

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Pelle Med Spa

\$1,033.44

\$999.57 3.39%

Impressions
Pelle Med Spa

40,033

33,842 18.29%

Reach
Pelle Med Spa

13,064

10,946 19.35%

Clicks (Link)
Pelle Med Spa

450

391 15.09%

Leads
Pelle Med Spa

34

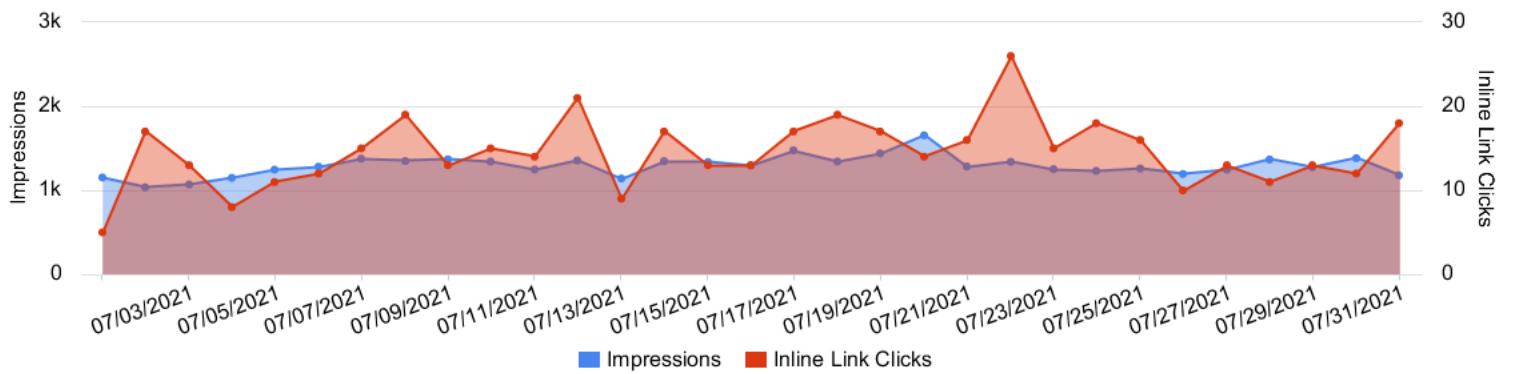
43 -20.93%

Cost / Lead
Pelle Med Spa

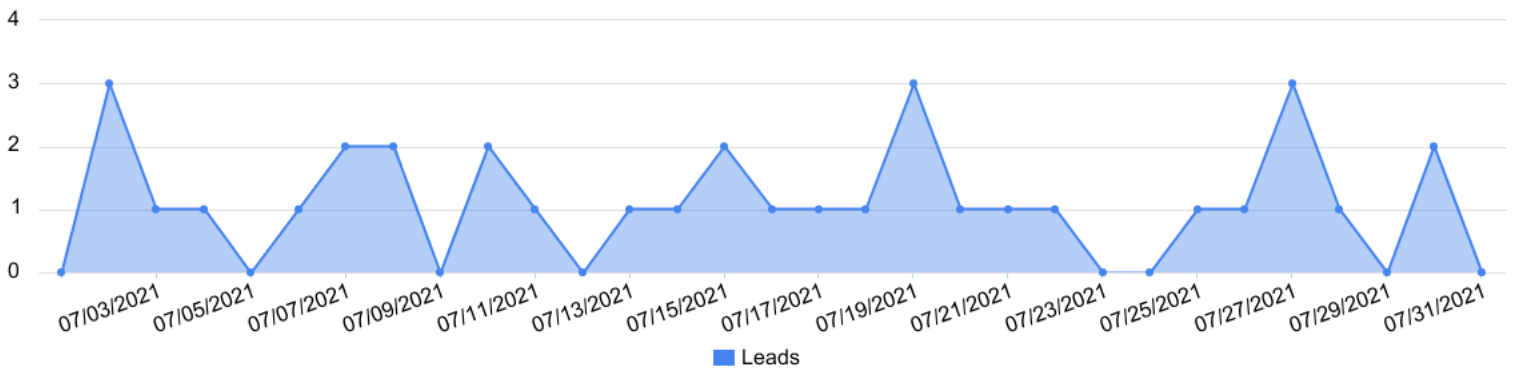
\$30.40

\$23.25 30.75%

Impressions vs Inline Link Clicks
Pelle Med Spa




Conversions by day
Pelle Med Spa




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Pelle Med Spa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,033.44	\$999.57	3.39%
Impressions	40,033	33,842	18.29%
Reach	13,064	10,946	19.35%
Clicks	450	391	15.09%
CTR	1.12%	1.16%	-2.71%
Frequency	3.06	3.09	-0.88%
Leads	34	43	-20.93%
Cost / Lead	\$30.40	\$23.25	30.75%

 Engagement Summary
Pelle Med Spa

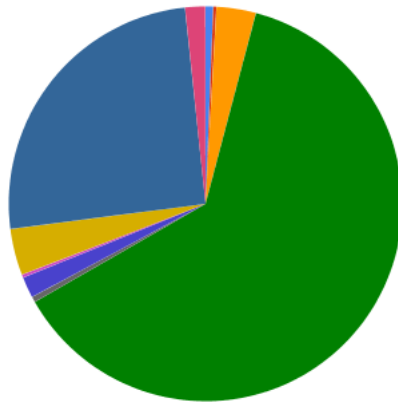
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	6	14	-57.14%
Post Reactions	37	53	-30.19%
Post Shares	4	11	-63.64%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Pelle Med Spa



- Audience Network - An Classic - Reach: 100 (0.64%)
- Audience Network - Rewarded Video - Reach: 40 (0.26%)
- Facebook - Facebook Stories - Reach: 508 (3.24%)
- Facebook - Feed - Reach: 9,800 (62.60%)
- Facebook - Instant Article - Reach: 72 (0.46%)
- Facebook - Instream Video - Reach: 268 (1.71%)
- Facebook - Search - Reach: 40 (0.26%)
- Facebook - Video Feeds - Reach: 596 (3.81%)
- Instagram - Feed - Reach: 3,972 (25.37%)
- Instagram - Instagram Explore - Reach: 260 (1.66%)

Placement Performance (by Leads)

Pelle Med Spa

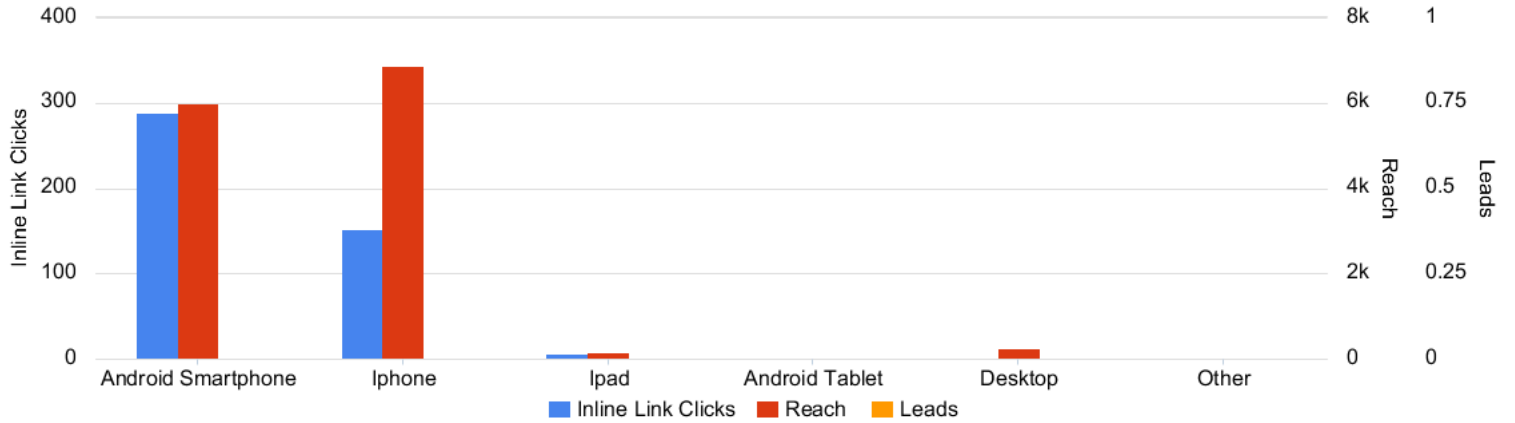
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Pelle Med Spa	\$1,033.44	450	40,033	13,064	3.06	2.81%	34	\$30.40
> Audience Network - An Classic	\$3.90	1	171	100	1.71	0.58%	0	\$0.00
> Audience Network - Rewarded Video	\$5.85	1	116	40	2.9	0.86%	0	\$0.00
> Facebook - Facebook Stories	\$31.12	11	824	508	1.62	1.58%	0	\$0.00
> Facebook - Feed	\$771.89	369	29,111	9,800	2.97	3.46%	0	\$0.00
> Facebook - Instant Article	\$2.25	1	120	72	1.67	0.83%	0	\$0.00
> Facebook - Instream Video	\$8.97	15	394	268	1.47	3.81%	0	\$0.00
> Facebook - Search	\$0.48	0	40	40	1	0.00%	0	\$0.00
> Facebook - Video Feeds	\$21.82	5	994	596	1.67	1.41%	0	\$0.00
> Instagram - Feed	\$159.99	40	6,987	3,972	1.76	0.89%	0	\$0.00
> Instagram - Instagram Explore	\$4.98	1	364	260	1.4	0.55%	0	\$0.00
> Instagram - Instagram Stories	\$21.57	6	903	520	1.74	1.00%	0	\$0.00
> Messenger - Messenger Stories	\$0.62	0	9	8	1.12	0.00%	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

Pelle Med Spa



Device Platform Performance

Pelle Med Spa

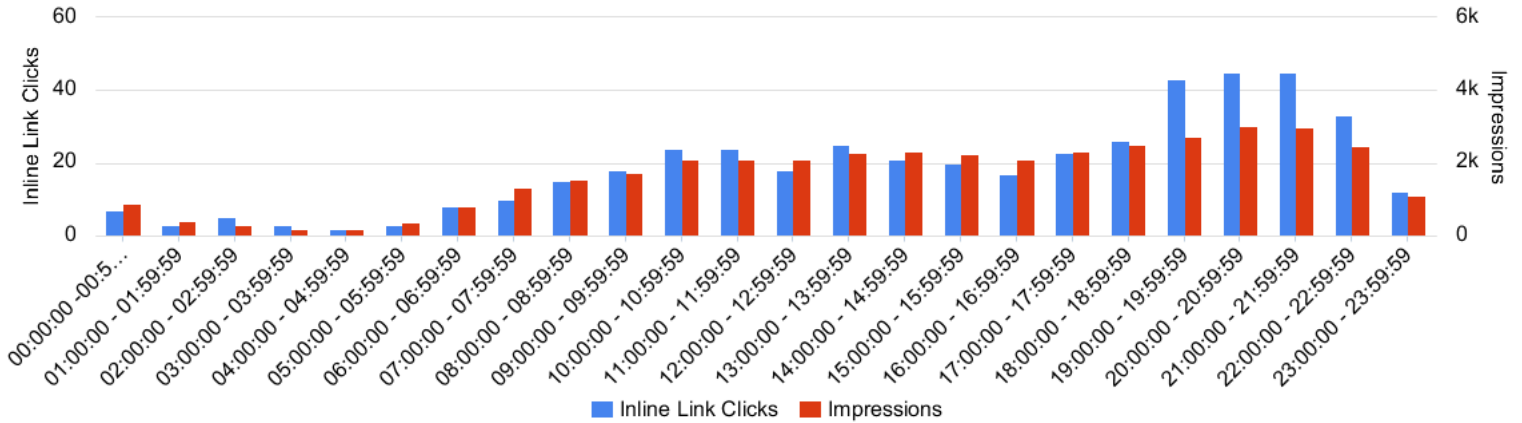
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Pelle Med Spa	\$1,033.44	40,033	450	2.81%	13,064	3.06	34
> Mobile App	\$977.01	37,882	446	2.81%	12,568	3.01	0
> Mobile Web	\$35.11	1,599	3	3.38%	416	3.84	0
> Desktop	\$21.32	552	1	0.72%	256	2.16	0
> Unknown	\$0.00	0	0	--	0	0	0

Schedule Performance

07/01/2021 - 07/31/2021

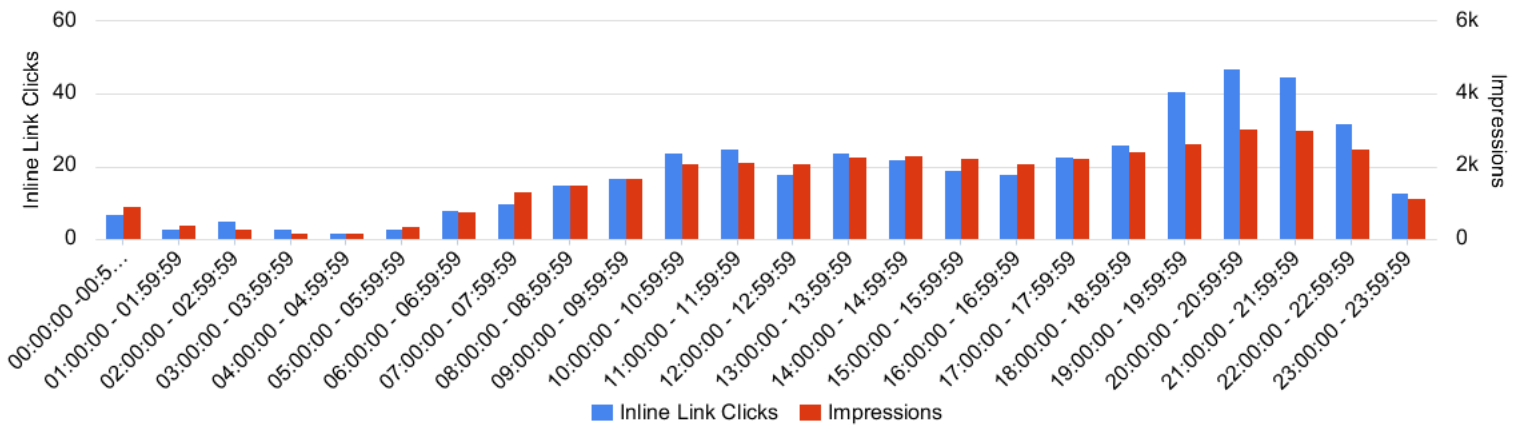
Time of Day (Viewer)

Pelle Med Spa




Time of Day (Ad Account)

Pelle Med Spa



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Pelle Med Spa

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,033.44	40,033	450	34	\$30.40
Total	\$1,033.44	40,033	450	34	\$30.40

Ad Set Performance Summary (by Leads)

07/01/2021 - 07/31/2021

 Top Performing Ad Sets
Pelle Med Spa

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests- Women - 25-64 - 10mi Radius- Top 50	Coolsculpting - Conversions	\$1,033.44	40,033	450	34	\$30.40
	Total	\$1,033.44	40,033	450	34	\$30.40

Ad Performance Summary

07/01/2021 - 07/31/2021

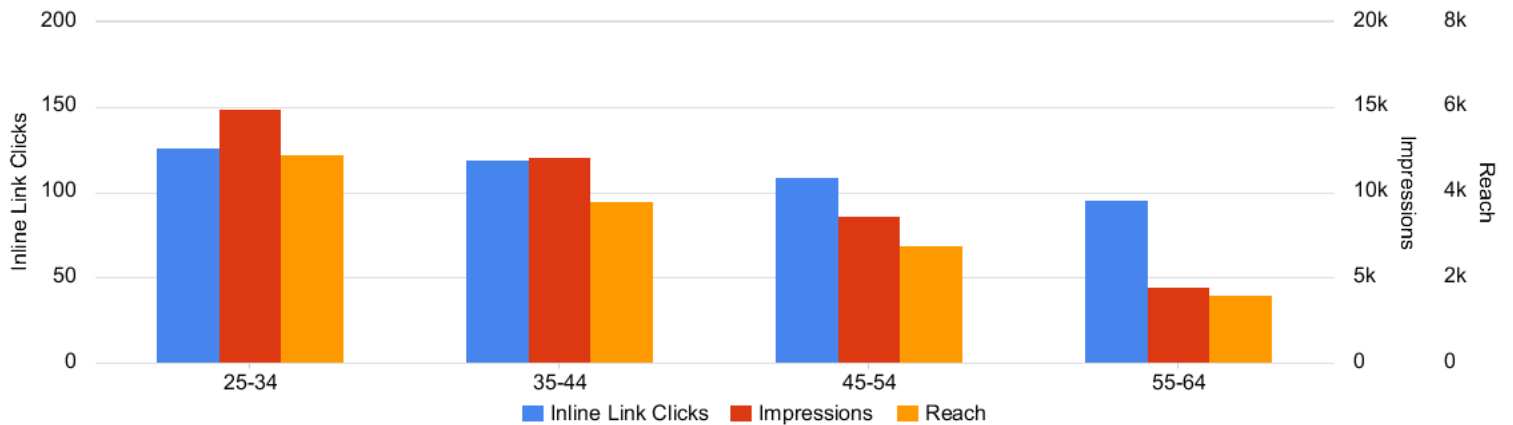
Top Performing Ads (by Leads)
Pelle Med Spa

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-01 - CS - New Video		CoolSculpting - Conversions	\$367.09	216	13,401	5,782	2.32	3.34%	14	\$26.22
2020-10 - FB - CS - Women - Video 1 - All Placements		CoolSculpting - Conversions	\$345.01	133	12,580	7,618	1.65	3.00%	9	\$38.33
2020-10 - FB - CS - Women - Video 2 - All Placements		CoolSculpting - Conversions	\$232.13	87	9,296	6,080	1.53	2.88%	9	\$25.79
2020-09 - CS - Women - Image 2		CoolSculpting - Conversions	\$50.58	9	2,697	999	2.7	0.82%	2	\$25.29
2020-09 - CS - Women - Image 3		CoolSculpting - Conversions	\$24.99	2	1,325	477	2.78	0.45%	0	\$0.00
2020-09 - CS - Women - Image 4		CoolSculpting - Conversions	\$13.64	3	734	255	2.88	0.54%	0	\$0.00
Total			\$1,033.44	450	40,033	13,064	3.06	2.81%	34	\$30.40

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Pelle Med Spa



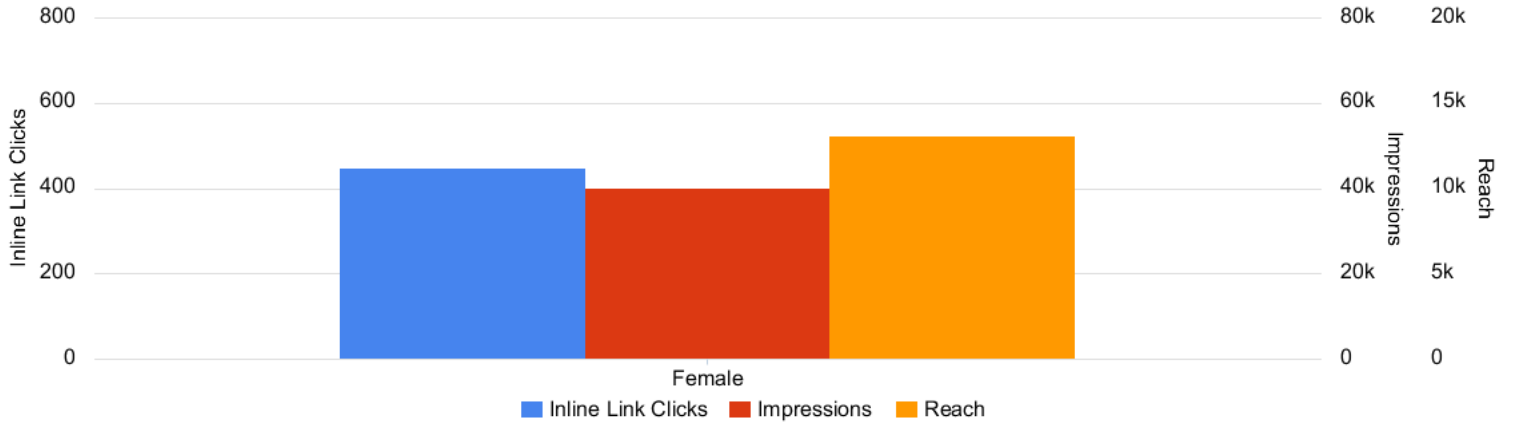
Age Performance Summary
Pelle Med Spa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Pelle Med Spa	\$1,033.44	40,033	13,064	450	2.81%	3.06	34
> 25-34	\$308.99	14,870	4,900	126	2.20%	3.03	0
> 35-44	\$272.48	12,082	3,800	119	2.37%	3.18	0
> 45-54	\$254.47	8,591	2,776	109	3.43%	3.09	0
> 55-64	\$197.50	4,490	1,588	96	4.81%	2.83	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Pelle Med Spa



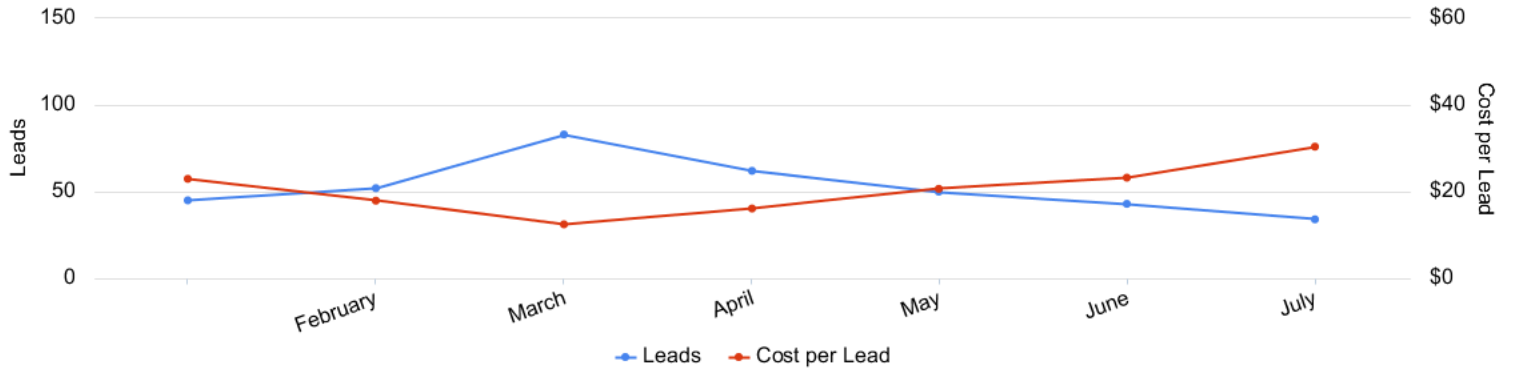
Gender Performance Summary
Pelle Med Spa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Pelle Med Spa	\$1,033.44	40,033	13,064	450	2.81%	3.06	34
> Female	\$1,033.44	40,033	13,064	450	2.81%	3.06	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend Pelle Med Spa



Historical table (by month) Pelle Med Spa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Pelle Med Spa	\$7,065.57	3,697	374,736	54,598	6.86	2.74%	369	\$19.15
> 2021-01-01 - 2021-01-31	\$1,033.16	644	69,023	19,055	3.62	2.70%	45	\$22.96
> 2021-02-01 - 2021-02-28	\$932.69	556	59,681	17,385	3.43	2.58%	52	\$17.94
> 2021-03-01 - 2021-03-31	\$1,034.01	540	59,835	15,896	3.76	2.72%	83	\$12.46
> 2021-04-01 - 2021-04-30	\$998.97	590	59,501	17,058	3.49	2.87%	62	\$16.11
> 2021-05-01 - 2021-05-31	\$1,033.73	526	52,821	15,764	3.35	2.66%	50	\$20.67
> 2021-06-01 - 2021-06-30	\$999.57	391	33,842	10,946	3.09	2.91%	43	\$23.25
> 2021-07-01 - 2021-07-31	\$1,033.44	450	40,033	13,064	3.06	2.81%	34	\$30.40