

# Summary

06/01/2021 - 06/30/2021

Impressions  
Nava Center

**88,594**  
73,115 21.17%

Reach  
Nava Center

**33,052**  
22,947 44.04%

Inline Link Clicks  
Nava Center

**1,282**  
1,021 25.56%

Amount Spent  
Nava Center

**\$2,449.48**  
\$1,216.69 101.32%

CPC (Link)  
Nava Center

**\$1.91**  
\$1.19 60.50%

Leads  
Nava Center

**192**  
124 54.84%

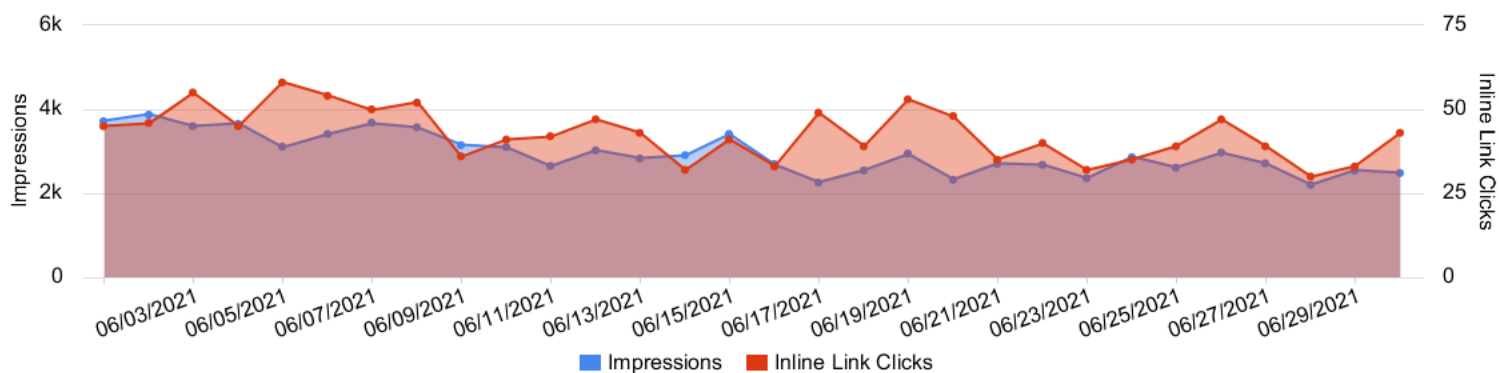
CPA  
Nava Center

**\$12.76**  
\$9.81 30.07%

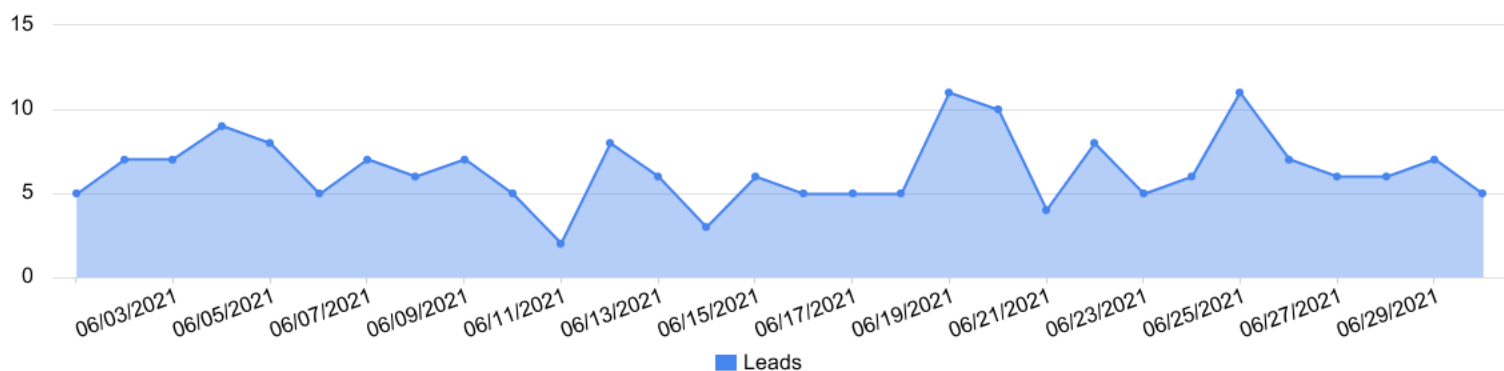
Outbound Clicks  
Nava Center

**1,282**  
1,021 25.56%

Impressions vs Inline Link Clicks  
Nava Center



Conversions by day  
Nava Center



# Account performance

06/01/2021 - 06/30/2021

## Overall performance

Nava Center

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$2,449.48	\$1,216.69	101.32%
Inline Link Clicks	1,282	1,021	25.56%
Impressions	88,594	73,115	21.17%
Reach	33,052	22,947	44.04%
Frequency	2.68	3.19	-15.87%
CTR (All)	1.58%	1.43%	9.99%
Leads	192	124	54.84%
cost_per_action_type:lead	\$12.76	\$9.81	30.07%

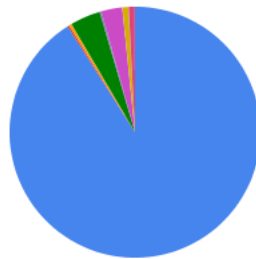
## Engagement performance

Nava Center

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	1	-100.00%
Post Reactions	24	3	700.00%
Post Shares	5	0	100.00%

## Reach by placement

Nava Center



- Audience Network - An Classic - Reach: 27,475 (90.98%)
- Audience Network - Rewarded Video - Reach: 72 (0.24%)
- Facebook - Facebook Stories - Reach: 95 (0.31%)
- Facebook - Feed - Reach: 1,184 (3.92%)
- Facebook - Instant Article - Reach: 29 (0.10%)
- Facebook - Instream Video - Reach: 40 (0.13%)
- Facebook - Marketplace - Reach: 816 (2.70%)
- Facebook - Right Hand Column - Reach: 232 (0.77%)
- Facebook - Search - Reach: 15 (0.05%)
- Facebook - Video Feeds - Reach: 240 (0.79%)

## Placement performance

Nava Center

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Nava Center	\$2,449.48	1,282	88,594	33,052	2.68	1.58%	192	\$12.76
> Audience Network - An Classic	\$1,440.73	1,108	78,304	27,475	2.85	1.42%	0	\$0.00
> Facebook - Feed	\$363.32	63	2,271	1,184	1.92	6.52%	0	\$0.00
> Instagram - Feed	\$356.58	46	4,480	3,000	1.49	1.41%	0	\$0.00

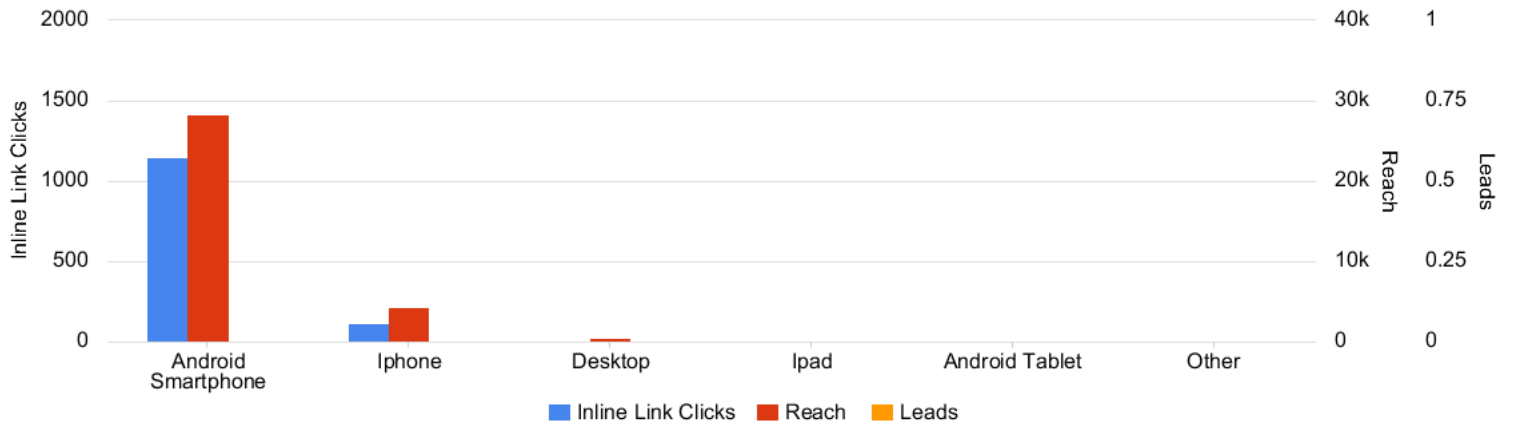
# Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Instagram - Instagram Stories	\$178.87	26	1,139	736	1.55	2.63%	0	\$0.00
> Facebook - Marketplace	\$51.45	19	1,388	816	1.7	1.66%	0	\$0.00
> Audience Network - Rewarded Video	\$13.53	10	77	72	1.07	12.99%	0	\$0.00
> Facebook - Video Feeds	\$17.38	7	277	240	1.15	3.25%	0	\$0.00
> Facebook - Facebook Stories	\$16.48	3	95	95	1	4.21%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Instagram - Instagram Explore	\$7.28	0	163	128	1.27	0.00%	0	\$0.00
> Facebook - Search	\$0.16	0	15	15	1	0.00%	0	\$0.00
> Facebook - Right Hand Column	\$0.22	0	306	232	1.32	0.00%	0	\$0.00
> Facebook - Instream Video	\$2.48	0	50	40	1.25	0.00%	0	\$0.00
> Facebook - Instant Article	\$1.01	0	29	29	1	0.00%	0	\$0.00

## Device performance

Nava Center

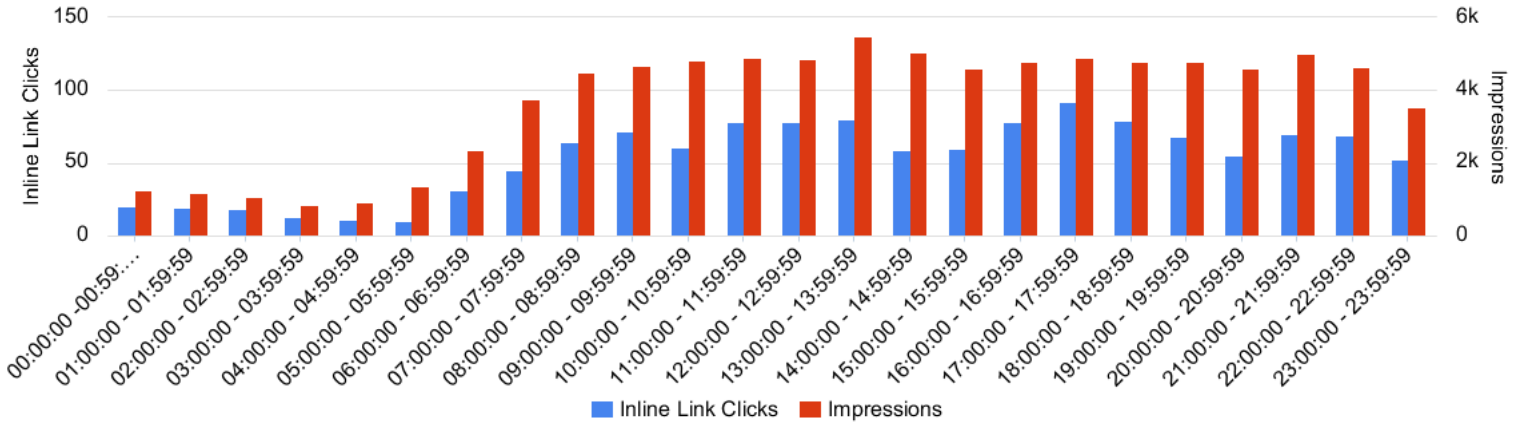


# Schedule performance

06/01/2021 - 06/30/2021

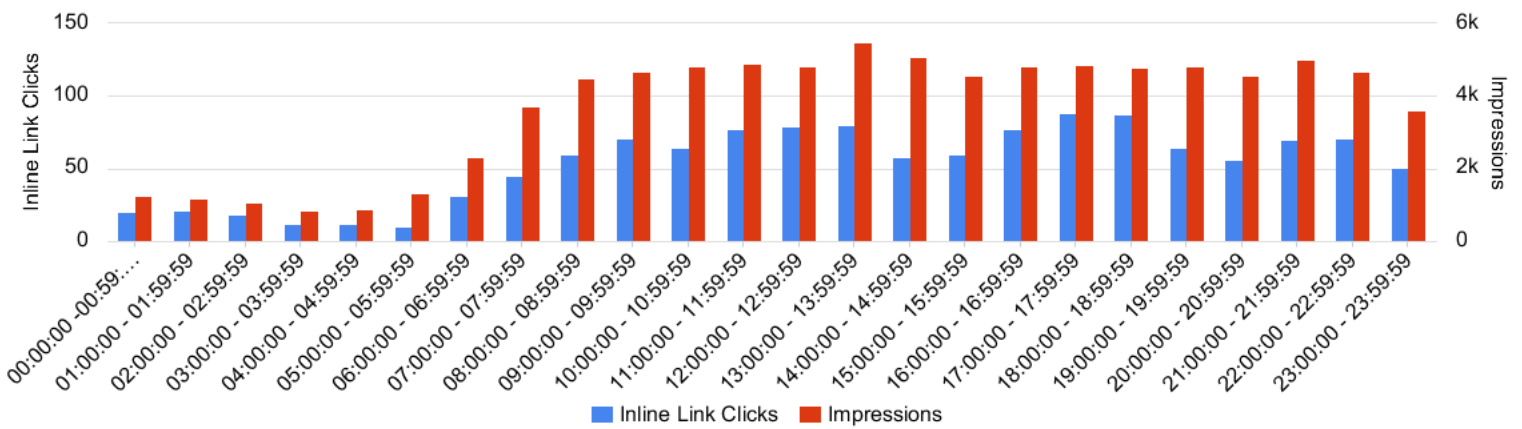
## Time of Day (Viewer)

Nava Center



## Time of Day (Ad Account)

Nava Center



# Campaign performance

06/01/2021 - 06/30/2021

Campaign performance  
Nava Center

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Botox - Conversions	Active	\$1,466.39	1,120	79,337	28,147	2.82	1.45%	172	\$8.53
Emsculpt NEO - Conversions	Active	\$983.09	162	9,257	5,231	1.77	2.69%	20	\$49.15
<b>Total</b>		<b>\$2,449.48</b>	<b>1,282</b>	<b>88,594</b>	<b>33,052</b>	<b>2.68</b>	<b>1.58%</b>	<b>192</b>	<b>\$12.76</b>

Top ads performance  
Nava Center

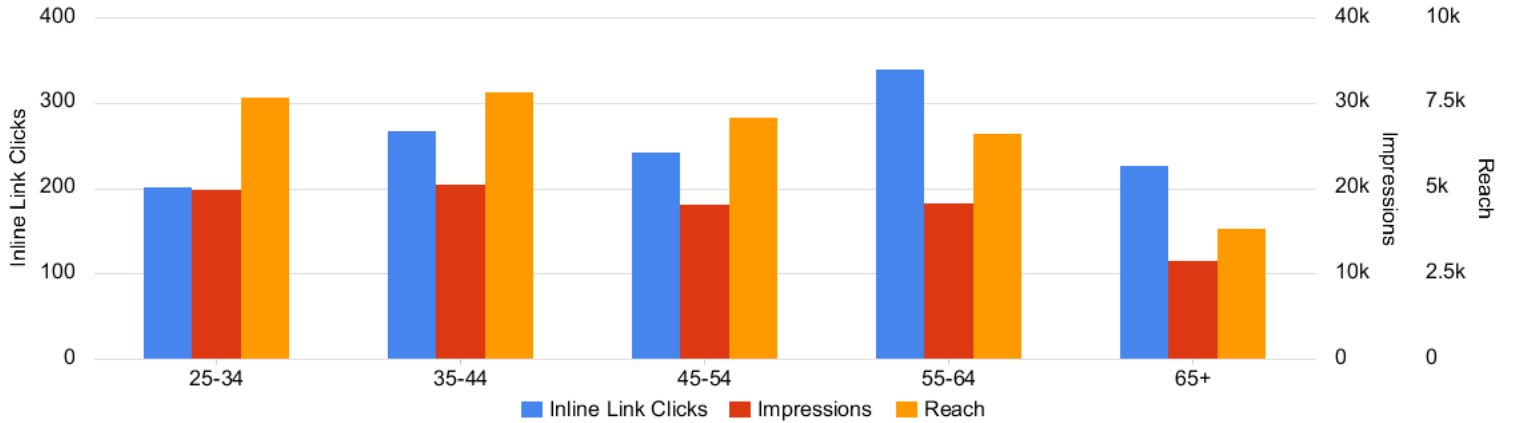
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021 - 02 - Static Image 1 - We Shouldn't Let Stress Speed Up the Aging Process		Botox - Conversions	\$833.33	655	43,275	18,013	2.4	1.52%	103	\$8.09
2021 - 02 - Static Image 2 - We Shouldn't Let Stress Speed Up the Aging Process		Botox - Conversions	\$503.95	385	28,303	12,597	2.25	1.40%	59	\$8.54
2021- 05 - Emsculpt NEO - Video 1		Emsculpt NEO - Conversions	\$983.09	162	9,257	5,231	1.77	2.69%	20	\$49.15
2021 - 02 - Static Image 2 - What if your face's best was yet to come?		Botox - Conversions	\$65.20	44	4,145	2,767	1.5	1.23%	6	\$10.87
2021 - 02 - Static Image 1 - What if your face's best was yet to come?		Botox - Conversions	\$63.91	36	3,614	2,494	1.45	1.25%	4	\$15.98
<b>Total</b>			<b>\$2,449.48</b>	<b>1,282</b>	<b>88,594</b>	<b>33,052</b>	<b>2.68</b>	<b>1.58%</b>	<b>192</b>	<b>\$12.76</b>

# Audience performance

06/01/2021 - 06/30/2021

## Age performance

Nava Center



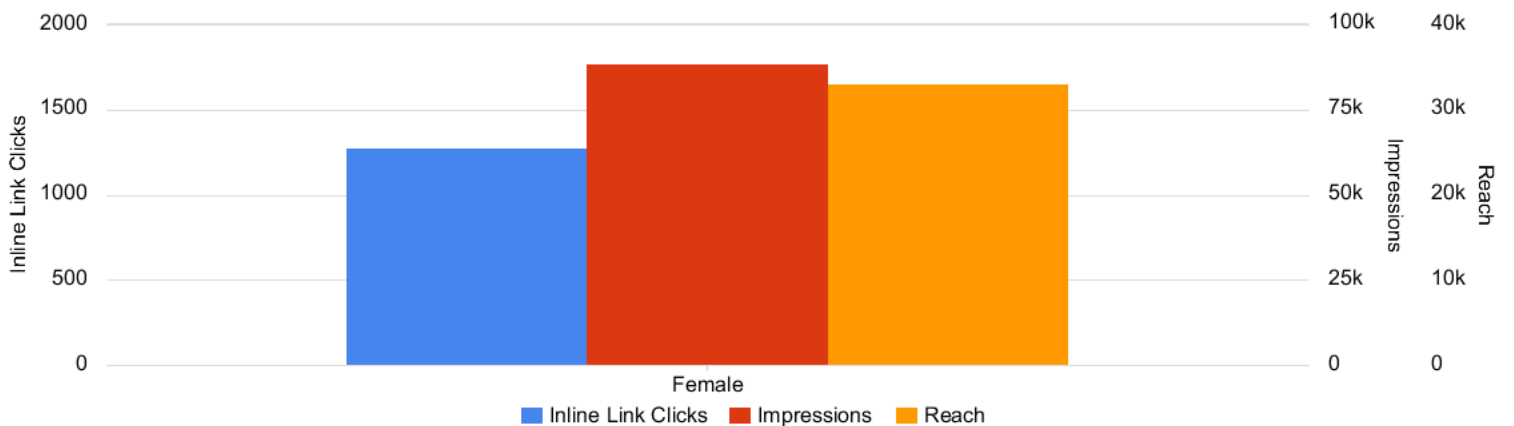
## Age performance

Nava Center

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Nava Center	\$2,449.48	1,282	88,594	33,052	2.68	1.58%	192	\$12.76
> 55-64	\$562.99	340	18,297	6,625	2.76	1.98%	0	\$0.00
> 35-44	\$564.14	269	20,505	7,825	2.62	1.45%	0	\$0.00
> 45-54	\$578.57	243	18,232	7,089	2.57	1.55%	0	\$0.00
> 65+	\$273.34	228	11,653	3,840	3.03	2.00%	0	\$0.00
> 25-34	\$470.45	202	19,907	7,673	2.59	1.12%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00


## Gender performance

Nava Center



# Audience performance


06/01/2021 - 06/30/2021

 Gender performance  
Nava Center

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Nava Center	\$2,449.48	1,282	88,594	33,052	2.68	1.58%	192	\$12.76
> Female	\$2,449.48	1,282	88,594	33,052	2.68	1.58%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

# Year to date

01/01/2021 - 06/30/2021

 Performance by period  
Nava Center

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Nava Center	\$6,517.14	4,044	330,334	83,032	3.98	1.51%	531	\$12.27
> 2021-06-01 - 2021-06-30	\$2,449.48	1,282	88,594	33,052	2.68	1.58%	192	\$12.76
> 2021-05-01 - 2021-05-31	\$1,216.69	1,021	73,115	22,947	3.19	1.43%	124	\$9.81
> 2021-04-01 - 2021-04-30	\$999.09	1,020	86,952	26,738	3.25	1.18%	138	\$7.24
> 2021-03-01 - 2021-03-31	\$1,028.73	521	57,841	24,120	2.4	1.51%	59	\$17.44
> 2021-02-01 - 2021-02-28	\$823.15	200	23,832	9,879	2.41	2.68%	18	\$45.73