

# Summary

06/01/2021 - 06/30/2021

Impressions  
Reston Dermatology

**20,066**  
14,076 **42.55%**

Reach  
Reston Dermatology

**11,460**  
9,833 **16.55%**

Inline Link Clicks  
Reston Dermatology

**481**  
383 **25.59%**

Amount Spent  
Reston Dermatology

**\$1,239.51**  
\$509.52 **143.27%**

CPC (Link)  
Reston Dermatology

**\$2.58**  
\$1.33 **93.98%**

Leads  
Reston Dermatology

**53**  
14 **278.57%**

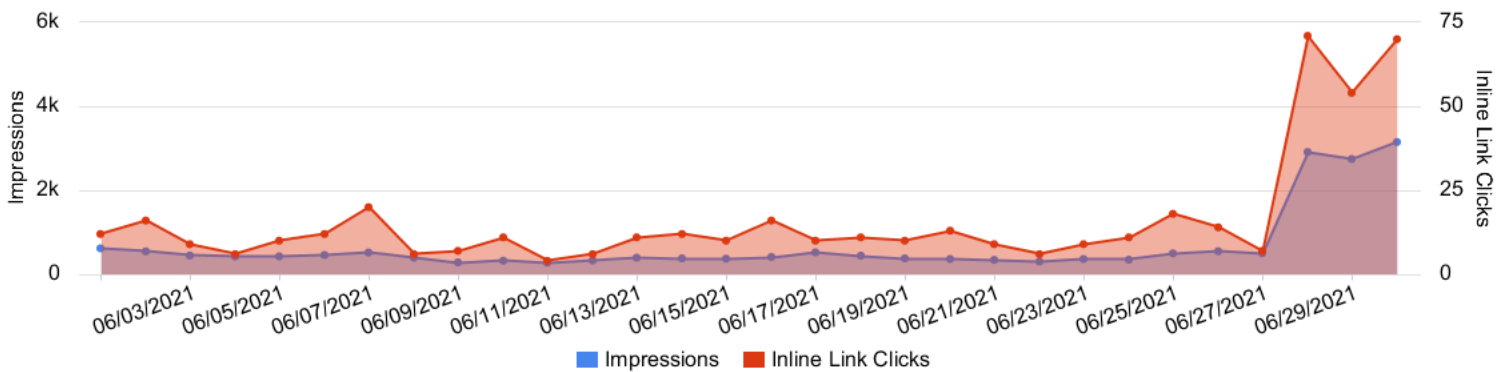
CPA  
Reston Dermatology

**\$23.39**  
\$36.39 **-35.72%**

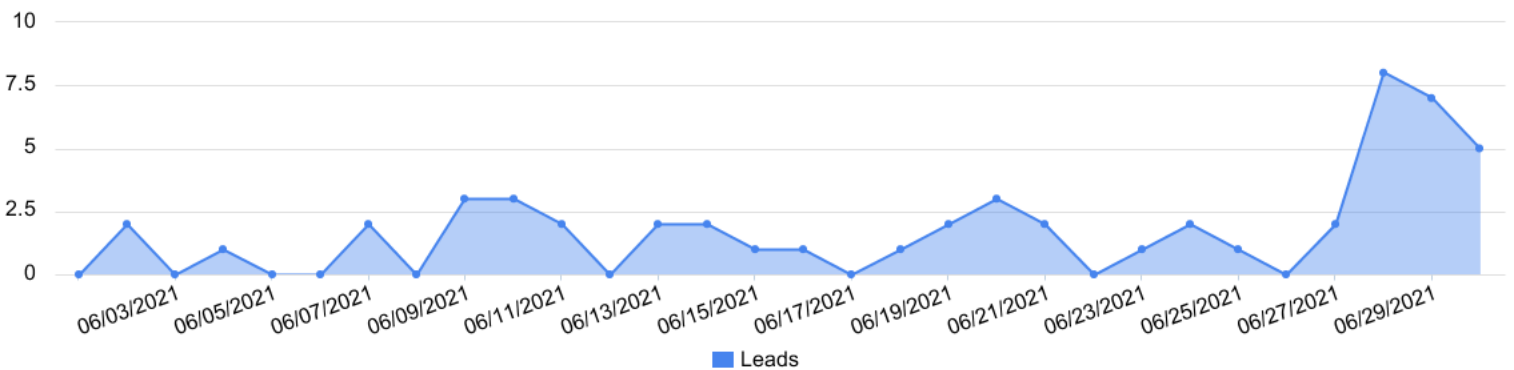
Outbound Clicks  
Reston Dermatology

**447**  
300 **49.00%**

Impressions vs Inline Link Clicks  
Reston Dermatology



Conversions by day  
Reston Dermatology



# Account performance

06/01/2021 - 06/30/2021

## Overall performance

Reston Dermatology

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$1,239.51	\$509.52	143.27%
Inline Link Clicks	481	383	25.59%
Impressions	20,066	14,076	42.55%
Reach	11,460	9,833	16.55%
Frequency	1.75	1.43	22.32%
CTR (All)	4.11%	4.39%	-6.47%
Leads	53	14	278.57%
cost_per_action_type:lead	\$23.39	\$36.39	-35.72%

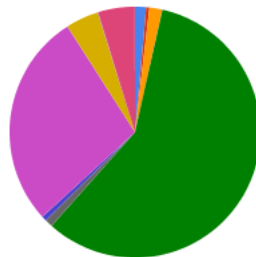
## Engagement performance

Reston Dermatology

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	4	1	300.00%
Post Reactions	64	20	220.00%
Post Shares	11	6	83.33%

## Reach by placement

Reston Dermatology



- Audience Network - An Classic - Reach: 104 (1.43%)
- Audience Network - Rewarded Video - Reach: 32 (0.44%)
- Facebook - Facebook Stories - Reach: 120 (1.65%)
- Facebook - Feed - Reach: 4,237 (58.09%)
- Facebook - Instant Article - Reach: 72 (0.99%)
- Facebook - Instream Video - Reach: 48 (0.66%)
- Facebook - Marketplace - Reach: 2,021 (27.71%)
- Facebook - Right Hand Column - Reach: 308 (4.22%)
- Facebook - Search - Reach: 4 (0.05%)
- Facebook - Video Feeds - Reach: 348 (4.77%)

## Placement performance

Reston Dermatology

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Reston Dermatology	\$1,239.51	481	20,066	11,460	1.75	4.11%	53	\$23.39
> Facebook - Feed	\$397.02	204	6,820	4,237	1.61	7.10%	0	\$0.00
> Instagram - Feed	\$356.28	95	5,271	3,797	1.39	2.35%	0	\$0.00
> Facebook - Marketplace	\$119.94	92	3,795	2,021	1.88	2.66%	0	\$0.00

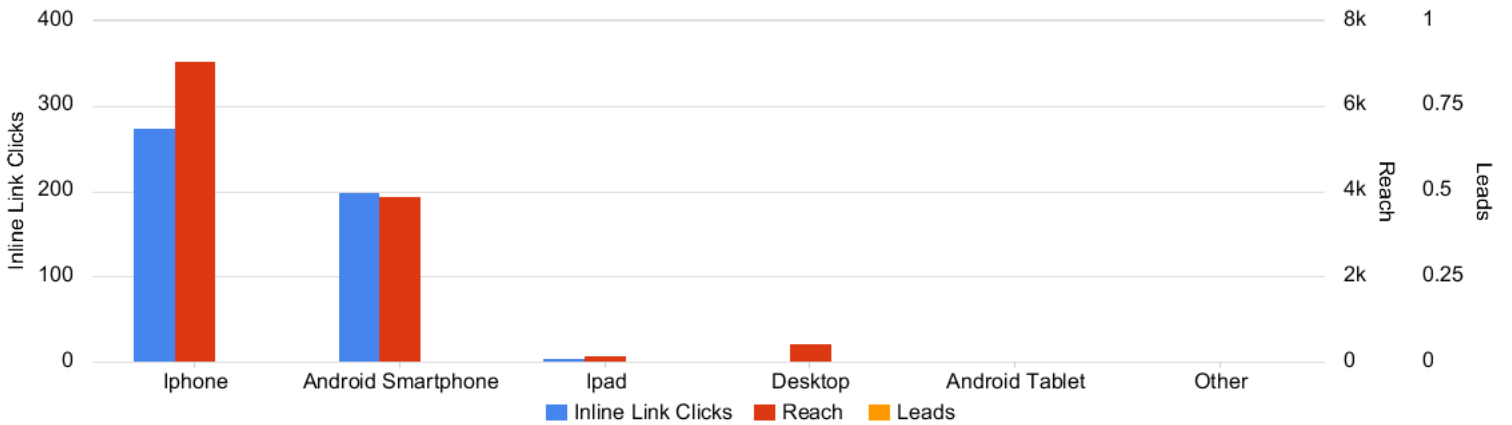
# Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Instagram - Instagram Stories	\$300.68	59	2,312	1,525	1.52	2.98%	0	\$0.00
> Facebook - Video Feeds	\$16.85	8	477	348	1.37	4.40%	0	\$0.00
> Facebook - Facebook Stories	\$21.49	7	166	120	1.38	4.82%	0	\$0.00
> Audience Network - Rewarded Video	\$4.29	7	72	32	2.25	9.72%	0	\$0.00
> Instagram - Instagram Explore	\$14.51	6	198	180	1.1	3.54%	0	\$0.00
> Audience Network - An Classic	\$2.82	2	150	104	1.44	1.33%	0	\$0.00
> Facebook - Right Hand Column	\$1.67	1	616	308	2	0.16%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$0.30	0	5	0	0	0.00%	0	\$0.00
> Facebook - Search	\$0.05	0	4	4	1	0.00%	0	\$0.00
> Facebook - Instream Video	\$1.76	0	57	48	1.19	0.00%	0	\$0.00
> Facebook - Instant Article	\$1.84	0	123	72	1.71	0.00%	0	\$0.00

## Device performance

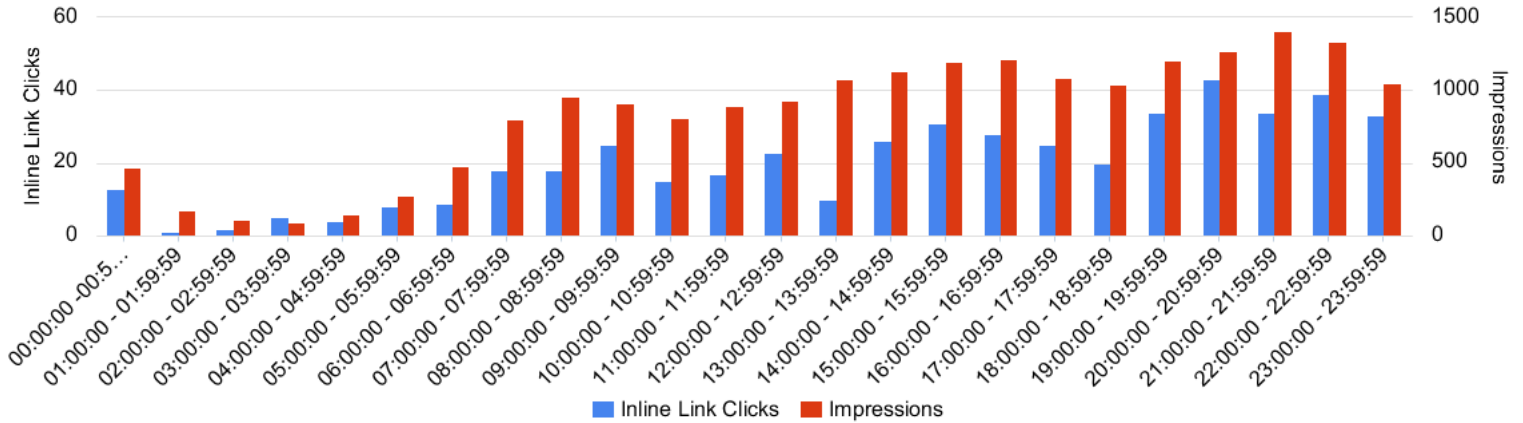
Reston Dermatology



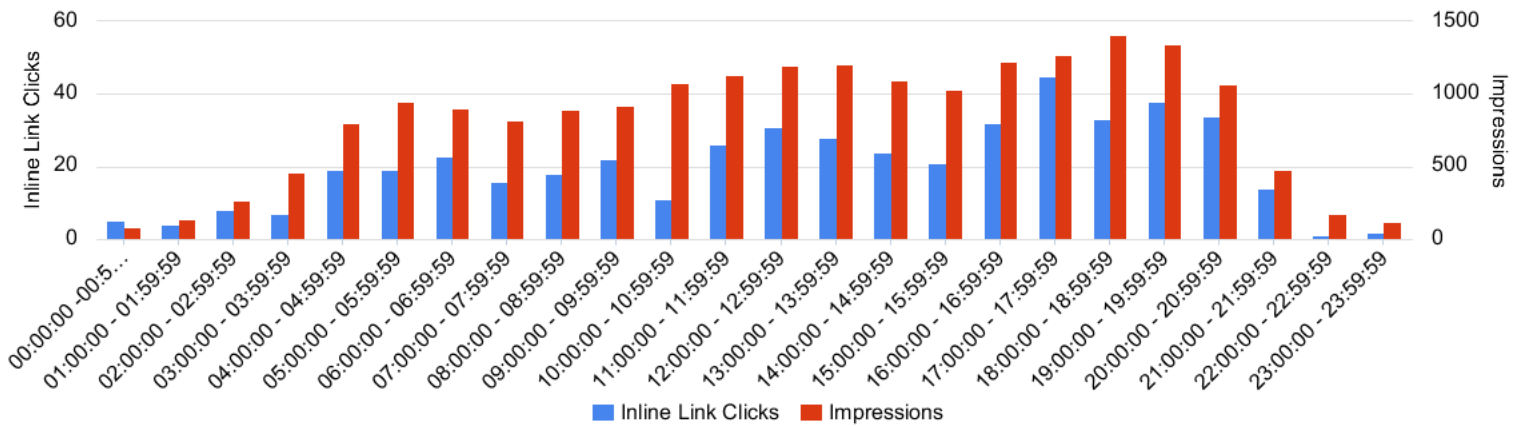
# Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)  
Reston Dermatology



Time of Day (Ad Account)  
Reston Dermatology



# Campaign performance

06/01/2021 - 06/30/2021

Campaign performance  
Reston Dermatology




Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Emsculpt NEO - Conversions	Active	\$987.58	289	11,503	6,713	1.71	3.67%	36	\$27.43
Coolsculpting- Conversions	Active	\$114.74	141	3,855	2,898	1.33	6.93%	15	\$7.65
Ongoing Website Promotion <a href="https://www.facebook.com/restonderm/">https://www.facebook.com/restonderm/</a>	Paused	\$22.51	29	1,453	1,052	1.38	5.02%	0	\$0.00
Botox- Conversions	Active	\$114.68	22	3,255	2,153	1.51	1.90%	2	\$57.34
<b>Total</b>		<b>\$1,239.51</b>	<b>481</b>	<b>20,066</b>	<b>11,460</b>	<b>1.75</b>	<b>4.11%</b>	<b>53</b>	<b>\$23.39</b>

Top ads performance  
Reston Dermatology

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Video - Emsculpt NEO		Emsculpt NEO - Conversions	\$987.58	289	11,503	6,713	1.71	3.67%	36	\$27.43
2021-06 - Video - Alysson		Coolsculpting- Conversions	\$65.40	84	2,143	1,658	1.29	7.61%	11	\$5.95
2021-06 - Video - David		Coolsculpting- Conversions	\$49.34	57	1,712	1,512	1.13	6.07%	4	\$12.34
Ongoing Website Promotion Ad		Ongoing Website Promotion <a href="https://www.facebook.com/restonderm/">https://www.facebook.com/restonderm/</a>	\$18.03	22	1,074	817	1.31	5.40%	0	\$0.00
2021-06 Static Image 2		Botox- Conversions	\$59.79	13	1,797	1,252	1.44	2.23%	1	\$59.79

# Campaign performance

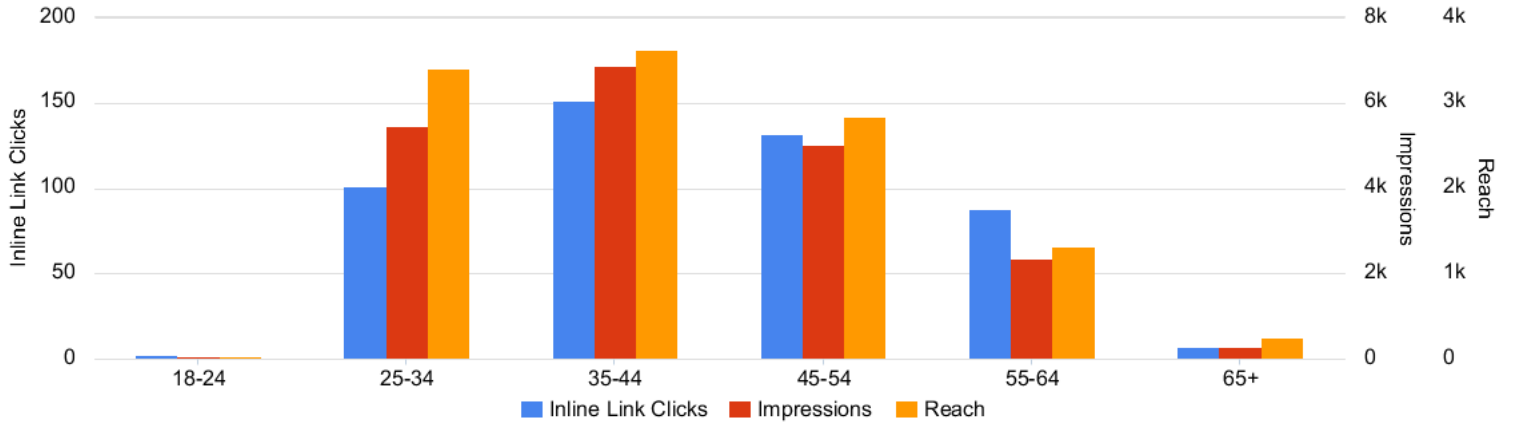
06/01/2021 - 06/30/2021

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-06 Static Image 1		Botox- Conversions	\$54.89	9	1,458	1,140	1.28	1.51%	1	\$54.89
Ongoing Website Promotion Ad		Ongoing Website Promotion <a href="https://www.facebook.com/restonderm/">https://www.facebook.com/restonderm/</a>	\$4.13	6	340	268	1.27	3.24%	0	\$0.00
Ongoing Website Promotion Ad		Ongoing Website Promotion <a href="https://www.facebook.com/restonderm/">https://www.facebook.com/restonderm/</a>	\$0.35	1	39	35	1.11	10.26%	0	\$0.00
<b>Total</b>			<b>\$1,239.51</b>	<b>481</b>	<b>20,066</b>	<b>11,460</b>	<b>1.75</b>	<b>4.11%</b>	<b>53</b>	<b>\$23.39</b>

# Audience performance

06/01/2021 - 06/30/2021

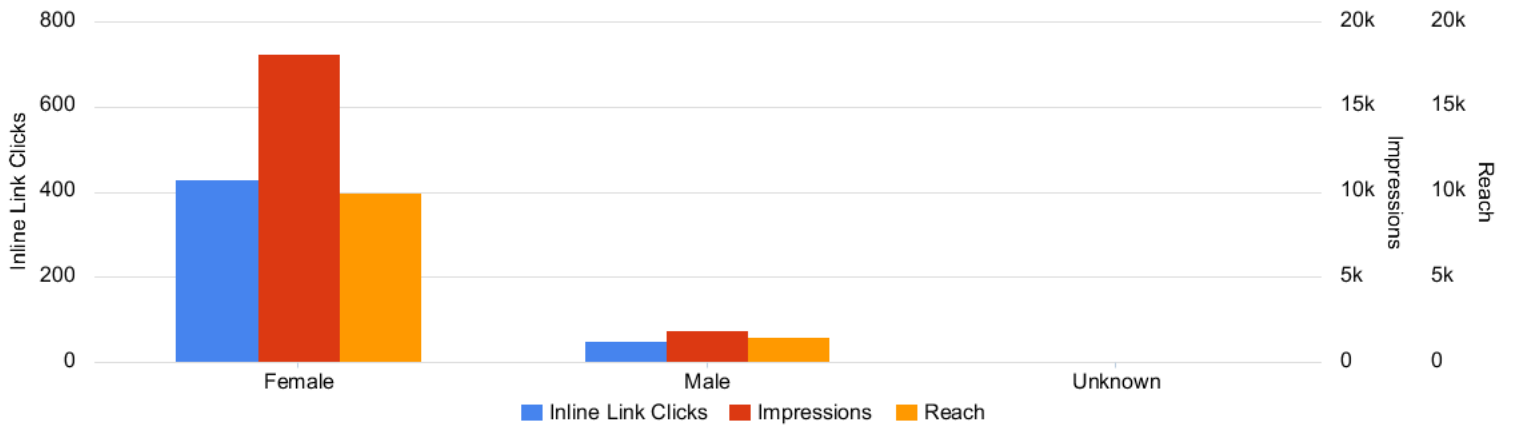
## Age performance Reston Dermatology



## Age performance Reston Dermatology


Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Reston Dermatology	\$1,239.51	481	20,066	11,460	1.75	4.11%	53	\$23.39
> 35-44	\$381.93	151	6,868	3,621	1.9	3.74%	0	\$0.00
> 45-54	\$372.61	132	5,032	2,841	1.77	4.63%	0	\$0.00
> 25-34	\$336.32	101	5,467	3,405	1.61	3.13%	0	\$0.00
> 55-64	\$140.90	88	2,354	1,316	1.79	6.20%	0	\$0.00
> 65+	\$7.20	7	290	244	1.19	4.83%	0	\$0.00
> 18-24	\$0.55	2	55	32	1.72	5.45%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

## Gender performance Reston Dermatology



# Audience performance


06/01/2021 - 06/30/2021

 Gender performance  
Reston Dermatology

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Reston Dermatology	\$1,239.51	481	20,066	11,460	1.75	4.11%	53	\$23.39
> Female	\$1,122.90	431	18,117	9,975	1.82	4.18%	0	\$0.00
> Male	\$111.85	50	1,899	1,453	1.31	3.42%	0	\$0.00
> Unknown	\$4.76	0	50	32	1.56	2.00%	0	\$0.00

# Year to date

01/01/2021 - 06/30/2021

 Performance by period  
Reston Dermatology

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Reston Dermatology	\$1,949.03	1,064	53,368	29,033	1.84	3.74%	67	\$29.09
> 2021-06-01 - 2021-06-30	\$1,239.51	481	20,066	11,460	1.75	4.11%	53	\$23.39
> 2021-05-01 - 2021-05-31	\$509.52	383	14,076	9,833	1.43	4.39%	14	\$36.39
> 2021-03-01 - 2021-03-31	\$100.00	90	8,480	5,806	1.46	2.69%	0	\$0.00
> 2021-02-01 - 2021-02-28	\$22.71	23	2,181	1,506	1.45	3.48%	0	\$0.00
> 2021-01-01 - 2021-01-31	\$77.29	87	8,565	4,300	1.99	2.90%	0	\$0.00