

Summary

06/01/2021 - 06/30/2021

Impressions
Renovo MD

27,078

33,460 -19.07%

Reach
Renovo MD

13,975

14,541 -3.89%

Inline Link Clicks
Renovo MD

382

469 -18.55%

Amount Spent
Renovo MD

\$758.17

\$940.63 -19.40%

CPC (Link)
Renovo MD

\$1.98

\$2.01 -1.49%

Leads
Renovo MD

20

41 -51.22%

CPA
Renovo MD

\$37.91

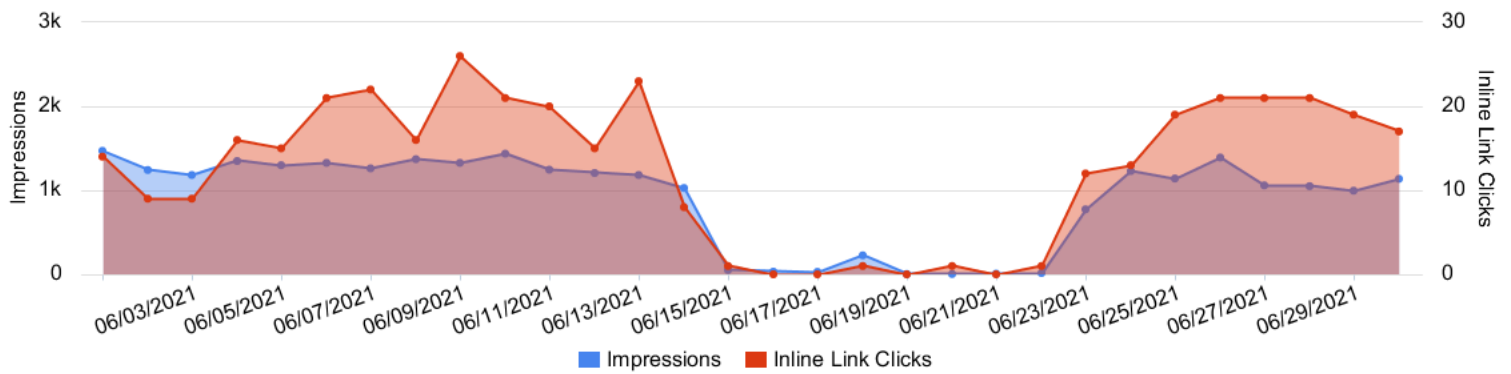
\$22.94 65.26%

Outbound Clicks
Renovo MD

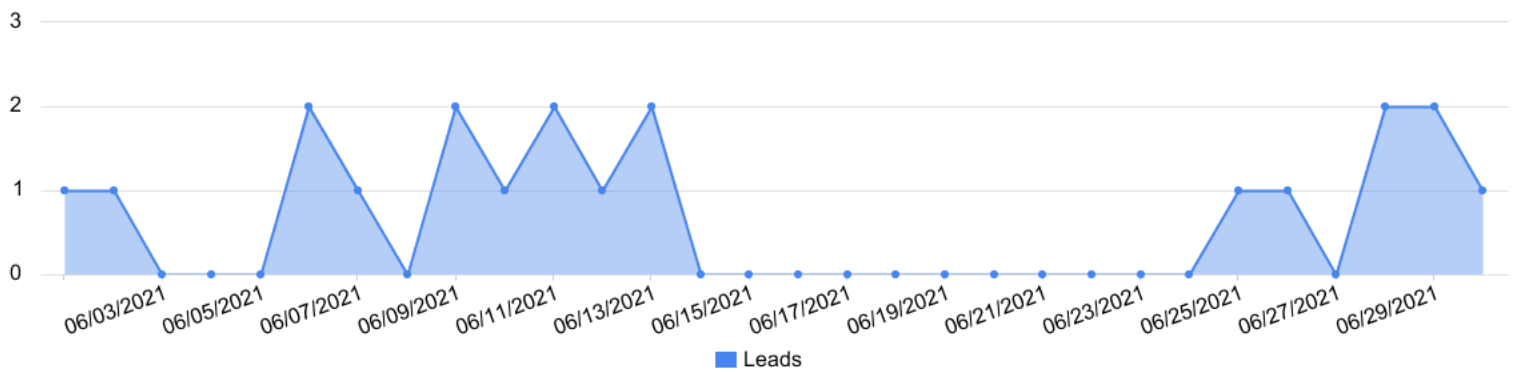
382

469 -18.55%

Impressions vs Inline Link Clicks
Renovo MD



Conversions by day
Renovo MD



Account performance

06/01/2021 - 06/30/2021

Overall performance

Renovo MD

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$758.17	\$940.63	-19.40%
Inline Link Clicks	382	469	-18.55%
Impressions	27,078	33,460	-19.07%
Reach	13,975	14,541	-3.89%
Frequency	1.94	2.3	-15.80%
CTR (All)	3.02%	2.46%	22.52%
Leads	20	41	-51.22%
cost_per_action_type:lead	\$37.91	\$22.94	65.26%

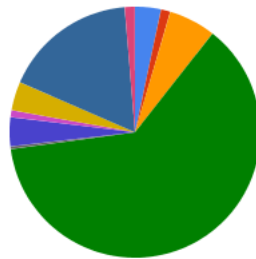
Engagement performance

Renovo MD

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	3	4	-25.00%
Post Reactions	25	19	31.58%
Post Shares	6	3	100.00%

Reach by placement

Renovo MD



- Audience Network - An Classic - Reach: 516 (3.33%)
- Audience Network - Rewarded Video - Reach: 188 (1.21%)
- Facebook - Facebook Stories - Reach: 940 (6.07%)
- Facebook - Feed - Reach: 9,642 (62.25%)
- Facebook - Instant Article - Reach: 52 (0.34%)
- Facebook - Instream Video - Reach: 580 (3.74%)
- Facebook - Search - Reach: 136 (0.88%)
- Facebook - Video Feeds - Reach: 576 (3.72%)
- Instagram - Feed - Reach: 2,656 (17.15%)
- Instagram - Instagram Explore - Reach: 204 (1.32%)

Placement performance

Renovo MD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Renovo MD	\$758.17	382	27,078	13,975	1.94	3.02%	20	\$37.91
> Facebook - Feed	\$446.22	250	15,512	9,642	1.61	4.20%	0	\$0.00
> Audience Network - An Classic	\$63.71	33	1,559	516	3.02	2.12%	0	\$0.00

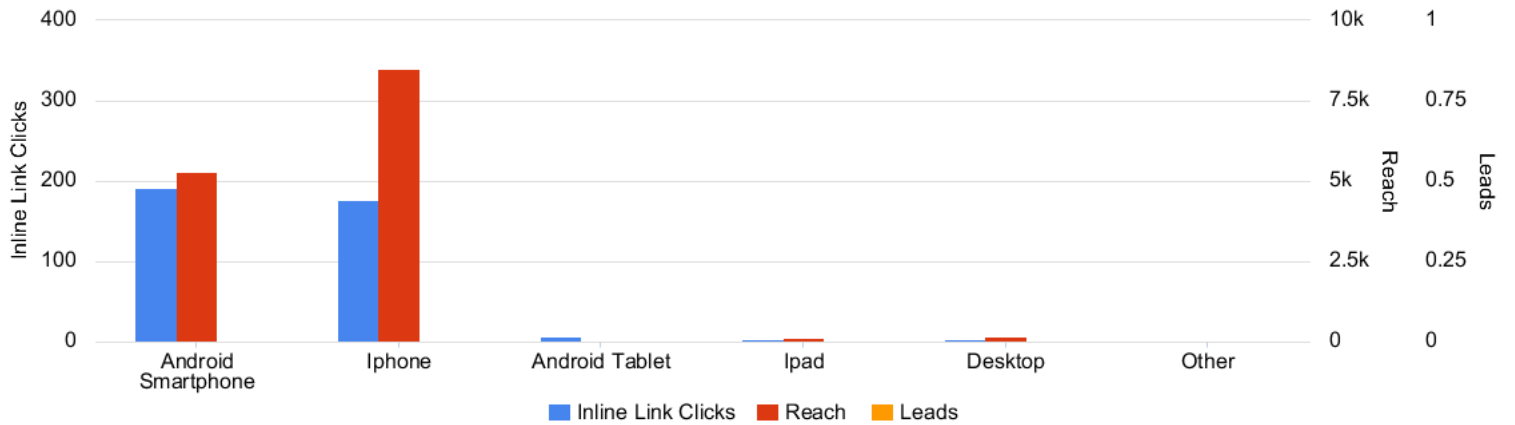
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Instagram - Instagram Stories	\$48.73	21	2,335	1,672	1.4	1.24%	0	\$0.00
> Audience Network - Rewarded Video	\$18.64	21	490	188	2.61	4.08%	0	\$0.00
> Instagram - Feed	\$87.36	19	3,485	2,656	1.31	0.69%	0	\$0.00
> Facebook - Instream Video	\$22.36	16	900	580	1.55	2.22%	0	\$0.00
> Facebook - Facebook Stories	\$42.46	12	1,406	940	1.5	1.14%	0	\$0.00
> Facebook - Video Feeds	\$20.76	5	914	576	1.59	1.64%	0	\$0.00
> Facebook - Search	\$3.61	4	165	136	1.21	4.24%	0	\$0.00
> Facebook - Instant Article	\$0.64	1	72	52	1.38	1.39%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$1.06	0	35	8	4.38	0.00%	0	\$0.00
> Instagram - Instagram Explore	\$2.61	0	205	204	1	0.00%	0	\$0.00

Device performance

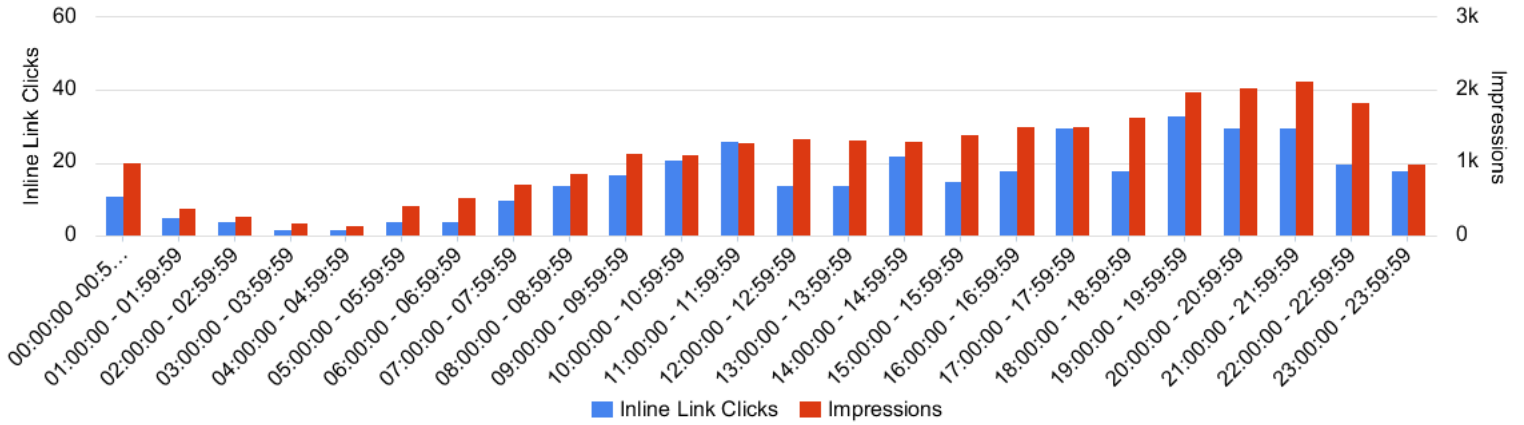
Renovo MD



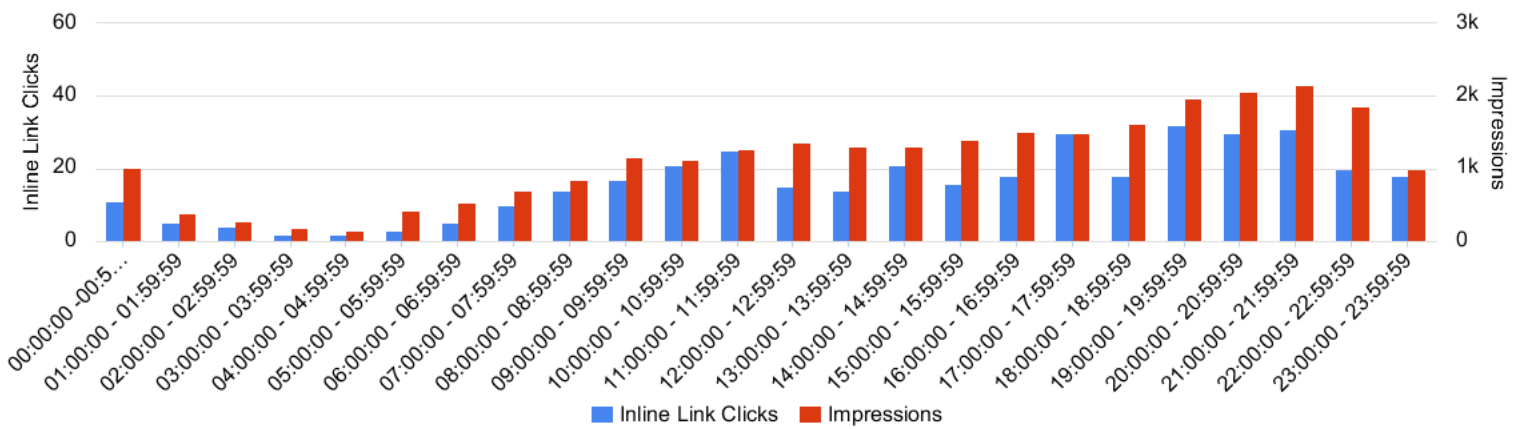
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)
Renovo MD




Time of Day (Ad Account)
Renovo MD





Campaign performance

06/01/2021 - 06/30/2021

 Campaign performance
Renovo MD

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$758.17	382	27,078	13,975	1.94	3.02%	20	\$37.91
Total		\$758.17	382	27,078	13,975	1.94	3.02%	20	\$37.91

 Top ads performance
Renovo MD

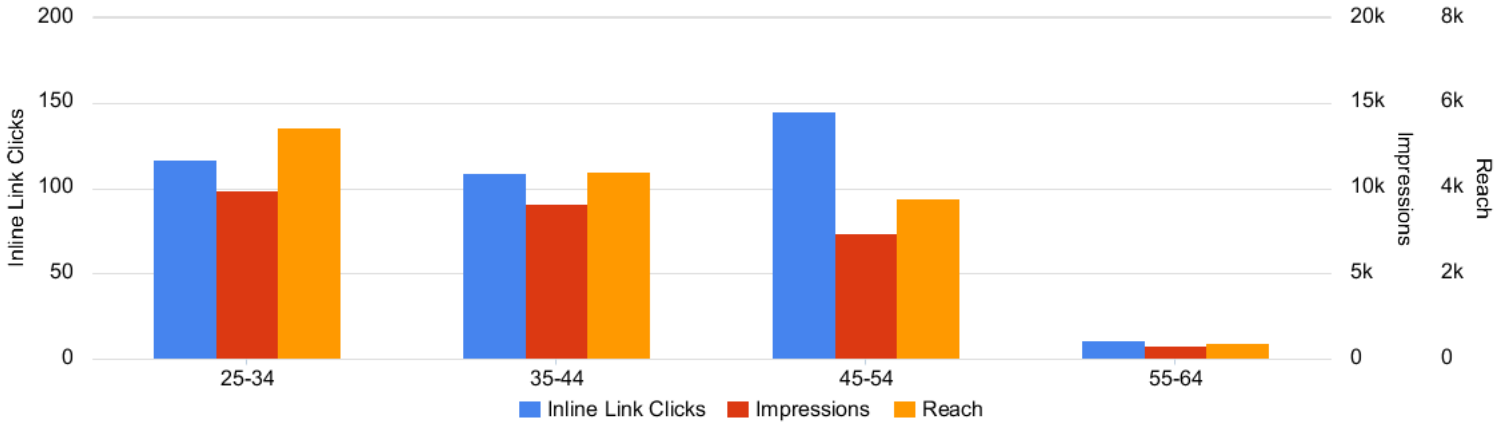
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2020-12 - CS - UG - Sitting		Coolsculpting - Conversions	\$758.17	382	27,078	13,975	1.94	3.02%	20	\$37.91
Total			\$758.17	382	27,078	13,975	1.94	3.02%	20	\$37.91

Audience performance

06/01/2021 - 06/30/2021

Age performance

Renovo MD



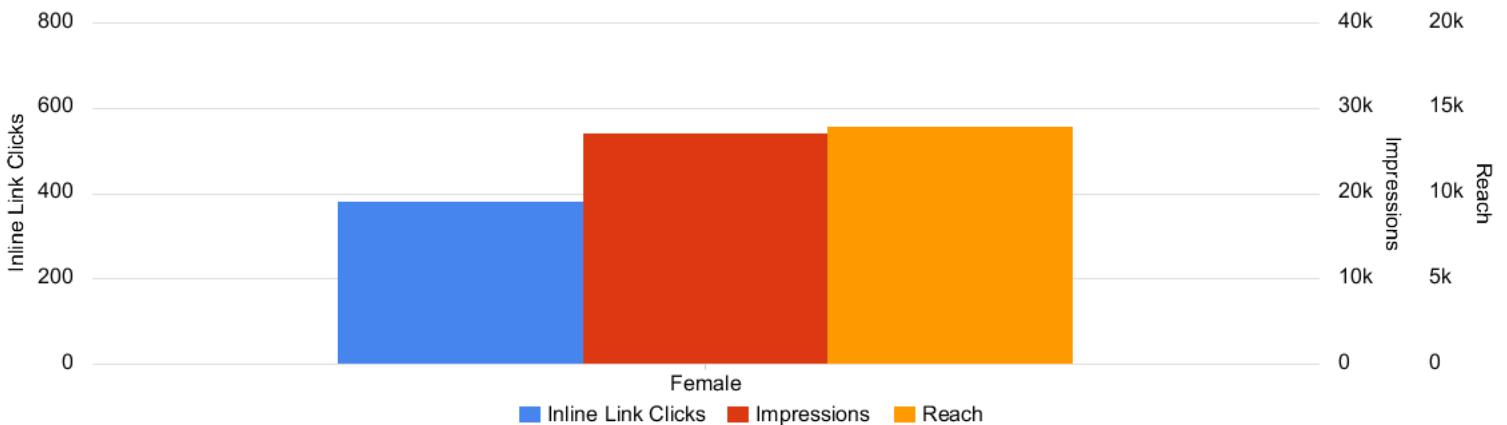
Age performance

Renovo MD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Renovo MD	\$758.17	382	27,078	13,975	1.94	3.02%	20	\$37.91
> 45-54	\$239.86	145	7,337	3,765	1.95	3.57%	0	\$0.00
> 25-34	\$241.07	117	9,871	5,441	1.81	2.70%	0	\$0.00
> 35-44	\$249.33	109	9,095	4,393	2.07	2.86%	0	\$0.00
> 55-64	\$27.92	11	775	376	2.06	3.61%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance

Renovo MD



Gender performance

Renovo MD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Renovo MD	\$758.17	382	27,078	13,975	1.94	3.02%	20	\$37.91
> Female	\$758.17	382	27,078	13,975	1.94	3.02%	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
Renovo MD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Renovo MD	\$5,689.44	3,176	248,141	44,836	5.53	2.71%	201	\$28.31
> 2021-06-01 - 2021-06-30	\$758.17	382	27,078	13,975	1.94	3.02%	20	\$37.91
> 2021-05-01 - 2021-05-31	\$940.63	469	33,460	14,541	2.3	2.46%	41	\$22.94
> 2021-04-01 - 2021-04-30	\$991.60	556	37,400	13,260	2.82	2.64%	37	\$26.80
> 2021-03-01 - 2021-03-31	\$1,051.68	660	43,549	13,820	3.15	2.90%	58	\$18.13
> 2021-02-01 - 2021-02-28	\$924.37	493	50,189	16,907	2.97	2.56%	24	\$38.52
> 2021-01-01 - 2021-01-31	\$1,022.99	616	56,465	17,377	3.25	2.73%	21	\$48.71