

# Summary

06/01/2021 - 06/30/2021

Impressions  
Reno Regenerative Medicine

**18,022**  
0 100.00%

Reach  
Reno Regenerative Medicine

**9,628**  
0 100.00%

Inline Link Clicks  
Reno Regenerative Medicine

**429**  
0 100.00%

Amount Spent  
Reno Regenerative Medicine

**\$1,312.45**  
\$0.00 100.00%

CPC (Link)  
Reno Regenerative Medicine

**\$3.06**  
\$0.00 100.00%

Leads  
Reno Regenerative Medicine

**13**  
0 100.00%

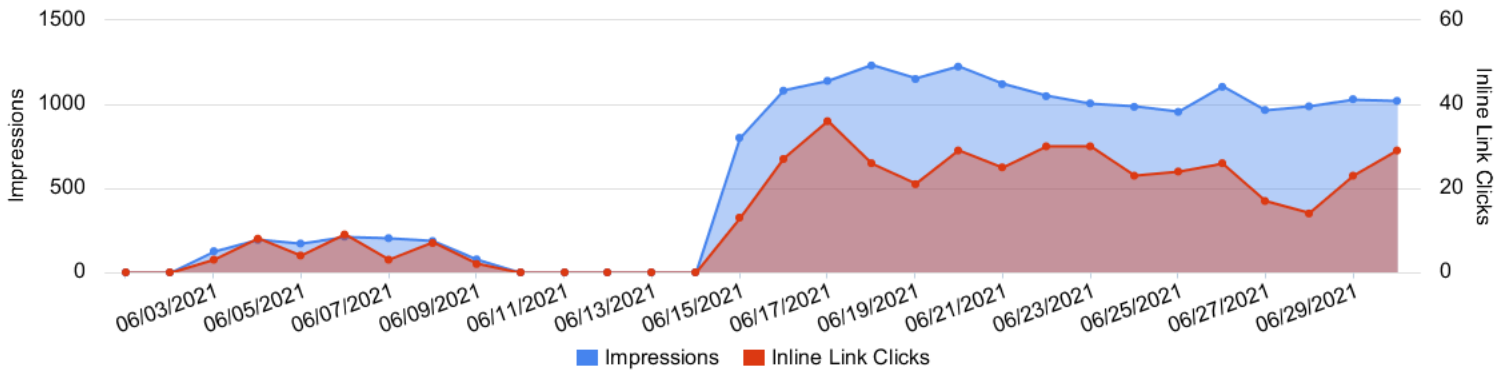
CPA  
Reno Regenerative Medicine

**\$100.96**  
\$0.00 100.00%

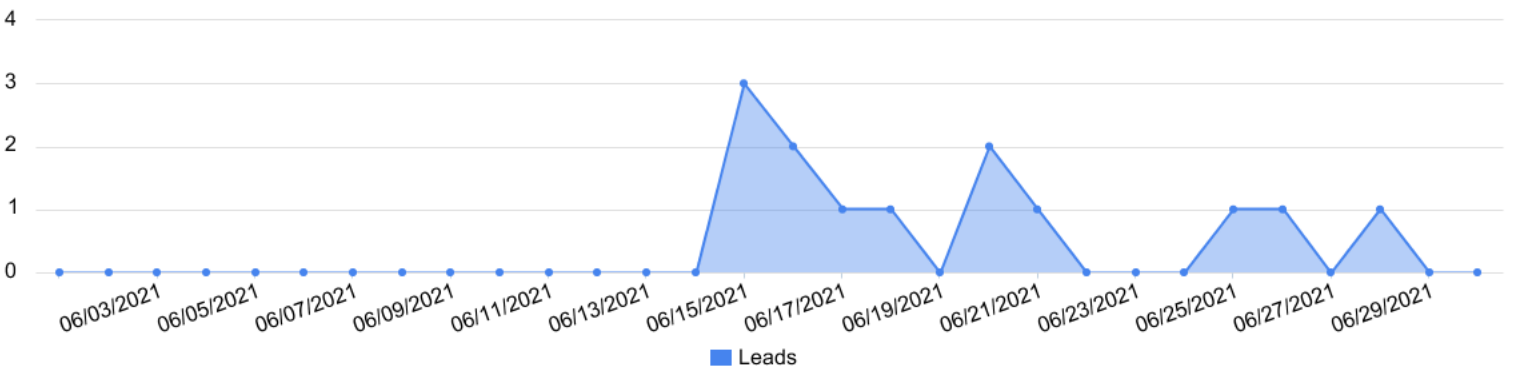
Outbound Clicks  
Reno Regenerative Medicine

**429**  
0 100.00%

Impressions vs Inline Link Clicks  
Reno Regenerative Medicine



Conversions by day  
Reno Regenerative Medicine



# Account performance

06/01/2021 - 06/30/2021

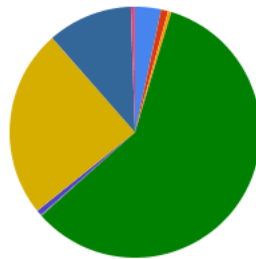
## Overall performance Reno Regenerative Medicine

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$1,312.45	\$0.00	100.00%
Inline Link Clicks	429	0	100.00%
Impressions	18,022	0	100.00%
Reach	9,628	0	100.00%
Frequency	1.87	0	100.00%
CTR (All)	4.84%	0.00%	100.00%
Leads	13	0	100.00%
cost_per_action_type:lead	\$100.96	\$0.00	100.00%

## Engagement performance Reno Regenerative Medicine

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	3	0	100.00%
Post Reactions	32	0	100.00%
Post Shares	6	0	100.00%

## Reach by placement Reno Regenerative Medicine



- Audience Network - An Classic - Reach: 354 (3.35%)
- Audience Network - Rewarded Video - Reach: 96 (0.91%)
- Facebook - Facebook Stories - Reach: 44 (0.42%)
- Facebook - Feed - Reach: 6,208 (58.74%)
- Facebook - Instant Article - Reach: 16 (0.15%)
- Facebook - Instream Video - Reach: 70 (0.66%)
- Facebook - Search - Reach: 2 (0.02%)
- Facebook - Video Feeds - Reach: 2,564 (24.26%)
- Instagram - Feed - Reach: 1,160 (10.98%)
- Instagram - Instagram Explore - Reach: 54 (0.51%)

## Placement performance Reno Regenerative Medicine

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Reno Regenerative Medicine	\$1,312.45	429	18,022	9,628	1.87	4.84%	13	\$100.96
> Facebook - Feed	\$810.86	256	10,899	6,208	1.76	5.97%	0	\$0.00
> Facebook - Video Feeds	\$336.40	122	4,273	2,564	1.67	3.77%	0	\$0.00
> Instagram - Feed	\$90.51	22	1,554	1,160	1.34	1.80%	0	\$0.00

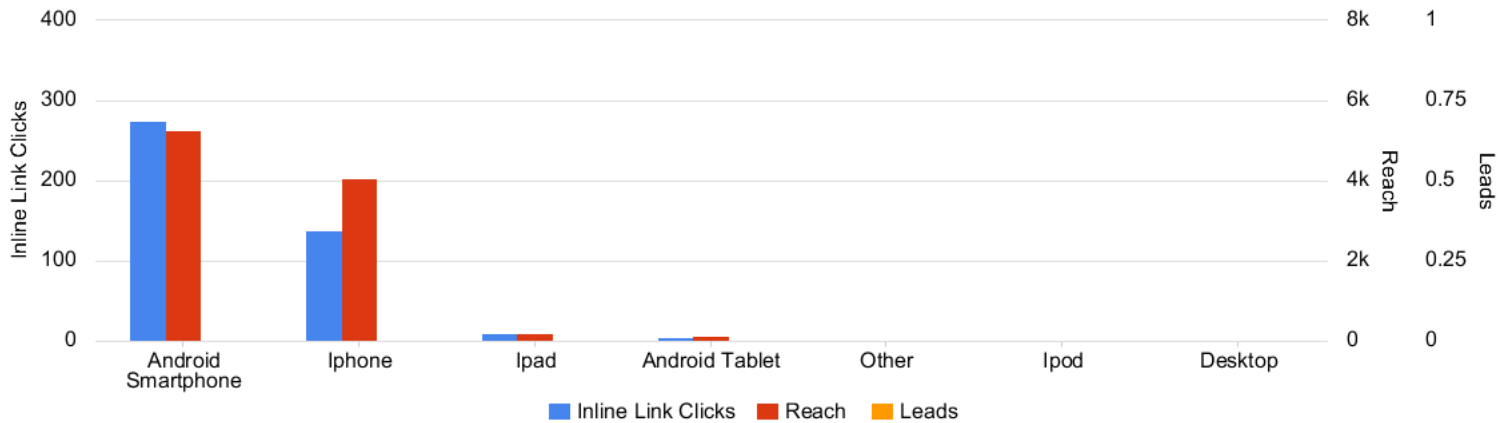
# Account performance

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	\$27.02	13	652	354	1.84	1.99%	0	\$0.00
> Audience Network - Rewarded Video	\$6.54	7	143	96	1.49	4.90%	0	\$0.00
> Instagram - Instagram Stories	\$32.11	6	304	222	1.37	2.96%	0	\$0.00
> Facebook - Instream Video	\$2.08	3	73	70	1.04	4.11%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Instagram - Instagram Explore	\$1.79	0	61	54	1.13	1.64%	0	\$0.00
> Facebook - Search	\$0.14	0	2	2	1	0.00%	0	\$0.00
> Facebook - Instant Article	\$0.56	0	16	16	1	0.00%	0	\$0.00
> Facebook - Facebook Stories	\$4.44	0	45	44	1.02	0.00%	0	\$0.00

## Device performance

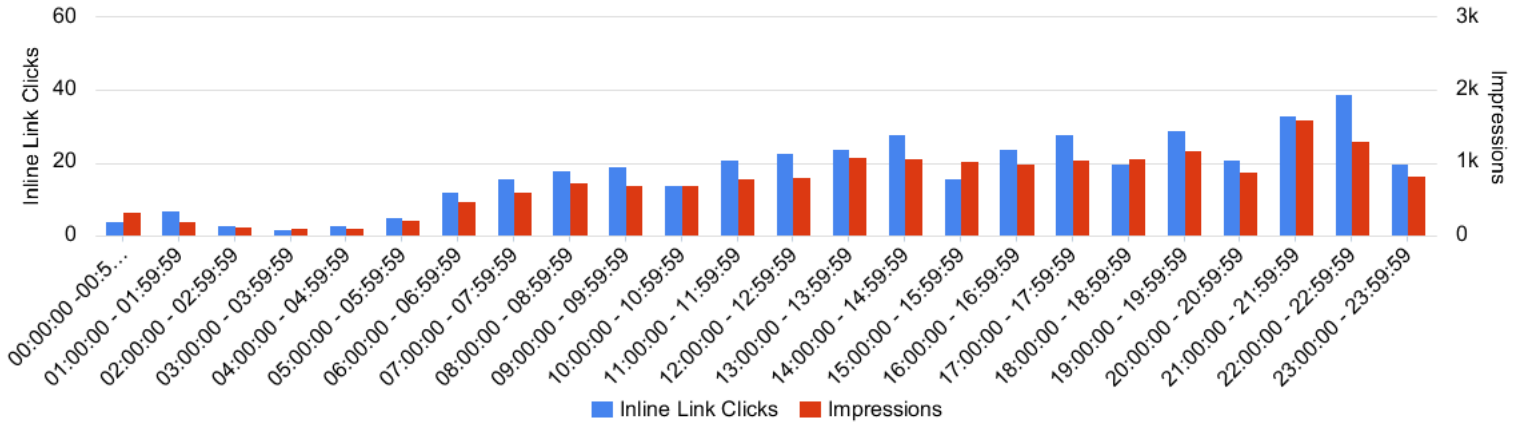
Reno Regenerative Medicine



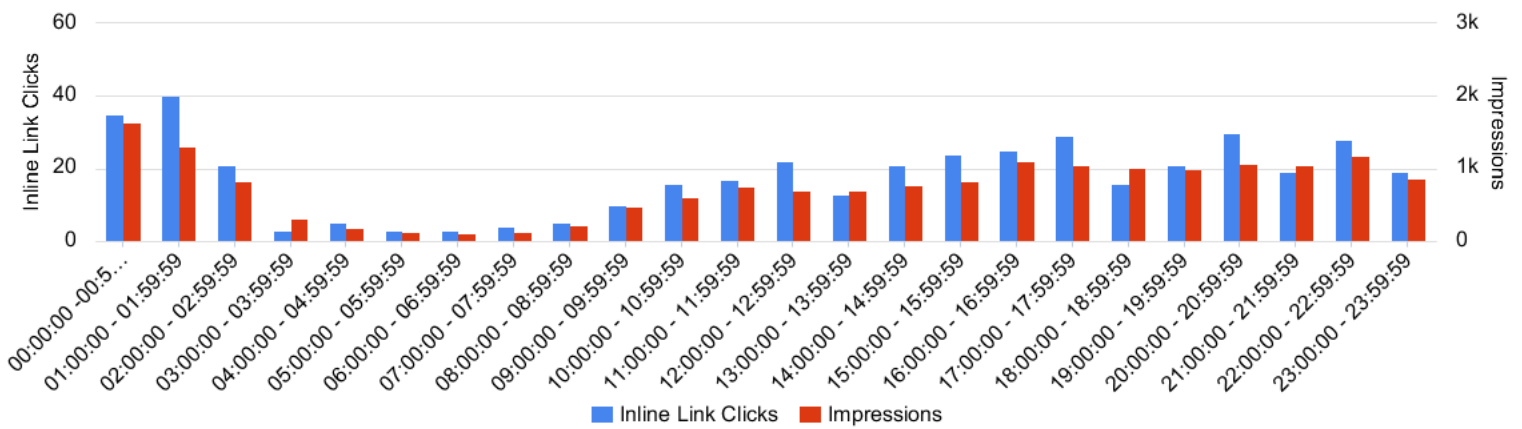
# Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)  
Reno Regenerative Medicine



Time of Day (Ad Account)  
Reno Regenerative Medicine



# Campaign performance

06/01/2021 - 06/30/2021

Campaign performance  
Reno Regenerative Medicine

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Emsculpt NEO-Conversions	Active	\$1,300.45	393	16,853	8,782	1.92	4.67%	13	\$100.03
Post: "What is Reno Regenerative Medicine? Listen to our..."	Active	\$12.00	36	1,169	846	1.38	7.36%	0	\$0.00
<b>Total</b>		<b>\$1,312.45</b>	<b>429</b>	<b>18,022</b>	<b>9,628</b>	<b>1.87</b>	<b>4.84%</b>	<b>13</b>	<b>\$100.96</b>

Top ads performance  
Reno Regenerative Medicine

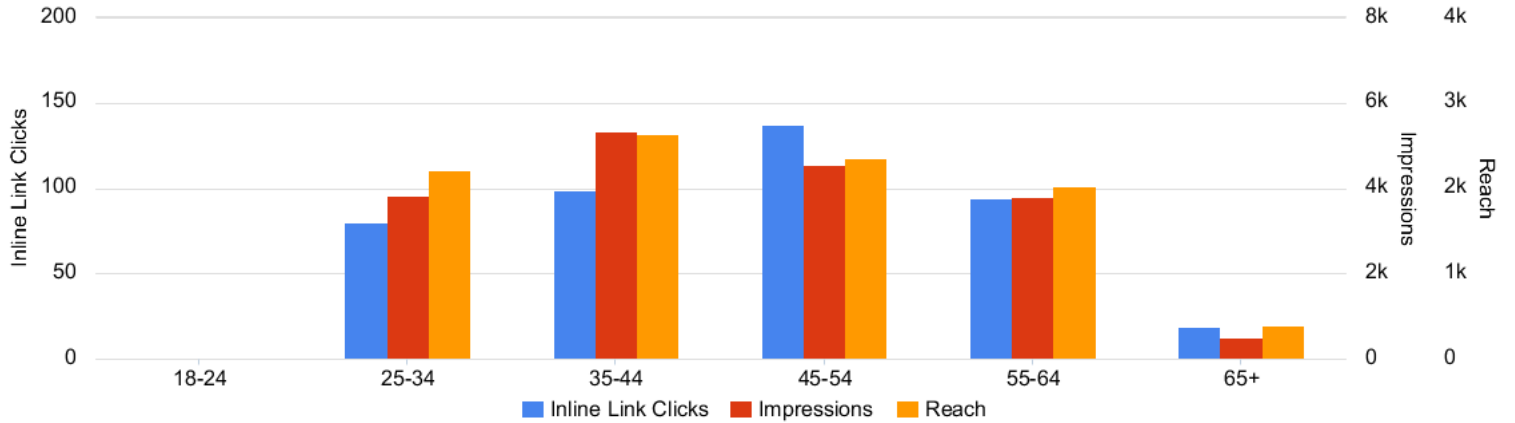
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
06-2021 NEO Video		Emsculpt NEO-Conversions	\$1,300.45	393	16,853	8,782	1.92	4.67%	13	\$100.03
Post: "What is Reno Regenerative Medicine? Listen to our..."		Post: "What is Reno Regenerative Medicine? Listen to our..."	\$12.00	36	1,169	846	1.38	7.36%	0	\$0.00
<b>Total</b>			<b>\$1,312.45</b>	<b>429</b>	<b>18,022</b>	<b>9,628</b>	<b>1.87</b>	<b>4.84%</b>	<b>13</b>	<b>\$100.96</b>

# Audience performance

06/01/2021 - 06/30/2021

## Age performance

Reno Regenerative Medicine



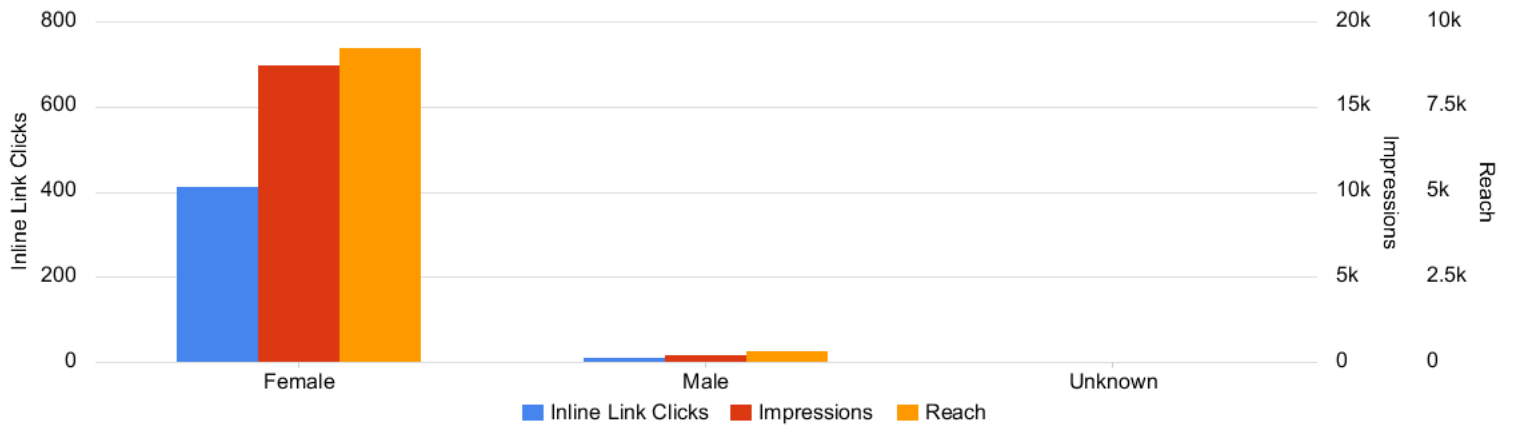
## Age performance

Reno Regenerative Medicine

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Reno Regenerative Medicine	\$1,312.45	429	18,022	9,628	1.87	4.84%	13	\$100.96
> 45-54	\$355.26	137	4,555	2,348	1.94	5.66%	0	\$0.00
> 35-44	\$342.35	99	5,324	2,636	2.02	4.06%	0	\$0.00
> 55-64	\$345.34	94	3,792	2,020	1.88	5.41%	0	\$0.00
> 25-34	\$263.54	80	3,825	2,212	1.73	4.03%	0	\$0.00
> 65+	\$5.37	19	504	390	1.29	7.94%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> 18-24	\$0.59	0	22	22	1	0.00%	0	\$0.00


## Gender performance

Reno Regenerative Medicine



# Audience performance


06/01/2021 - 06/30/2021

 Gender performance  
Reno Regenerative Medicine

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Reno Regenerative Medicine	\$1,312.45	429	18,022	9,628	1.87	4.84%	13	\$100.96
> Female	\$1,307.01	415	17,505	9,242	1.89	4.80%	0	\$0.00
> Male	\$5.32	14	503	372	1.35	5.77%	0	\$0.00
> Unknown	\$0.12	0	14	14	1	21.43%	0	\$0.00

# Year to date

01/01/2021 - 06/30/2021

 Performance by period  
Reno Regenerative Medicine

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Reno Regenerative Medicine	\$1,312.45	429	18,022	9,628	1.87	4.84%	13	\$100.96
> 2021-06-01 - 2021-06-30	\$1,312.45	429	18,022	9,628	1.87	4.84%	13	\$100.96