

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Metro Laser

\$4,089.97
\$3,959.12 **3.31%**

Impressions
Metro Laser

137,329
126,621 **8.46%**

Reach
Metro Laser

62,753
63,802 **-1.64%**

Clicks (Link)
Metro Laser

1,103
1,207 **-8.62%**

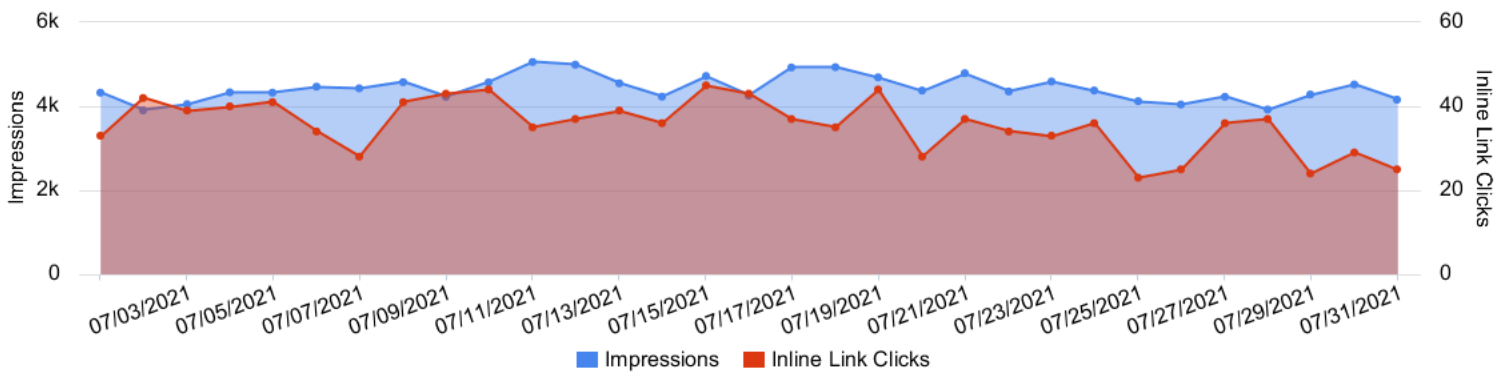
Leads
Metro Laser

95
102 **-6.86%**

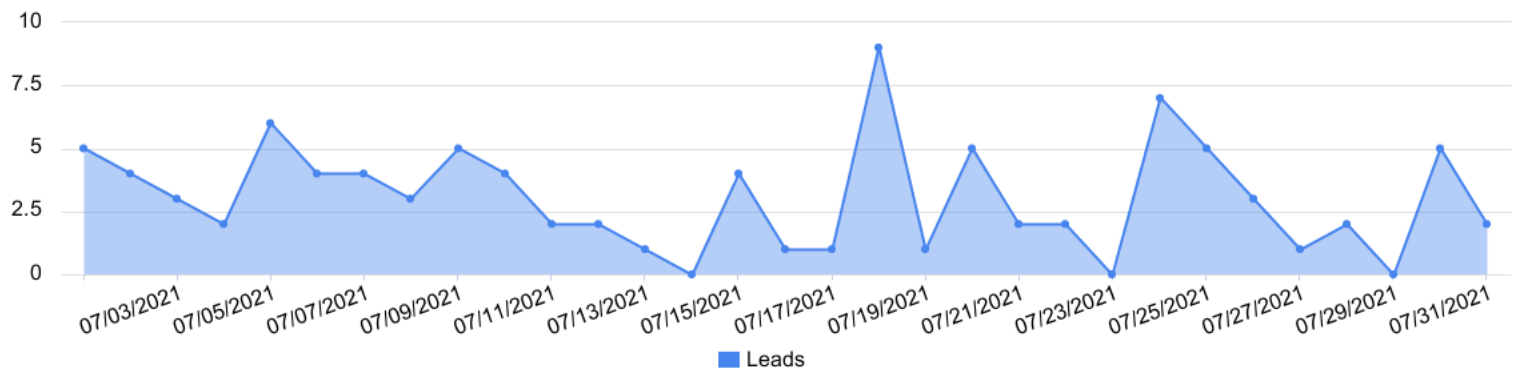
Cost / Lead
Metro Laser

\$43.05
\$38.81 **10.93%**

Impressions vs Inline Link Clicks
Metro Laser




Conversions by day
Metro Laser




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Metro Laser

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$4,089.97	\$3,959.12	3.31%
Impressions	137,329	126,621	8.46%
Reach	62,753	63,802	-1.64%
Clicks	1,103	1,207	-8.62%
CTR	0.80%	0.95%	-15.74%
Frequency	2.19	1.98	10.27%
Leads	95	102	-6.86%
Cost / Lead	\$43.05	\$38.81	10.93%

 Engagement Summary
Metro Laser

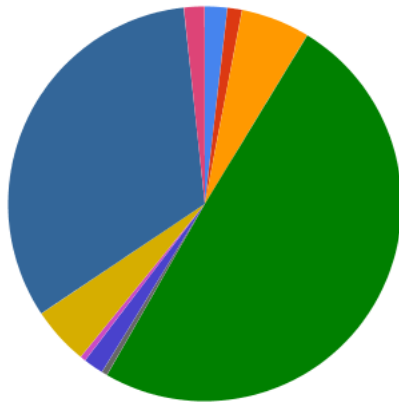
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	17	12	41.67%
Post Reactions	139	173	-19.65%
Post Shares	35	31	12.90%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Metro Laser



- Audience Network - An Classic - Reach: 1,312 (1.84%)
- Audience Network - Rewarded Video - Reach: 848 (1.19%)
- Facebook - Facebook Stories - Reach: 4,048 (5.69%)
- Facebook - Feed - Reach: 35,297 (49.58%)
- Facebook - Instant Article - Reach: 336 (0.47%)
- Facebook - Instream Video - Reach: 1,184 (1.66%)
- Facebook - Search - Reach: 330 (0.46%)
- Facebook - Video Feeds - Reach: 3,376 (4.74%)
- Instagram - Feed - Reach: 23,249 (32.65%)
- Instagram - Instagram Explore - Reach: 1,216 (1.71%)

Placement Performance (by Leads)

Metro Laser

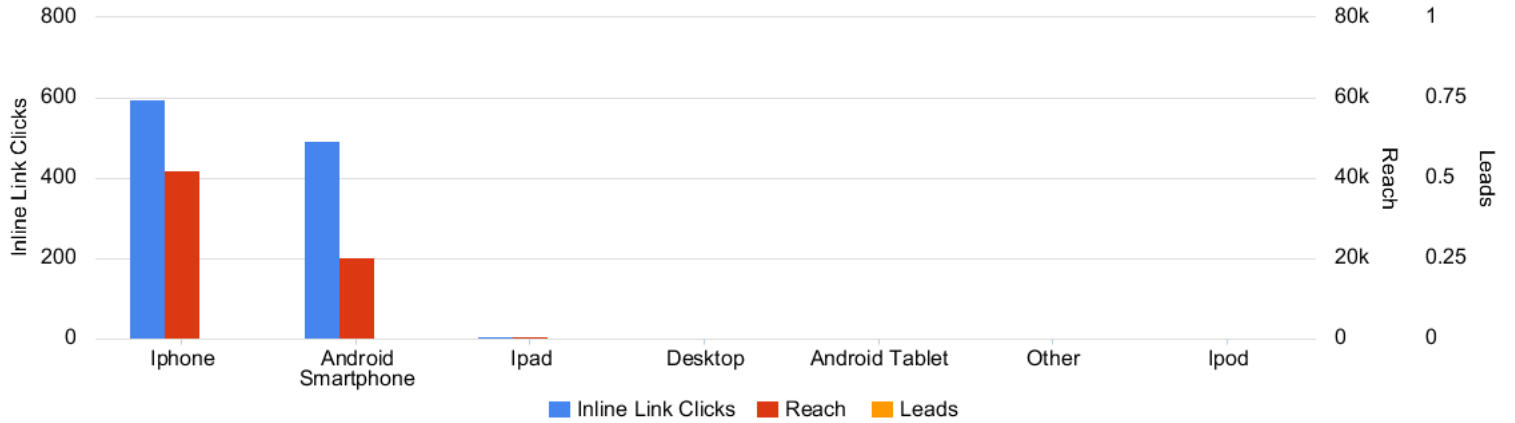
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Metro Laser	\$4,089.97	1,103	137,329	62,753	2.19	1.78%	95	\$43.05
> Audience Network - An Classic	\$231.90	37	4,165	1,312	3.17	0.89%	0	\$0.00
> Audience Network - Rewarded Video	\$143.59	50	2,282	848	2.69	2.15%	0	\$0.00
> Facebook - Facebook Stories	\$259.55	46	6,447	4,048	1.59	0.79%	0	\$0.00
> Facebook - Feed	\$2,083.90	639	66,650	35,297	1.89	2.71%	0	\$0.00
> Facebook - Instant Article	\$6.76	3	358	336	1.07	1.12%	0	\$0.00
> Facebook - Instream Video	\$46.80	33	1,792	1,184	1.51	1.84%	0	\$0.00
> Facebook - Search	\$6.06	6	330	330	1	2.12%	0	\$0.00
> Facebook - Video Feeds	\$108.01	57	4,831	3,376	1.43	2.03%	0	\$0.00
> Instagram - Feed	\$1,010.64	170	39,154	23,249	1.68	0.73%	0	\$0.00
> Instagram - Instagram Explore	\$18.92	8	1,761	1,216	1.45	0.68%	0	\$0.00
> Instagram - Instagram Stories	\$170.65	53	9,442	5,840	1.62	0.73%	0	\$0.00
> Messenger - Messenger Stories	\$3.18	1	117	96	1.22	0.85%	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

Metro Laser



Device Platform Performance

Metro Laser

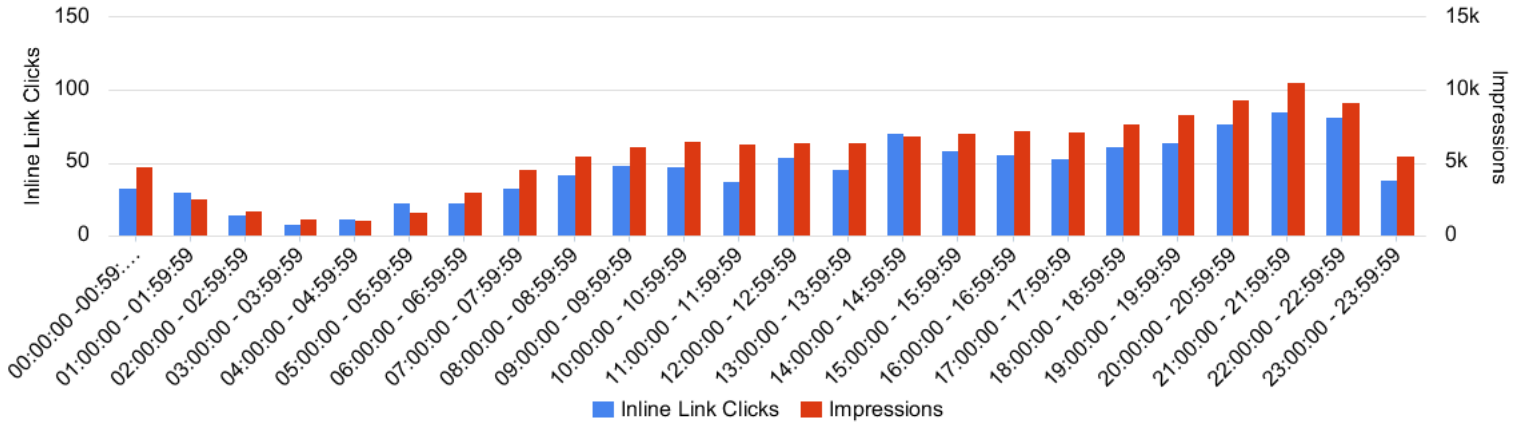
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Metro Laser	\$4,089.97	137,329	1,103	1.78%	62,753	2.19	95
> Mobile App	\$3,989.09	135,001	1,096	1.79%	61,713	2.19	0
> Desktop	\$39.28	654	4	0.76%	352	1.86	0
> Mobile Web	\$61.60	1,674	3	1.85%	1,024	1.63	0
> Unknown	\$0.00	0	0	--	0	0	0

Schedule Performance

07/01/2021 - 07/31/2021

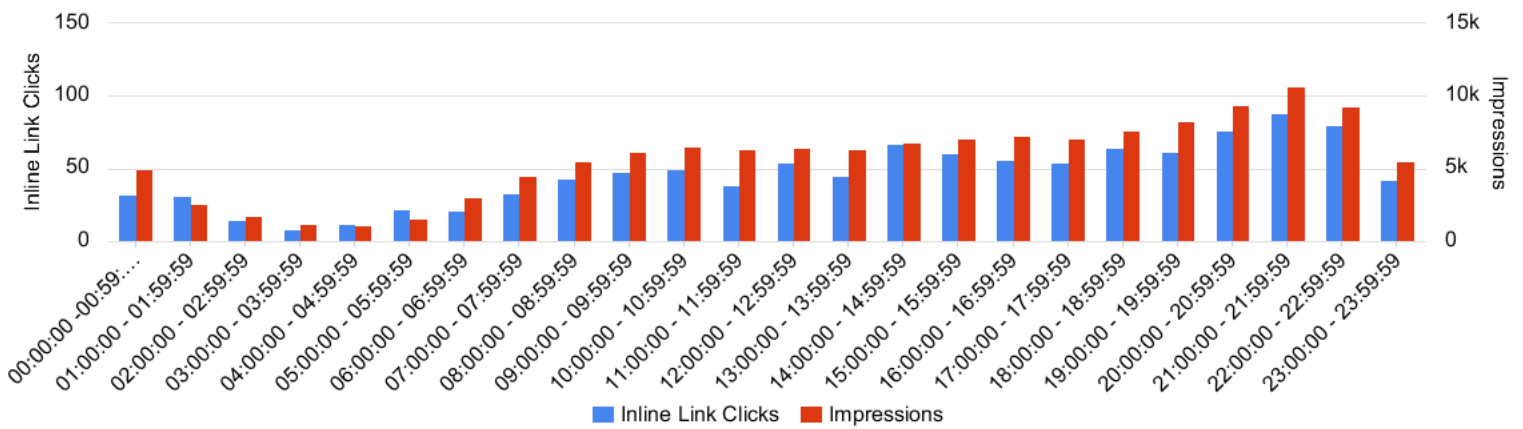
Time of Day (Viewer)

Metro Laser



Time of Day (Ad Account)

Metro Laser



Campaign Performance Summary (by Leads)

07/01/2021 - 07/31/2021

Campaign Performance Breakdown Metro Laser

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$3,066.34	85,203	804	66	\$46.46
Laser Hair Removal - Conversions	\$1,023.63	52,126	299	29	\$35.30
Total	\$4,089.97	137,329	1,103	95	\$43.05

Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021







Top Performing Ad Sets Metro Laser

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
CS Philadelphia - 5mi Radius - Interests - Women 25-64	Coolsculpting - Conversions	\$1,021.74	24,665	357	34	\$30.05
Women - 5m Radius - Interests - Age 25- 55 - Top 25 Income	Laser Hair Removal - Conversions	\$1,023.63	52,126	299	29	\$35.30
CS Plymouth - 5mi Radius - Interests - Women 25-64	Coolsculpting - Conversions	\$1,022.56	29,271	239	17	\$60.15
CS Exton - 5mi Radius - Interests - Women 25-64	Coolsculpting - Conversions	\$1,022.04	31,267	208	15	\$68.14
Total		\$4,089.97	137,329	1,103	95	\$43.05

Ad Performance Summary

07/01/2021 - 07/31/2021

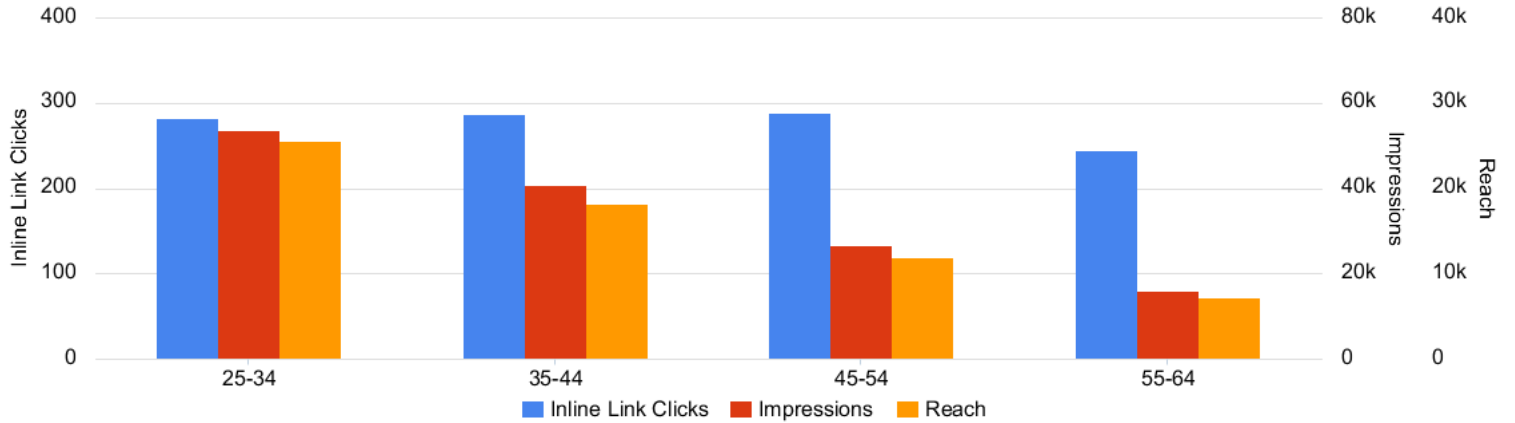
 Top Performing Ads (by Leads)
Metro Laser

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	\$1,021.74	357	24,665	14,633	1.69	2.73%	34	\$30.05
2020-11 - Coolsculpting Video - UGC Standing		Coolsculpting - Conversions	\$1,022.56	239	29,271	13,880	2.11	1.89%	17	\$60.15
2020-11 - Coolsculpting Video - UGC Standing		Coolsculpting - Conversions	\$1,022.04	208	31,267	12,280	2.55	1.62%	15	\$68.14
2021- 01- Laser Hair Removal Video 2 - Ad Copy 1		Laser Hair Removal - Conversions	\$241.78	66	11,900	8,986	1.32	1.12%	7	\$34.54
2021- 01- Laser Hair Removal Video 3 - Ad Copy 1		Laser Hair Removal - Conversions	\$74.30	17	3,957	3,244	1.22	0.94%	6	\$12.38
2021- 01- Laser Hair Removal Video 3 - Ad Copy 2		Laser Hair Removal - Conversions	\$204.82	58	10,956	7,973	1.37	1.54%	5	\$40.96
Total			\$3,587.24	945	112,016	60,996	10.26	--	84	\$42.71

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Metro Laser



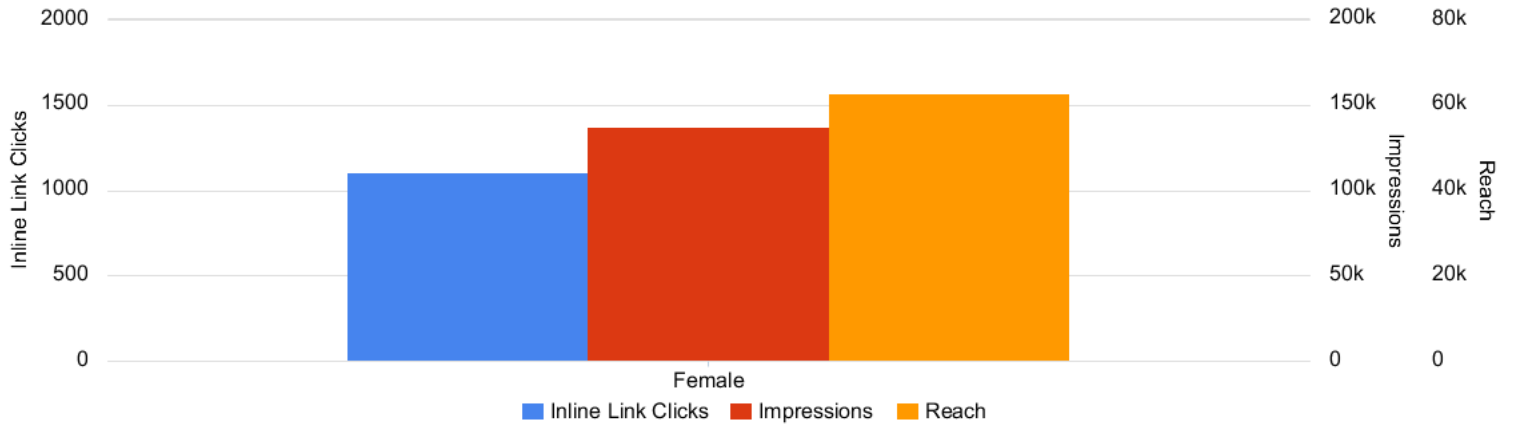
Age Performance Summary
Metro Laser

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Metro Laser	\$4,089.97	137,329	62,753	1,103	1.78%	2.19	95
> 25-34	\$1,062.48	53,740	25,521	283	1.28%	2.11	0
> 35-44	\$1,103.00	40,733	18,144	287	1.69%	2.24	0
> 45-54	\$1,073.56	26,718	11,904	288	2.32%	2.24	0
> 55-64	\$850.92	16,138	7,184	245	2.79%	2.25	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Metro Laser



Gender Performance Summary
Metro Laser

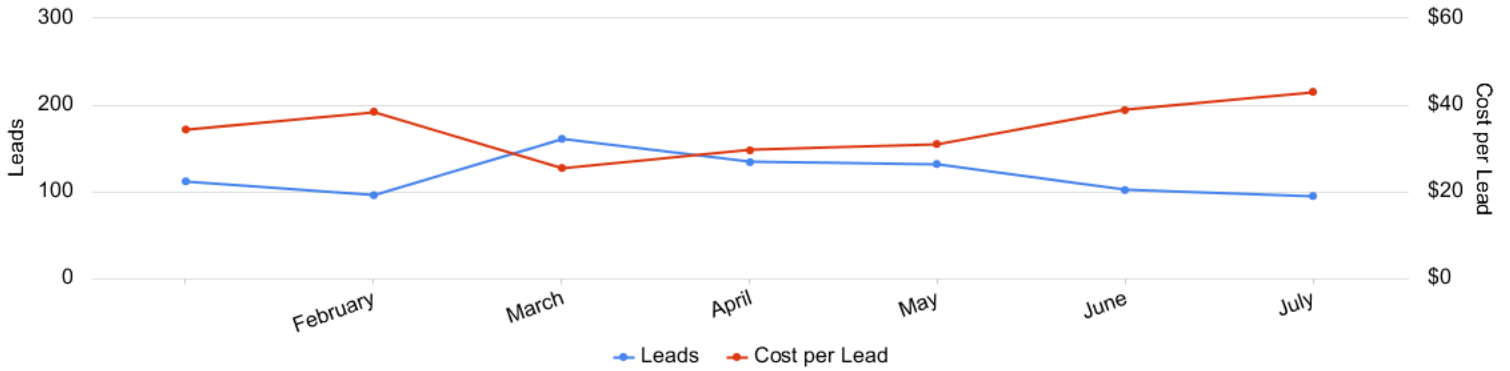
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Metro Laser	\$4,089.97	137,329	62,753	1,103	1.78%	2.19	95
> Female	\$4,089.97	137,329	62,753	1,103	1.78%	2.19	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend

Metro Laser



Historical table (by month)

Metro Laser

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Metro Laser	\$27,733.65	10,770	1,061,188	247,965	4.28	2.34%	832	\$33.33
> 2021-01-01 - 2021-01-31	\$3,844.57	1,855	162,638	60,814	2.67	2.44%	112	\$34.33
> 2021-02-01 - 2021-02-28	\$3,691.48	1,551	145,637	60,704	2.4	2.35%	96	\$38.45
> 2021-03-01 - 2021-03-31	\$4,096.84	1,670	165,641	67,042	2.47	2.37%	161	\$25.45
> 2021-04-01 - 2021-04-30	\$3,960.09	1,748	161,237	72,788	2.22	2.57%	134	\$29.55
> 2021-05-01 - 2021-05-31	\$4,091.58	1,636	162,085	75,914	2.14	2.42%	132	\$31.00
> 2021-06-01 - 2021-06-30	\$3,959.12	1,207	126,621	63,802	1.98	2.33%	102	\$38.81
> 2021-07-01 - 2021-07-31	\$4,089.97	1,103	137,329	62,753	2.19	1.78%	95	\$43.05