

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Nava Center

\$2,548.97

\$2,450.55 4.02%

Impressions
Nava Center

108,797

88,596 22.80%

Reach
Nava Center

37,906

33,052 14.69%

Clicks (Link)
Nava Center

1,365

1,283 6.39%

Leads
Nava Center

200

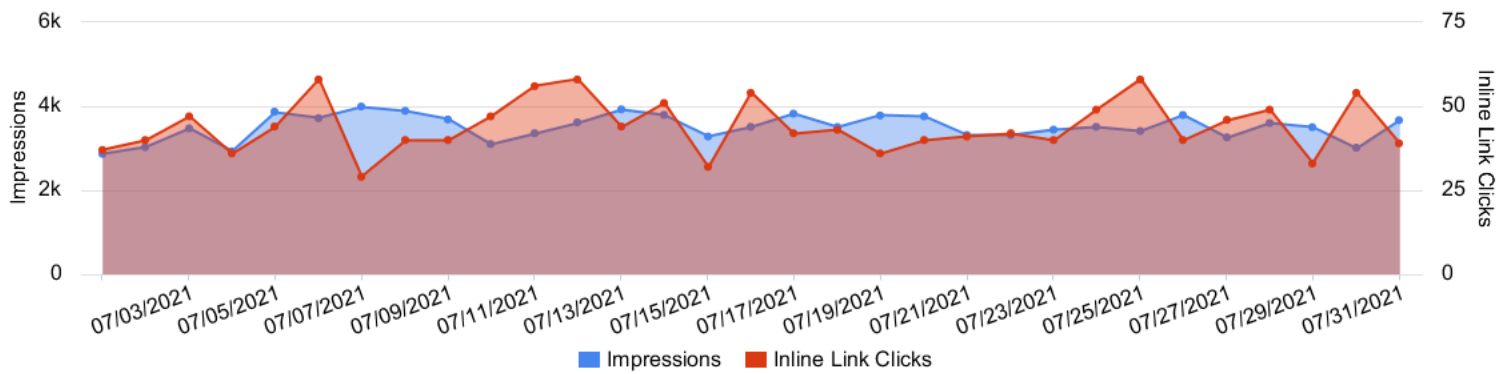
192 4.17%

Cost / Lead
Nava Center

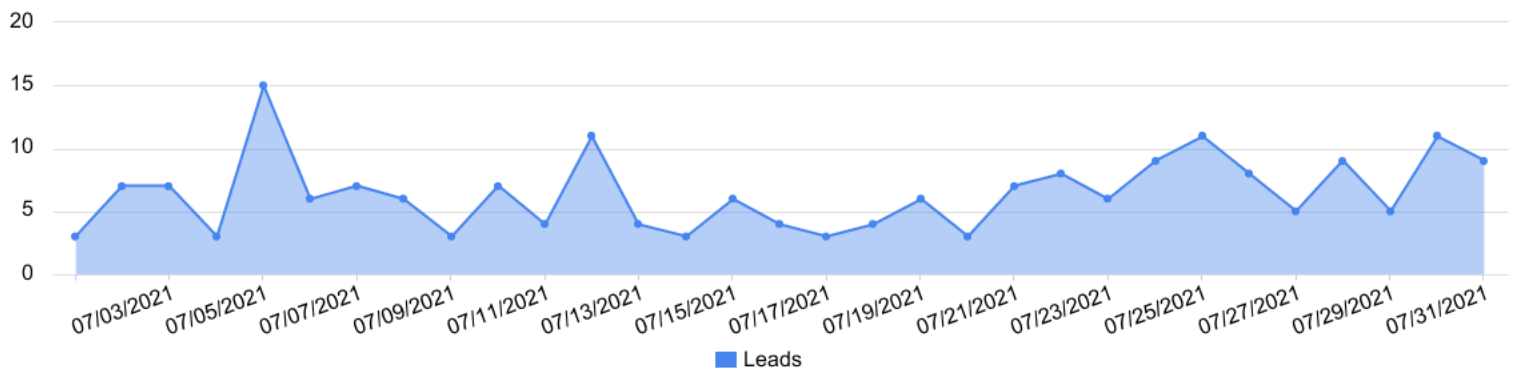
\$12.74

\$12.76 -0.16%

Impressions vs Inline Link Clicks
Nava Center




Conversions by day
Nava Center




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Nava Center

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,548.97	\$2,450.55	4.02%
Impressions	108,797	88,596	22.80%
Reach	37,906	33,052	14.69%
Clicks	1,365	1,283	6.39%
CTR	1.25%	1.45%	-13.36%
Frequency	2.87	2.68	7.08%
Leads	200	192	4.17%
Cost / Lead	\$12.74	\$12.76	-0.16%

 Engagement Summary
Nava Center

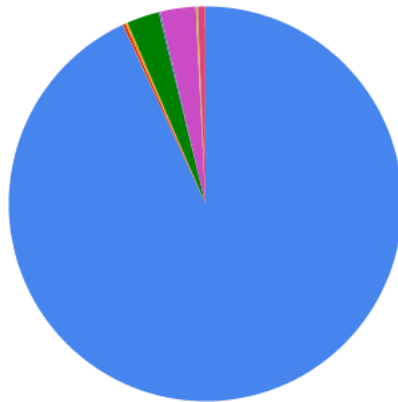
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	1	0	100.00%
Post Reactions	18	24	-25.00%
Post Shares	5	5	0.00%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Nava Center



- Audience Network - An Classic - Reach: 32,954 (93.09%)
- Audience Network - Rewarded Video - Reach: 86 (0.24%)
- Facebook - Facebook Stories - Reach: 64 (0.18%)
- Facebook - Feed - Reach: 944 (2.67%)
- Facebook - Instant Article - Reach: 8 (0.02%)
- Facebook - Instream Video - Reach: 39 (0.11%)
- Facebook - Marketplace - Reach: 1,024 (2.89%)
- Facebook - Right Hand Column - Reach: 40 (0.11%)
- Facebook - Search - Reach: 16 (0.05%)
- Facebook - Video Feeds - Reach: 224 (0.63%)

Placement Performance (by Leads)

Nava Center

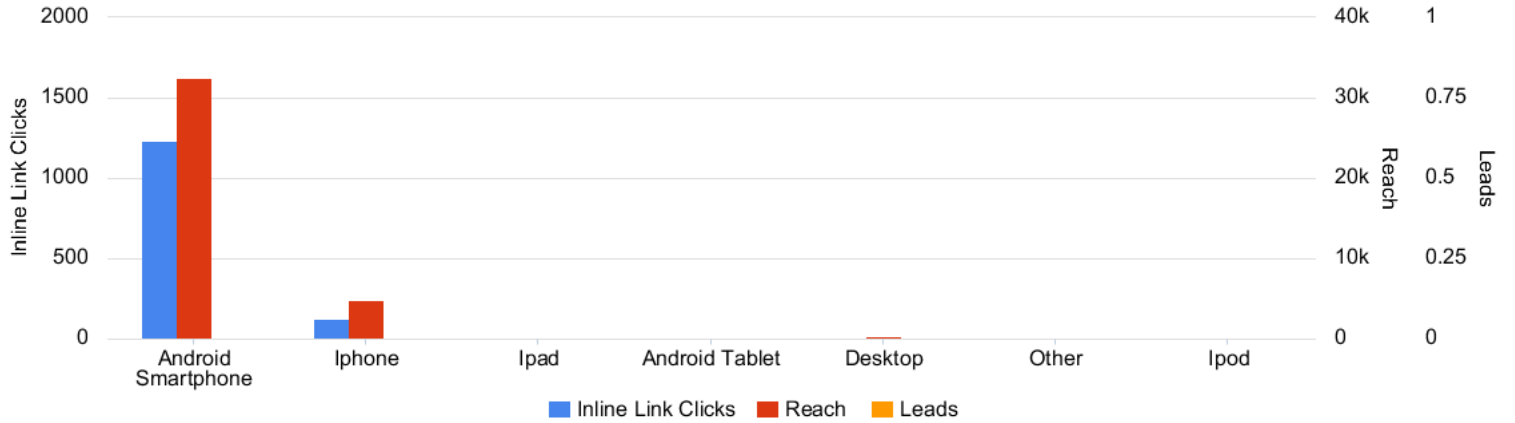
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Nava Center	\$2,548.97	1,365	108,797	37,906	2.87	1.32%	200	\$12.74
> Audience Network - An Classic	\$1,542.78	1,245	99,309	32,954	3.01	1.25%	0	\$0.00
> Audience Network - Rewarded Video	\$9.30	4	86	86	1	4.65%	0	\$0.00
> Facebook - Facebook Stories	\$22.76	5	112	64	1.75	5.36%	0	\$0.00
> Facebook - Feed	\$297.57	33	1,727	944	1.83	4.57%	0	\$0.00
> Facebook - Instant Article	\$0.38	0	8	8	1	0.00%	0	\$0.00
> Facebook - Instream Video	\$7.19	1	39	39	1	2.56%	0	\$0.00
> Facebook - Marketplace	\$69.01	12	2,061	1,024	2.01	0.63%	0	\$0.00
> Facebook - Right Hand Column	\$0.55	0	93	40	2.33	0.00%	0	\$0.00
> Facebook - Search	\$0.26	1	18	16	1.12	5.56%	0	\$0.00
> Facebook - Video Feeds	\$30.97	7	314	224	1.4	3.50%	0	\$0.00
> Instagram - Feed	\$302.42	24	3,377	2,272	1.49	1.04%	0	\$0.00
> Instagram - Instagram Explore	\$9.74	2	187	120	1.56	2.67%	0	\$0.00
> Instagram - Instagram Stories	\$256.03	31	1,466	1,120	1.31	2.52%	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

Nava Center



Device Platform Performance

Nava Center

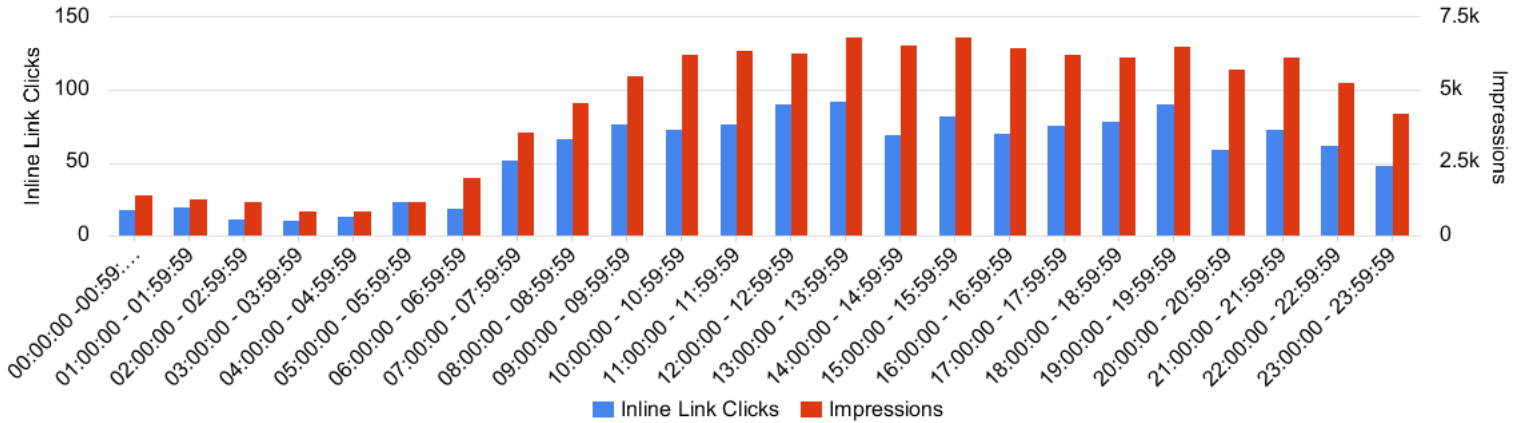
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Nava Center	\$2,548.97	108,797	1,365	1.32%	37,906	2.87	200
> Mobile App	\$2,528.40	108,041	1,361	1.32%	37,602	2.87	0
> Mobile Web	\$9.41	59	2	10.17%	40	1.48	0
> Desktop	\$11.16	697	2	0.29%	296	2.35	0
> Unknown	\$0.00	0	0	--	0	0	0

Schedule Performance

07/01/2021 - 07/31/2021

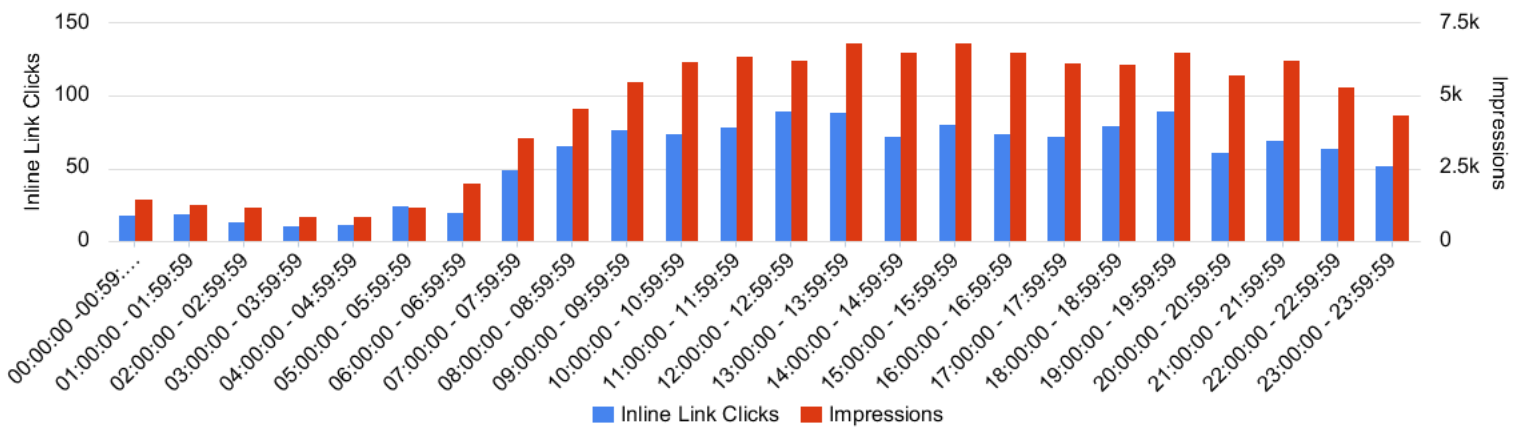
Time of Day (Viewer)

Nava Center




Time of Day (Ad Account)

Nava Center



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Nava Center

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Botox - Conversions	\$1,525.10	99,177	1,244	186	\$8.20
Emsculpt NEO - Conversions	\$1,023.87	9,620	121	14	\$73.13
Total	\$2,548.97	108,797	1,365	200	\$12.74

Ad Set Performance Summary (by Leads)

07/01/2021 - 07/31/2021

 Top Performing Ad Sets
Nava Center

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interest - Women - Maryland - 25-65	Botox - Conversions	\$1,525.10	99,177	1,244	186	\$8.20
Interests - Women - 25-64 - Colombia, MD - 10 mi radius	Emsculpt NEO - Conversions	\$1,023.87	9,620	121	14	\$73.13
	Total	\$2,548.97	108,797	1,365	200	\$12.74

Ad Performance Summary

07/01/2021 - 07/31/2021

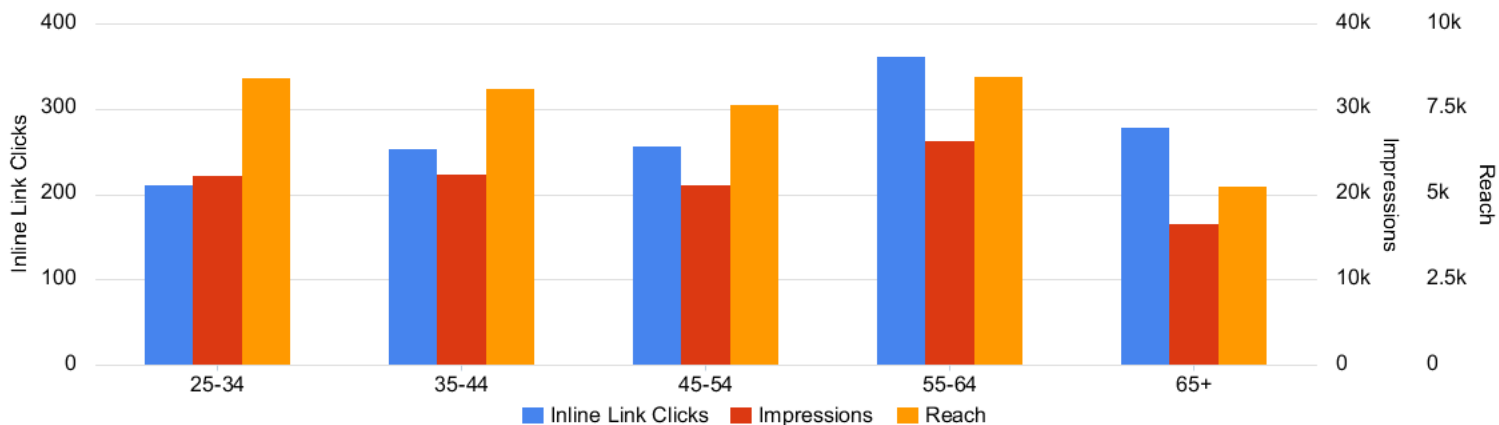
Top Performing Ads (by Leads)
Nava Center

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	\$817.45	710	51,993	21,666	2.4	1.37%	109	\$7.50
2021 - 02 - Static Image 2 - We Shouldn't Let Stress Speed Up the Aging Process		Botox - Conversions	\$566.80	442	36,939	14,796	2.5	1.19%	60	\$9.45
2021- 05 - Emsculpt NEO - Video 1		Emsculpt NEO - Conversions	\$1,023.87	121	9,620	5,398	1.78	1.99%	14	\$73.13
2021 - 02 - Static Image 1 - What if your face's best was yet to come?		Botox - Conversions	\$73.16	42	5,091	3,281	1.55	0.82%	11	\$6.65
2021 - 02 - Static Image 2 - What if your face's best was yet to come?		Botox - Conversions	\$67.69	50	5,154	3,445	1.5	1.01%	6	\$11.28
Total			\$2,548.97	1,365	108,797	37,906	2.87	1.32%	200	\$12.74

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Nava Center



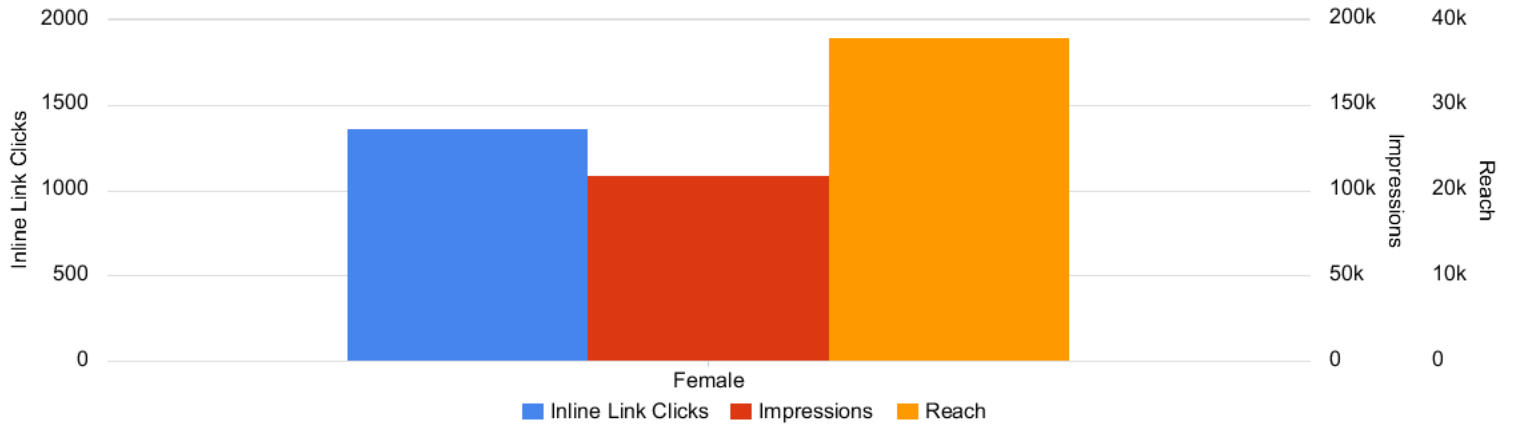
Age Performance Summary
Nava Center

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Nava Center	\$2,548.97	108,797	37,906	1,365	1.32%	2.87	200
> 25-34	\$461.61	22,202	8,432	211	1.00%	2.63	0
> 35-44	\$582.00	22,387	8,128	254	1.24%	2.75	0
> 45-54	\$607.59	21,158	7,648	258	1.32%	2.77	0
> 55-64	\$591.13	26,358	8,456	362	1.43%	3.12	0
> 65+	\$306.65	16,692	5,240	280	1.68%	3.19	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Nava Center



Gender Performance Summary
Nava Center

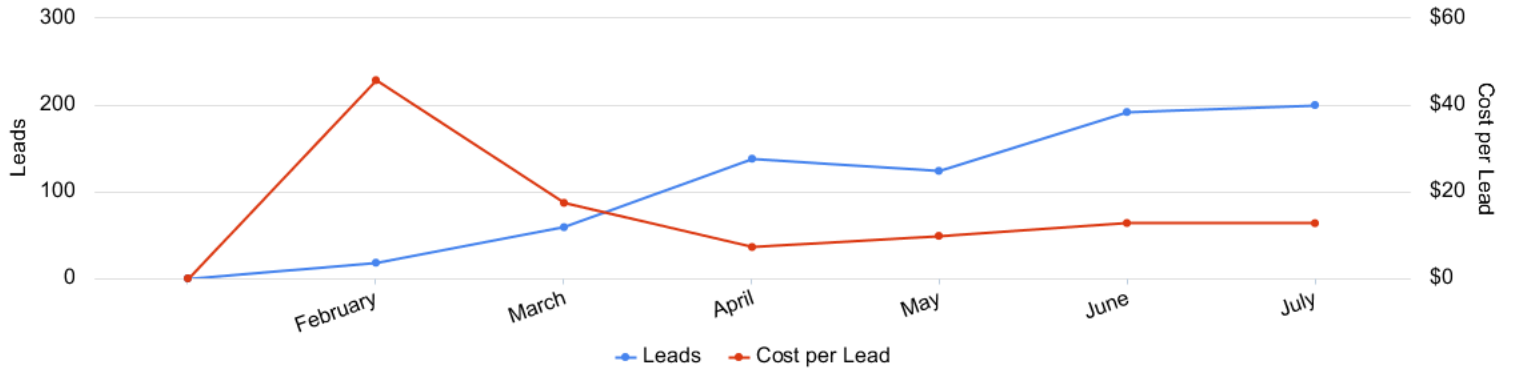
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Nava Center	\$2,548.97	108,797	37,906	1,365	1.32%	2.87	200
> Female	\$2,548.97	108,797	37,906	1,365	1.32%	2.87	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend

Nava Center



Historical table (by month)

Nava Center

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Nava Center	\$9,067.18	5,410	439,133	100,520	4.37	1.46%	731	\$12.40
> 2021-02-01 - 2021-02-28	\$823.15	200	23,832	9,879	2.41	2.68%	18	\$45.73
> 2021-03-01 - 2021-03-31	\$1,028.73	521	57,841	24,120	2.4	1.51%	59	\$17.44
> 2021-04-01 - 2021-04-30	\$999.09	1,020	86,952	26,738	3.25	1.18%	138	\$7.24
> 2021-05-01 - 2021-05-31	\$1,216.69	1,021	73,115	22,947	3.19	1.43%	124	\$9.81
> 2021-06-01 - 2021-06-30	\$2,450.55	1,283	88,596	33,052	2.68	1.58%	192	\$12.76
> 2021-07-01 - 2021-07-31	\$2,548.97	1,365	108,797	37,906	2.87	1.32%	200	\$12.74