

# Summary

06/01/2021 - 06/30/2021

Impressions  
Skin Suite RX

**9,115**

19,816 -54.00%

Reach  
Skin Suite RX

**5,933**

9,532 -37.76%

Inline Link Clicks  
Skin Suite RX

**120**

509 -76.42%

Amount Spent  
Skin Suite RX

**\$217.53**

\$463.14 -53.03%

CPC (Link)  
Skin Suite RX

**\$1.81**

\$0.91 98.90%

Leads  
Skin Suite RX

**3**

18 -83.33%

CPA  
Skin Suite RX

**\$72.51**

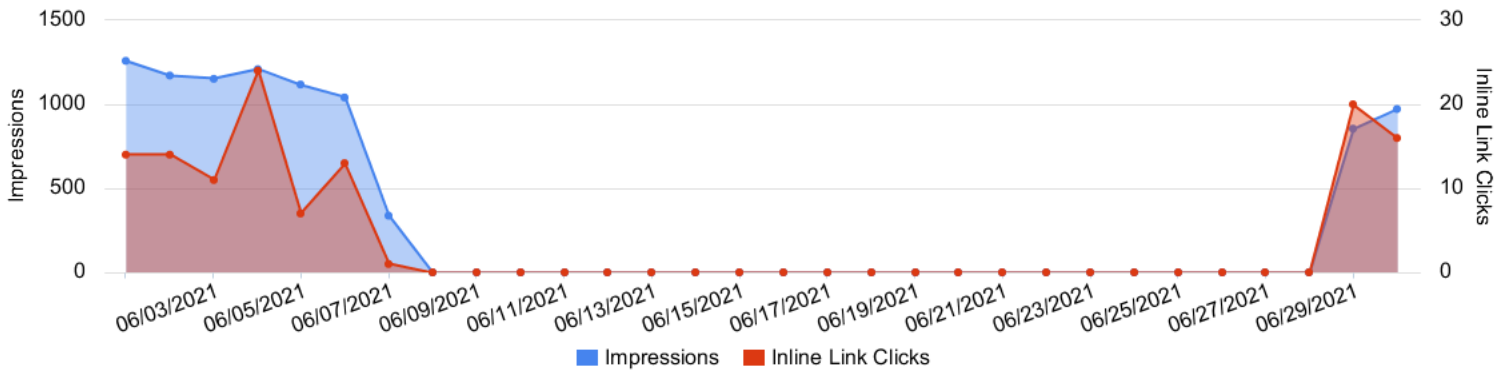
\$25.73 181.81%

Outbound Clicks  
Skin Suite RX

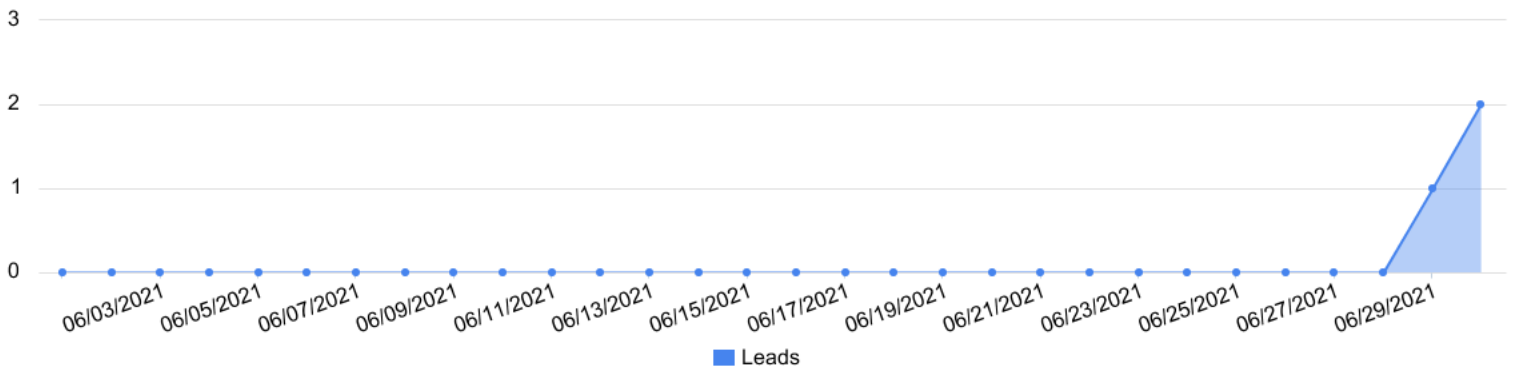
**119**

508 -76.57%

Impressions vs Inline Link Clicks  
Skin Suite RX



Conversions by day  
Skin Suite RX



# Account performance

06/01/2021 - 06/30/2021

## Overall performance

Skin Suite RX

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$217.53	\$463.14	-53.03%
Inline Link Clicks	120	509	-76.42%
Impressions	9,115	19,816	-54.00%
Reach	5,933	9,532	-37.76%
Frequency	1.54	2.08	-26.10%
CTR (All)	3.44%	5.04%	-31.60%
Leads	3	18	-83.33%
cost_per_action_type:lead	\$72.51	\$25.73	181.81%

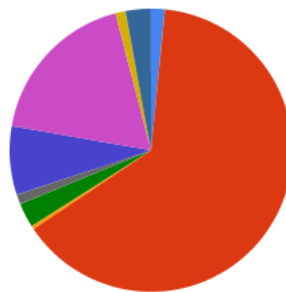
## Engagement performance

Skin Suite RX

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	2	8	-75.00%
Post Reactions	23	63	-63.49%
Post Shares	2	11	-81.82%

## Reach by placement

Skin Suite RX



- Facebook - Facebook Stories - Reach: 104 (1.58%)
- Facebook - Feed - Reach: 4,218 (64.05%)
- Facebook - Instant Article - Reach: 24 (0.36%)
- Facebook - Instream Video - Reach: 186 (2.82%)
- Facebook - Marketplace - Reach: 72 (1.09%)
- Facebook - Video Feeds - Reach: 516 (7.84%)
- Instagram - Feed - Reach: 1,199 (18.21%)
- Instagram - Instagram Explore - Reach: 76 (1.15%)
- Instagram - Instagram Stories - Reach: 190 (2.89%)

## Placement performance

Skin Suite RX

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Skin Suite RX	\$217.53	120	9,115	5,933	1.54	3.44%	3	\$72.51
> Facebook - Feed	\$156.08	97	6,265	4,218	1.49	4.26%	0	\$0.00
> Instagram - Feed	\$30.66	15	1,398	1,199	1.17	2.15%	0	\$0.00
> Instagram - Instagram Stories	\$8.73	4	236	190	1.24	1.69%	0	\$0.00

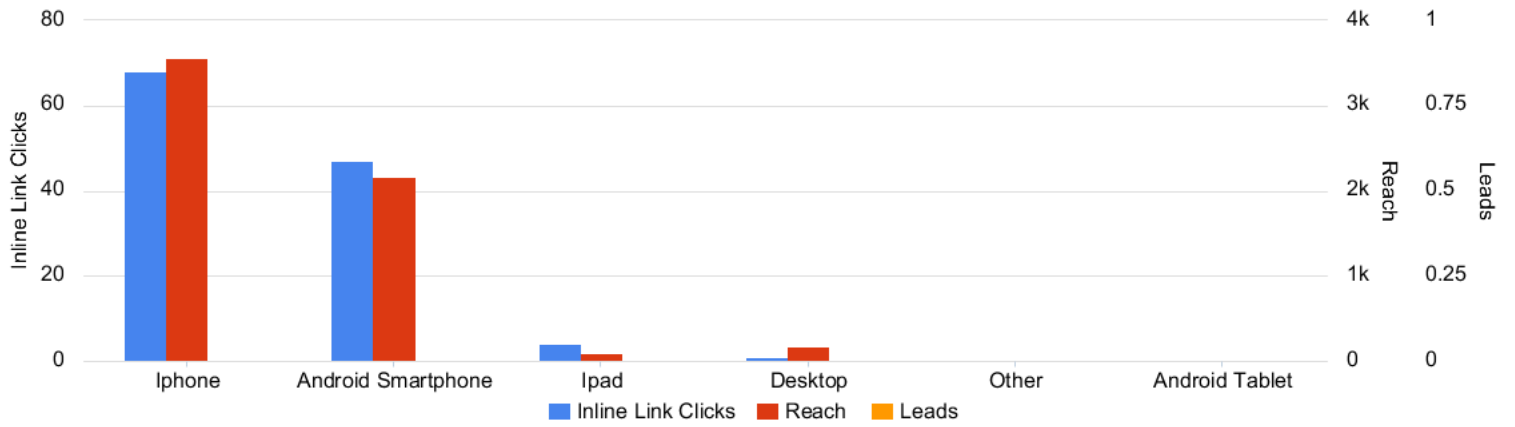
# Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Facebook - Instream Video	\$4.13	2	234	186	1.26	0.85%	0	\$0.00
> Facebook - Video Feeds	\$12.06	1	649	516	1.26	1.54%	0	\$0.00
> Facebook - Marketplace	\$1.19	1	88	72	1.22	1.14%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Instagram - Instagram Explore	\$0.83	0	94	76	1.24	0.00%	0	\$0.00
> Facebook - Instant Article	\$0.44	0	44	24	1.83	0.00%	0	\$0.00
> Facebook - Facebook Stories	\$3.40	0	107	104	1.03	0.00%	0	\$0.00

## Device performance

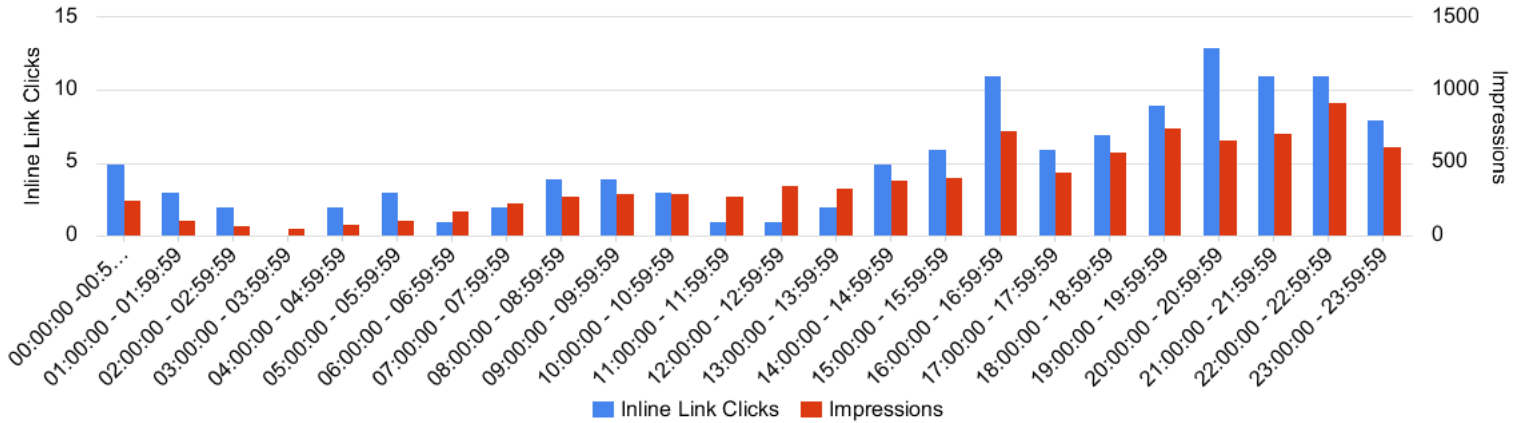
Skin Suite RX



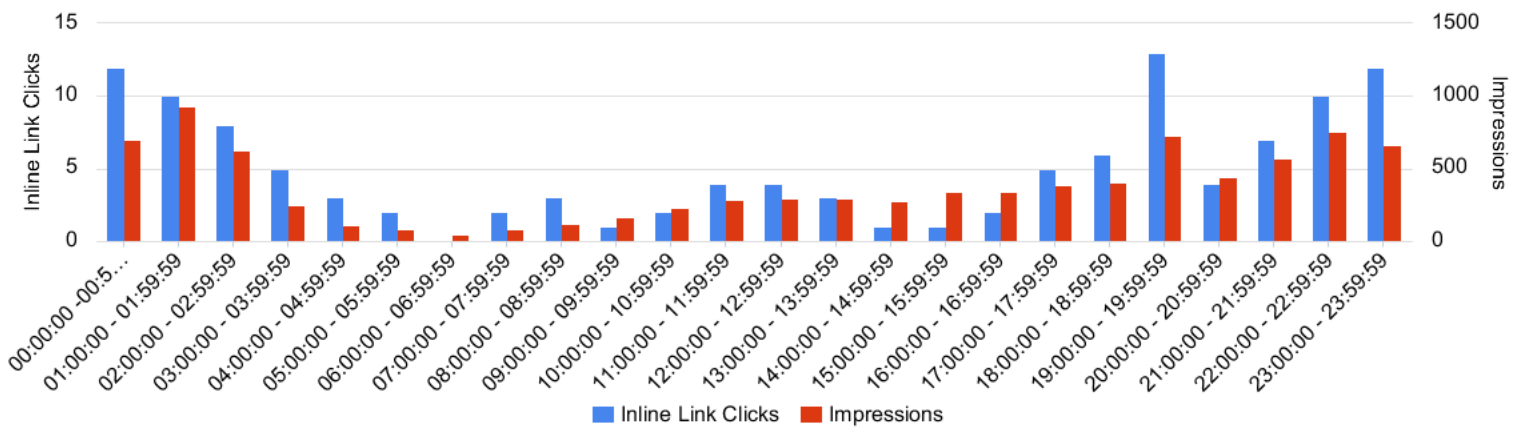
# Schedule performance

06/01/2021 - 06/30/2021

## Time of Day (Viewer) Skin Suite RX




## Time of Day (Ad Account) Skin Suite RX





# Campaign performance

06/01/2021 - 06/30/2021

 Campaign performance  
Skin Suite RX

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - Conversions	Active	\$217.53	120	9,115	5,933	1.54	3.44%	3	\$72.51
<b>Total</b>		<b>\$217.53</b>	<b>120</b>	<b>9,115</b>	<b>5,933</b>	<b>1.54</b>	<b>3.44%</b>	<b>3</b>	<b>\$72.51</b>

 Top ads performance  
Skin Suite RX

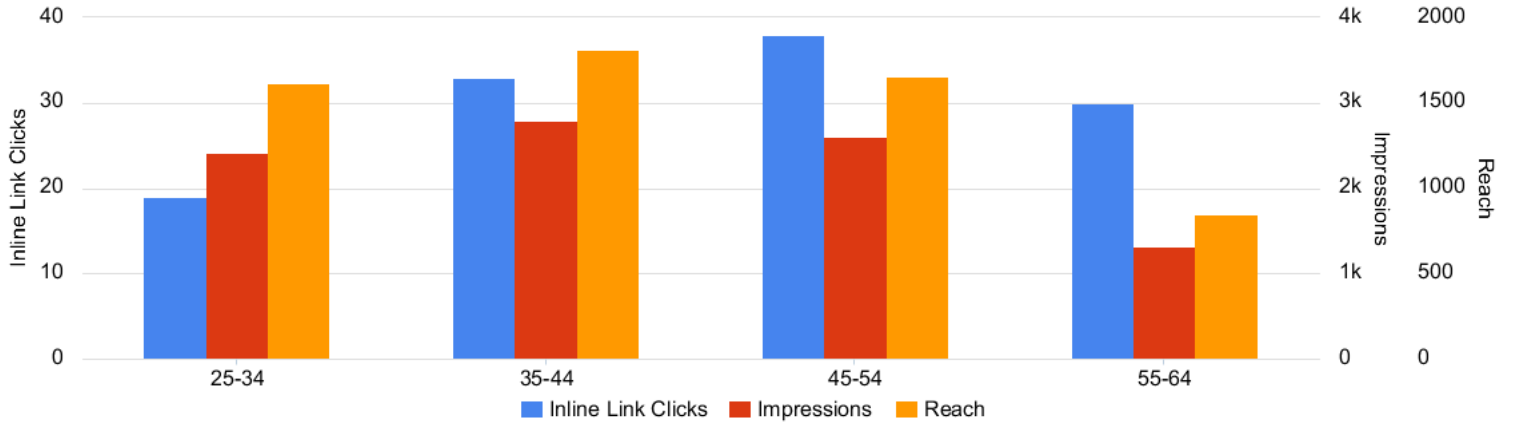
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Video - My Cool Journey		Coolsculpting - Conversions	\$217.53	120	9,115	5,933	1.54	3.44%	3	\$72.51
<b>Total</b>			<b>\$217.53</b>	<b>120</b>	<b>9,115</b>	<b>5,933</b>	<b>1.54</b>	<b>3.44%</b>	<b>3</b>	<b>\$72.51</b>

# Audience performance

06/01/2021 - 06/30/2021

## Age performance

Skin Suite RX



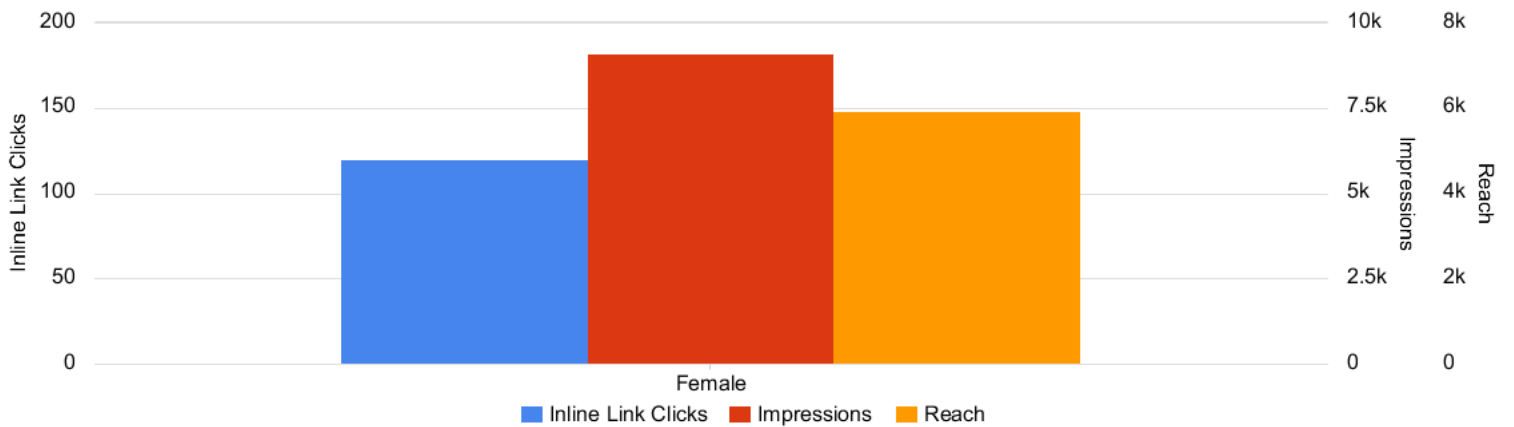
## Age performance

Skin Suite RX

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Skin Suite RX	\$217.53	120	9,115	5,933	1.54	3.44%	3	\$72.51
> 45-54	\$70.09	38	2,597	1,657	1.57	3.97%	0	\$0.00
> 35-44	\$55.85	33	2,787	1,812	1.54	3.44%	0	\$0.00
> 55-64	\$45.25	30	1,315	847	1.55	4.79%	0	\$0.00
> 25-34	\$46.33	19	2,416	1,617	1.49	2.15%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

## Gender performance

Skin Suite RX



## Gender performance

Skin Suite RX

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Skin Suite RX	\$217.53	120	9,115	5,933	1.54	3.44%	3	\$72.51
> Female	\$217.53	120	9,115	5,933	1.54	3.44%	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  
Skin Suite RX

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Skin Suite RX	\$680.67	629	28,931	12,836	2.25	4.53%	21	\$32.41
> 2021-06-01 - 2021-06-30	\$217.53	120	9,115	5,933	1.54	3.44%	3	\$72.51
> 2021-05-01 - 2021-05-31	\$463.14	509	19,816	9,532	2.08	5.04%	18	\$25.73