

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Reno Regenerative Medicine

\$2,609.07

\$1,312.49 **98.79%**

Impressions
Reno Regenerative Medicine

27,079

18,023 **50.25%**

Reach
Reno Regenerative Medicine

14,869

9,628 **54.43%**

Clicks (Link)
Reno Regenerative Medicine

464

429 **8.16%**

Leads
Reno Regenerative Medicine

17

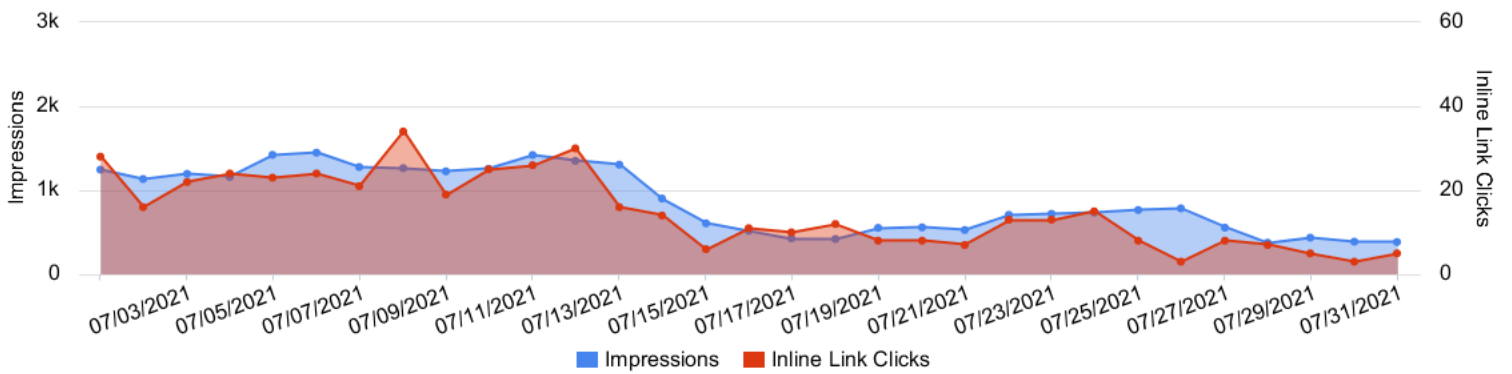
13 **30.77%**

Cost / Lead
Reno Regenerative Medicine

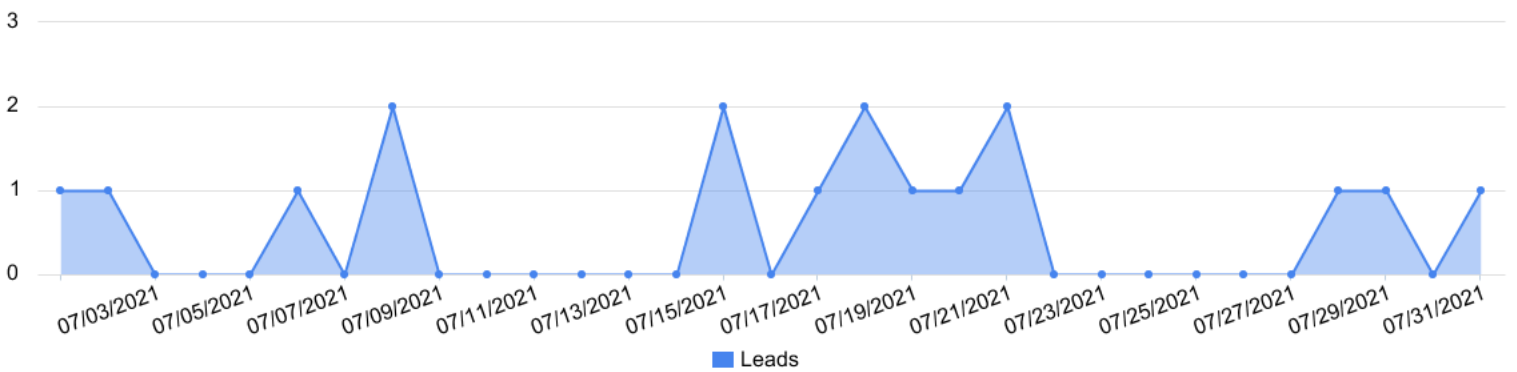
\$153.47

\$100.96 **52.01%**

Impressions vs Inline Link Clicks
Reno Regenerative Medicine




Conversions by day
Reno Regenerative Medicine




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Reno Regenerative Medicine

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,609.07	\$1,312.49	98.79%
Impressions	27,079	18,023	50.25%
Reach	14,869	9,628	54.43%
Clicks	464	429	8.16%
CTR	1.71%	2.38%	-28.01%
Frequency	1.82	1.87	-2.71%
Leads	17	13	30.77%
Cost / Lead	\$153.47	\$100.96	52.01%

 Engagement Summary
Reno Regenerative Medicine

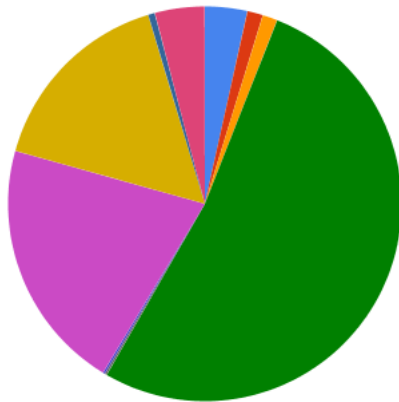
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	2	3	-33.33%
Post Reactions	55	32	71.88%
Post Shares	8	6	33.33%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Reno Regenerative Medicine



- Audience Network - An Classic - Reach: 596 (3.49%)
- Audience Network - Rewarded Video - Reach: 220 (1.29%)
- Facebook - Facebook Stories - Reach: 208 (1.22%)
- Facebook - Feed - Reach: 8,936 (52.33%)
- Facebook - Instant Article - Reach: 31 (0.18%)
- Facebook - Instream Video - Reach: 30 (0.18%)
- Facebook - Video Feeds - Reach: 3,528 (20.66%)
- Instagram - Feed - Reach: 2,732 (16.00%)
- Instagram - Instagram Explore - Reach: 96 (0.56%)
- Instagram - Instagram Stories - Reach: 700 (4.10%)

Placement Performance (by Leads)

Reno Regenerative Medicine

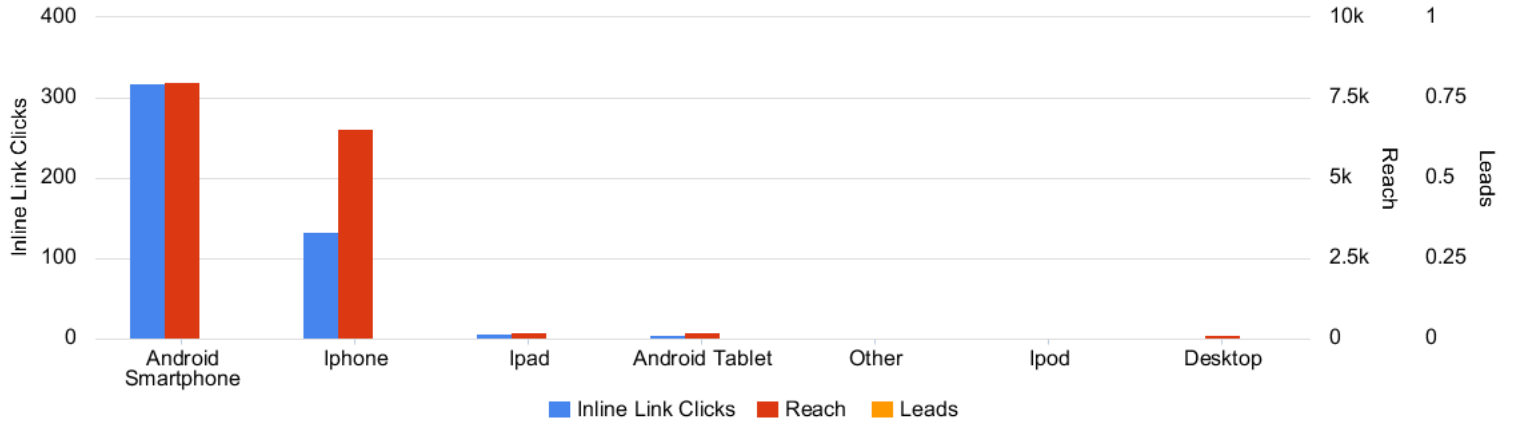
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Reno Regenerative Medicine	\$2,609.07	464	27,079	14,869	1.82	3.69%	17	\$153.47
> Audience Network - An Classic	\$43.39	18	1,038	596	1.74	1.73%	0	\$0.00
> Audience Network - Rewarded Video	\$25.07	11	330	220	1.5	3.33%	0	\$0.00
> Facebook - Facebook Stories	\$25.83	10	218	208	1.05	5.05%	0	\$0.00
> Facebook - Feed	\$1,551.56	254	14,735	8,936	1.65	4.89%	0	\$0.00
> Facebook - Instant Article	\$1.30	0	31	31	1	0.00%	0	\$0.00
> Facebook - Instream Video	\$5.53	1	30	30	1	3.33%	0	\$0.00
> Facebook - Search	\$0.09	0	1	0	0	0.00%	0	\$0.00
> Facebook - Video Feeds	\$364.11	105	5,501	3,528	1.56	2.73%	0	\$0.00
> Instagram - Feed	\$408.96	46	4,006	2,732	1.47	1.55%	0	\$0.00
> Instagram - Instagram Explore	\$9.01	0	162	96	1.69	1.85%	0	\$0.00
> Instagram - Instagram Stories	\$172.63	17	1,022	700	1.46	1.96%	0	\$0.00
> Messenger - Messenger Stories	\$1.59	2	5	4	1.25	40.00%	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

Reno Regenerative Medicine



Device Platform Performance

Reno Regenerative Medicine

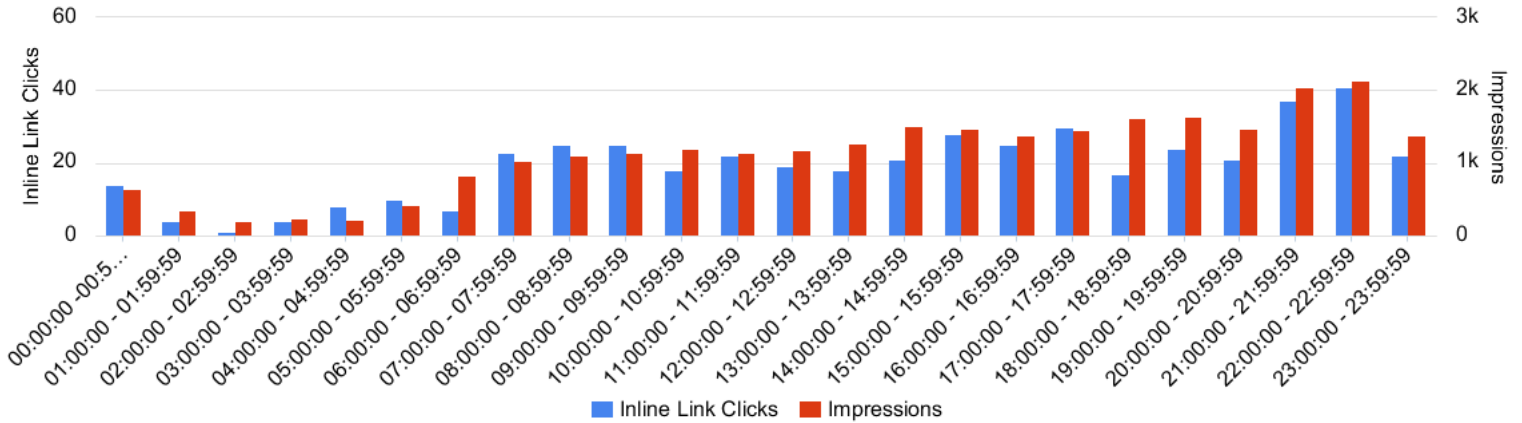
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Reno Regenerative Medicine	\$2,609.07	27,079	464	3.69%	14,869	1.82	17
> Mobile App	\$2,553.60	26,754	462	3.69%	14,669	1.82	0
> Mobile Web	\$34.00	170	2	5.88%	116	1.47	0
> Unknown	\$0.00	0	0	--	0	0	0
> Desktop	\$21.47	155	0	1.29%	116	1.34	0

Schedule Performance

07/01/2021 - 07/31/2021

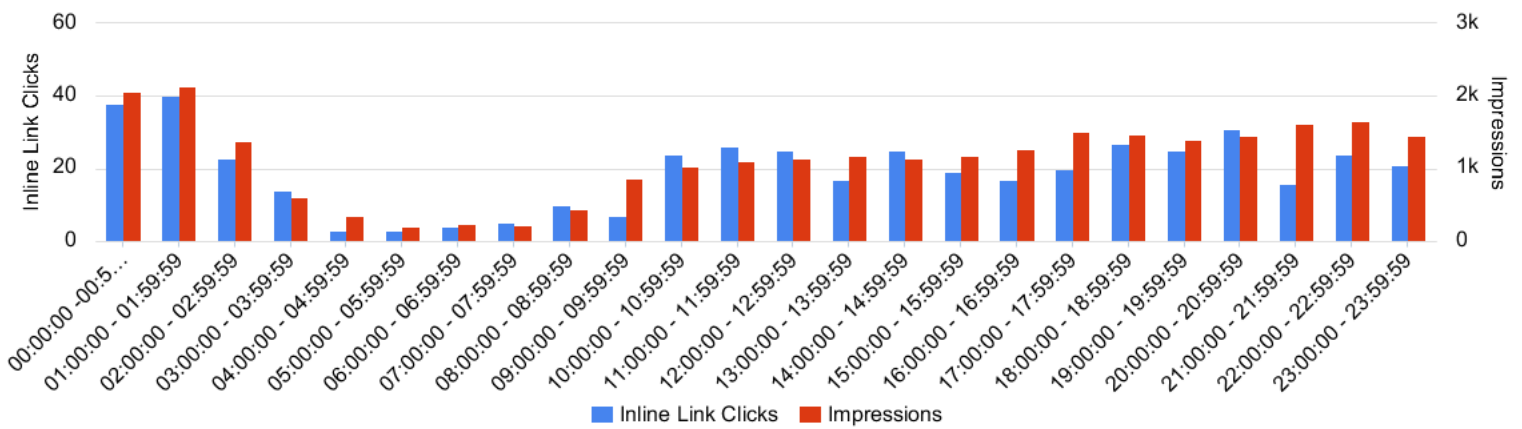
Time of Day (Viewer)

Reno Regenerative Medicine




Time of Day (Ad Account)

Reno Regenerative Medicine



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Reno Regenerative Medicine

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Emsculpt NEO- Conversions	\$1,438.14	8,026	123	12	\$119.85
Emsculpt NEO- LP Views	\$1,124.88	16,766	316	5	\$224.98
Post: "Knee pain, back pain, and joint pain may be a..."	\$11.00	599	3	0	\$0.00
Event: Emsculpt/Emsella Bus	\$35.05	1,688	22	0	\$0.00
Total	\$2,609.07	27,079	464	17	\$153.47

Ad Set Performance Summary (by Leads)

07/01/2021 - 07/31/2021

 Top Performing Ad Sets
Reno Regenerative Medicine

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests- Women 25-64- 50mi Radius	Emsculpt NEO- Conversions	\$1,438.14	8,026	123	12	\$119.85
Interests- Women 25-64- 50mi Radius- LP Views	Emsculpt NEO- LP Views	\$1,124.88	16,766	316	5	\$224.98
Post: "Knee pain, back pain, and joint pain may be a..."	Post: "Knee pain, back pain, and joint pain may be a..."	\$11.00	599	3	0	\$0.00
Event: Emsculpt/Emsella Bus	Event: Emsculpt/Emsella Bus	\$35.05	1,688	22	0	\$0.00
	Total	\$2,609.07	27,079	464	17	\$153.47

Ad Performance Summary

07/01/2021 - 07/31/2021

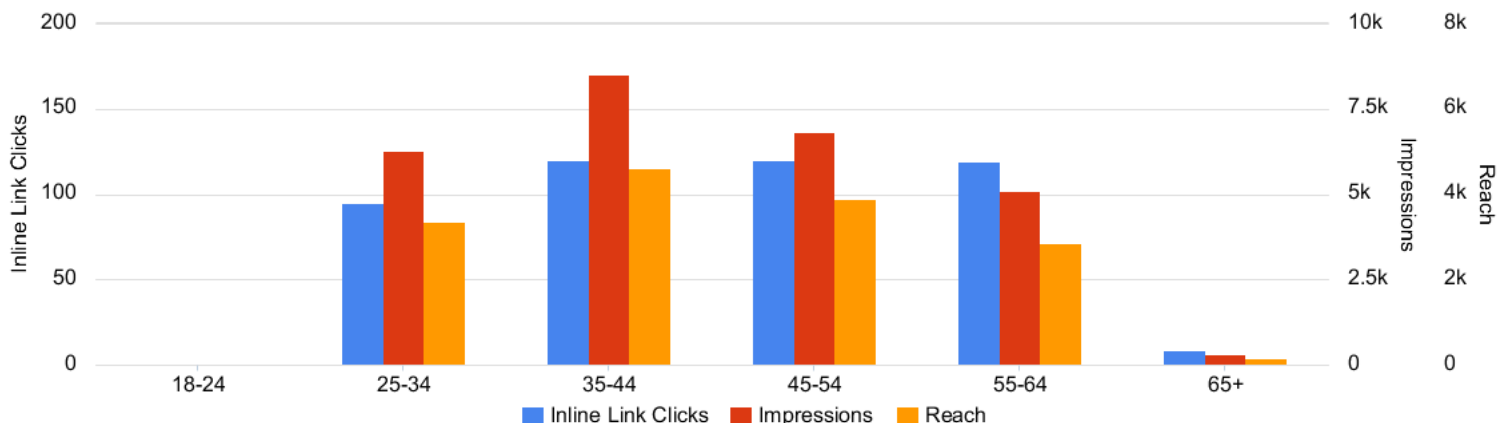
Top Performing Ads (by Leads)
Reno Regenerative Medicine

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	\$1,438.14	123	8,026	4,883	1.64	3.43%	12	\$119.85
06-2021 NEO Video		Emsculpt NEO- LP Views	\$1,124.88	316	16,766	10,140	1.65	3.52%	5	\$224.98
Post: "Knee pain, back pain, and joint pain may be a..."		Post: "Knee pain, back pain, and joint pain may be a..."	\$11.00	3	599	344	1.74	4.34%	0	\$0.00
Event: Emsculpt/Emsella Bus		Event: Emsculpt/Emsella Bus	\$35.05	22	1,688	842	2	6.34%	0	\$0.00
Total			\$2,609.07	464	27,079	14,869	1.82	3.69%	17	\$153.47

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Reno Regenerative Medicine



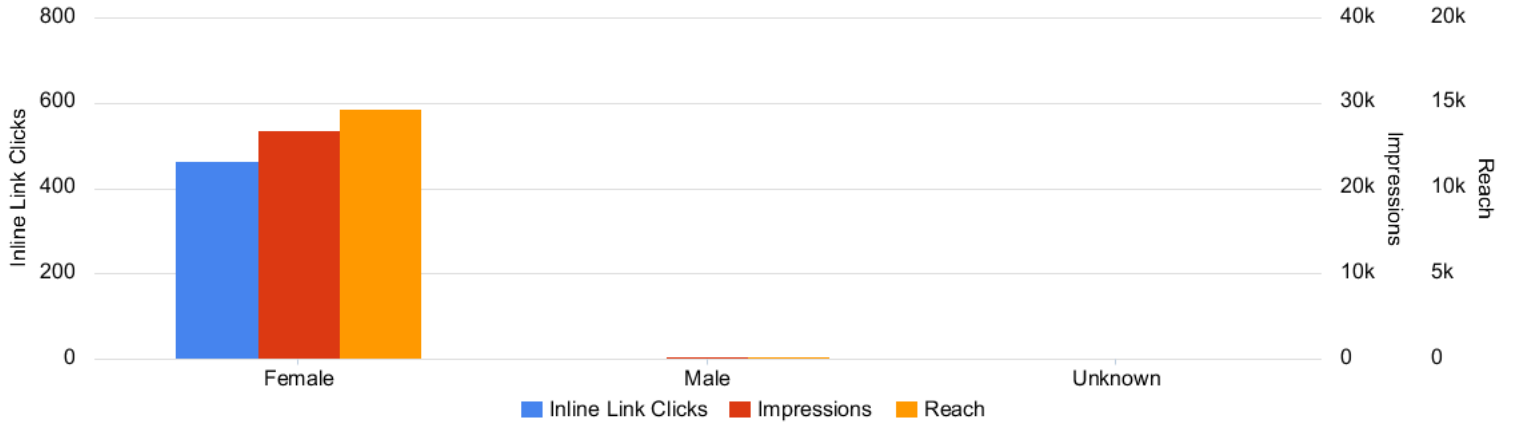
Age Performance Summary
Reno Regenerative Medicine

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Reno Regenerative Medicine	\$2,609.07	27,079	14,869	464	3.69%	1.82	17
> 18-24	\$1.07	42	12	1	16.67%	3.5	0
> 25-34	\$548.69	6,280	3,364	95	2.88%	1.87	0
> 35-44	\$732.50	8,529	4,612	120	3.31%	1.85	0
> 45-54	\$718.99	6,819	3,880	120	3.65%	1.76	0
> 55-64	\$598.93	5,111	2,848	119	4.73%	1.79	0
> 65+	\$8.88	298	152	9	12.42%	1.96	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart Reno Regenerative Medicine



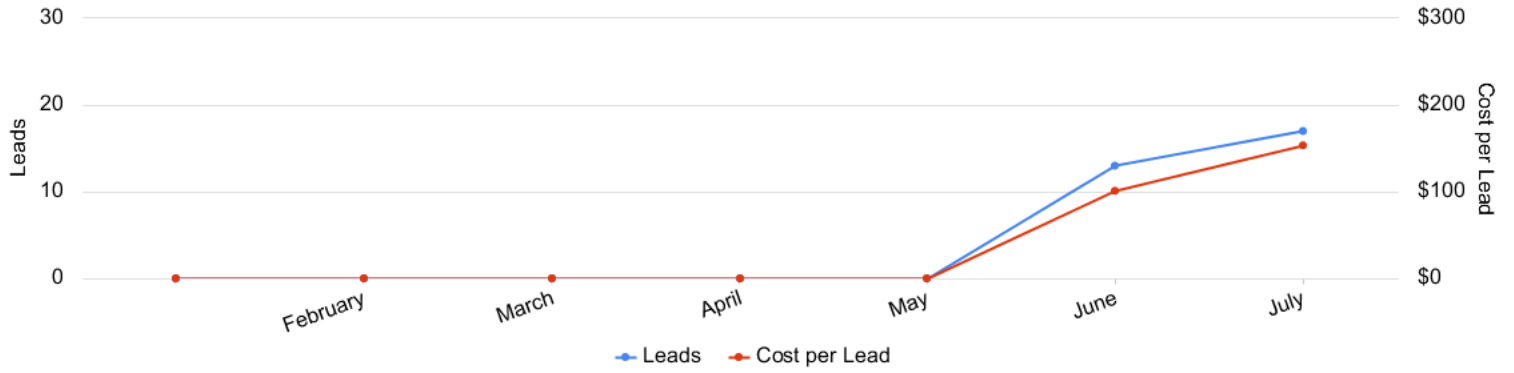
Gender Performance Summary Reno Regenerative Medicine

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Reno Regenerative Medicine	\$2,609.07	27,079	14,869	464	3.69%	1.82	17
> Female	\$2,604.22	26,804	14,705	463	3.67%	1.82	0
> Male	\$4.65	261	144	1	4.21%	1.81	0
> Unknown	\$0.20	14	14	0	14.29%	1	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend Reno Regenerative Medicine



Historical table (by month) Reno Regenerative Medicine

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Reno Regenerative Medicine	\$3,921.56	893	45,102	20,448	2.21	4.15%	30	\$130.72
> 2021-06-01 - 2021-06-30	\$1,312.49	429	18,023	9,628	1.87	4.84%	13	\$100.96
> 2021-07-01 - 2021-07-31	\$2,609.07	464	27,079	14,869	1.82	3.69%	17	\$153.47