

# Summary

06/01/2021 - 06/30/2021

Impressions  
My Spa Society

**3,734**  
0 100.00%

Reach  
My Spa Society

**3,036**  
0 100.00%

Inline Link Clicks  
My Spa Society

**83**  
0 100.00%

Amount Spent  
My Spa Society

**\$99.51**  
\$0.00 100.00%

CPC (Link)  
My Spa Society

**\$1.20**  
\$0.00 100.00%

Leads  
My Spa Society

**12**  
0 100.00%

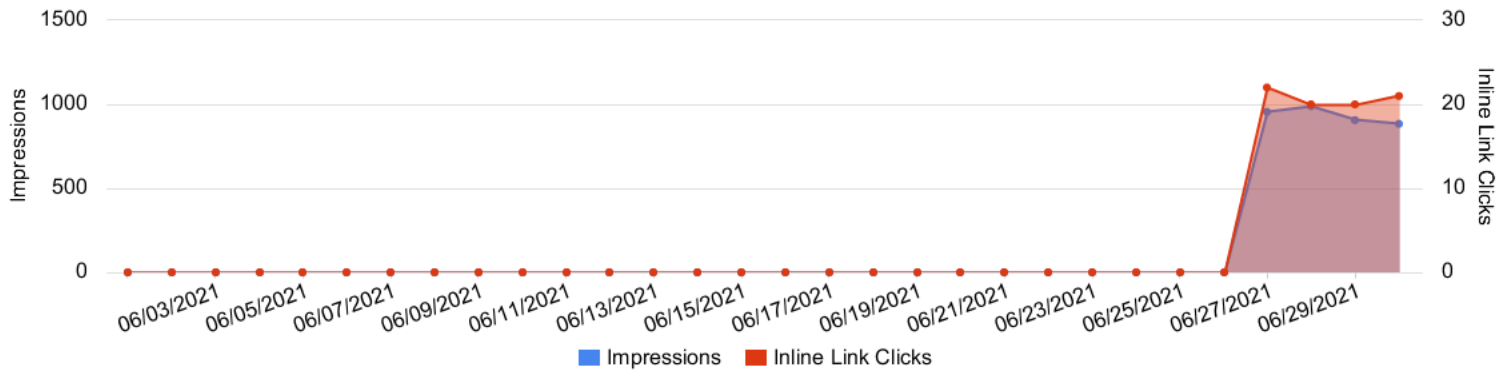
CPA  
My Spa Society

**\$8.29**  
\$0.00 100.00%

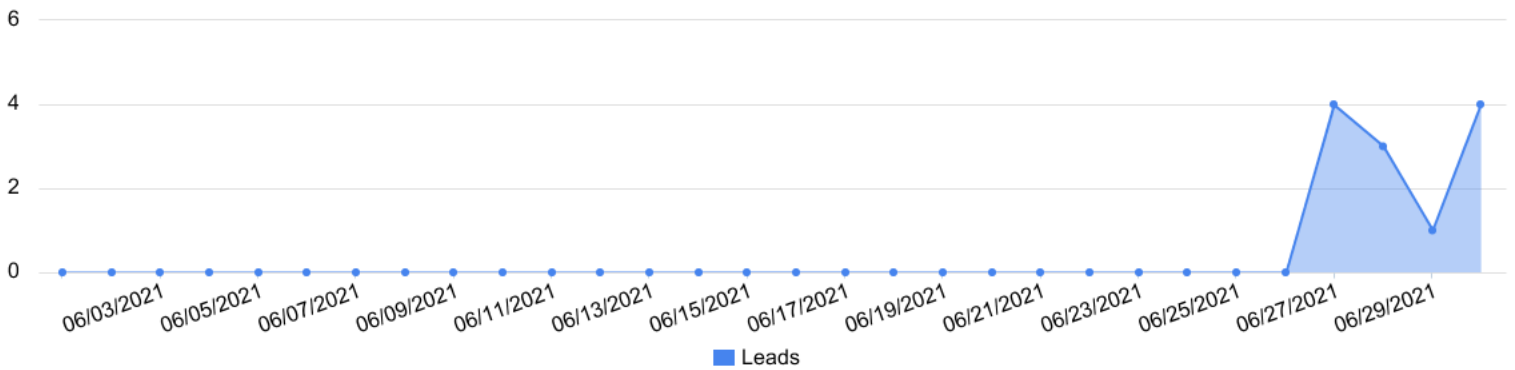
Outbound Clicks  
My Spa Society

**83**  
0 100.00%

Impressions vs Inline Link Clicks  
My Spa Society



Conversions by day  
My Spa Society



# Account performance

06/01/2021 - 06/30/2021

## Overall performance

My Spa Society

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$99.51	\$0.00	100.00%
Inline Link Clicks	83	0	100.00%
Impressions	3,734	0	100.00%
Reach	3,036	0	100.00%
Frequency	1.23	0	100.00%
CTR (All)	3.59%	0.00%	100.00%
Leads	12	0	100.00%
cost_per_action_type:lead	\$8.29	\$0.00	100.00%

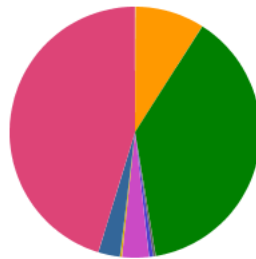
## Engagement performance

My Spa Society

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	1	0	100.00%
Post Reactions	12	0	100.00%
Post Shares	0	0	0.00%

## Reach by placement

My Spa Society



- Audience Network - Rewarded Video - Reach: 1 (0.04%)
- Facebook - Facebook Groups Feed - Reach: 1 (0.04%)
- Facebook - Facebook Stories - Reach: 241 (8.94%)
- Facebook - Feed - Reach: 1,034 (38.35%)
- Facebook - Instant Article - Reach: 9 (0.33%)
- Facebook - Instream Video - Reach: 14 (0.52%)
- Facebook - Marketplace - Reach: 93 (3.45%)
- Facebook - Right Hand Column - Reach: 7 (0.26%)
- Facebook - Video Feeds - Reach: 76 (2.82%)
- Instagram - Feed - Reach: 1,220 (45.25%)

## Placement performance

My Spa Society

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
My Spa Society	\$99.51	83	3,734	3,036	1.23	3.59%	12	\$8.29
> Facebook - Feed	\$32.19	35	1,224	1,034	1.18	6.62%	0	\$0.00
> Instagram - Feed	\$35.15	27	1,299	1,220	1.06	2.08%	0	\$0.00
> Facebook - Facebook Stories	\$8.45	9	261	241	1.08	4.60%	0	\$0.00

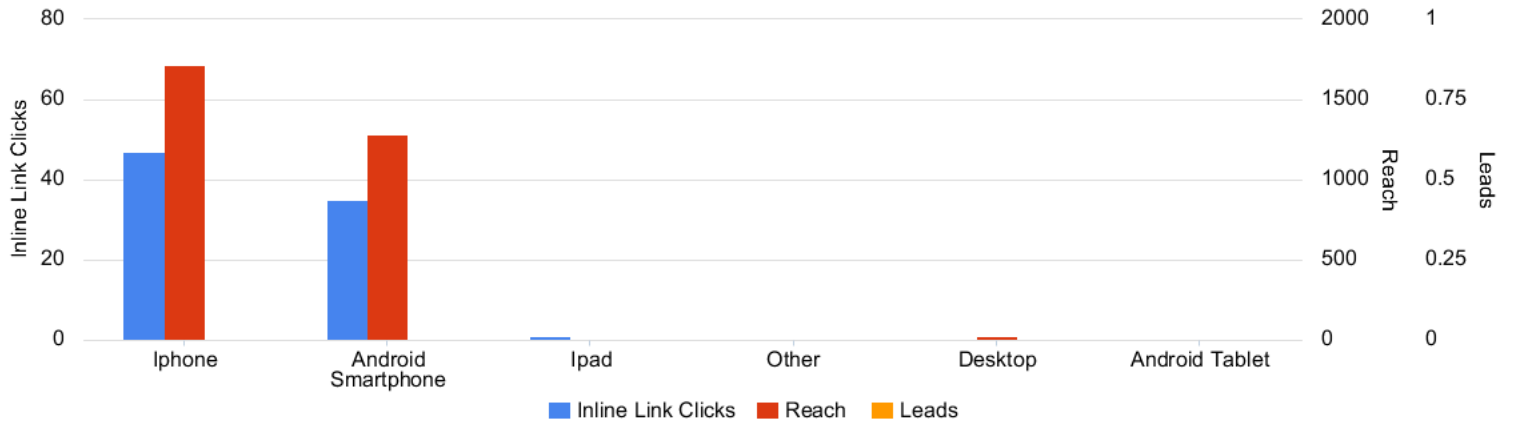
# Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Instagram - Instagram Stories	\$17.53	6	637	602	1.06	0.94%	0	\$0.00
> Facebook - Video Feeds	\$2.17	3	90	76	1.18	5.56%	0	\$0.00
> Facebook - Marketplace	\$2.51	3	124	93	1.33	2.42%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$0.16	0	9	6	1.5	0.00%	0	\$0.00
> Instagram - Instagram Explore	\$0.72	0	48	47	1.02	0.00%	0	\$0.00
> Facebook - Right Hand Column	\$0.08	0	15	7	2.14	0.00%	0	\$0.00
> Facebook - Instream Video	\$0.45	0	15	14	1.07	0.00%	0	\$0.00
> Facebook - Instant Article	\$0.08	0	10	9	1.11	0.00%	0	\$0.00
> Facebook - Facebook Groups Feed	\$0.01	0	1	1	1	0.00%	0	\$0.00
> Audience Network - Rewarded Video	\$0.01	0	1	1	1	0.00%	0	\$0.00

## Device performance

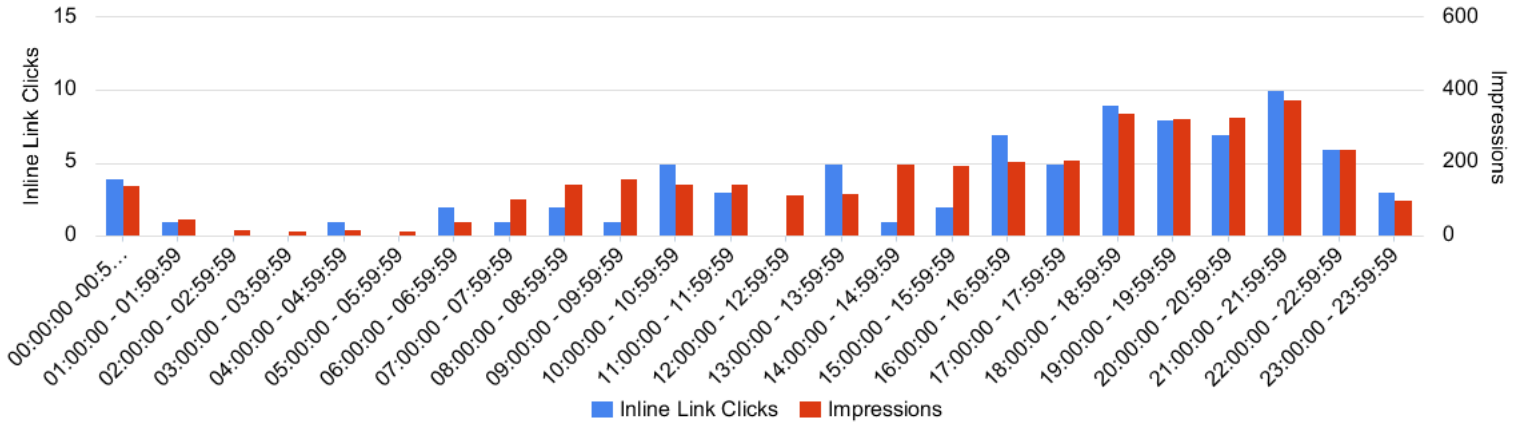
My Spa Society



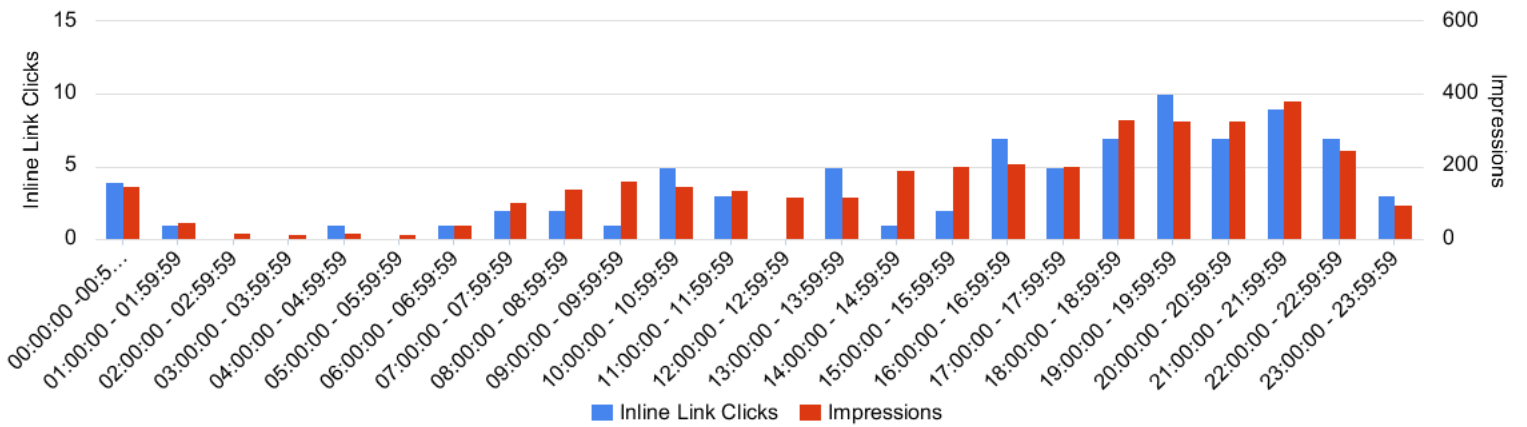
# Schedule performance

06/01/2021 - 06/30/2021

## Time of Day (Viewer) My Spa Society




## Time of Day (Ad Account) My Spa Society






# Campaign performance

06/01/2021 - 06/30/2021

 Campaign performance  
My Spa Society

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$99.51	83	3,734	3,036	1.23	3.59%	12	\$8.29
<b>Total</b>		<b>\$99.51</b>	<b>83</b>	<b>3,734</b>	<b>3,036</b>	<b>1.23</b>	<b>3.59%</b>	<b>12</b>	<b>\$8.29</b>

 Top ads performance  
My Spa Society

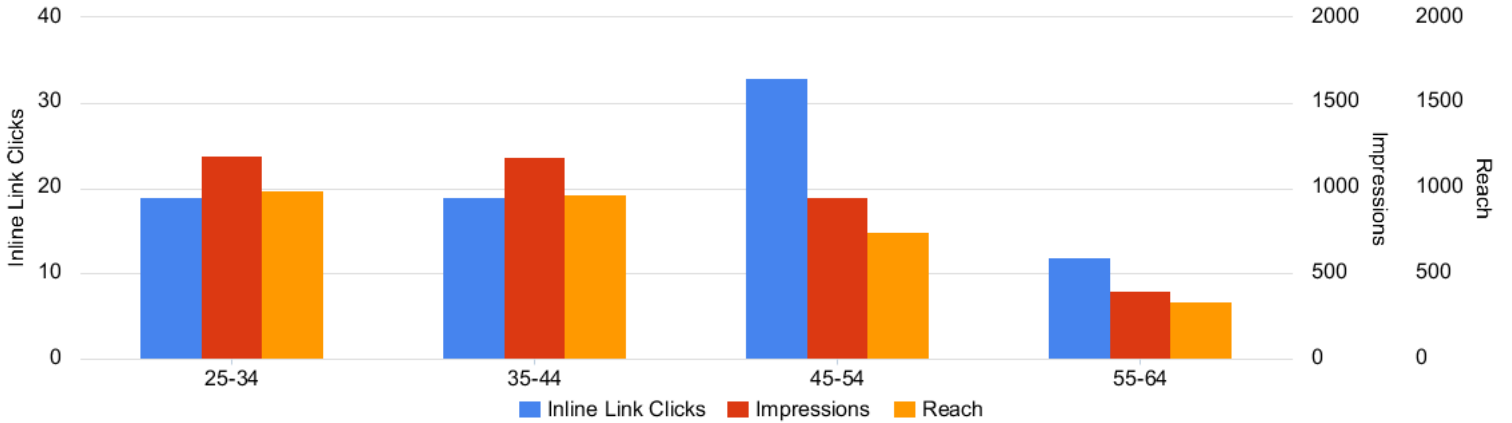
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2020-10 - Women - Video 1		Coolsculpting - Conversions	\$96.20	81	3,573	2,990	1.19	3.61%	12	\$8.02
2020-07 - Women - Image 1		Coolsculpting - Conversions	\$3.31	2	161	115	1.4	3.11%	0	\$0.00
<b>Total</b>			<b>\$99.51</b>	<b>83</b>	<b>3,734</b>	<b>3,036</b>	<b>1.23</b>	<b>3.59%</b>	<b>12</b>	<b>\$8.29</b>

# Audience performance

06/01/2021 - 06/30/2021

## Age performance

My Spa Society



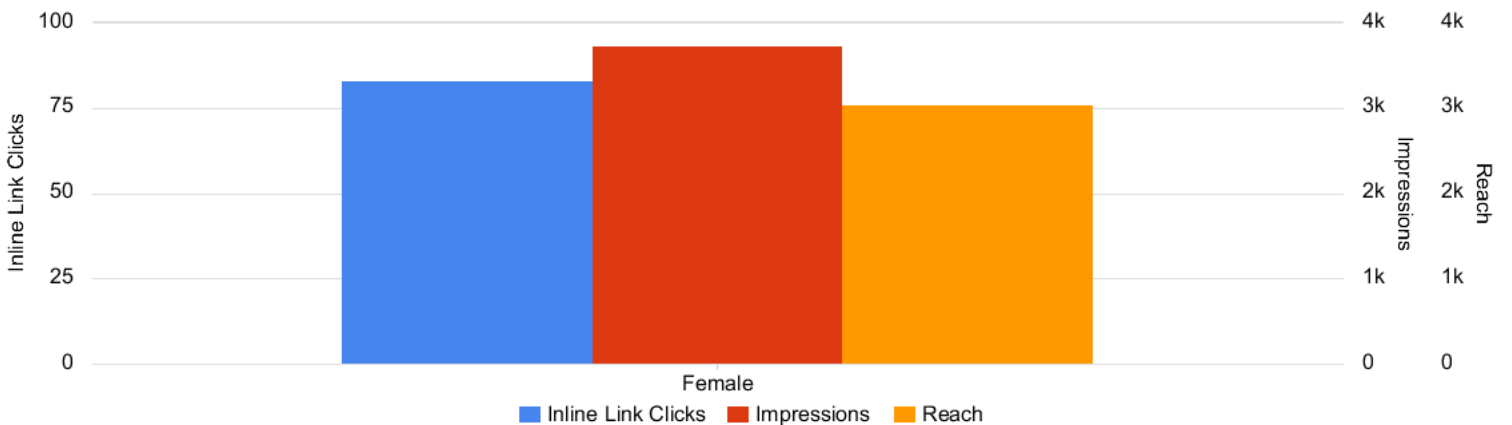
## Age performance

My Spa Society

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
My Spa Society	\$99.51	83	3,734	3,036	1.23	3.59%	12	\$8.29
> 45-54	\$32.58	33	952	746	1.28	6.09%	0	\$0.00
> 35-44	\$28.61	19	1,186	966	1.23	3.04%	0	\$0.00
> 25-34	\$26.84	19	1,196	988	1.21	2.17%	0	\$0.00
> 55-64	\$11.48	12	400	336	1.19	3.50%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

## Gender performance

My Spa Society



## Gender performance

My Spa Society

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
My Spa Society	\$99.51	83	3,734	3,036	1.23	3.59%	12	\$8.29
> Female	\$99.51	83	3,734	3,036	1.23	3.59%	0	\$0.00

# Audience performance

06/01/2021 - 06/30/2021


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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

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# Year to date

01/01/2021 - 06/30/2021

 Performance by period  
My Spa Society

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
My Spa Society	\$99.51	83	3,734	3,036	1.23	3.59%	12	\$8.29
> 2021-06-01 - 2021-06-30	\$99.51	83	3,734	3,036	1.23	3.59%	12	\$8.29