

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Reston Dermatology

\$2,165.92

\$1,239.78 74.70%

Impressions
Reston Dermatology

79,914

20,075 298.08%

Reach
Reston Dermatology

35,065

11,468 205.76%

Clicks (Link)
Reston Dermatology

1,415

481 194.18%

Leads
Reston Dermatology

169

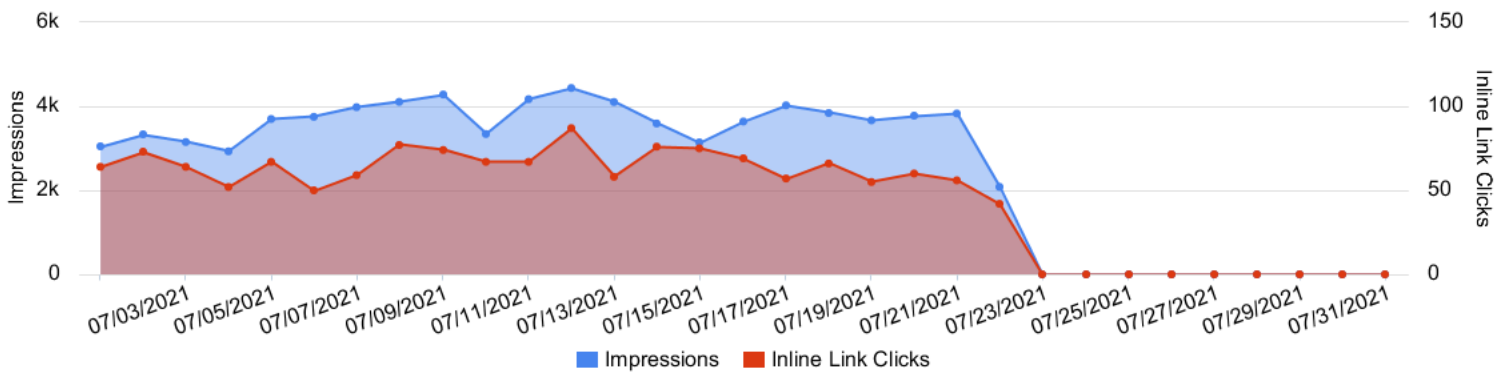
67 152.24%

Cost / Lead
Reston Dermatology

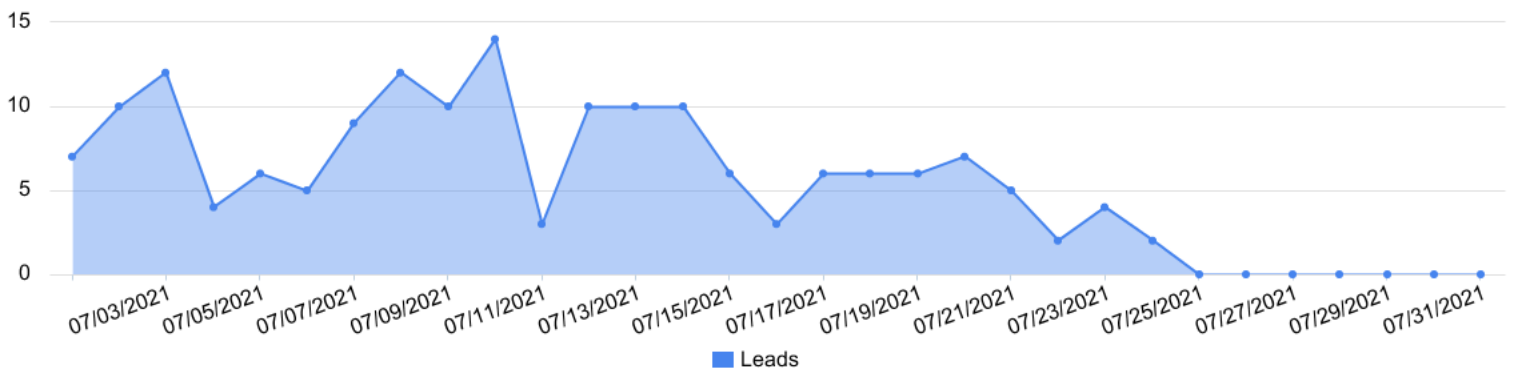
\$12.82

\$18.50 -30.70%

Impressions vs Inline Link Clicks
Reston Dermatology




Conversions by day
Reston Dermatology




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Reston Dermatology

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,165.92	\$1,239.78	74.70%
Impressions	79,914	20,075	298.08%
Reach	35,065	11,468	205.76%
Clicks	1,415	481	194.18%
CTR	1.77%	2.40%	-26.10%
Frequency	2.28	1.75	30.19%
Leads	169	67	152.24%
Cost / Lead	\$12.82	\$18.50	-30.70%

 Engagement Summary
Reston Dermatology

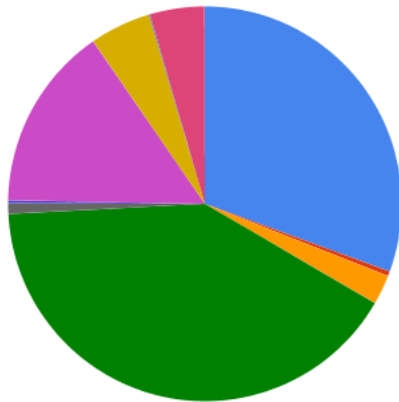
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	9	4	125.00%
Post Reactions	164	64	156.25%
Post Shares	27	11	145.45%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Reston Dermatology



- Audience Network - An Classic - Reach: 8,792 (30.57%)
- Audience Network - Rewarded Video - Reach: 112 (0.39%)
- Facebook - Facebook Stories - Reach: 704 (2.45%)
- Facebook - Feed - Reach: 11,728 (40.78%)
- Facebook - Instant Article - Reach: 247 (0.86%)
- Facebook - Instream Video - Reach: 72 (0.25%)
- Facebook - Marketplace - Reach: 4,344 (15.10%)
- Facebook - Right Hand Column - Reach: 1,440 (5.01%)
- Facebook - Search - Reach: 24 (0.08%)
- Facebook - Video Feeds - Reach: 1,296 (4.51%)

Placement Performance (by Leads)

Reston Dermatology

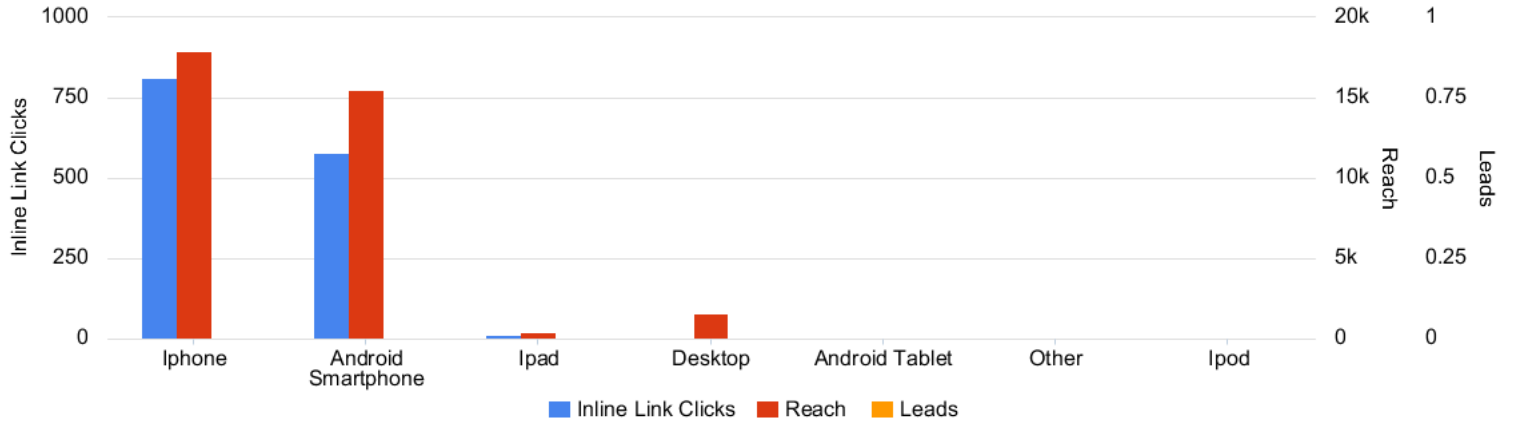
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Reston Dermatology	\$2,165.92	1,415	79,914	35,065	2.28	3.17%	169	\$12.82
> Audience Network - An Classic	\$349.34	205	18,461	8,792	2.1	1.12%	0	\$0.00
> Audience Network - Rewarded Video	\$6.64	8	132	112	1.18	6.06%	0	\$0.00
> Facebook - Facebook Stories	\$25.70	17	849	704	1.21	2.24%	0	\$0.00
> Facebook - Feed	\$725.90	659	24,633	11,728	2.1	6.59%	0	\$0.00
> Facebook - Instant Article	\$3.70	3	247	247	1	1.21%	0	\$0.00
> Facebook - Instream Video	\$3.66	4	131	72	1.82	3.05%	0	\$0.00
> Facebook - Marketplace	\$218.85	188	10,232	4,344	2.36	1.91%	0	\$0.00
> Facebook - Right Hand Column	\$13.41	4	3,767	1,440	2.62	0.11%	0	\$0.00
> Facebook - Search	\$0.72	0	35	24	1.46	2.86%	0	\$0.00
> Facebook - Video Feeds	\$37.08	30	1,869	1,296	1.44	3.05%	0	\$0.00
> Instagram - Feed	\$412.55	195	13,595	8,952	1.52	2.06%	0	\$0.00
> Instagram - Instagram Explore	\$16.67	8	792	592	1.34	1.77%	0	\$0.00
> Instagram - Instagram Stories	\$350.50	94	5,124	3,392	1.51	2.28%	0	\$0.00
> Messenger - Messenger Stories	\$1.19	0	47	16	2.94	0.00%	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

Reston Dermatology



Device Platform Performance

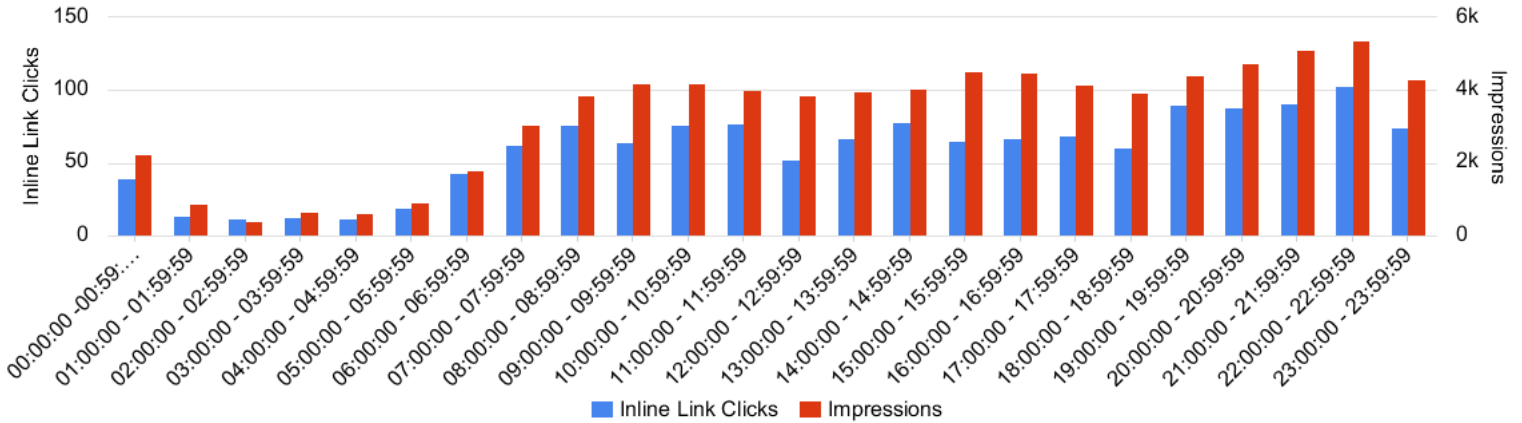
Reston Dermatology

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Reston Dermatology	\$2,165.92	79,914	1,415	3.17%	35,065	2.28	169
> Mobile App	\$2,102.11	74,961	1,395	3.32%	33,377	2.25	0
> Mobile Web	\$34.48	838	14	3.82%	424	1.98	0
> Desktop	\$29.33	4,115	6	0.22%	1,592	2.58	0
> Unknown	\$0.00	0	0	--	0	0	0

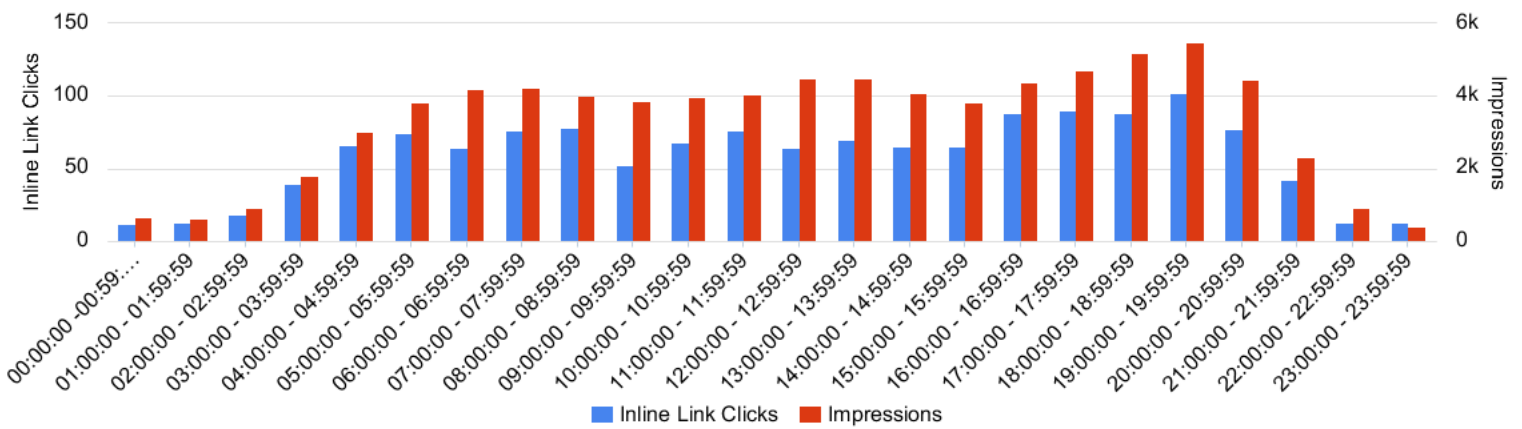
Schedule Performance

07/01/2021 - 07/31/2021

Time of Day (Viewer)
Reston Dermatology




Time of Day (Ad Account)
Reston Dermatology



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Reston Dermatology

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting- Conversions	\$729.80	32,867	867	117	\$6.24
Botox- Conversions	\$727.38	31,984	299	33	\$22.04
Emsculpt NEO - Conversions	\$708.74	15,063	249	19	\$37.30
Total	\$2,165.92	79,914	1,415	169	\$12.82

Ad Set Performance Summary (by Leads)

07/01/2021 - 07/31/2021

 Top Performing Ad Sets
Reston Dermatology

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Top 50% - Women 25-64 - 10mi Radius	Coolsculpting- Conversions	\$729.80	32,867	867	117	\$6.24
Interests - Women 25-60 - 10mi Radius - Top 50% Income	Botox- Conversions	\$727.38	31,984	299	33	\$22.04
Interest Targeting - Top 50% Income- 10mi Radius	Emsculpt NEO - Conversions	\$708.74	15,063	249	19	\$37.30
	Total	\$2,165.92	79,914	1,415	169	\$12.82

Ad Performance Summary

07/01/2021 - 07/31/2021

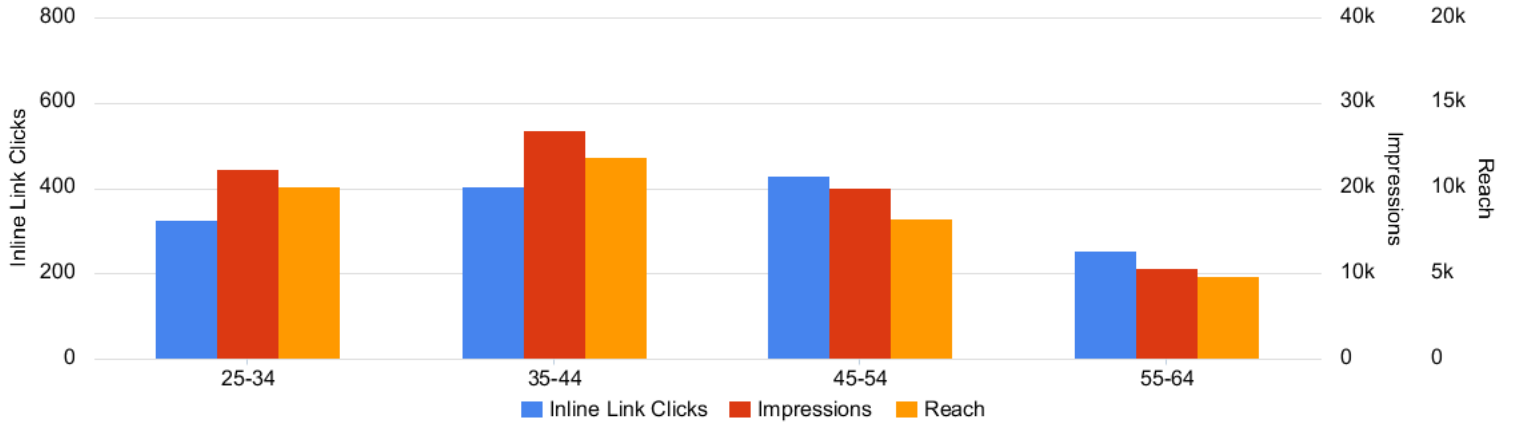
Top Performing Ads (by Leads)
Reston Dermatology

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-06 - Video - David		Coolsculpting-Conversions	\$596.38	711	27,133	15,521	1.75	5.15%	96	\$6.21
2021-06 Static Image 1		Botox- Conversions	\$612.36	256	26,247	13,393	1.96	1.36%	30	\$20.41
2021-06 - Video - Alysson		Coolsculpting-Conversions	\$133.42	156	5,734	3,308	1.73	6.47%	21	\$6.35
Video - Emsculpt NEO		Emsculpt NEO - Conversions	\$708.74	249	15,063	8,362	1.8	2.14%	19	\$37.30
2021-06 Static Image 2		Botox- Conversions	\$115.02	43	5,737	3,313	1.73	1.48%	3	\$38.34
Total			\$2,165.92	1,415	79,914	35,065	2.28	3.17%	169	\$12.82

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Reston Dermatology



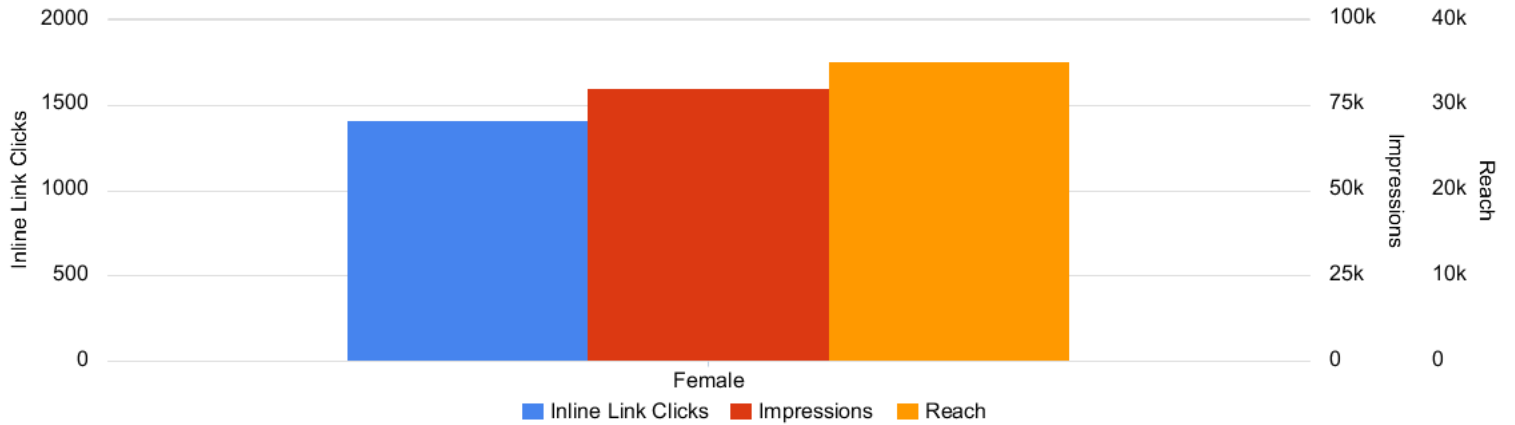
Age Performance Summary
Reston Dermatology

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Reston Dermatology	\$2,165.92	79,914	35,065	1,415	3.17%	2.28	169
> 25-34	\$552.07	22,268	10,112	325	2.56%	2.2	0
> 35-44	\$665.96	26,875	11,840	405	2.97%	2.27	0
> 45-54	\$603.91	20,044	8,256	430	3.76%	2.43	0
> 55-64	\$343.99	10,727	4,856	255	3.82%	2.21	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Reston Dermatology



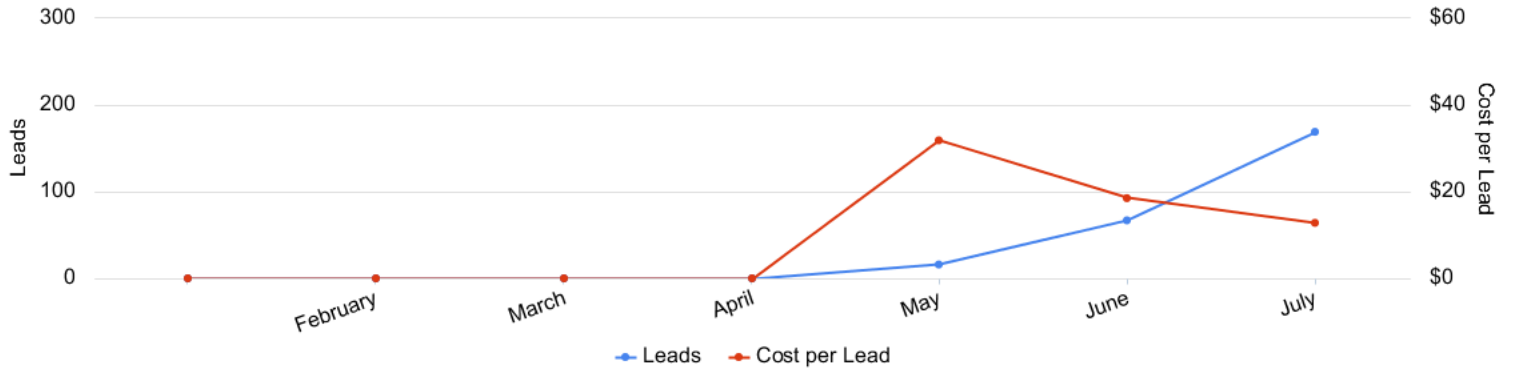
Gender Performance Summary
Reston Dermatology

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Reston Dermatology	\$2,165.92	79,914	35,065	1,415	3.17%	2.28	169
> Female	\$2,165.92	79,914	35,065	1,415	3.17%	2.28	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend Reston Dermatology



Historical table (by month) Reston Dermatology

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Reston Dermatology	\$4,115.22	2,479	133,291	57,736	2.31	3.39%	252	\$16.33
> 2021-01-01 - 2021-01-31	\$77.29	87	8,565	4,300	1.99	2.90%	0	\$0.00
> 2021-02-01 - 2021-02-28	\$22.71	23	2,181	1,506	1.45	3.48%	0	\$0.00
> 2021-03-01 - 2021-03-31	\$100.00	90	8,480	5,806	1.46	2.69%	0	\$0.00
> 2021-05-01 - 2021-05-31	\$509.52	383	14,076	9,833	1.43	4.39%	16	\$31.84
> 2021-06-01 - 2021-06-30	\$1,239.78	481	20,075	11,468	1.75	4.10%	67	\$18.50
> 2021-07-01 - 2021-07-31	\$2,165.92	1,415	79,914	35,065	2.28	3.17%	169	\$12.82