair Removal - Conversions	\$249.43	71	11,141	8,620	1.29	1.73%	7	\$35.63
2021- 01- Laser Hair Removal Video 2 - Ad Copy 2		Laser Hair Removal - Conversions	\$137.79	53	6,537	5,336	1.23	2.55%	7	\$19.68

Campaign performance

06/01/2021 - 06/30/2021

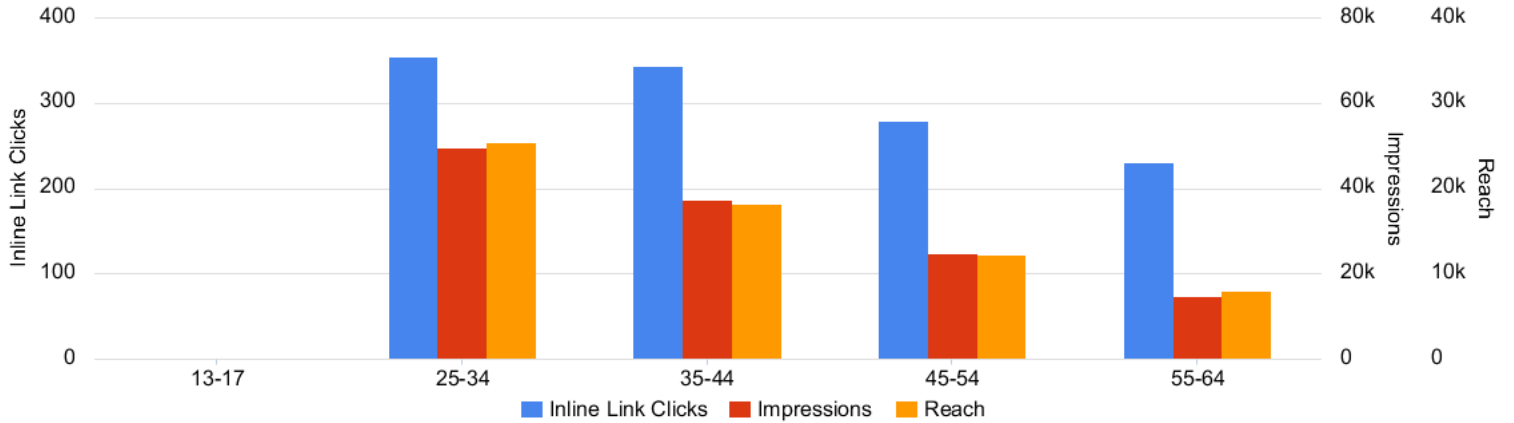
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021- 01- Laser Hair Removal Video 1 - Ad Copy 2		Laser Hair Removal - Conversions	\$90.54	33	4,454	3,513	1.27	2.42%	1	\$90.54
2021- 01- Laser Hair Removal Video 1 - Ad Copy 1		Laser Hair Removal - Conversions	\$89.29	25	3,996	3,206	1.25	1.53%	0	\$0.00
2021- 01- Laser Hair Removal Video 4 - Ad Copy 1		Laser Hair Removal - Conversions	\$78.85	24	3,402	2,615	1.3	1.21%	1	\$78.85
2021- 01- Laser Hair Removal Video 4 - Ad Copy 2		Laser Hair Removal - Conversions	\$47.43	17	2,123	1,700	1.25	1.55%	3	\$15.81
Total			\$3,888.00	1,194	123,479	75,370	14.74	--	91	\$42.73

Audience performance

06/01/2021 - 06/30/2021

Age performance

Metro Laser



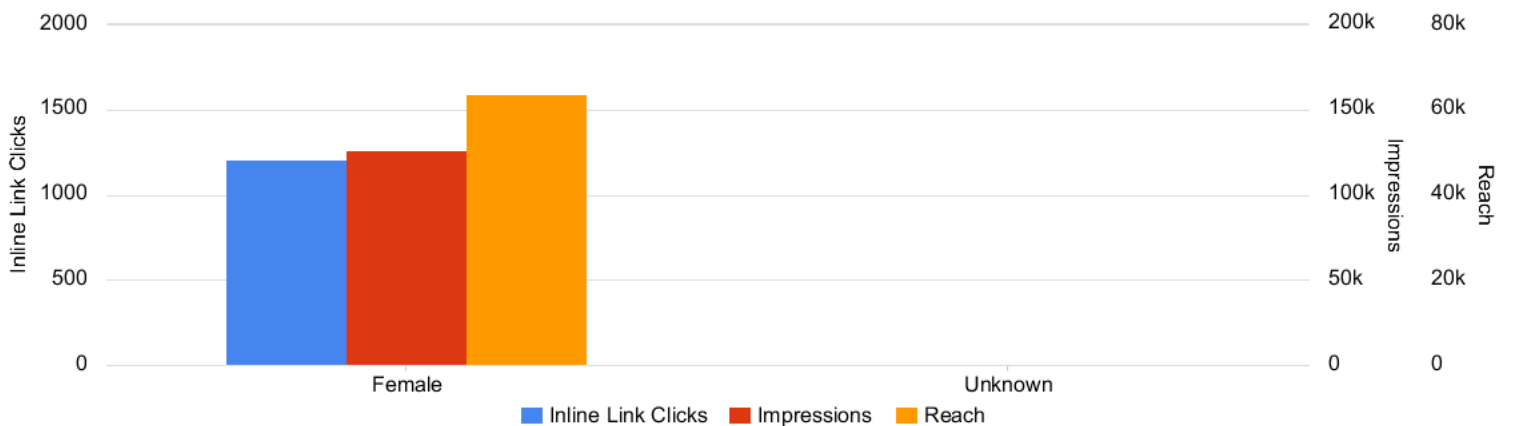
Age performance

Metro Laser

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Metro Laser	\$3,958.13	1,207	126,602	63,802	1.98	2.33%	92	\$43.02
> 25-34	\$1,059.98	354	49,713	25,386	1.96	1.80%	0	\$0.00
> 35-44	\$1,075.82	343	37,407	18,151	2.06	2.24%	0	\$0.00
> 45-54	\$1,017.00	280	24,810	12,277	2.02	2.82%	0	\$0.00
> 55-64	\$805.33	230	14,671	7,987	1.84	3.48%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> 13-17	\$0.00	0	1	0	0	0.00%	0	\$0.00


Gender performance

Metro Laser



Audience performance


06/01/2021 - 06/30/2021

 Gender performance
Metro Laser

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Metro Laser	\$3,958.13	1,207	126,602	63,802	1.98	2.33%	92	\$43.02
> Female	\$3,958.13	1,207	126,601	63,802	1.98	2.33%	0	\$0.00
> Unknown	\$0.00	0	1	0	0	0.00%	0	\$0.00

Year to date

01/01/2021 - 06/30/2021

 Performance by period
Metro Laser

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Metro Laser	\$23,642.69	9,667	923,840	224,350	4.12	2.42%	725	\$32.61
> 2021-06-01 - 2021-06-30	\$3,958.13	1,207	126,602	63,802	1.98	2.33%	92	\$43.02
> 2021-05-01 - 2021-05-31	\$4,091.58	1,636	162,085	75,914	2.14	2.42%	130	\$31.47
> 2021-04-01 - 2021-04-30	\$3,960.09	1,748	161,237	72,788	2.22	2.57%	134	\$29.55
> 2021-03-01 - 2021-03-31	\$4,096.84	1,670	165,641	67,042	2.47	2.37%	161	\$25.45
> 2021-02-01 - 2021-02-28	\$3,691.48	1,551	145,637	60,704	2.4	2.35%	96	\$38.45
> 2021-01-01 - 2021-01-31	\$3,844.57	1,855	162,638	60,814	2.67	2.44%	112	\$34.33