

Summary

06/01/2021 - 06/30/2021

Impressions
Pelle Med Spa

33,835

52,821 -35.94%

Reach
Pelle Med Spa

10,946

15,764 -30.56%

Inline Link Clicks
Pelle Med Spa

391

526 -25.67%

Amount Spent
Pelle Med Spa

\$999.36

\$1,033.73 -3.32%

CPC (Link)
Pelle Med Spa

\$2.56

\$1.97 29.95%

Leads
Pelle Med Spa

43

50 -14.00%

CPA
Pelle Med Spa

\$23.24

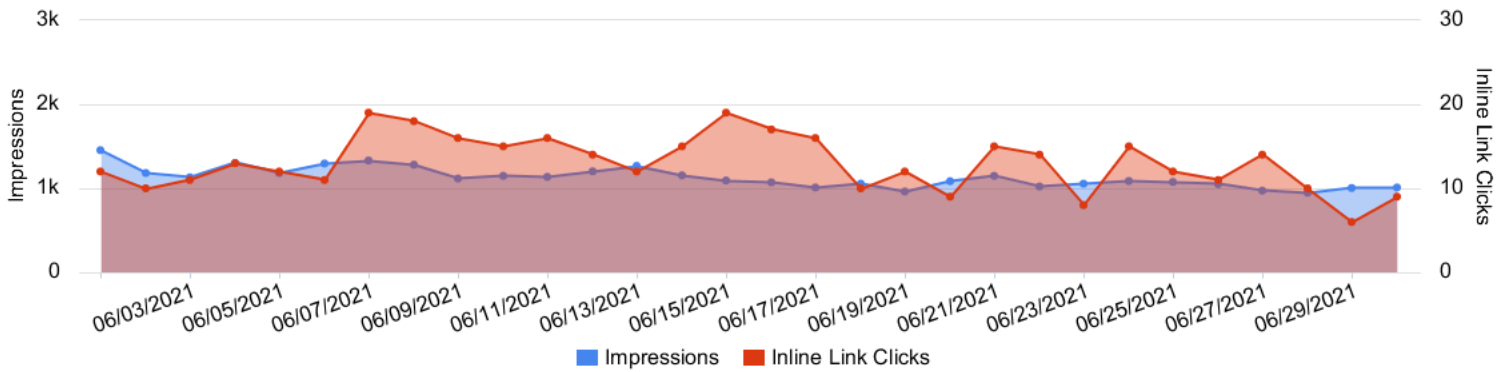
\$20.67 12.43%

Outbound Clicks
Pelle Med Spa

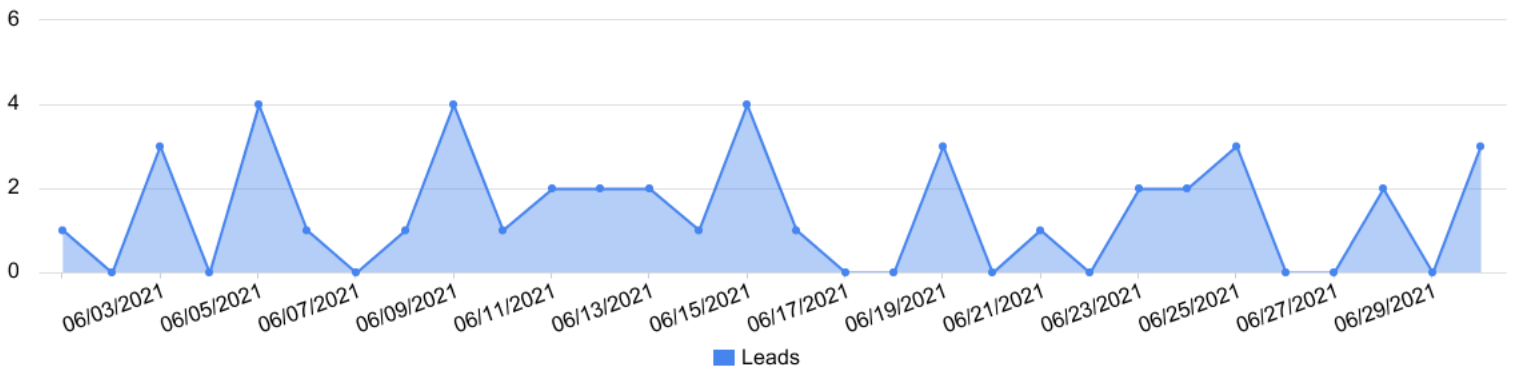
390

525 -25.71%

Impressions vs Inline Link Clicks
Pelle Med Spa



Conversions by day
Pelle Med Spa



Account performance

06/01/2021 - 06/30/2021

Overall performance

Pelle Med Spa

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$999.36	\$1,033.73	-3.32%
Inline Link Clicks	391	526	-25.67%
Impressions	33,835	52,821	-35.94%
Reach	10,946	15,764	-30.56%
Frequency	3.09	3.35	-7.75%
CTR (All)	2.91%	2.66%	9.26%
Leads	43	50	-14.00%
cost_per_action_type:lead	\$23.24	\$20.67	12.43%

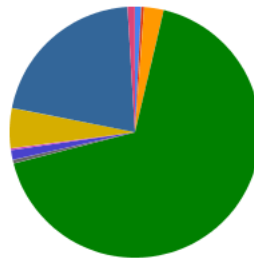
Engagement performance

Pelle Med Spa

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	14	4	250.00%
Post Reactions	53	43	23.26%
Post Shares	11	7	57.14%

Reach by placement

Pelle Med Spa



- Audience Network - An Classic - Reach: 104 (0.81%)
- Audience Network - Rewarded Video - Reach: 48 (0.37%)
- Facebook - Facebook Stories - Reach: 324 (2.52%)
- Facebook - Feed - Reach: 8,661 (67.30%)
- Facebook - Instant Article - Reach: 60 (0.47%)
- Facebook - Instream Video - Reach: 160 (1.24%)
- Facebook - Search - Reach: 32 (0.25%)
- Facebook - Video Feeds - Reach: 664 (5.16%)
- Instagram - Feed - Reach: 2,692 (20.92%)
- Instagram - Instagram Explore - Reach: 124 (0.96%)

Placement performance

Pelle Med Spa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Pelle Med Spa	\$999.36	391	33,835	10,946	3.09	2.91%	43	\$23.24
> Facebook - Feed	\$793.76	336	26,368	8,661	3.04	3.42%	0	\$0.00
> Instagram - Feed	\$131.31	24	4,443	2,692	1.65	0.86%	0	\$0.00
> Facebook - Video Feeds	\$23.10	12	1,131	664	1.7	1.95%	0	\$0.00

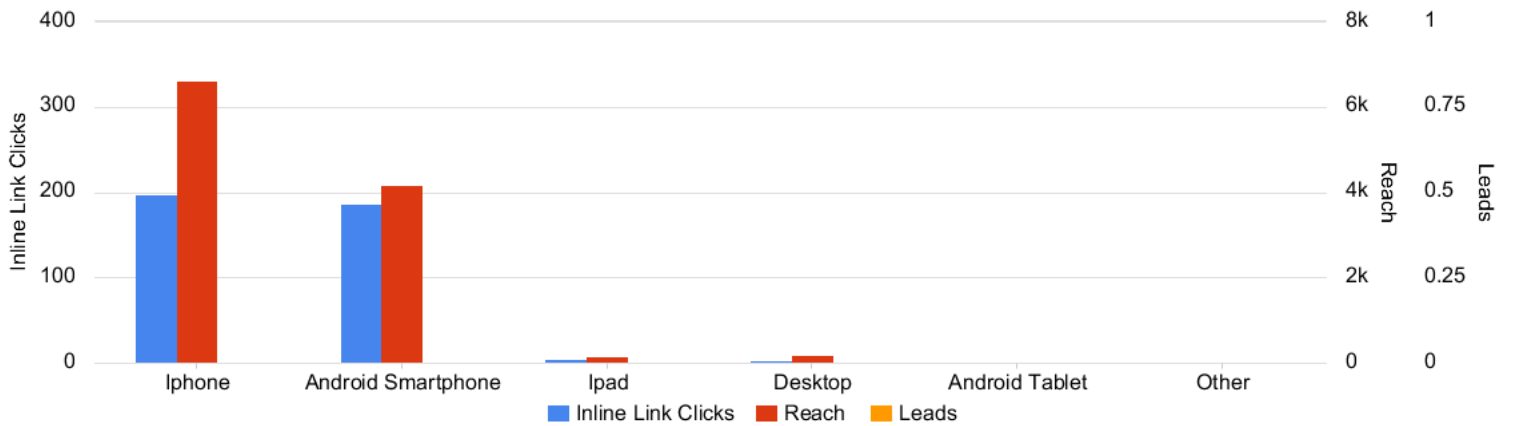
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Facebook - Facebook Stories	\$16.19	7	499	324	1.54	1.40%	0	\$0.00
> Instagram - Instagram Stories	\$16.51	3	622	324	1.92	0.64%	0	\$0.00
> Facebook - Instream Video	\$5.58	3	214	160	1.34	1.40%	0	\$0.00
> Audience Network - Rewarded Video	\$5.31	3	125	48	2.6	2.40%	0	\$0.00
> Facebook - Search	\$0.70	1	42	32	1.31	2.38%	0	\$0.00
> Facebook - Instant Article	\$1.03	1	74	60	1.23	4.05%	0	\$0.00
> Audience Network - An Classic	\$3.40	1	140	104	1.35	0.71%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$0.09	0	4	4	1	0.00%	0	\$0.00
> Instagram - Instagram Explore	\$2.37	0	173	124	1.4	0.00%	0	\$0.00

Device performance

Pelle Med Spa

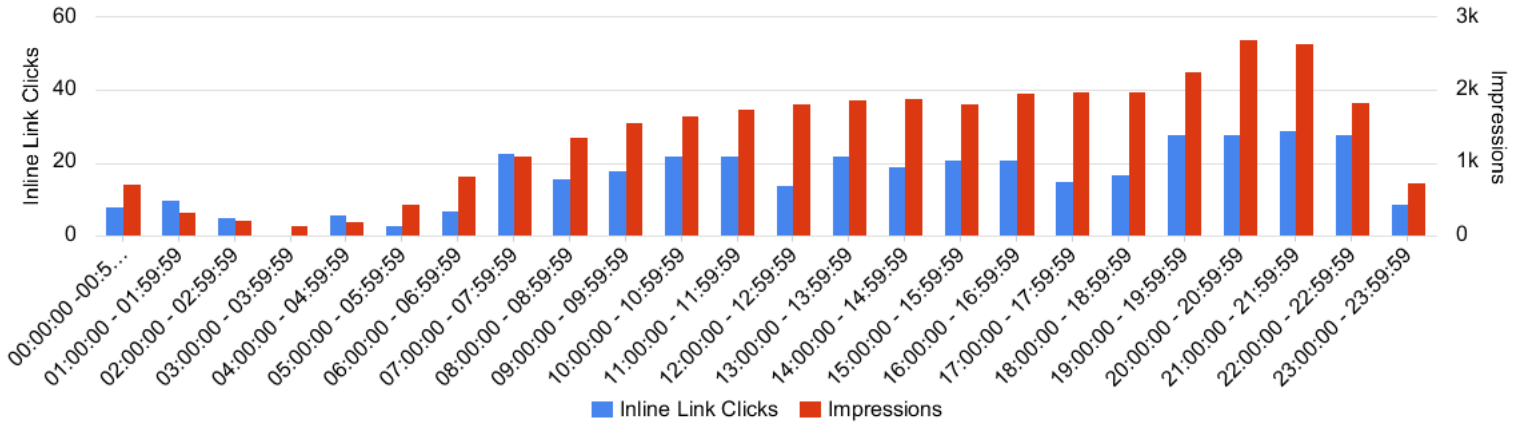


Schedule performance

06/01/2021 - 06/30/2021

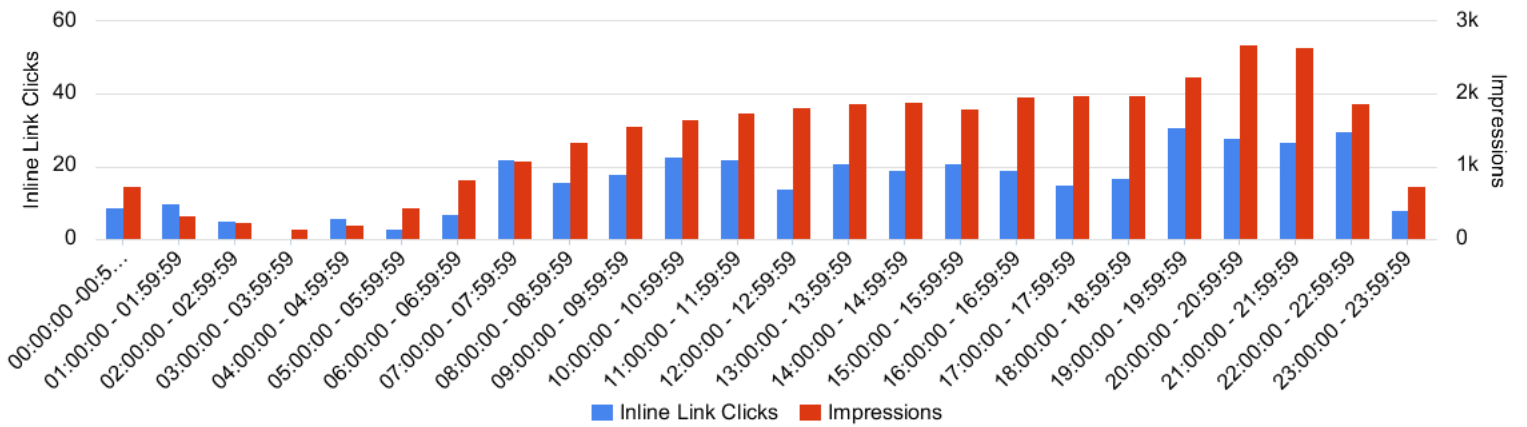
Time of Day (Viewer)

Pelle Med Spa



Time of Day (Ad Account)

Pelle Med Spa



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance
Pelle Med Spa

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$999.36	391	33,835	10,946	3.09	2.91%	43	\$23.24
Total		\$999.36	391	33,835	10,946	3.09	2.91%	43	\$23.24

Top ads performance
Pelle Med Spa

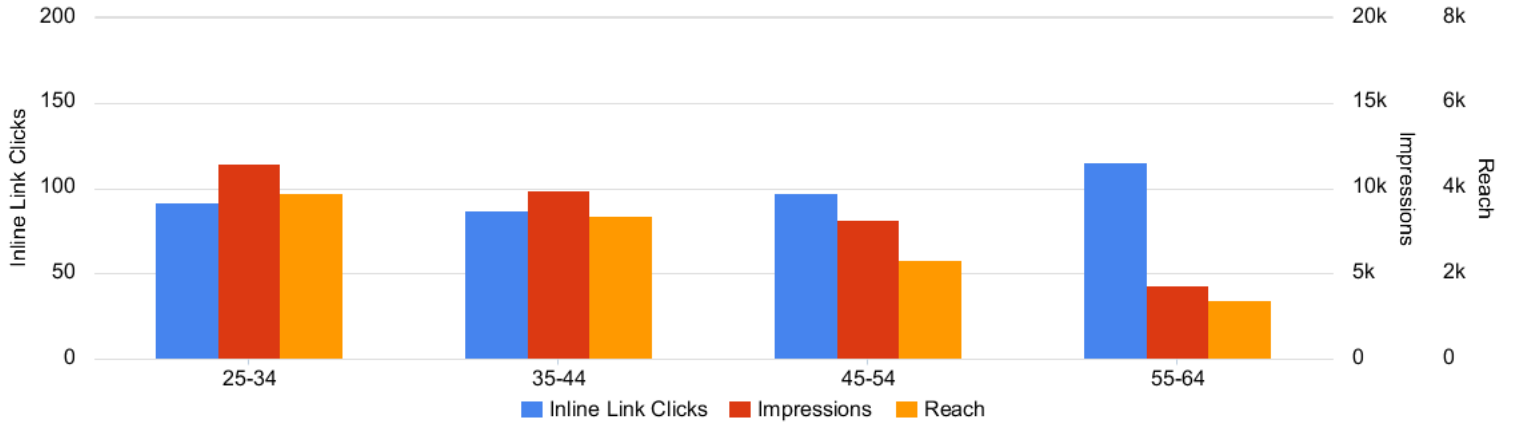
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2020-10 - FB - CS - Women - Video 1 - All Placements		Coolsculpting - Conversions	\$388.76	164	12,810	7,319	1.75	3.40%	19	\$20.46
2020-10 - FB - CS - Women - Video 2 - All Placements		Coolsculpting - Conversions	\$225.97	99	7,718	5,046	1.53	3.43%	4	\$56.49
2021- 01 - CS - New Video		Coolsculpting - Conversions	\$239.24	96	7,439	2,926	2.54	2.90%	14	\$17.09
2020-09 - CS - Women - Image 2		Coolsculpting - Conversions	\$90.77	21	3,579	1,576	2.27	1.34%	3	\$30.26
2020-09 - CS - Women - Image 3		Coolsculpting - Conversions	\$39.93	8	1,590	612	2.6	0.94%	2	\$19.96
2020-09 - CS - Women - Image 4		Coolsculpting - Conversions	\$14.69	3	699	317	2.21	0.57%	1	\$14.69
Total			\$999.36	391	33,835	10,946	3.09	2.91%	43	\$23.24

Audience performance

06/01/2021 - 06/30/2021

Age performance

Pelle Med Spa



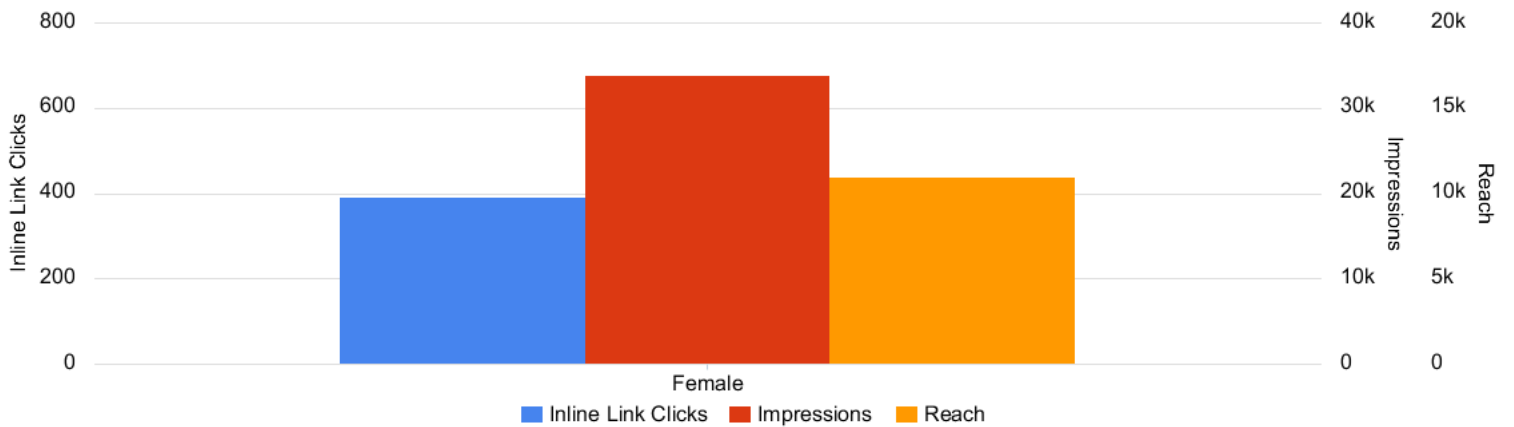
Age performance

Pelle Med Spa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Pelle Med Spa	\$999.36	391	33,835	10,946	3.09	2.91%	43	\$23.24
> 55-64	\$204.31	115	4,295	1,368	3.14	5.82%	0	\$0.00
> 45-54	\$261.73	97	8,161	2,336	3.49	3.05%	0	\$0.00
> 25-34	\$257.99	92	11,470	3,889	2.95	2.16%	0	\$0.00
> 35-44	\$275.33	87	9,909	3,352	2.96	2.39%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance

Pelle Med Spa



Gender performance

Pelle Med Spa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Pelle Med Spa	\$999.36	391	33,835	10,946	3.09	2.91%	43	\$23.24
> Female	\$999.36	391	33,835	10,946	3.09	2.91%	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
Pelle Med Spa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Pelle Med Spa	\$6,031.92	3,247	334,696	49,446	6.77	2.73%	335	\$18.01
> 2021-06-01 - 2021-06-30	\$999.36	391	33,835	10,946	3.09	2.91%	43	\$23.24
> 2021-05-01 - 2021-05-31	\$1,033.73	526	52,821	15,764	3.35	2.66%	50	\$20.67
> 2021-04-01 - 2021-04-30	\$998.97	590	59,501	17,058	3.49	2.87%	62	\$16.11
> 2021-03-01 - 2021-03-31	\$1,034.01	540	59,835	15,896	3.76	2.72%	83	\$12.46
> 2021-02-01 - 2021-02-28	\$932.69	556	59,681	17,385	3.43	2.58%	52	\$17.94
> 2021-01-01 - 2021-01-31	\$1,033.16	644	69,023	19,055	3.62	2.70%	45	\$22.96