

Summary

06/01/2021 - 06/30/2021

Impressions
Ranch and Coast

618

3,043 -79.69%

Reach
Ranch and Coast

577

2,391 -75.87%

Inline Link Clicks
Ranch and Coast

13

56 -76.79%

Amount Spent
Ranch and Coast

\$79.01

\$250.50 -68.46%

CPC (Link)
Ranch and Coast

\$6.08

\$4.47 36.02%

Leads
Ranch and Coast

0

4 -100.00%

CPA
Ranch and Coast

\$0.00

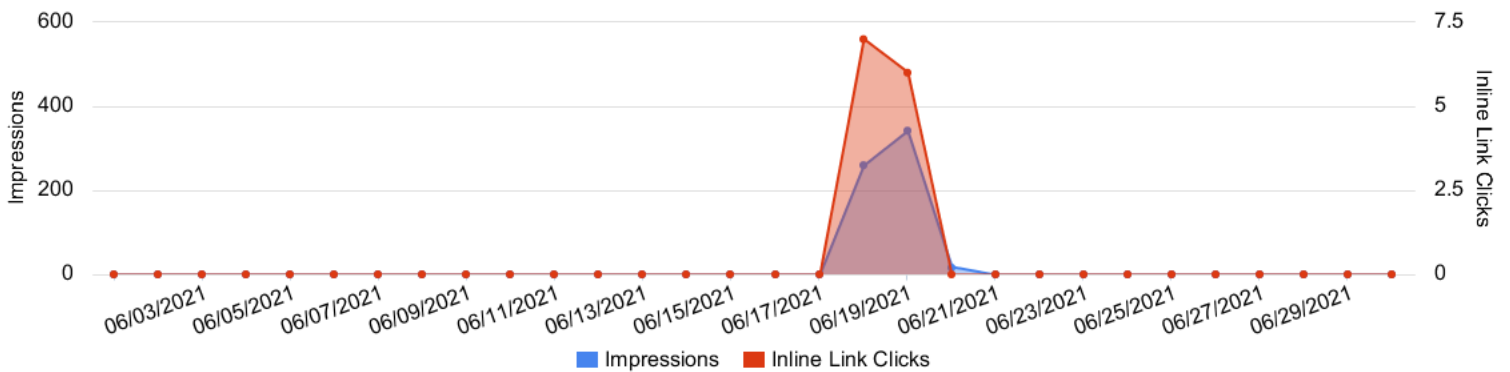
\$62.63 -100.00%

Outbound Clicks
Ranch and Coast

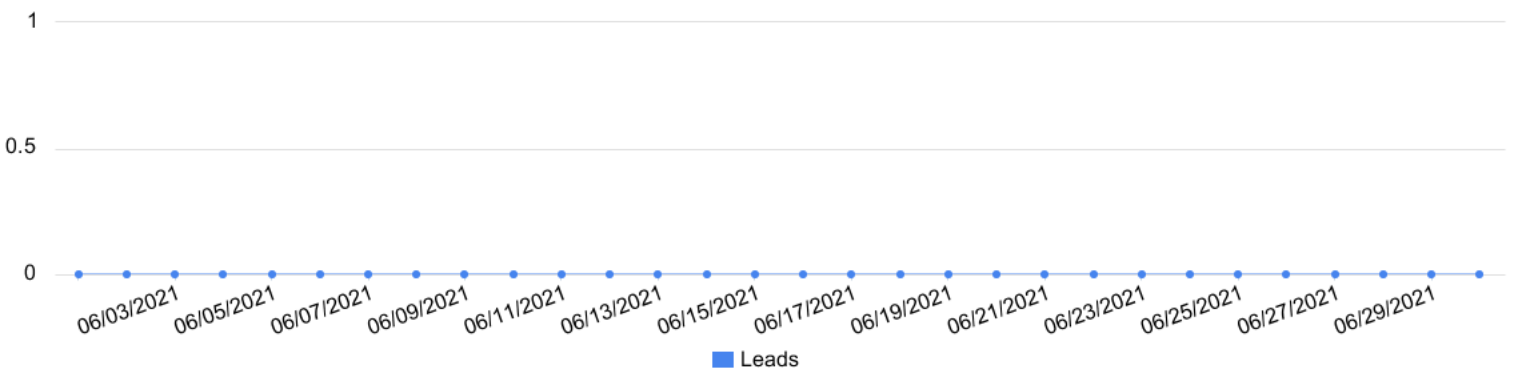
13

56 -76.79%

Impressions vs Inline Link Clicks
Ranch and Coast



Conversions by day
Ranch and Coast



Account performance

06/01/2021 - 06/30/2021

Overall performance

Ranch and Coast

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$79.01	\$250.50	-68.46%
Inline Link Clicks	13	56	-76.79%
Impressions	618	3,043	-79.69%
Reach	577	2,391	-75.87%
Frequency	1.07	1.27	-15.84%
CTR (All)	4.53%	3.98%	13.94%
Leads	0	4	-100.00%
cost_per_action_type:lead	\$0.00	\$62.63	-100.00%

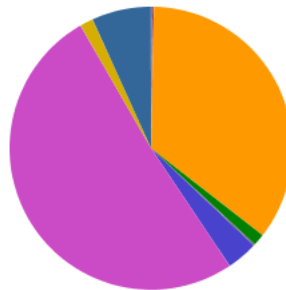
Engagement performance

Ranch and Coast

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	3	13	-76.92%
Post Shares	1	1	0.00%

Reach by placement

Ranch and Coast



■ Audience Network - An Classic - Reach: 1 (0.17%)
 ■ Facebook - Facebook Stories - Reach: 1 (0.17%)
 ■ Facebook - Feed - Reach: 208 (35.19%)
 ■ Facebook - Instant Article - Reach: 8 (1.35%)
 ■ Facebook - Instream Video - Reach: 1 (0.17%)
 ■ Facebook - Video Feeds - Reach: 21 (3.55%)
 ■ Instagram - Feed - Reach: 302 (51.10%)
 ■ Instagram - Instagram Explore - Reach: 9 (1.52%)
 ■ Instagram - Instagram Stories - Reach: 40 (6.77%)

Placement performance

Ranch and Coast

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Ranch and Coast	\$79.01	13	618	577	1.07	4.53%	0	\$0.00
> Instagram - Feed	\$32.71	6	308	302	1.02	2.60%	0	\$0.00
> Facebook - Feed	\$40.51	6	228	208	1.1	8.33%	0	\$0.00
> Facebook - Video Feeds	\$1.39	1	21	21	1	4.76%	0	\$0.00

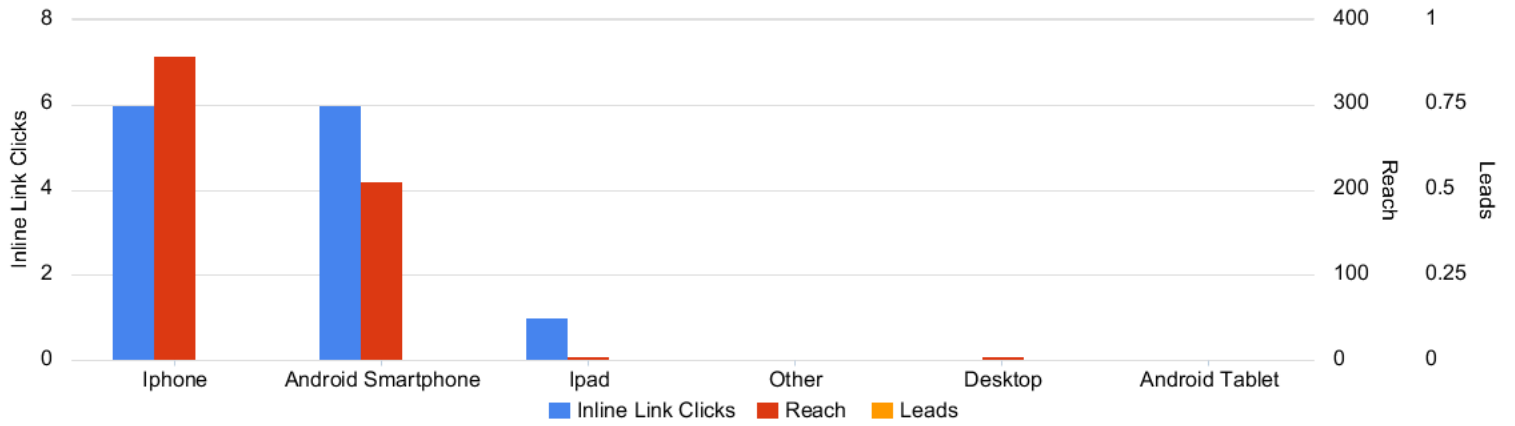
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Instagram - Instagram Stories	\$2.50	0	40	40	1	0.00%	0	\$0.00
> Instagram - Instagram Explore	\$0.51	0	9	9	1	0.00%	0	\$0.00
> Facebook - Instream Video	\$0.16	0	1	1	1	0.00%	0	\$0.00
> Facebook - Instant Article	\$1.20	0	9	8	1.12	0.00%	0	\$0.00
> Facebook - Facebook Stories	\$0.02	0	1	1	1	0.00%	0	\$0.00
> Audience Network - An Classic	\$0.01	0	1	1	1	0.00%	0	\$0.00

Device performance

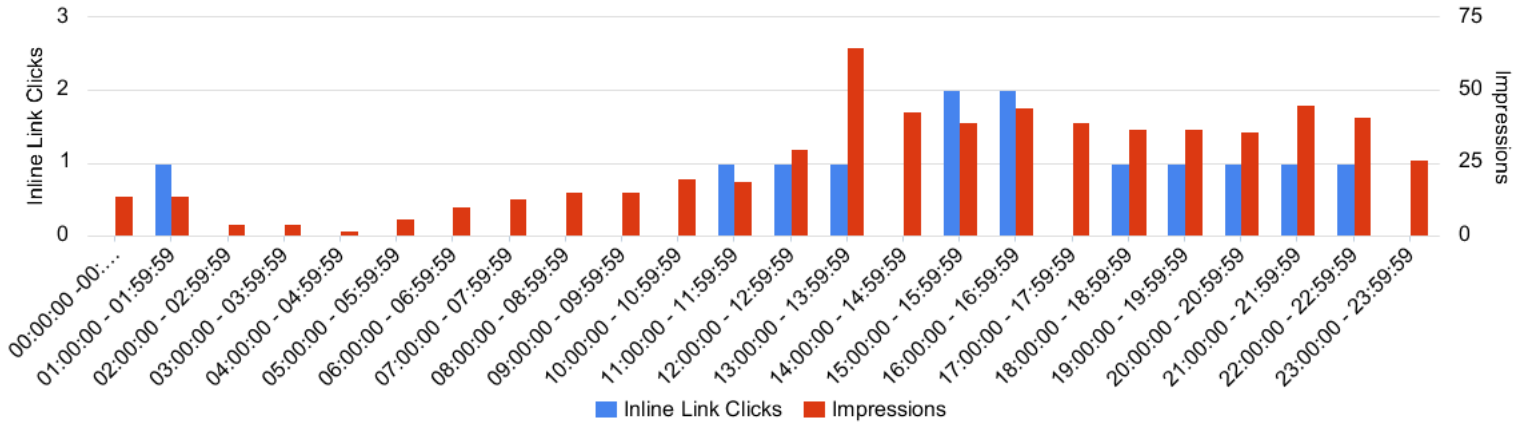
Ranch and Coast



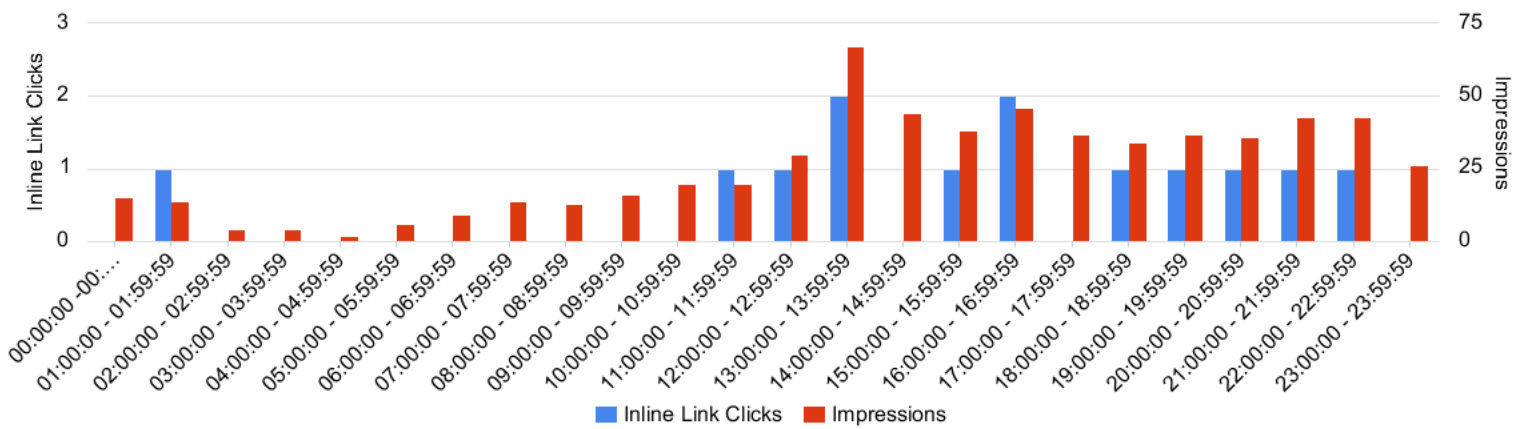
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)
Ranch and Coast




Time of Day (Ad Account)
Ranch and Coast






Campaign performance

06/01/2021 - 06/30/2021

 Campaign performance
Ranch and Coast

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$79.01	13	618	577	1.07	4.53%	0	\$0.00
Total		\$79.01	13	618	577	1.07	4.53%	0	\$0.00

 Top ads performance
Ranch and Coast

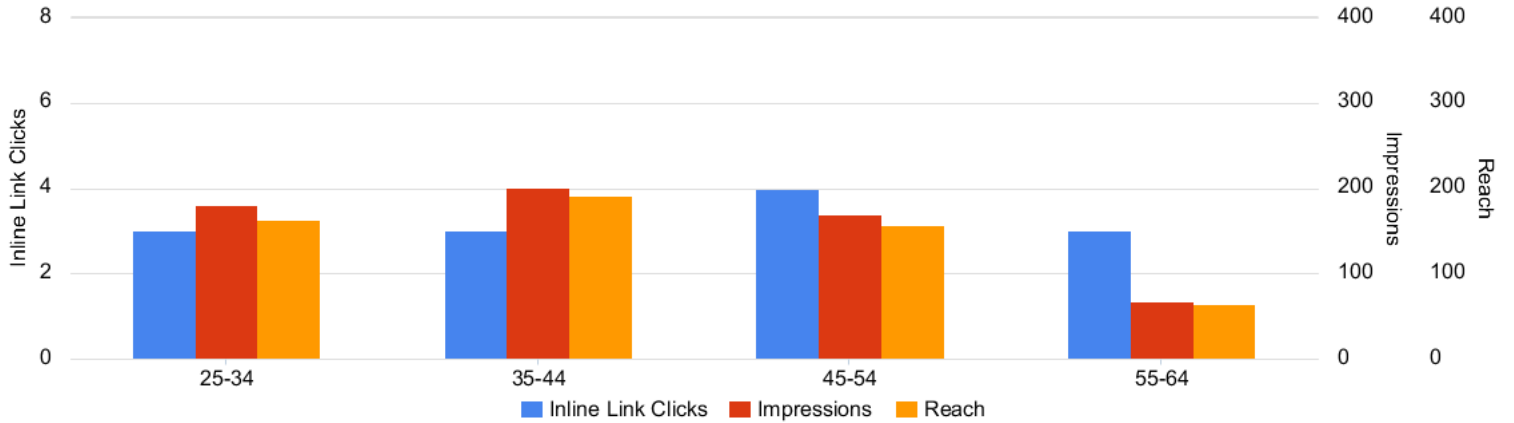
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021 - 02 - CS - UGC - Standing		Coolsculpting - Conversions	\$66.99	11	497	474	1.05	5.03%	0	\$0.00
2021 - 02 - CS - UGC - Sitting		Coolsculpting - Conversions	\$12.02	2	121	118	1.03	2.48%	0	\$0.00
Total			\$79.01	13	618	577	1.07	4.53%	0	\$0.00

Audience performance

06/01/2021 - 06/30/2021

Age performance

Ranch and Coast



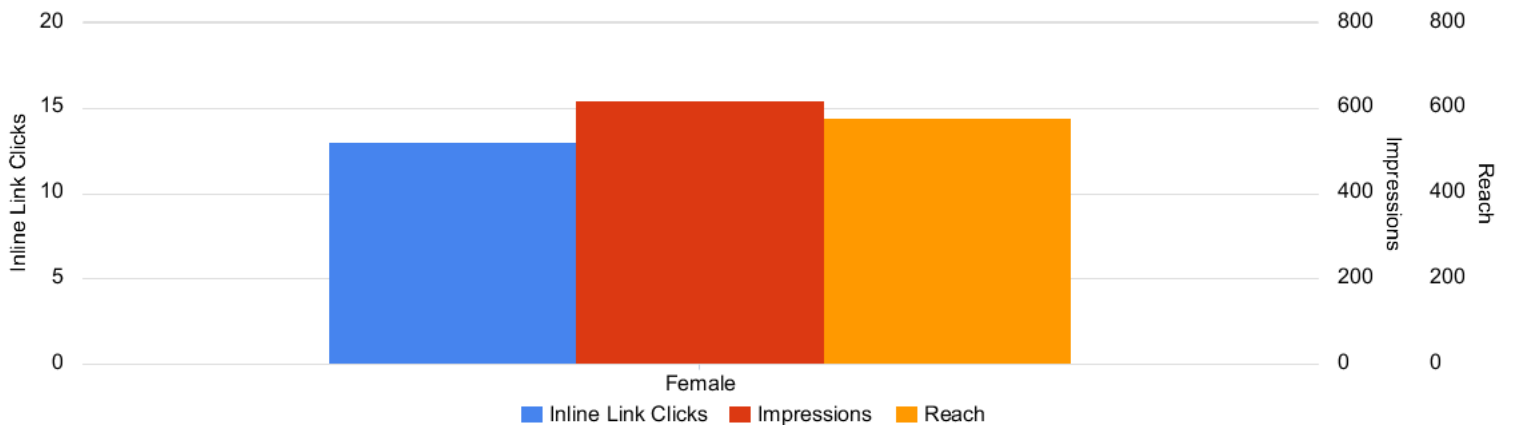
Age performance

Ranch and Coast

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Ranch and Coast	\$79.01	13	618	577	1.07	4.53%	0	\$0.00
> 45-54	\$22.11	4	170	157	1.08	6.47%	0	\$0.00
> 55-64	\$13.14	3	67	65	1.03	7.46%	0	\$0.00
> 35-44	\$26.02	3	201	192	1.05	2.99%	0	\$0.00
> 25-34	\$17.74	3	180	163	1.1	3.33%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance

Ranch and Coast



Gender performance

Ranch and Coast

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Ranch and Coast	\$79.01	13	618	577	1.07	4.53%	0	\$0.00
> Female	\$79.01	13	618	577	1.07	4.53%	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
Ranch and Coast

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Ranch and Coast	\$1,309.69	221	12,595	7,192	1.75	3.99%	18	\$72.76
> 2021-06-01 - 2021-06-30	\$79.01	13	618	577	1.07	4.53%	0	\$0.00
> 2021-05-01 - 2021-05-31	\$250.50	56	3,043	2,391	1.27	3.98%	4	\$62.63
> 2021-04-01 - 2021-04-30	\$50.75	9	442	412	1.07	5.43%	0	\$0.00
> 2021-03-01 - 2021-03-31	\$747.65	99	6,685	4,085	1.64	3.64%	12	\$62.30
> 2021-02-01 - 2021-02-28	\$181.78	44	1,807	1,365	1.32	4.81%	2	\$90.89