

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Renovo MD

\$1,023.45
\$758.31 **34.96%**

Impressions
Renovo MD

34,243
27,080 **26.45%**

Reach
Renovo MD

14,000
13,975 **0.18%**

Clicks (Link)
Renovo MD

460
382 **20.42%**

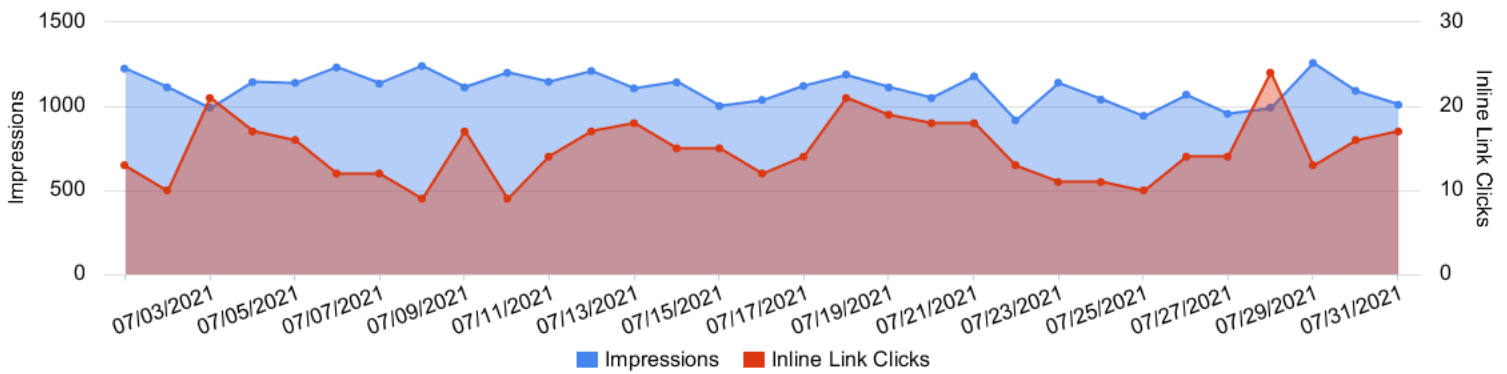
Leads
Renovo MD

28
22 **27.27%**

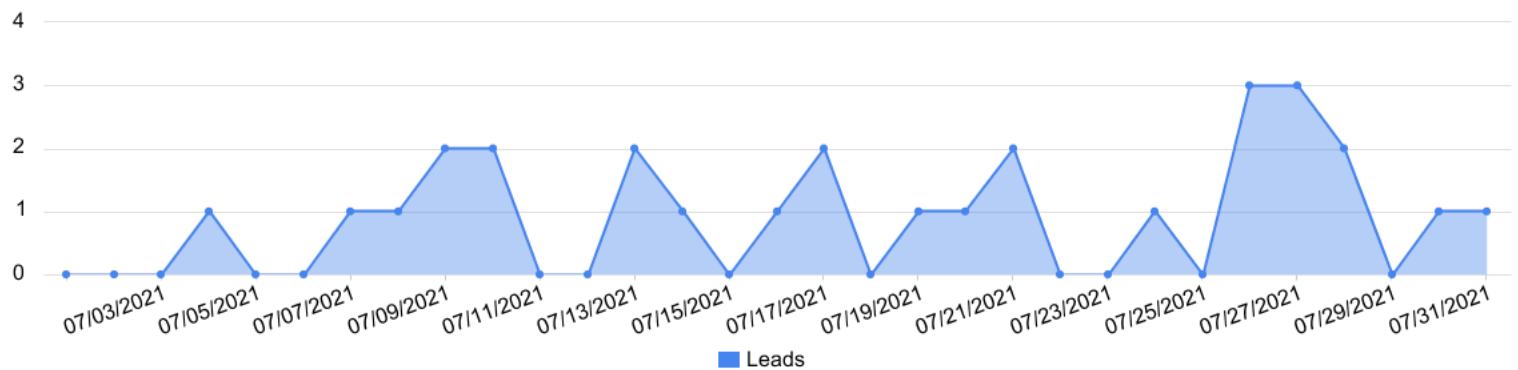
Cost / Lead
Renovo MD

\$36.55
\$34.47 **6.03%**

Impressions vs Inline Link Clicks
Renovo MD




Conversions by day
Renovo MD




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Renovo MD

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,023.45	\$758.31	34.96%
Impressions	34,243	27,080	26.45%
Reach	14,000	13,975	0.18%
Clicks	460	382	20.42%
CTR	1.34%	1.41%	-4.77%
Frequency	2.45	1.94	26.23%
Leads	28	22	27.27%
Cost / Lead	\$36.55	\$34.47	6.03%

 Engagement Summary
Renovo MD

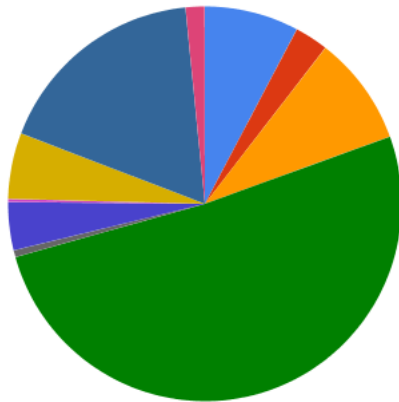
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	3	3	0.00%
Post Reactions	36	25	44.00%
Post Shares	7	6	16.67%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Renovo MD



- Audience Network - An Classic - Reach: 1,284 (7.75%)
- Audience Network - Rewarded Video - Reach: 456 (2.75%)
- Facebook - Facebook Stories - Reach: 1,488 (8.98%)
- Facebook - Feed - Reach: 8,484 (51.18%)
- Facebook - Instant Article - Reach: 92 (0.56%)
- Facebook - Instream Video - Reach: 652 (3.93%)
- Facebook - Search - Reach: 44 (0.27%)
- Facebook - Video Feeds - Reach: 896 (5.41%)
- Instagram - Feed - Reach: 2,920 (17.62%)
- Instagram - Instagram Explore - Reach: 260 (1.57%)

Placement Performance (by Leads)

Renovo MD

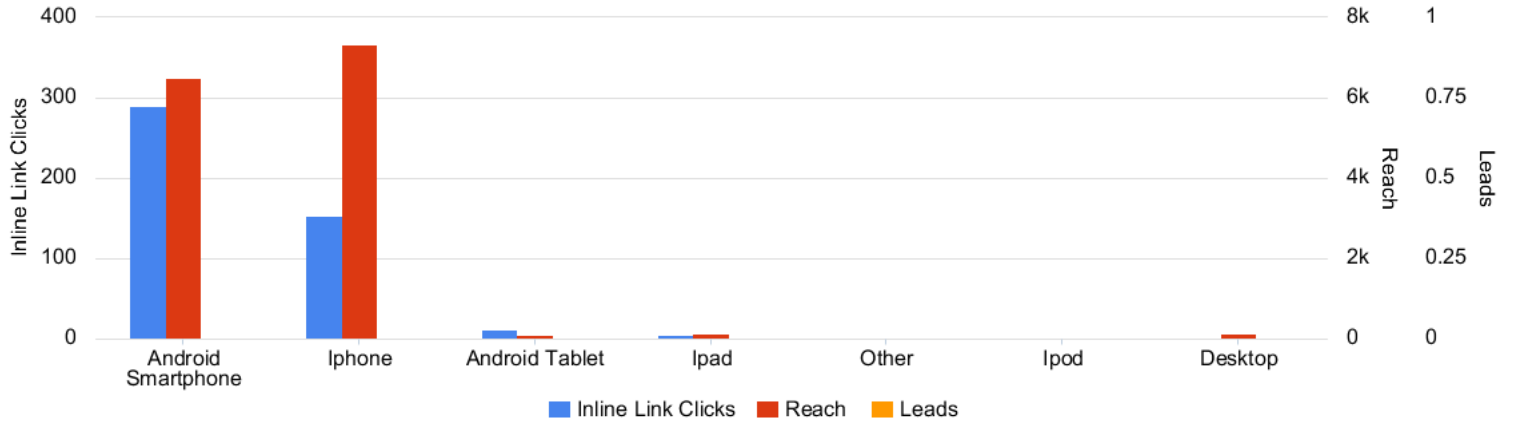
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Renovo MD	\$1,023.45	460	34,243	14,000	2.45	2.37%	28	\$36.55
> Audience Network - An Classic	\$203.68	100	4,632	1,284	3.61	2.14%	0	\$0.00
> Audience Network - Rewarded Video	\$62.84	49	1,434	456	3.14	3.42%	0	\$0.00
> Facebook - Facebook Stories	\$86.89	21	2,686	1,488	1.81	0.97%	0	\$0.00
> Facebook - Feed	\$434.09	204	14,664	8,484	1.73	3.48%	0	\$0.00
> Facebook - Instant Article	\$1.22	2	96	92	1.04	2.08%	0	\$0.00
> Facebook - Instream Video	\$38.59	28	1,462	652	2.24	2.05%	0	\$0.00
> Facebook - Search	\$1.04	3	49	44	1.11	8.16%	0	\$0.00
> Facebook - Video Feeds	\$38.41	16	1,561	896	1.74	1.79%	0	\$0.00
> Instagram - Feed	\$94.56	18	4,190	2,920	1.43	0.69%	0	\$0.00
> Instagram - Instagram Explore	\$3.69	2	366	260	1.41	0.82%	0	\$0.00
> Instagram - Instagram Stories	\$57.47	16	3,064	1,984	1.54	0.91%	0	\$0.00
> Messenger - Messenger Stories	\$0.96	1	39	16	2.44	2.56%	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

Renovo MD



Device Platform Performance

Renovo MD

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Renovo MD	\$1,023.45	34,243	460	2.37%	14,000	2.45	28
> Mobile App	\$997.42	33,649	458	2.35%	13,700	2.46	0
> Mobile Web	\$16.27	381	2	4.46%	244	1.56	0
> Unknown	\$0.00	0	0	--	0	0	0
> Desktop	\$9.76	213	0	0.94%	128	1.66	0

Schedule Performance

07/01/2021 - 07/31/2021

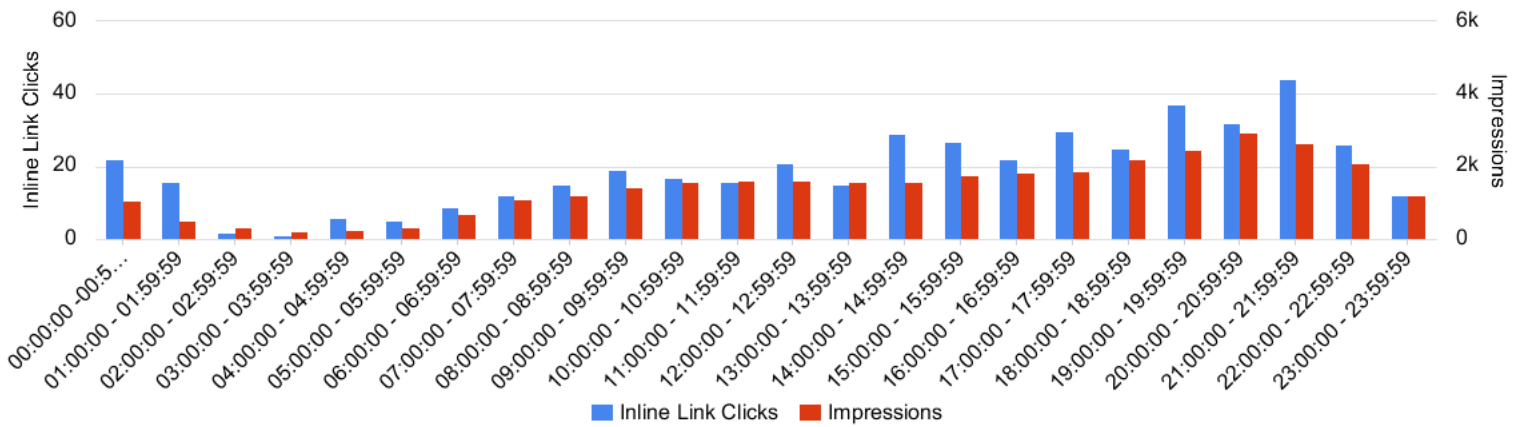
Time of Day (Viewer)

Renovo MD




Time of Day (Ad Account)

Renovo MD



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Renovo MD

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,023.45	34,243	460	28	\$36.55
Total	\$1,023.45	34,243	460	28	\$36.55

Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021


 Top Performing Ad Sets
Renovo MD

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women - 25-55 - 7mi Radius	Coolsculpting - Conversions	\$1,023.45	34,243	460	28	\$36.55
	Total	\$1,023.45	34,243	460	28	\$36.55

Ad Performance Summary

07/01/2021 - 07/31/2021

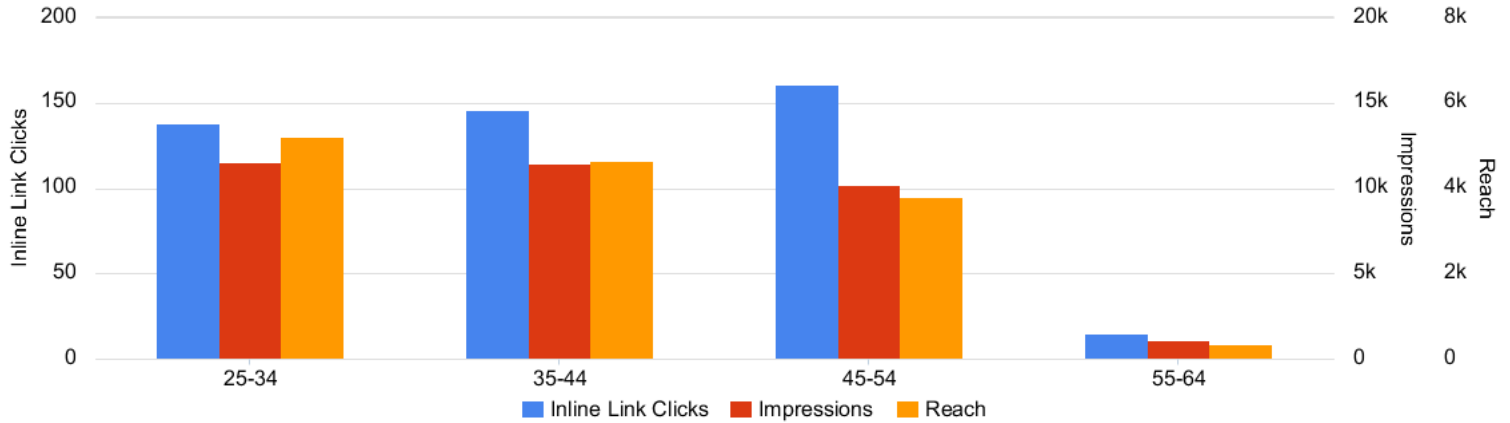
 Top Performing Ads (by Leads)
Renovo MD

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	\$1,023.45	460	34,243	14,000	2.45	2.37%	28	\$36.55
Total			\$1,023.45	460	34,243	14,000	2.45	2.37%	28	\$36.55

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Renovo MD



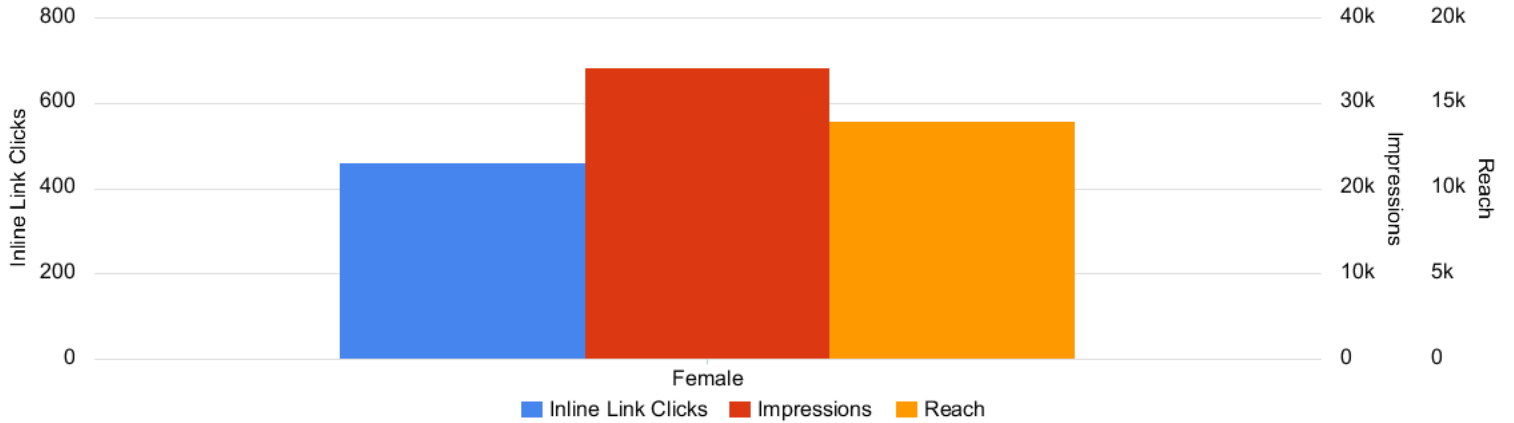
Age Performance Summary
Renovo MD

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Renovo MD	\$1,023.45	34,243	14,000	460	2.37%	2.45	28
> 25-34	\$302.69	11,538	5,200	138	1.92%	2.22	0
> 35-44	\$327.38	11,434	4,652	146	2.21%	2.46	0
> 45-54	\$347.52	10,162	3,788	161	3.02%	2.68	0
> 55-64	\$45.85	1,109	360	15	2.61%	3.08	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Renovo MD



Gender Performance Summary
Renovo MD

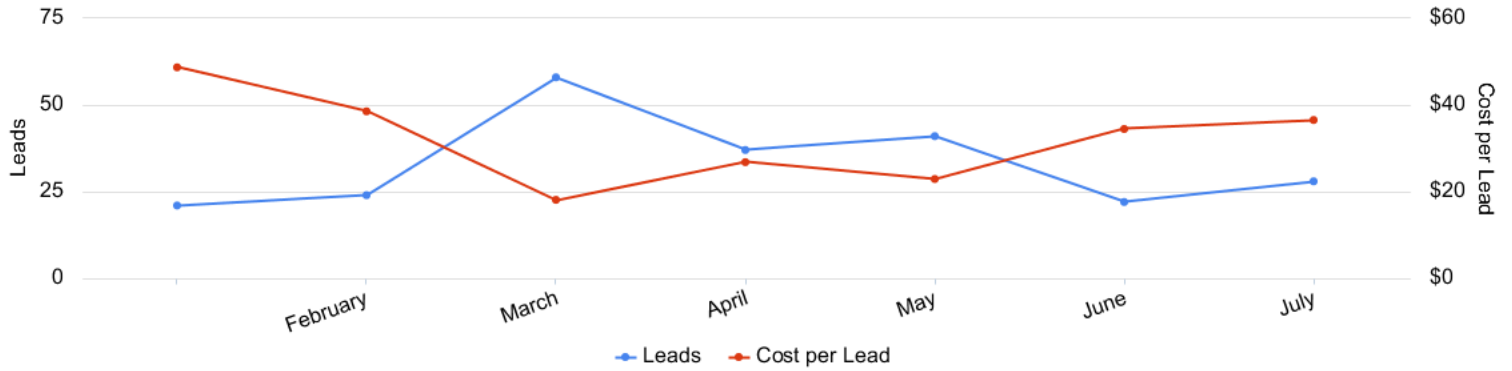
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Renovo MD	\$1,023.45	34,243	14,000	460	2.37%	2.45	28
> Female	\$1,023.45	34,243	14,000	460	2.37%	2.45	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend

Renovo MD



Historical table (by month)

Renovo MD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Renovo MD	\$6,713.03	3,636	282,386	49,476	5.71	2.67%	231	\$29.06
> 2021-01-01 - 2021-01-31	\$1,022.99	616	56,465	17,377	3.25	2.73%	21	\$48.71
> 2021-02-01 - 2021-02-28	\$924.37	493	50,189	16,907	2.97	2.56%	24	\$38.52
> 2021-03-01 - 2021-03-31	\$1,051.68	660	43,549	13,820	3.15	2.90%	58	\$18.13
> 2021-04-01 - 2021-04-30	\$991.60	556	37,400	13,260	2.82	2.64%	37	\$26.80
> 2021-05-01 - 2021-05-31	\$940.63	469	33,460	14,541	2.3	2.46%	41	\$22.94
> 2021-06-01 - 2021-06-30	\$758.31	382	27,080	13,975	1.94	3.02%	22	\$34.47
> 2021-07-01 - 2021-07-31	\$1,023.45	460	34,243	14,000	2.45	2.37%	28	\$36.55