

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Riverside Medical

\$1,031.31

\$998.90 3.24%

Impressions
Riverside Medical

58,836

54,615 7.73%

Reach
Riverside Medical

31,082

30,665 1.36%

Clicks (Link)
Riverside Medical

1,490

1,750 -14.86%

Leads
Riverside Medical

29

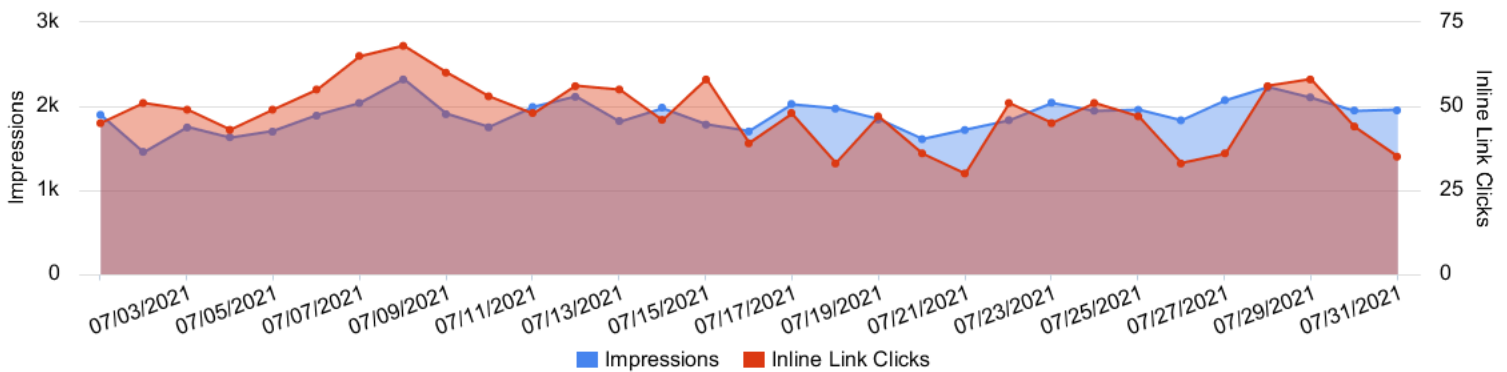
32 -9.38%

Cost / Lead
Riverside Medical

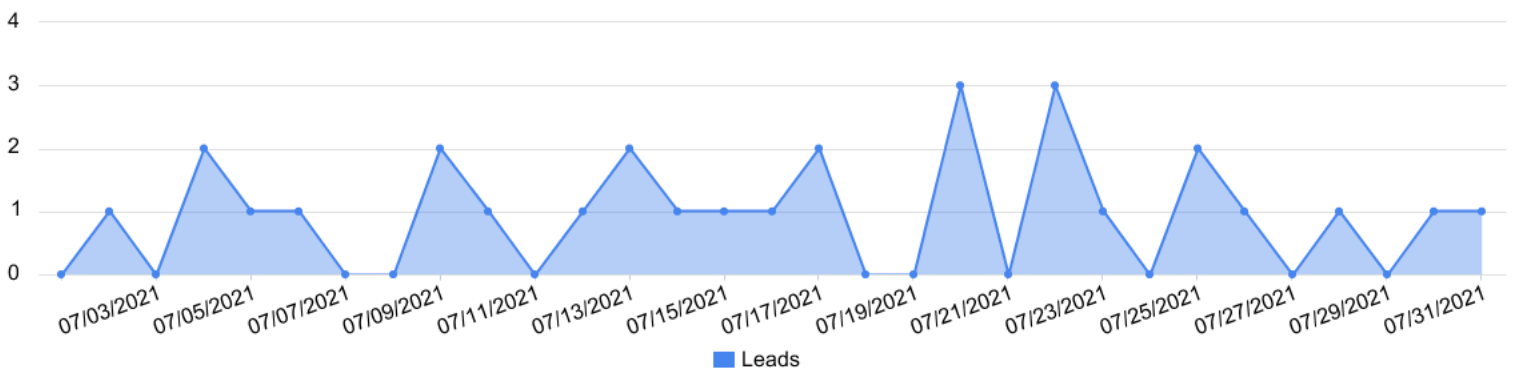
\$35.56

\$31.22 13.90%

Impressions vs Inline Link Clicks
Riverside Medical




Conversions by day
Riverside Medical



Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Riverside Medical

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,031.31	\$998.90	3.24%
Impressions	58,836	54,615	7.73%
Reach	31,082	30,665	1.36%
Clicks	1,490	1,750	-14.86%
CTR	2.53%	3.20%	-20.97%
Frequency	1.89	1.78	6.28%
Leads	29	32	-9.38%
Cost / Lead	\$35.56	\$31.22	13.90%

 Engagement Summary
Riverside Medical

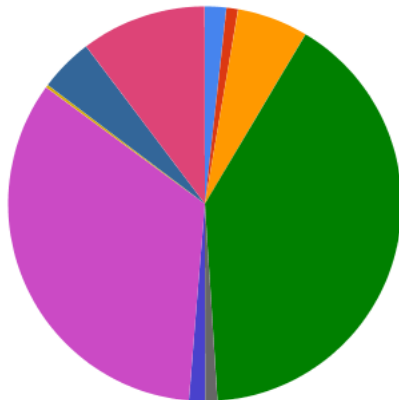
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	11	19	-42.11%
Post Reactions	73	93	-21.51%
Post Shares	6	14	-57.14%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Riverside Medical



- Audience Network - An Classic - Reach: 608 (1.76%)
- Audience Network - Rewarded Video - Reach: 328 (0.95%)
- Facebook - Facebook Stories - Reach: 2,016 (5.85%)
- Facebook - Feed - Reach: 13,937 (40.43%)
- Facebook - Instant Article - Reach: 344 (1.00%)
- Facebook - Instream Video - Reach: 456 (1.32%)
- Facebook - Marketplace - Reach: 11,633 (33.74%)
- Facebook - Search - Reach: 80 (0.23%)
- Facebook - Video Feeds - Reach: 1,520 (4.41%)
- Instagram - Feed - Reach: 3,552 (10.30%)

Placement Performance (by Leads)

Riverside Medical

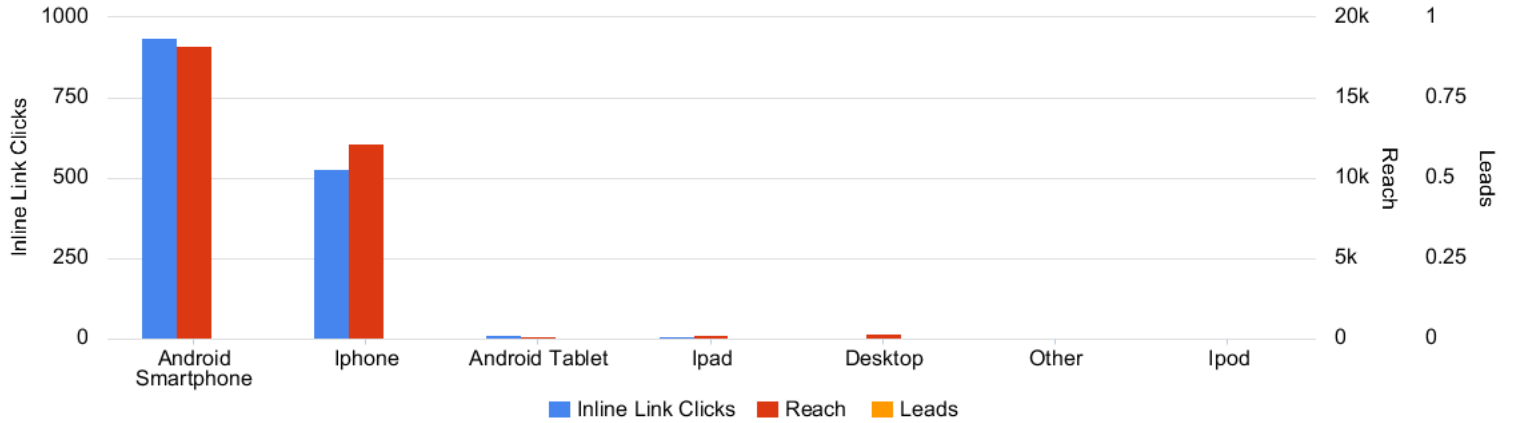
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Riverside Medical	\$1,031.31	1,490	58,836	31,082	1.89	4.50%	29	\$35.56
> Audience Network - An Classic	\$41.13	26	1,155	608	1.9	2.25%	0	\$0.00
> Audience Network - Rewarded Video	\$29.93	12	615	328	1.88	1.95%	0	\$0.00
> Facebook - Facebook Stories	\$61.29	70	2,987	2,016	1.48	2.75%	0	\$0.00
> Facebook - Feed	\$392.09	573	20,232	13,937	1.45	7.86%	0	\$0.00
> Facebook - Instant Article	\$6.36	20	512	344	1.49	5.86%	0	\$0.00
> Facebook - Instream Video	\$11.90	19	566	456	1.24	3.36%	0	\$0.00
> Facebook - Marketplace	\$355.30	652	25,174	11,633	2.16	2.78%	0	\$0.00
> Facebook - Search	\$2.03	4	98	80	1.23	5.10%	0	\$0.00
> Facebook - Video Feeds	\$29.31	46	1,997	1,520	1.31	3.91%	0	\$0.00
> Instagram - Feed	\$83.39	49	4,189	3,552	1.18	1.84%	0	\$0.00
> Instagram - Instagram Explore	\$4.20	2	451	288	1.57	1.11%	0	\$0.00
> Instagram - Instagram Stories	\$10.16	10	537	440	1.22	2.79%	0	\$0.00
> Messenger - Messenger Stories	\$4.22	7	323	184	1.76	2.48%	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

Riverside Medical



Device Platform Performance

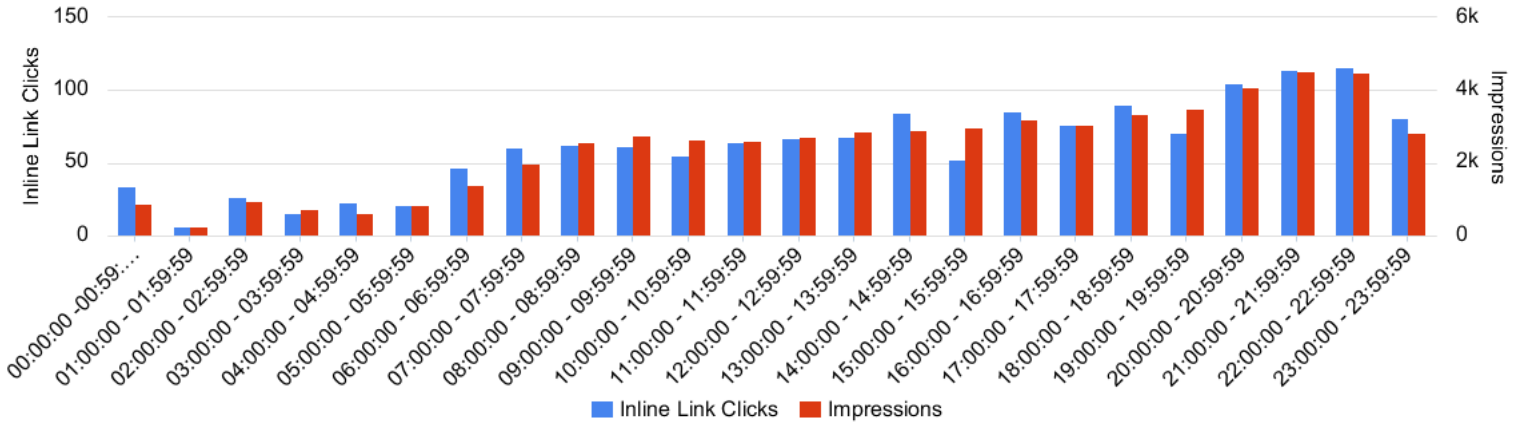
Riverside Medical

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Riverside Medical	\$1,031.31	58,836	1,490	4.50%	31,082	1.89	29
> Mobile App	\$1,010.13	58,075	1,484	4.51%	30,626	1.9	0
> Desktop	\$14.99	543	4	1.29%	328	1.66	0
> Mobile Web	\$6.19	218	2	10.09%	160	1.36	0
> Unknown	\$0.00	0	0	--	0	0	0

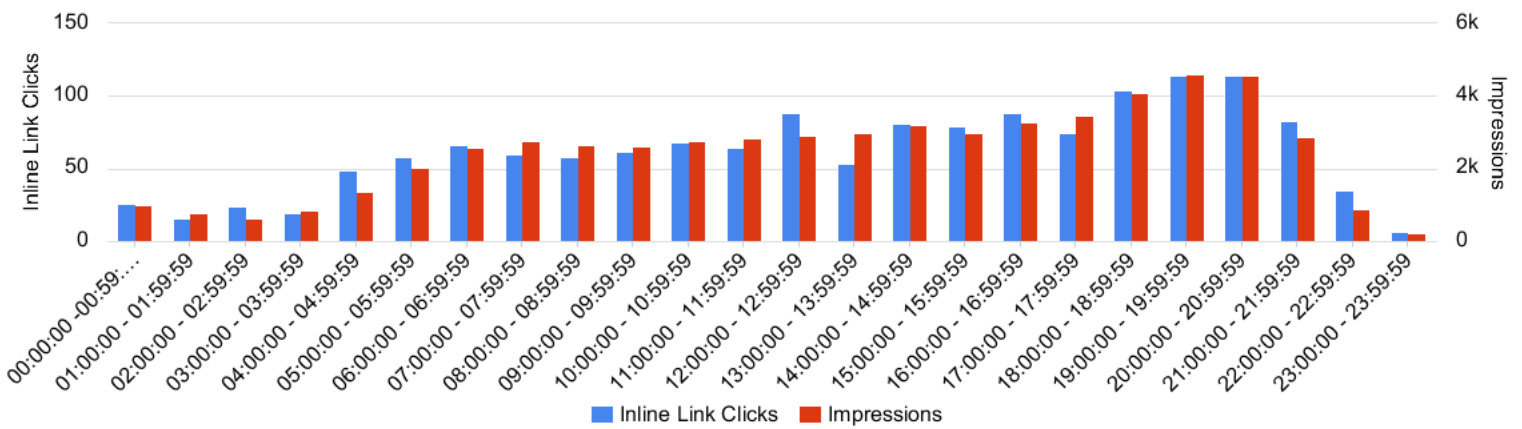
Schedule Performance

07/01/2021 - 07/31/2021

Time of Day (Viewer)
Riverside Medical




Time of Day (Ad Account)
Riverside Medical



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Riverside Medical

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions (2)	\$1,031.31	58,836	1,490	29	\$35.56
Total	\$1,031.31	58,836	1,490	29	\$35.56

Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Top Performing Ad Sets
Riverside Medical

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women- 25-64- 20mi Radius- Top 50	Coolsculpting - Conversions (2)	\$1,031.31	58,836	1,490	29	\$35.56
	Total	\$1,031.31	58,836	1,490	29	\$35.56

Ad Performance Summary

07/01/2021 - 07/31/2021

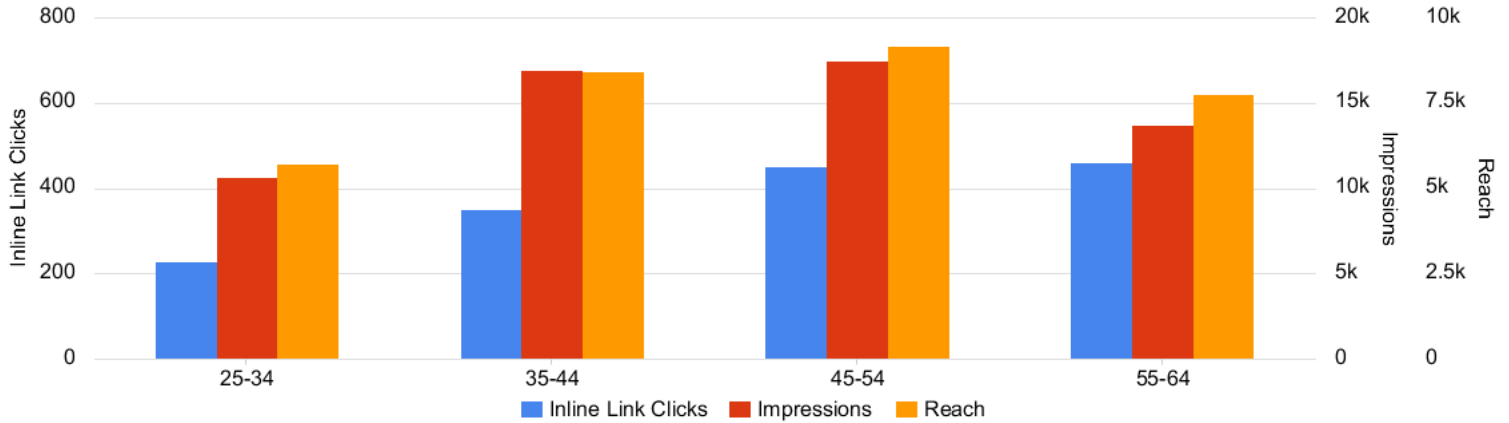
 Top Performing Ads (by Leads)
Riverside Medical

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)	\$747.77	1,061	44,551	25,546	1.74	4.55%	25	\$29.91
2020 - 10 - CS - Women - Video 1 - All Placements		Coolsculpting - Conversions (2)	\$213.52	375	11,297	7,894	1.43	4.39%	4	\$53.38
2020 - 07 - CS - Women - Video 3		Coolsculpting - Conversions (2)	\$48.47	39	1,984	1,255	1.58	4.94%	0	\$0.00
2020 - 07 - CS - Women - Video 1		Coolsculpting - Conversions (2)	\$21.55	15	1,004	803	1.25	2.69%	0	\$0.00
Total			\$1,031.31	1,490	58,836	31,082	1.89	4.50%	29	\$35.56

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Riverside Medical



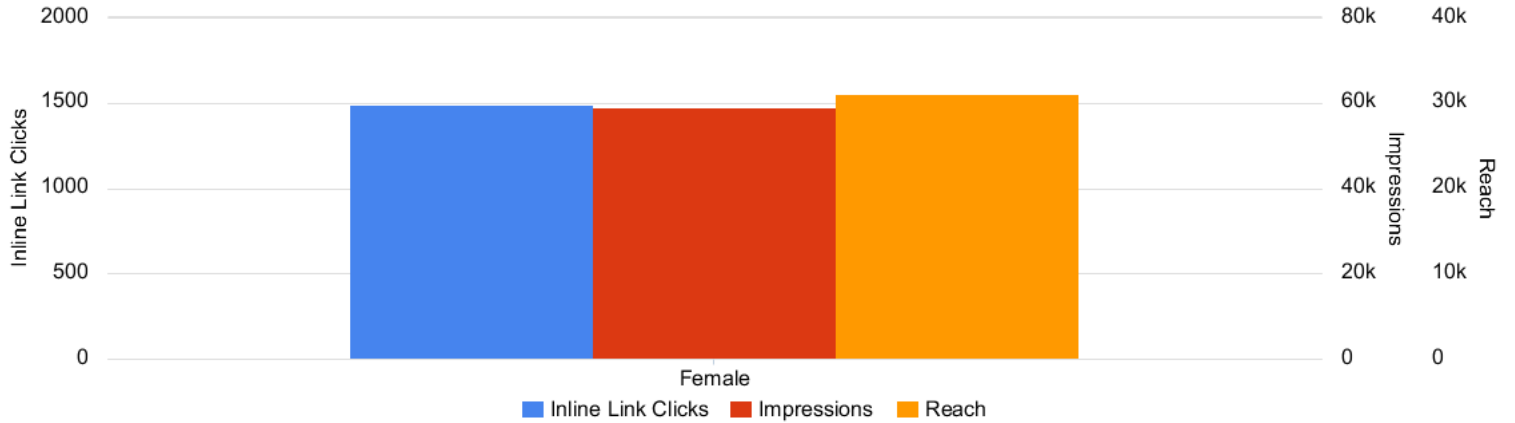
Age Performance Summary
Riverside Medical

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Riverside Medical	\$1,031.31	58,836	31,082	1,490	4.50%	1.89	29
> 25-34	\$153.02	10,684	5,728	228	3.66%	1.87	0
> 35-44	\$246.15	16,954	8,416	350	3.85%	2.01	0
> 45-54	\$333.77	17,461	9,176	452	4.82%	1.9	0
> 55-64	\$298.37	13,737	7,760	460	5.55%	1.77	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Riverside Medical



Gender Performance Summary
Riverside Medical

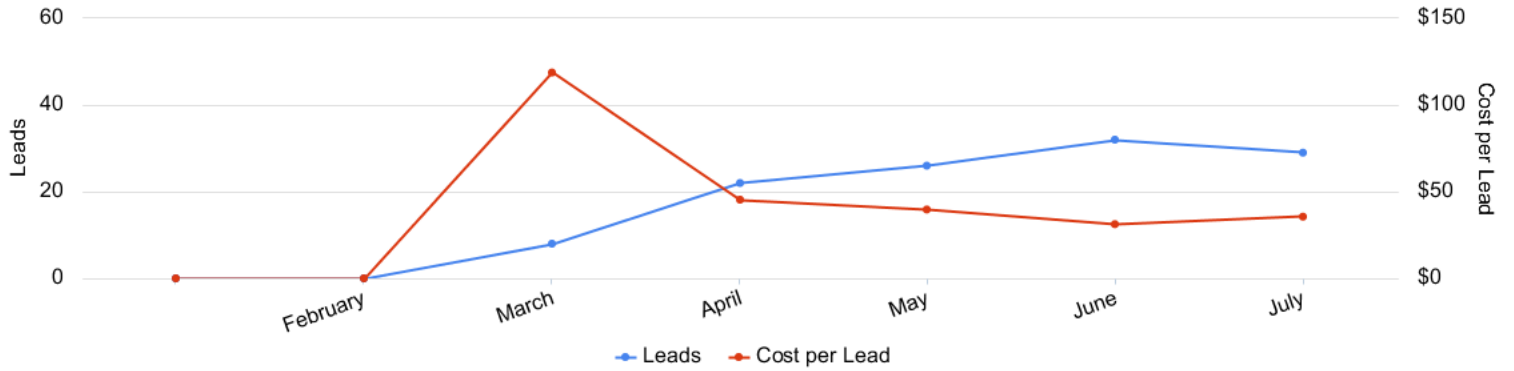
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Riverside Medical	\$1,031.31	58,836	31,082	1,490	4.50%	1.89	29
> Female	\$1,031.31	58,836	31,082	1,490	4.50%	1.89	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend

Riverside Medical



Historical table (by month)

Riverside Medical

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Riverside Medical	\$5,010.75	6,701	256,693	103,760	2.47	5.00%	117	\$42.83
> 2021-03-01 - 2021-03-31	\$949.85	861	42,915	21,661	1.98	4.49%	8	\$118.73
> 2021-04-01 - 2021-04-30	\$998.26	865	39,911	21,871	1.82	4.87%	22	\$45.38
> 2021-05-01 - 2021-05-31	\$1,032.43	1,735	60,416	33,968	1.78	5.83%	26	\$39.71
> 2021-06-01 - 2021-06-30	\$998.90	1,750	54,615	30,665	1.78	5.10%	32	\$31.22
> 2021-07-01 - 2021-07-31	\$1,031.31	1,490	58,836	31,082	1.89	4.50%	29	\$35.56