

Summary

06/01/2021 - 06/30/2021

Impressions
Riverside Medical

54,610

60,416 -9.61%

Reach
Riverside Medical

30,665

33,968 -9.72%

Inline Link Clicks
Riverside Medical

1,749

1,735 0.81%

Amount Spent
Riverside Medical

\$998.80

\$1,032.43 -3.26%

CPC (Link)
Riverside Medical

\$0.57

\$0.60 -5.00%

Leads
Riverside Medical

32

26 23.08%

CPA
Riverside Medical

\$31.21

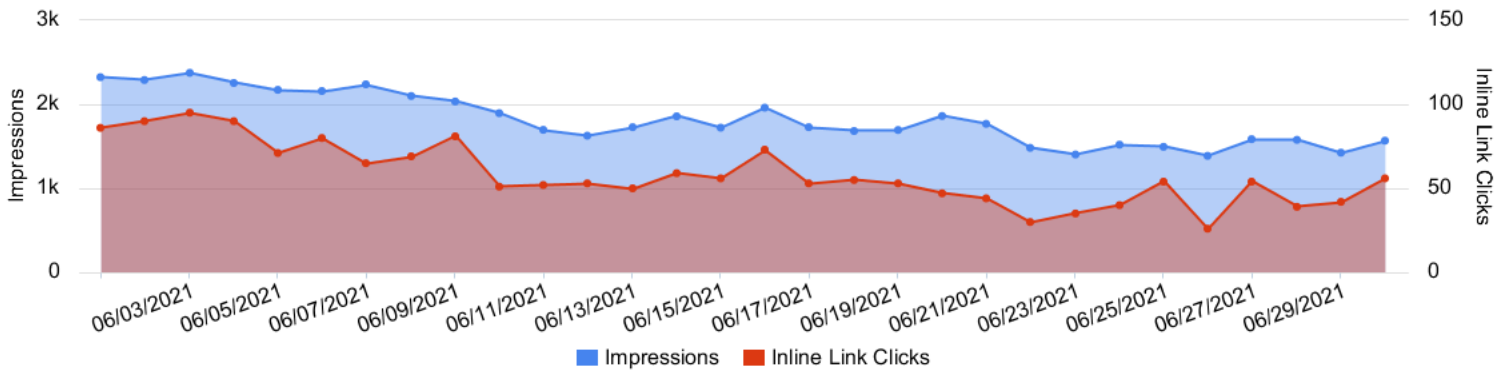
\$39.71 -21.41%

Outbound Clicks
Riverside Medical

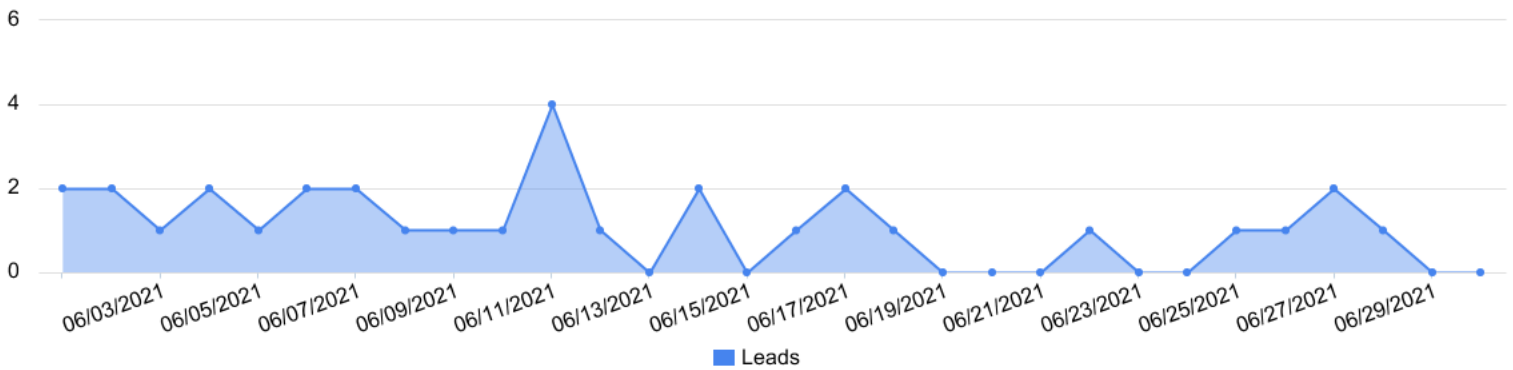
1,729

1,727 0.12%

Impressions vs Inline Link Clicks
Riverside Medical



Conversions by day
Riverside Medical



Account performance

06/01/2021 - 06/30/2021

Overall performance

Riverside Medical

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$998.80	\$1,032.43	-3.26%
Inline Link Clicks	1,749	1,735	0.81%
Impressions	54,610	60,416	-9.61%
Reach	30,665	33,968	-9.72%
Frequency	1.78	1.78	0.13%
CTR (All)	5.09%	5.83%	-12.61%
Leads	32	26	23.08%
cost_per_action_type:lead	\$31.21	\$39.71	-21.41%

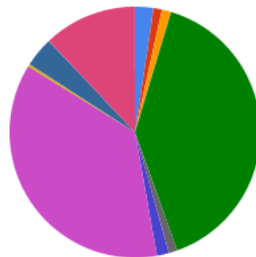
Engagement performance

Riverside Medical

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	19	21	-9.52%
Post Reactions	93	110	-15.45%
Post Shares	14	16	-12.50%

Reach by placement

Riverside Medical



- Audience Network - An Classic - Reach: 784 (2.39%)
- Audience Network - Rewarded Video - Reach: 352 (1.07%)
- Facebook - Facebook Stories - Reach: 392 (1.19%)
- Facebook - Feed - Reach: 13,092 (39.89%)
- Facebook - Instant Article - Reach: 352 (1.07%)
- Facebook - Instream Video - Reach: 520 (1.58%)
- Facebook - Marketplace - Reach: 12,012 (36.60%)
- Facebook - Search - Reach: 96 (0.29%)
- Facebook - Video Feeds - Reach: 1,264 (3.85%)
- Instagram - Feed - Reach: 3,953 (12.05%)

Placement performance

Riverside Medical

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Riverside Medical	\$998.80	1,749	54,610	30,665	1.78	5.09%	32	\$31.21
> Facebook - Marketplace	\$356.72	807	23,735	12,012	1.98	3.65%	0	\$0.00
> Facebook - Feed	\$356.20	694	18,901	13,092	1.44	8.35%	0	\$0.00
> Instagram - Feed	\$118.07	77	4,774	3,953	1.21	2.24%	0	\$0.00

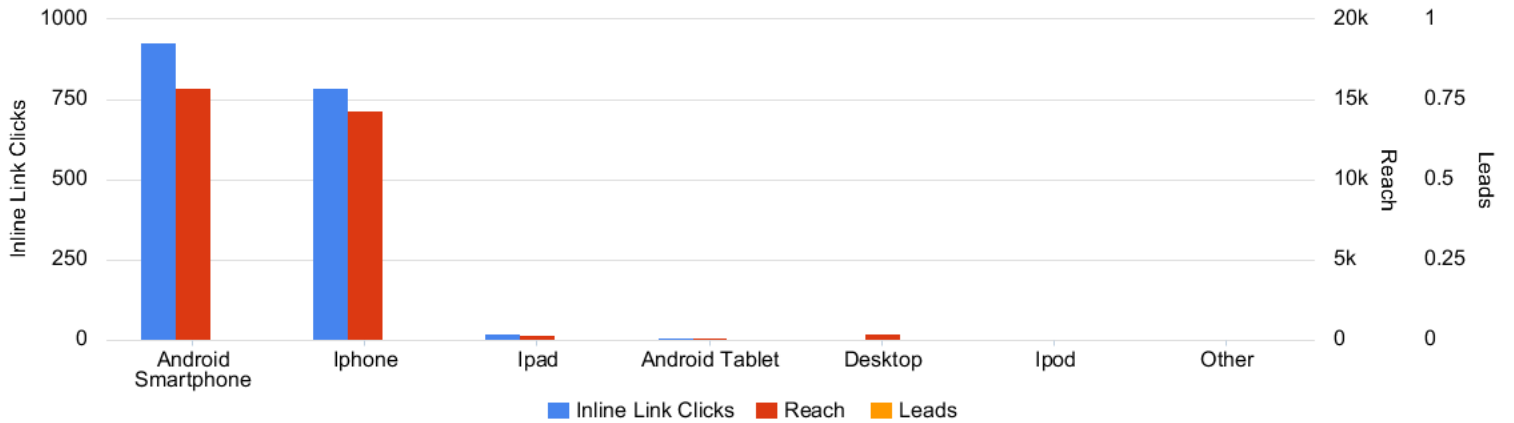
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Facebook - Video Feeds	\$26.41	59	1,738	1,264	1.38	5.29%	0	\$0.00
> Audience Network - An Classic	\$46.73	31	1,574	784	2.01	1.97%	0	\$0.00
> Audience Network - Rewarded Video	\$35.02	20	643	352	1.83	3.11%	0	\$0.00
> Facebook - Facebook Stories	\$13.89	15	483	392	1.23	3.52%	0	\$0.00
> Facebook - Instream Video	\$12.62	13	649	520	1.25	2.00%	0	\$0.00
> Facebook - Search	\$2.56	11	121	96	1.26	11.57%	0	\$0.00
> Facebook - Instant Article	\$6.07	10	448	352	1.27	4.46%	0	\$0.00
> Instagram - Instagram Stories	\$18.55	9	1,022	888	1.15	1.66%	0	\$0.00
> Instagram - Instagram Explore	\$5.18	2	501	416	1.2	1.00%	0	\$0.00
> Messenger - Messenger Stories	\$0.78	1	21	16	1.31	4.76%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Device performance

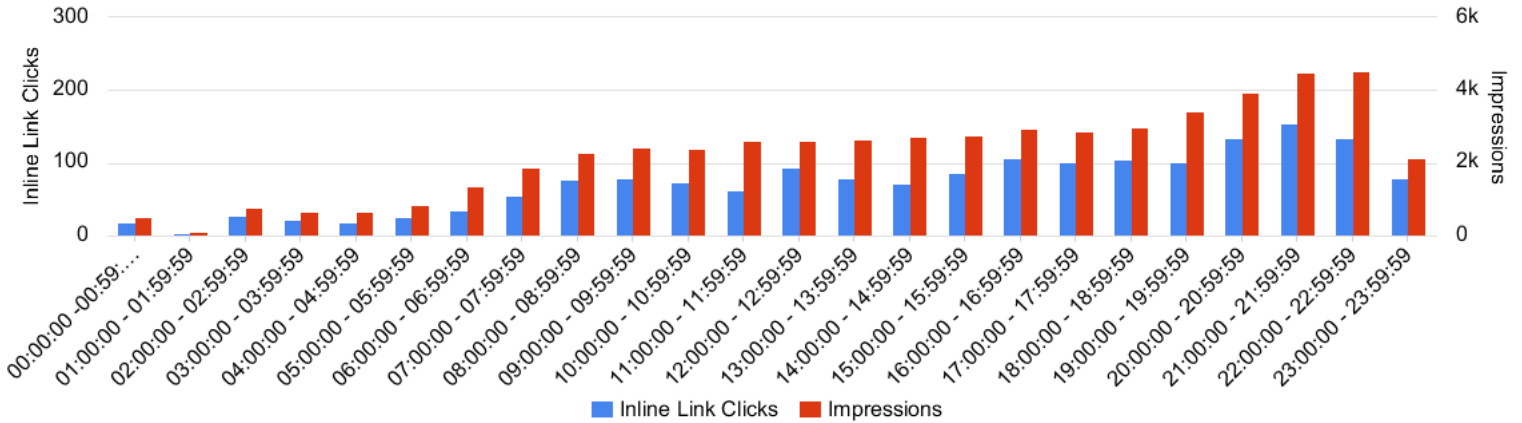
Riverside Medical



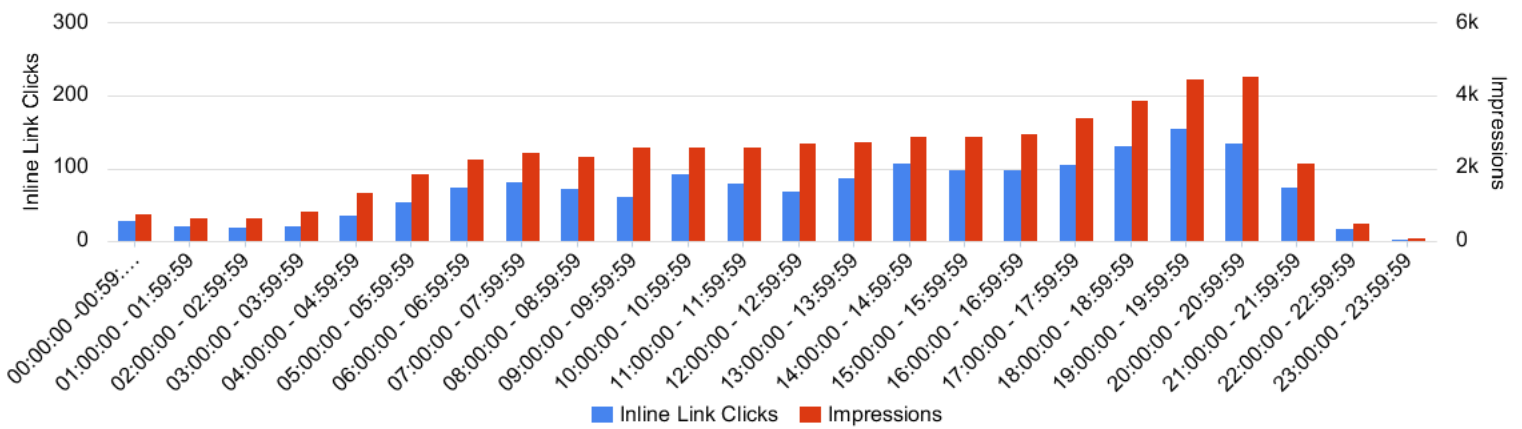
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)
Riverside Medical



Time of Day (Ad Account)
Riverside Medical



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance
Riverside Medical

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions (2)	Active	\$998.80	1,749	54,610	30,665	1.78	5.09%	32	\$31.21
Total		\$998.80	1,749	54,610	30,665	1.78	5.09%	32	\$31.21

Top ads performance
Riverside Medical

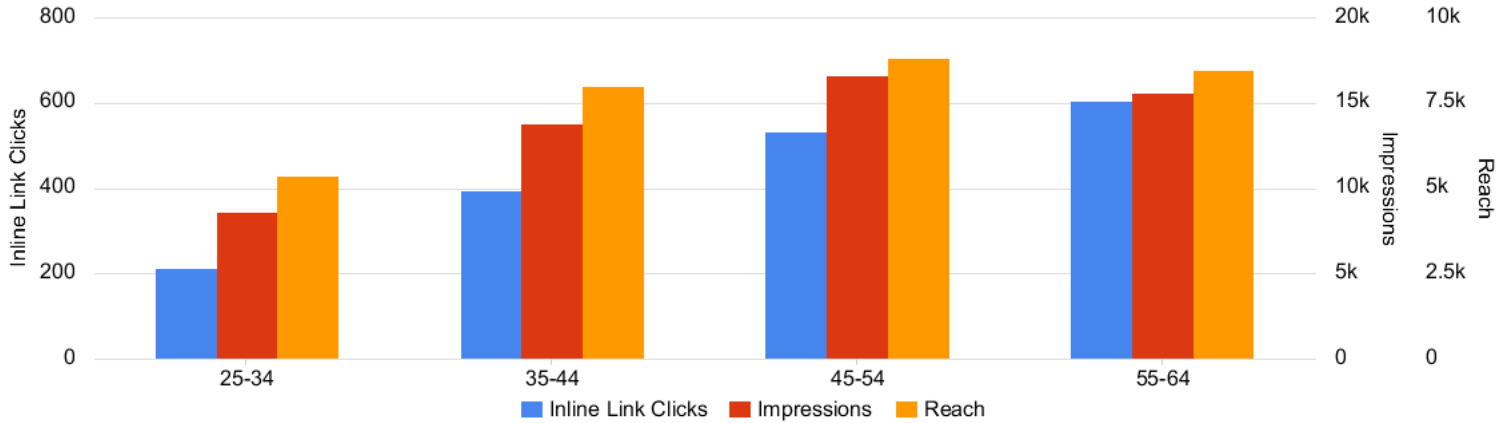
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2020 - 10 - CS - Women - Video 2 - All Placements		Coolsculpting - Conversions (2)	\$591.29	983	32,250	21,259	1.52	5.57%	22	\$26.88
2020 - 10 - CS - Women - Video 1 - All Placements		Coolsculpting - Conversions (2)	\$345.06	709	20,109	12,883	1.56	4.41%	9	\$38.34
2020 - 07 - CS - Women - Video 3		Coolsculpting - Conversions (2)	\$46.75	48	1,689	1,181	1.43	5.03%	1	\$46.75
2020 - 07 - CS - Women - Video 1		Coolsculpting - Conversions (2)	\$15.70	9	562	422	1.33	2.67%	0	\$0.00
Total			\$998.80	1,749	54,610	30,665	1.78	5.09%	32	\$31.21

Audience performance

06/01/2021 - 06/30/2021

Age performance

Riverside Medical



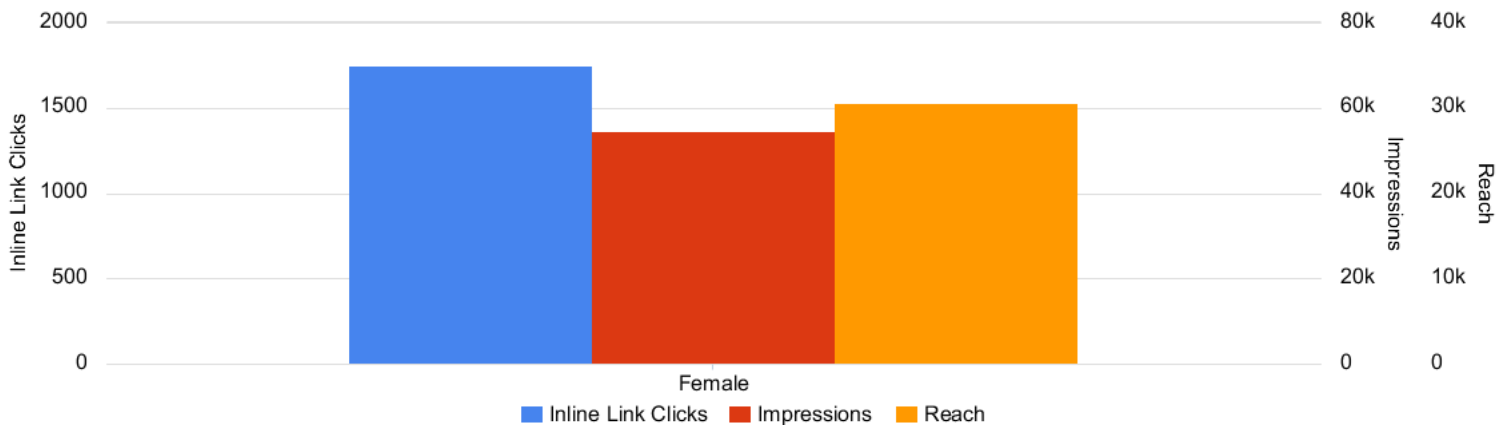
Age performance

Riverside Medical

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Riverside Medical	\$998.80	1,749	54,610	30,665	1.78	5.09%	32	\$31.21
> 55-64	\$323.78	606	15,638	8,482	1.84	5.84%	0	\$0.00
> 45-54	\$309.73	534	16,591	8,827	1.88	5.09%	0	\$0.00
> 35-44	\$218.19	396	13,778	7,986	1.73	4.82%	0	\$0.00
> 25-34	\$147.10	213	8,603	5,370	1.6	4.20%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance

Riverside Medical



Gender performance

Riverside Medical

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Riverside Medical	\$998.80	1,749	54,610	30,665	1.78	5.09%	32	\$31.21
> Female	\$998.80	1,749	54,610	30,665	1.78	5.09%	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
Riverside Medical

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Riverside Medical	\$3,979.34	5,210	197,852	87,760	2.25	5.14%	88	\$45.22
> 2021-06-01 - 2021-06-30	\$998.80	1,749	54,610	30,665	1.78	5.09%	32	\$31.21
> 2021-05-01 - 2021-05-31	\$1,032.43	1,735	60,416	33,968	1.78	5.83%	26	\$39.71
> 2021-04-01 - 2021-04-30	\$998.26	865	39,911	21,871	1.82	4.87%	22	\$45.38
> 2021-03-01 - 2021-03-31	\$949.85	861	42,915	21,661	1.98	4.49%	8	\$118.73