

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
New Beauty Wellness

\$970.63
\$749.05 **29.58%**

Impressions
New Beauty Wellness

58,689
22,848 **156.87%**

Reach
New Beauty Wellness

11,596
9,381 **23.61%**

Clicks (Link)
New Beauty Wellness

518
210 **146.67%**

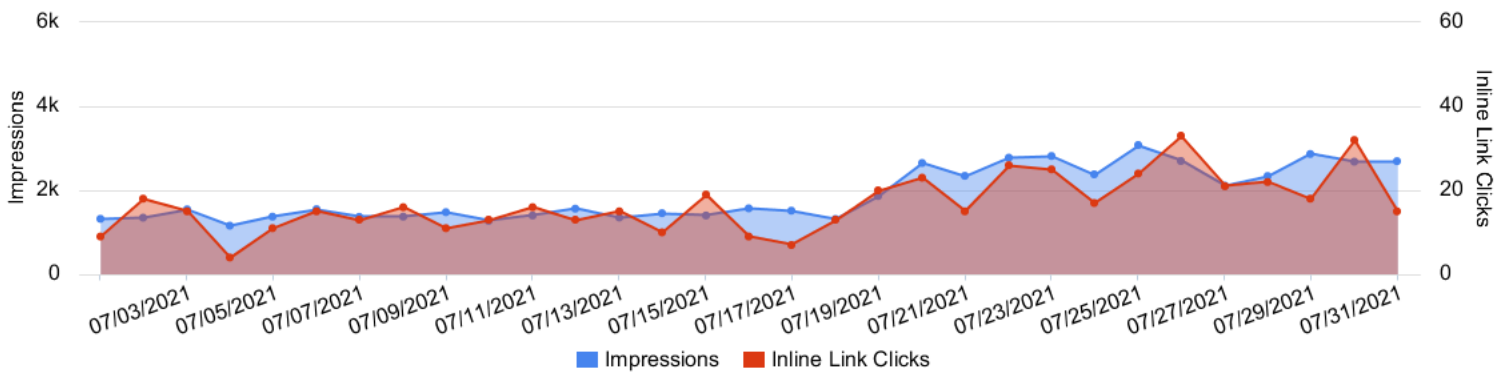
Leads
New Beauty Wellness

54
21 **157.14%**

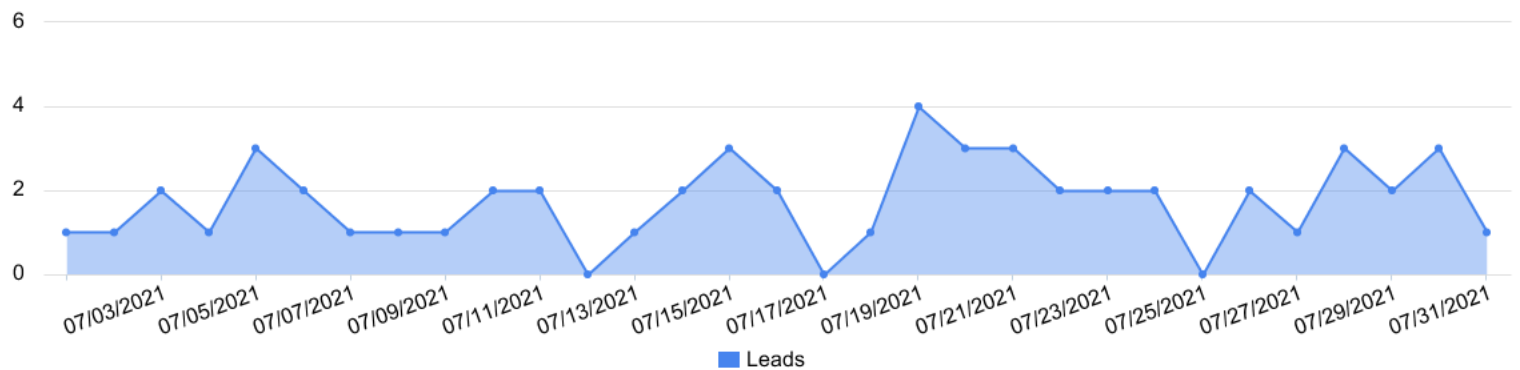
Cost / Lead
New Beauty Wellness

\$17.97
\$35.67 **-49.62%**

Impressions vs Inline Link Clicks
New Beauty Wellness




Conversions by day
New Beauty Wellness




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
New Beauty Wellness

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$970.63	\$749.05	29.58%
Impressions	58,689	22,848	156.87%
Reach	11,596	9,381	23.61%
Clicks	518	210	146.67%
CTR	0.88%	0.92%	-3.97%
Frequency	5.06	2.44	107.80%
Leads	54	21	157.14%
Cost / Lead	\$17.97	\$35.67	-49.62%

 Engagement Summary
New Beauty Wellness

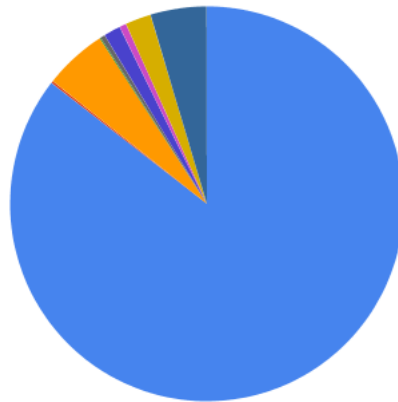
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	0	0.00%
Post Reactions	4	9	-55.56%
Post Shares	0	1	-100.00%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

New Beauty Wellness



- Audience Network - An Classic - Reach: 10,348 (85.51%)
- Facebook - Facebook Stories - Reach: 20 (0.17%)
- Facebook - Feed - Reach: 624 (5.16%)
- Facebook - Instant Article - Reach: 11 (0.09%)
- Facebook - Instream Video - Reach: 46 (0.38%)
- Facebook - Right Hand Column - Reach: 168 (1.39%)
- Facebook - Video Feeds - Reach: 68 (0.56%)
- Instagram - Feed - Reach: 256 (2.12%)
- Instagram - Instagram Stories - Reach: 560 (4.63%)

Placement Performance (by Leads)

New Beauty Wellness

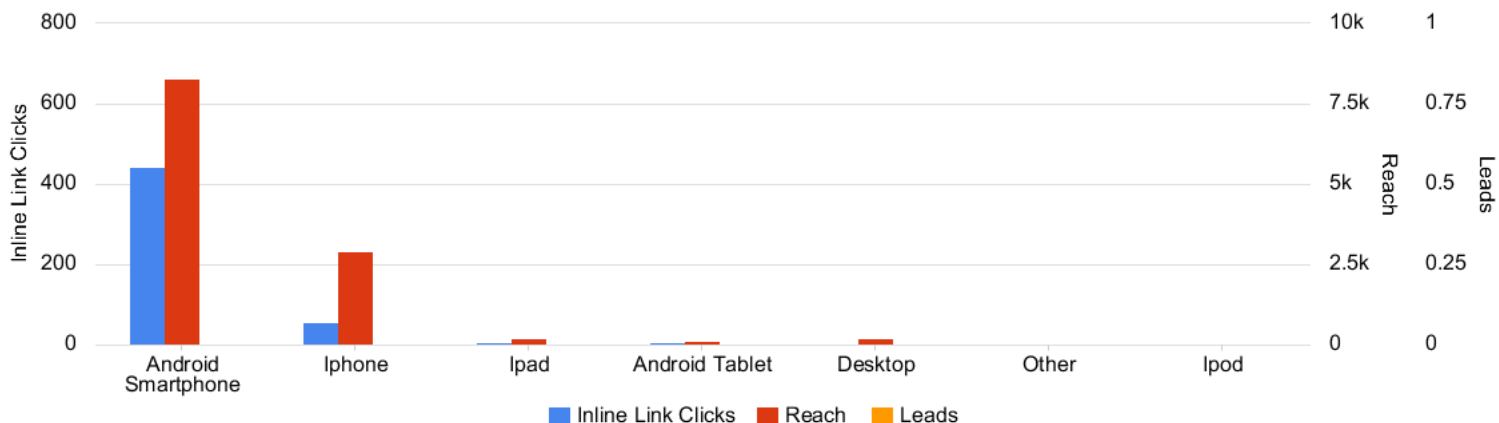
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
New Beauty Wellness	\$970.63	518	58,689	11,596	5.06	0.91%	54	\$17.97
> Audience Network - An Classic	\$817.37	502	54,498	10,348	5.27	0.92%	0	\$0.00
> Facebook - Facebook Stories	\$1.45	0	33	20	1.65	0.00%	0	\$0.00
> Facebook - Feed	\$85.99	4	2,141	624	3.43	1.12%	0	\$0.00
> Facebook - Instant Article	\$0.28	0	11	11	1	0.00%	0	\$0.00
> Facebook - Instream Video	\$0.73	1	46	46	1	2.17%	0	\$0.00
> Facebook - Right Hand Column	\$1.90	1	426	168	2.54	0.23%	0	\$0.00
> Facebook - Video Feeds	\$5.38	0	103	68	1.51	0.00%	0	\$0.00
> Instagram - Feed	\$24.91	2	378	256	1.48	0.53%	0	\$0.00
> Instagram - Instagram Explore	\$0.14	0	10	0	0	0.00%	0	\$0.00
> Instagram - Instagram Stories	\$32.47	8	1,043	560	1.86	0.77%	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

New Beauty Wellness



Device Platform Performance

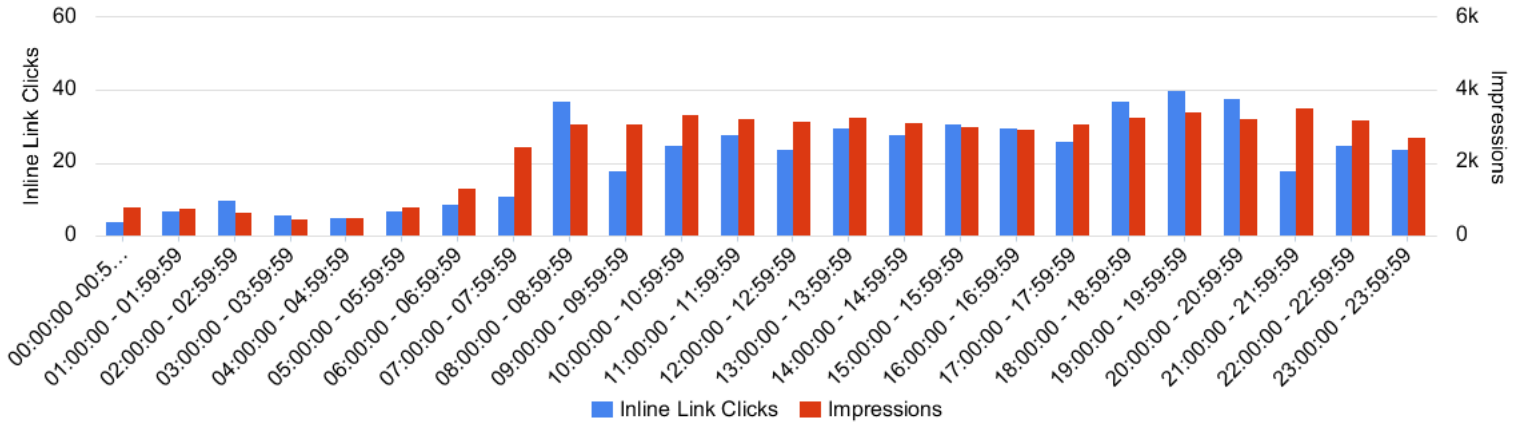
New Beauty Wellness

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
New Beauty Wellness	\$970.63	58,689	518	0.91%	11,596	5.06	54
> Mobile App	\$942.76	57,731	514	0.92%	11,356	5.08	0
> Desktop	\$17.86	615	4	0.65%	228	2.7	0
> Unknown	\$0.00	0	0	--	0	0	0
> Mobile Web	\$10.01	343	0	0.29%	76	4.51	0

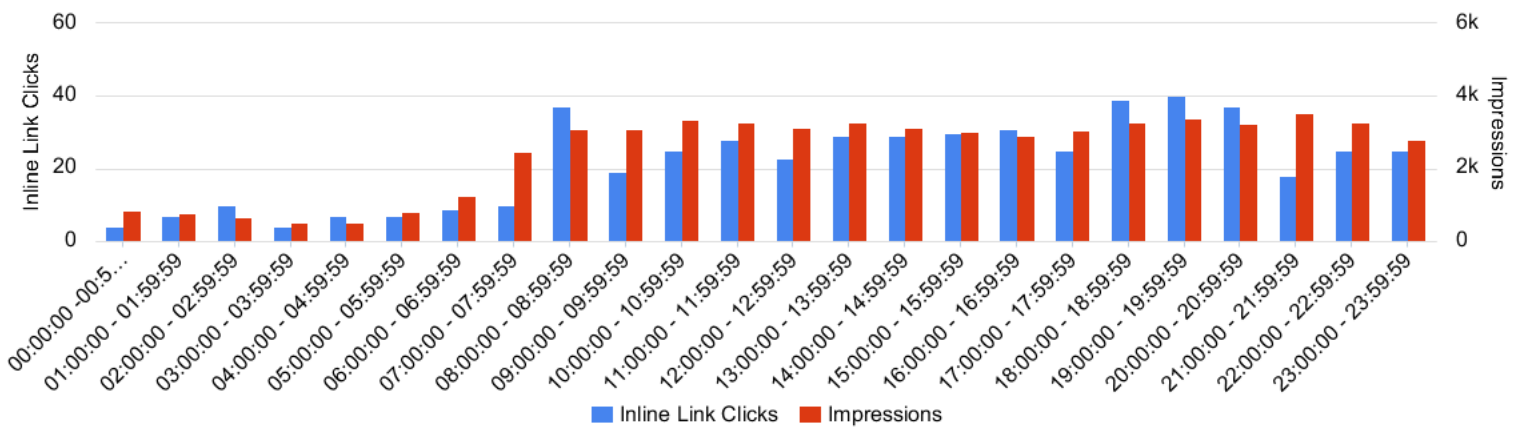
Schedule Performance

07/01/2021 - 07/31/2021

Time of Day (Viewer) New Beauty Wellness




Time of Day (Ad Account) New Beauty Wellness



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
New Beauty Wellness

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Botox - Conversions	\$970.63	58,689	518	54	\$17.97
Total	\$970.63	58,689	518	54	\$17.97

Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021


 Top Performing Ad Sets
New Beauty Wellness

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Botox - Prospecting - Women - Dynamic	Botox - Conversions	\$970.63	58,689	518	54	\$17.97
	Total	\$970.63	58,689	518	54	\$17.97

Ad Performance Summary

07/01/2021 - 07/31/2021

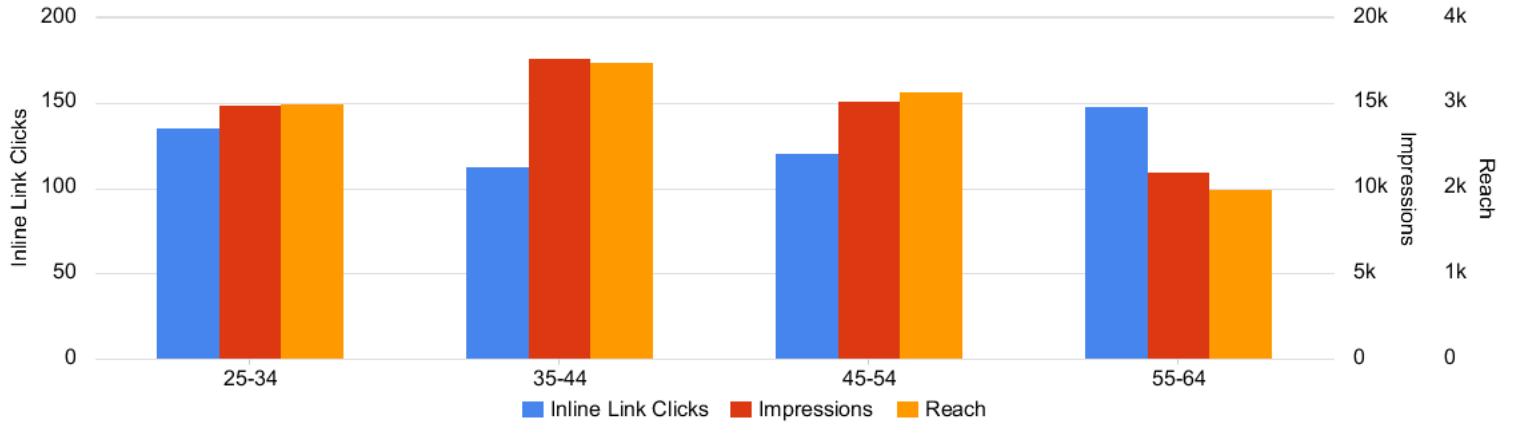
 Top Performing Ads (by Leads)
New Beauty Wellness

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	\$970.63	518	58,689	11,596	5.06	0.91%	54	\$17.97
Total			\$970.63	518	58,689	11,596	5.06	0.91%	54	\$17.97

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
New Beauty Wellness



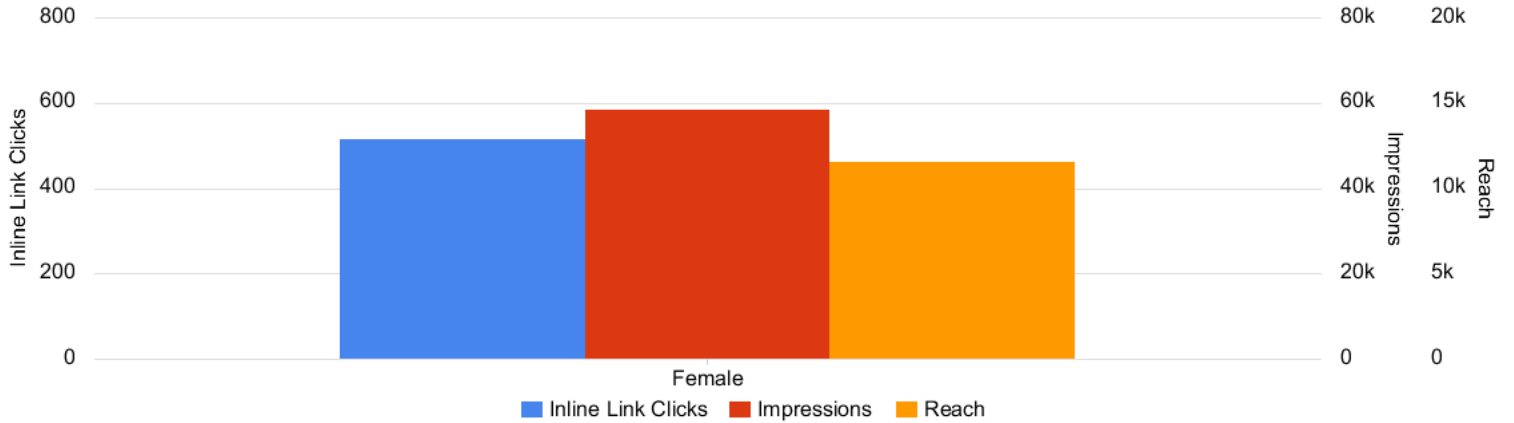
Age Performance Summary
New Beauty Wellness

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
New Beauty Wellness	\$970.63	58,689	11,596	518	0.91%	5.06	54
> 25-34	\$239.80	14,906	2,996	136	0.93%	4.98	0
> 35-44	\$256.91	17,661	3,480	113	0.66%	5.08	0
> 45-54	\$258.66	15,160	3,132	121	0.80%	4.84	0
> 55-64	\$215.26	10,962	1,988	148	1.43%	5.51	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
New Beauty Wellness



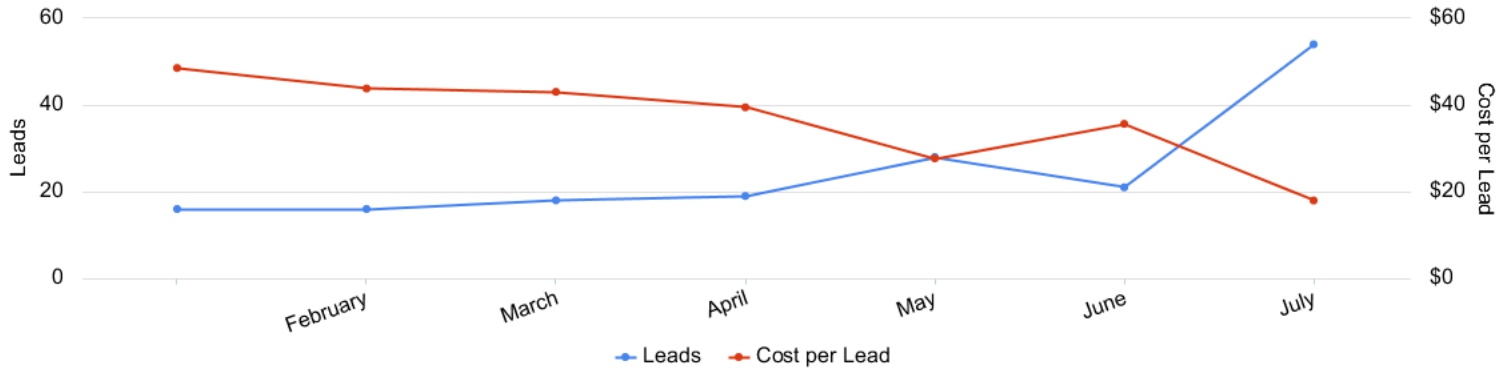
Gender Performance Summary
New Beauty Wellness

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
New Beauty Wellness	\$970.63	58,689	11,596	518	0.91%	5.06	54
> Female	\$970.63	58,689	11,596	518	0.91%	5.06	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend New Beauty Wellness



Historical table (by month) New Beauty Wellness

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
New Beauty Wellness	\$5,496.19	1,664	216,495	43,596	4.97	1.20%	172	\$31.95
> 2021-01-01 - 2021-01-31	\$776.26	213	29,664	10,567	2.81	1.27%	16	\$48.52
> 2021-02-01 - 2021-02-28	\$700.77	184	28,887	9,848	2.93	1.16%	16	\$43.80
> 2021-03-01 - 2021-03-31	\$774.50	148	29,595	9,460	3.13	1.32%	18	\$43.03
> 2021-04-01 - 2021-04-30	\$749.70	197	24,838	9,066	2.74	1.57%	19	\$39.46
> 2021-05-01 - 2021-05-31	\$775.28	194	21,974	7,347	2.99	1.42%	28	\$27.69
> 2021-06-01 - 2021-06-30	\$749.05	210	22,848	9,381	2.44	1.16%	21	\$35.67
> 2021-07-01 - 2021-07-31	\$970.63	518	58,689	11,596	5.06	0.91%	54	\$17.97