

Summary

06/01/2021 - 06/30/2021

Impressions
New Beauty Wellness

22,848
21,974 3.98%

Reach
New Beauty Wellness

9,381
7,347 27.68%

Inline Link Clicks
New Beauty Wellness

208
194 7.22%

Amount Spent
New Beauty Wellness

\$749.05
\$775.28 -3.38%

CPC (Link)
New Beauty Wellness

\$3.60
\$4.00 -10.00%

Leads
New Beauty Wellness

19
26 -26.92%

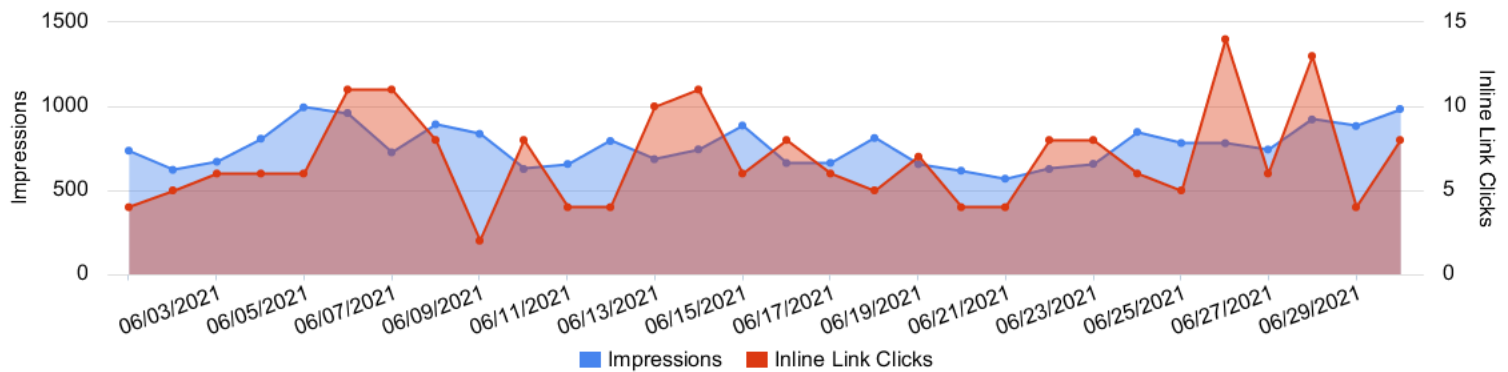
CPA
New Beauty Wellness

\$39.42
\$29.82 32.19%

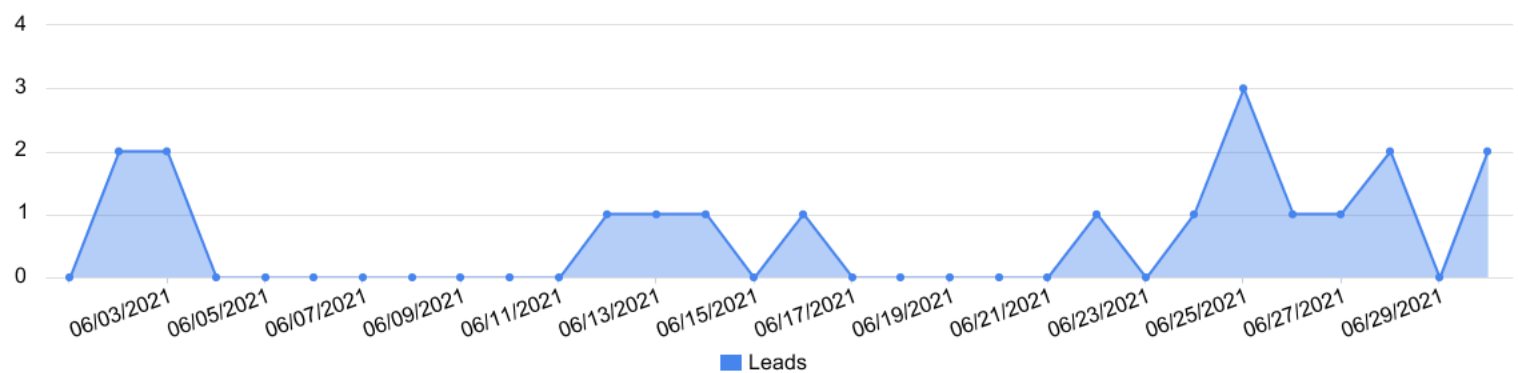
Outbound Clicks
New Beauty Wellness

208
194 7.22%

Impressions vs Inline Link Clicks
New Beauty Wellness



Conversions by day
New Beauty Wellness



Account performance

06/01/2021 - 06/30/2021

Overall performance

New Beauty Wellness

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$749.05	\$775.28	-3.38%
Inline Link Clicks	208	194	7.22%
Impressions	22,848	21,974	3.98%
Reach	9,381	7,347	27.68%
Frequency	2.44	2.99	-18.57%
CTR (All)	1.15%	1.42%	-19.50%
Leads	19	26	-26.92%
cost_per_action_type:lead	\$39.42	\$29.82	32.19%

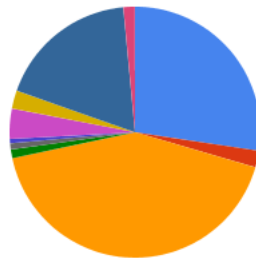
Engagement performance

New Beauty Wellness

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	0	0.00%
Post Reactions	9	17	-47.06%
Post Shares	1	0	100.00%

Reach by placement

New Beauty Wellness



- Audience Network - An Classic - Reach: 1,592 (27.39%)
- Facebook - Facebook Stories - Reach: 124 (2.13%)
- Facebook - Feed - Reach: 2,450 (42.15%)
- Facebook - Instant Article - Reach: 66 (1.14%)
- Facebook - Instream Video - Reach: 46 (0.79%)
- Facebook - Marketplace - Reach: 32 (0.55%)
- Facebook - Right Hand Column - Reach: 226 (3.89%)
- Facebook - Video Feeds - Reach: 136 (2.34%)
- Instagram - Feed - Reach: 1,054 (18.13%)
- Instagram - Instagram Explore - Reach: 86 (1.48%)

Placement performance

New Beauty Wellness

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
New Beauty Wellness	\$749.05	208	22,848	9,381	2.44	1.15%	19	\$39.42
> Instagram - Instagram Stories	\$261.83	109	9,017	5,010	1.8	1.23%	0	\$0.00
> Facebook - Feed	\$300.50	44	7,684	2,450	3.14	1.24%	0	\$0.00

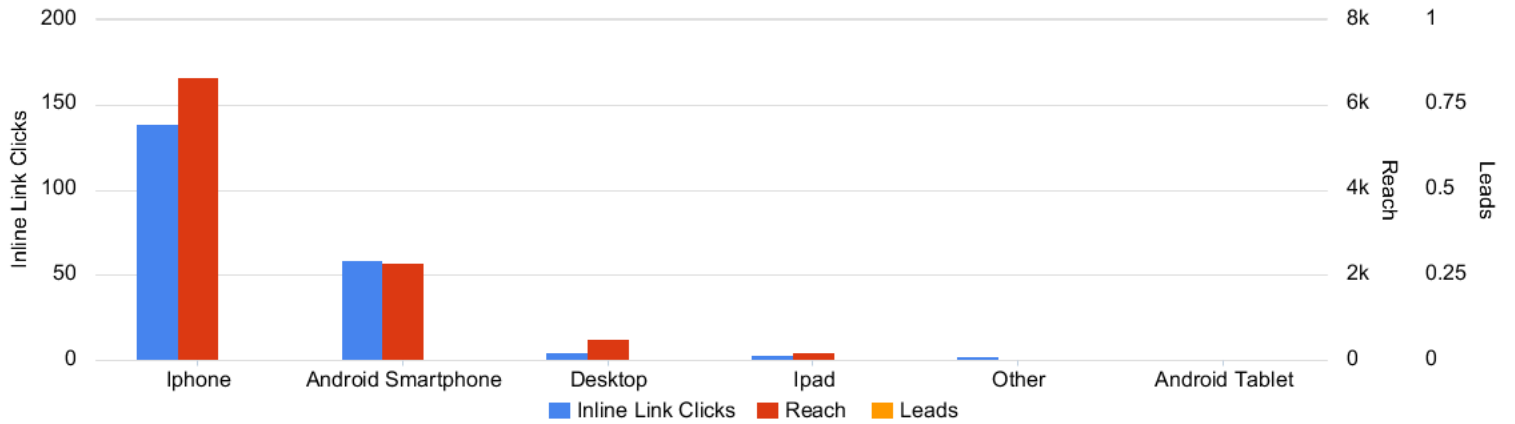
Account performance

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	\$90.17	41	3,336	1,592	2.1	1.23%	0	\$0.00
> Facebook - Video Feeds	\$8.84	6	229	136	1.68	3.06%	0	\$0.00
> Instagram - Feed	\$65.26	4	1,456	1,054	1.38	0.27%	0	\$0.00
> Facebook - Instant Article	\$2.65	2	93	66	1.41	2.15%	0	\$0.00
> Instagram - Instagram Explore	\$1.95	1	104	86	1.21	0.96%	0	\$0.00
> Facebook - Right Hand Column	\$4.53	1	634	226	2.81	0.16%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Facebook - Marketplace	\$1.87	0	59	32	1.84	0.00%	0	\$0.00
> Facebook - Instream Video	\$1.07	0	62	46	1.35	0.00%	0	\$0.00
> Facebook - Facebook Stories	\$10.38	0	174	124	1.4	0.00%	0	\$0.00

Device performance

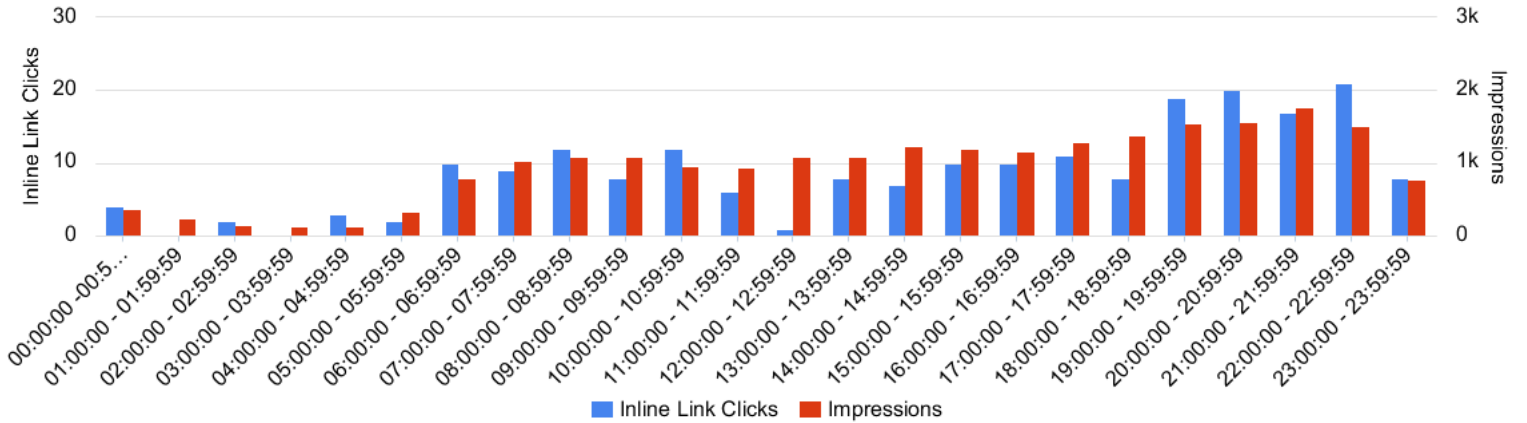
New Beauty Wellness



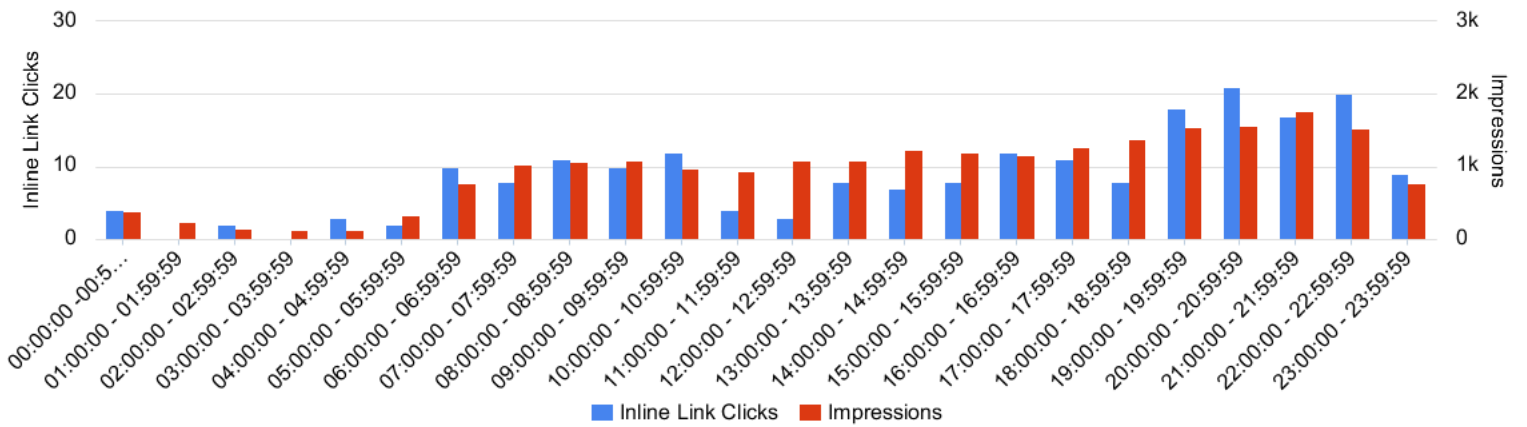
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer) New Beauty Wellness



Time of Day (Ad Account) New Beauty Wellness




Campaign performance

06/01/2021 - 06/30/2021

Campaign performance New Beauty Wellness

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Botox - Conversions	Active	\$749.05	208	22,848	9,381	2.44	1.15%	19	\$39.42
Total		\$749.05	208	22,848	9,381	2.44	1.15%	19	\$39.42

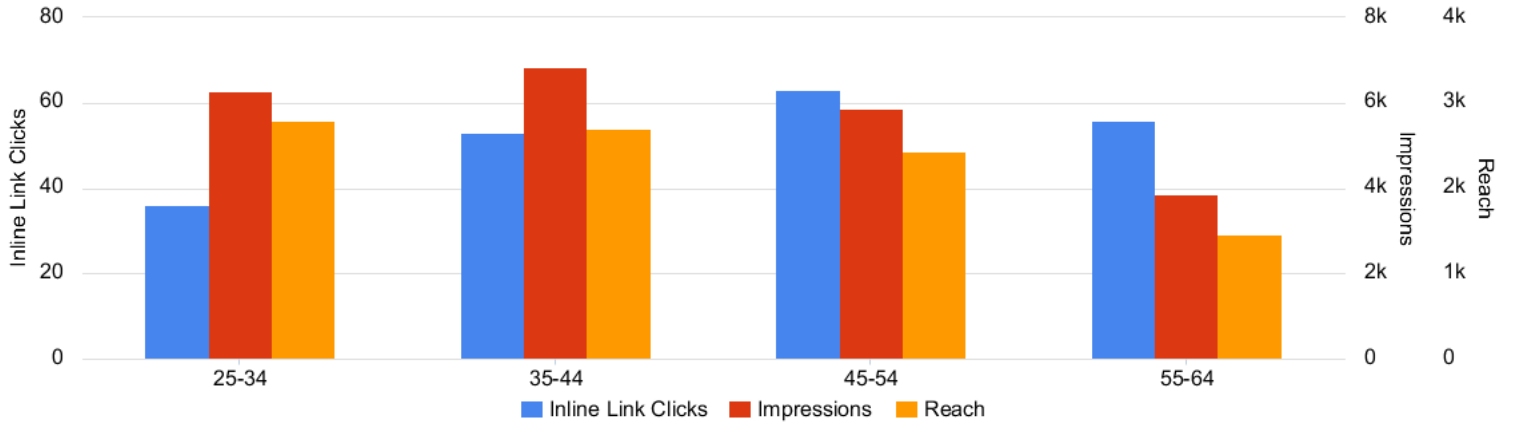
Top ads performance New Beauty Wellness

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2020-03 - Botox - Women -		Botox - Conversions	\$749.05	208	22,848	9,381	2.44	1.15%	19	\$39.42
Total			\$749.05	208	22,848	9,381	2.44	1.15%	19	\$39.42

Audience performance

06/01/2021 - 06/30/2021

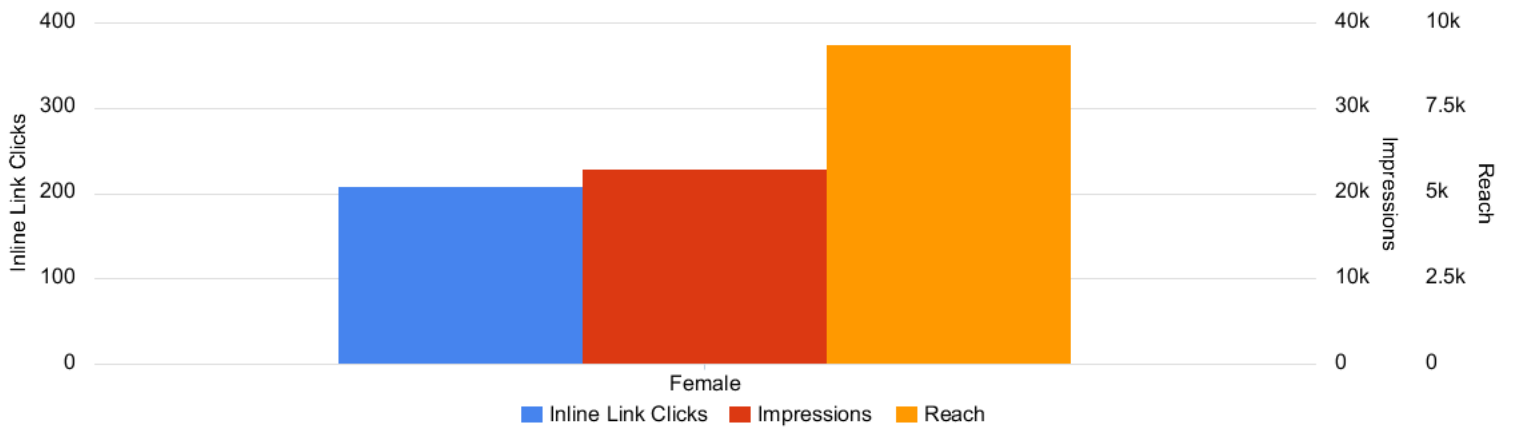
Age performance New Beauty Wellness



Age performance New Beauty Wellness

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
New Beauty Wellness	\$749.05	208	22,848	9,381	2.44	1.15%	19	\$39.42
> 45-54	\$233.21	63	5,880	2,434	2.42	1.39%	0	\$0.00
> 55-64	\$176.13	56	3,856	1,452	2.66	1.92%	0	\$0.00
> 35-44	\$185.23	53	6,840	2,700	2.53	0.94%	0	\$0.00
> 25-34	\$154.47	36	6,272	2,794	2.24	0.67%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance New Beauty Wellness



Gender performance New Beauty Wellness

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
New Beauty Wellness	\$749.05	208	22,848	9,381	2.44	1.15%	19	\$39.42
> Female	\$749.05	208	22,848	9,381	2.44	1.15%	0	\$0.00


Audience performance

06/01/2021 - 06/30/2021

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

Year to date

01/01/2021 - 06/30/2021

 Performance by period
New Beauty Wellness

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
New Beauty Wellness	\$4,525.56	1,144	157,806	35,453	4.45	1.31%	114	\$39.70
> 2021-06-01 - 2021-06-30	\$749.05	208	22,848	9,381	2.44	1.15%	19	\$39.42
> 2021-05-01 - 2021-05-31	\$775.28	194	21,974	7,347	2.99	1.42%	26	\$29.82
> 2021-04-01 - 2021-04-30	\$749.70	197	24,838	9,066	2.74	1.57%	19	\$39.46
> 2021-03-01 - 2021-03-31	\$774.50	148	29,595	9,460	3.13	1.32%	18	\$43.03
> 2021-02-01 - 2021-02-28	\$700.77	184	28,887	9,848	2.93	1.16%	16	\$43.80
> 2021-01-01 - 2021-01-31	\$776.26	213	29,664	10,567	2.81	1.27%	16	\$48.52