

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Skin Suite RX

\$887.47

\$217.55 307.94%

Impressions
Skin Suite RX

39,250

9,116 330.56%

Reach
Skin Suite RX

17,096

5,933 188.15%

Clicks (Link)
Skin Suite RX

423

120 252.50%

Leads
Skin Suite RX

39

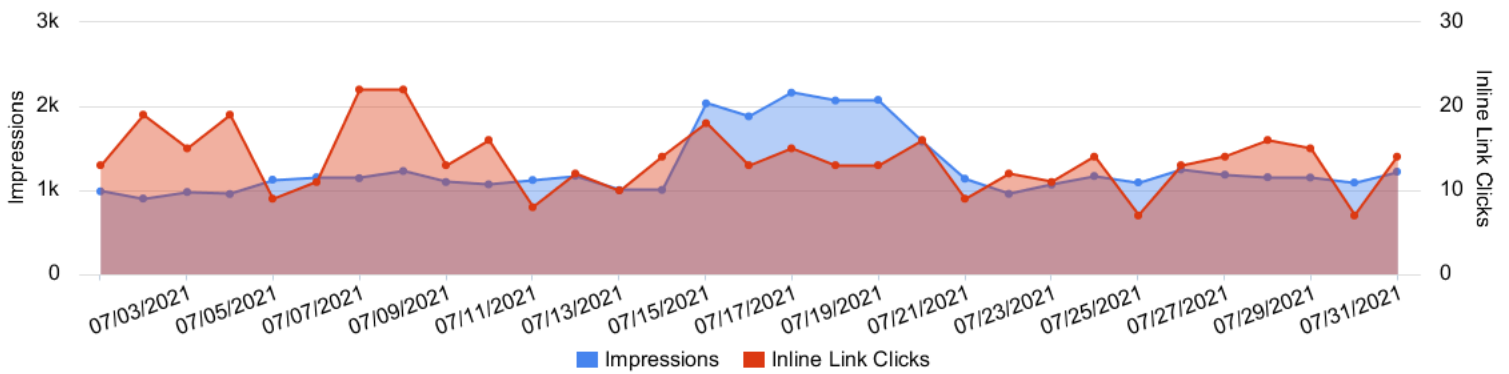
3 1,200.00%

Cost / Lead
Skin Suite RX

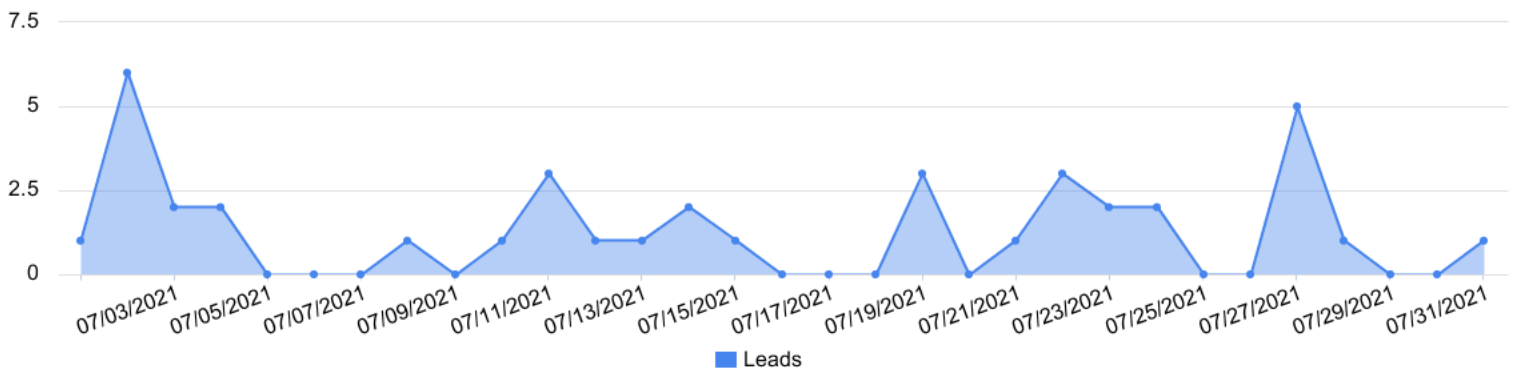
\$22.76

\$72.52 -68.62%

Impressions vs Inline Link Clicks
Skin Suite RX




Conversions by day
Skin Suite RX




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Skin Suite RX

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$887.47	\$217.55	307.94%
Impressions	39,250	9,116	330.56%
Reach	17,096	5,933	188.15%
Clicks	423	120	252.50%
CTR	1.08%	1.32%	-18.13%
Frequency	2.3	1.54	49.42%
Leads	39	3	1,200.00%
Cost / Lead	\$22.76	\$72.52	-68.62%

 Engagement Summary
Skin Suite RX

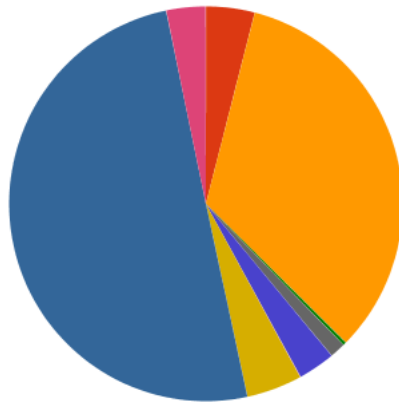
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	5	2	150.00%
Post Reactions	87	23	278.26%
Post Shares	9	2	350.00%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Skin Suite RX



- Audience Network - Rewarded Video - Reach: 2 (0.01%)
- Facebook - Facebook Stories - Reach: 756 (3.99%)
- Facebook - Feed - Reach: 6,324 (33.41%)
- Facebook - Instant Article - Reach: 53 (0.28%)
- Facebook - Instream Video - Reach: 244 (1.29%)
- Facebook - Marketplace - Reach: 576 (3.04%)
- Facebook - Search - Reach: 4 (0.02%)
- Facebook - Video Feeds - Reach: 864 (4.56%)
- Instagram - Feed - Reach: 9,496 (50.16%)
- Instagram - Instagram Explore - Reach: 612 (3.23%)

Placement Performance (by Leads)

Skin Suite RX

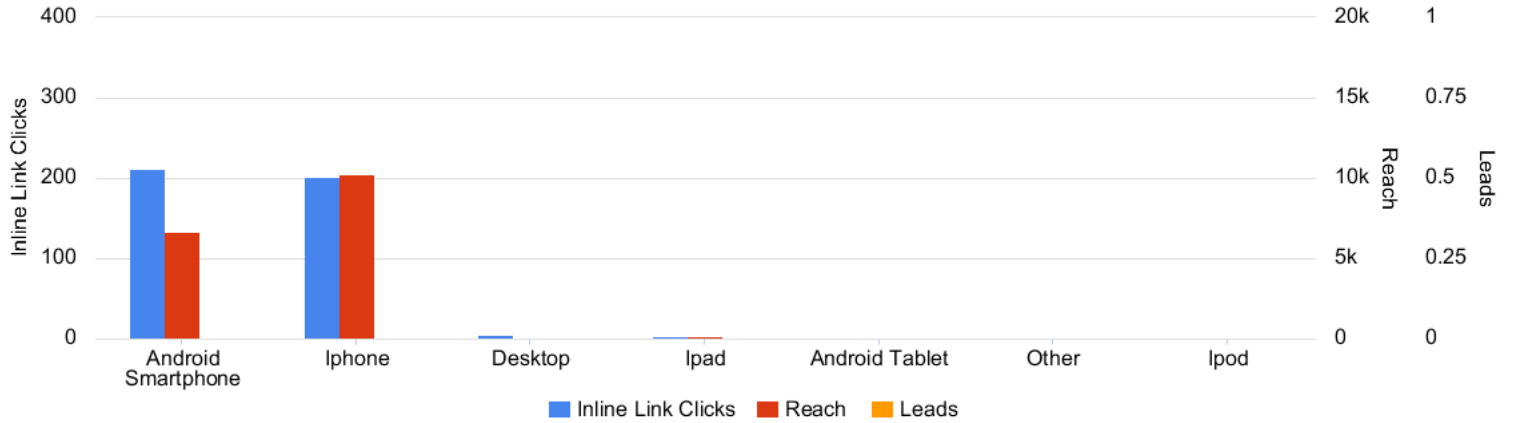
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Skin Suite RX	\$887.47	423	39,250	17,096	2.3	2.06%	39	\$22.76
> Audience Network - Rewarded Video	\$0.05	0	2	2	1	0.00%	0	\$0.00
> Facebook - Facebook Stories	\$32.02	14	1,133	756	1.5	1.24%	0	\$0.00
> Facebook - Feed	\$294.48	182	13,075	6,324	2.07	3.26%	0	\$0.00
> Facebook - Instant Article	\$0.81	1	53	53	1	1.89%	0	\$0.00
> Facebook - Instream Video	\$11.19	13	378	244	1.55	3.44%	0	\$0.00
> Facebook - Marketplace	\$31.52	27	1,048	576	1.82	2.48%	0	\$0.00
> Facebook - Search	\$0.14	0	4	4	1	0.00%	0	\$0.00
> Facebook - Video Feeds	\$28.68	14	1,292	864	1.5	2.32%	0	\$0.00
> Instagram - Feed	\$379.88	134	17,729	9,496	1.87	1.39%	0	\$0.00
> Instagram - Instagram Explore	\$8.73	4	893	612	1.46	1.01%	0	\$0.00
> Instagram - Instagram Stories	\$99.87	34	3,637	2,412	1.51	1.21%	0	\$0.00
> Messenger - Messenger Stories	\$0.10	0	6	4	1.5	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

Skin Suite RX



Device Platform Performance

Skin Suite RX

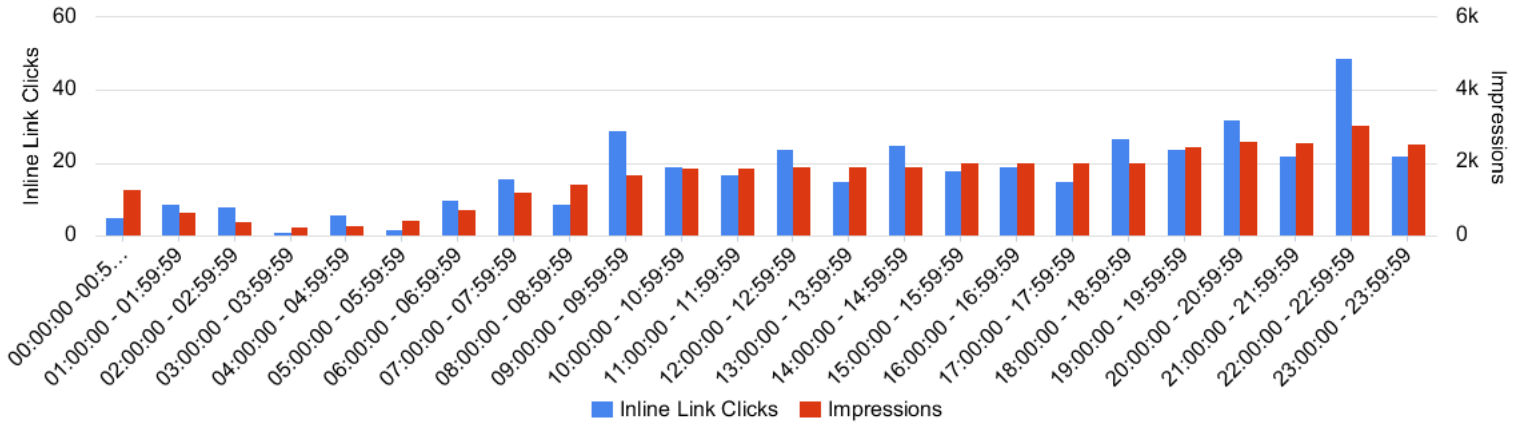
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Skin Suite RX	\$887.47	39,250	423	2.06%	17,096	2.3	39
> Mobile App	\$873.18	38,878	418	2.06%	16,976	2.29	0
> Desktop	\$10.66	249	5	2.01%	108	2.31	0
> Unknown	\$0.00	0	0	--	0	0	0
> Mobile Web	\$3.63	123	0	4.88%	60	2.05	0

Schedule Performance

07/01/2021 - 07/31/2021

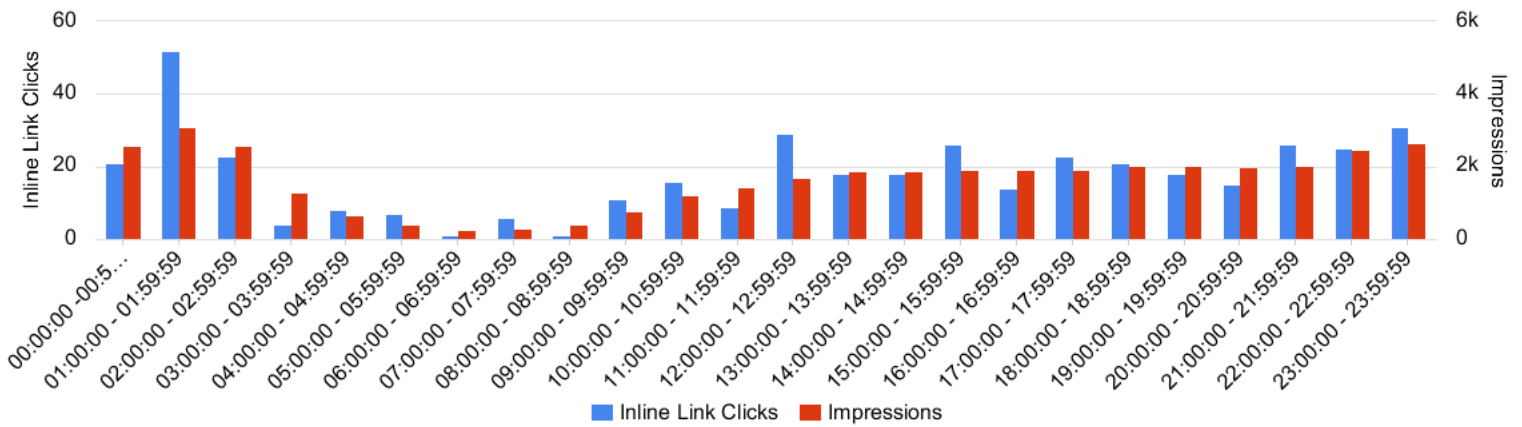
Time of Day (Viewer)

Skin Suite RX




Time of Day (Ad Account)

Skin Suite RX



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Skin Suite RX

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$787.47	33,531	395	39	\$20.19
Event: CoolSculpting Elite Virtual Event	\$100.00	5,719	28	0	\$0.00
Total	\$887.47	39,250	423	39	\$22.76

Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021



 Top Performing Ad Sets
Skin Suite RX

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Women - 25-64 - Interests - 5mi Radius - Top 50	Coolsculpting - Conversions	\$787.47	33,531	395	39	\$20.19
Event: CoolSculpting Elite Virtual Event	Event: CoolSculpting Elite Virtual Event	\$100.00	5,719	28	0	\$0.00
	Total	\$887.47	39,250	423	39	\$22.76

Ad Performance Summary

07/01/2021 - 07/31/2021

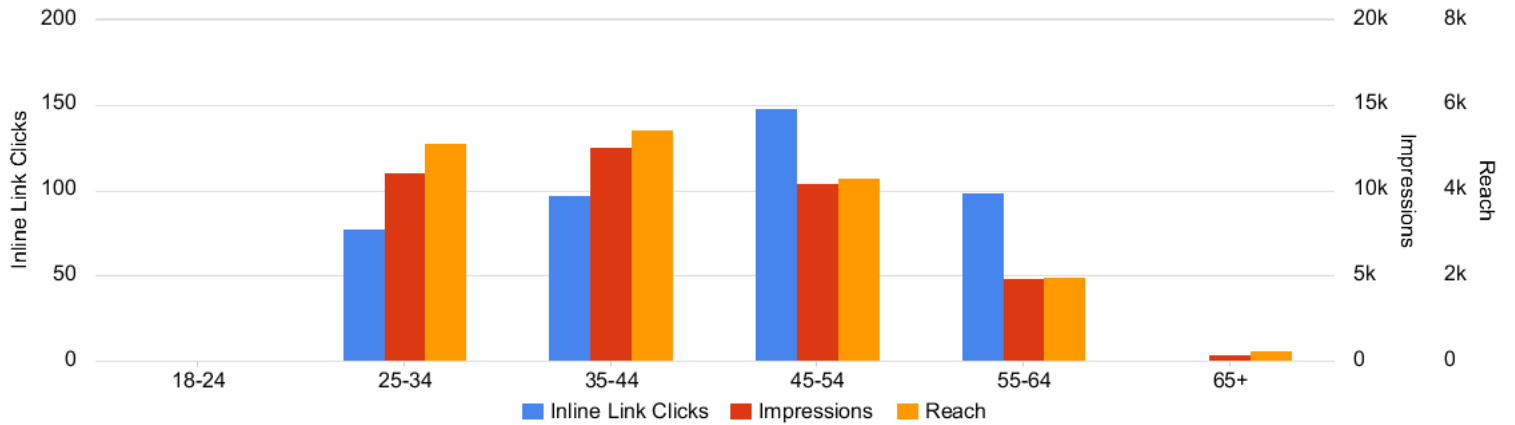
 Top Performing Ads (by Leads)
Skin Suite RX

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	\$787.47	395	33,531	14,624	2.29	2.12%	39	\$20.19
Event: CoolSculpting Elite Virtual Event		Event: CoolSculpting Elite Virtual Event	\$100.00	28	5,719	2,717	2.1	1.71%	0	\$0.00
Total			\$887.47	423	39,250	17,096	2.3	2.06%	39	\$22.76

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Skin Suite RX



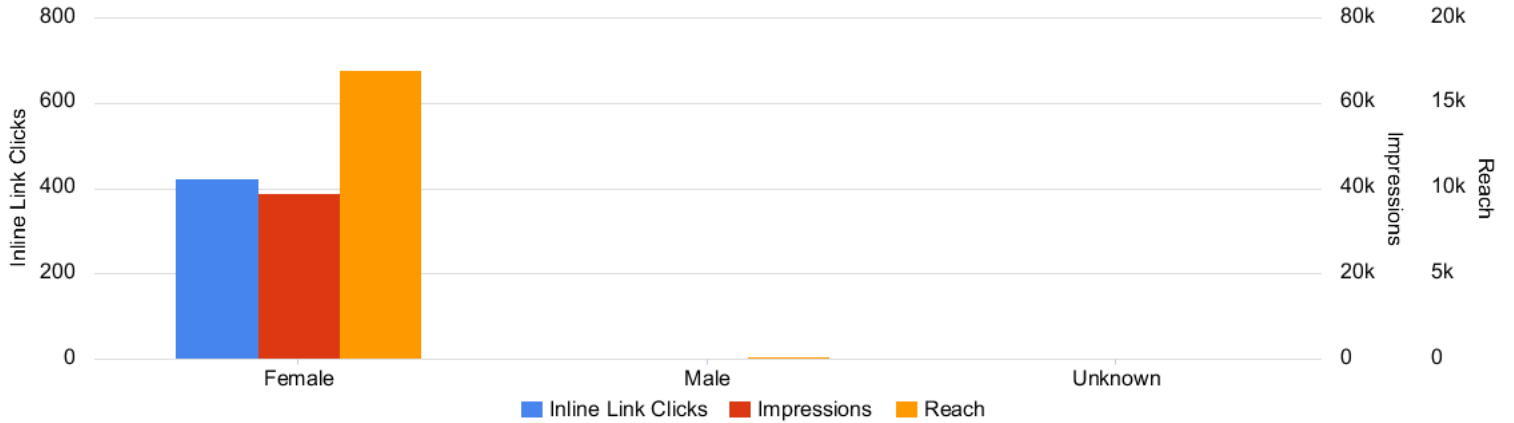
Age Performance Summary
Skin Suite RX

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Skin Suite RX	\$887.47	39,250	17,096	423	2.06%	2.3	39
> 18-24	\$0.28	24	20	0	0.00%	1.2	0
> 25-34	\$198.75	11,043	5,124	78	1.60%	2.16	0
> 35-44	\$254.89	12,526	5,420	97	1.76%	2.31	0
> 45-54	\$276.80	10,403	4,300	148	2.53%	2.42	0
> 55-64	\$148.69	4,843	1,968	99	2.93%	2.46	0
> 65+	\$8.06	411	264	1	1.70%	1.56	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Skin Suite RX



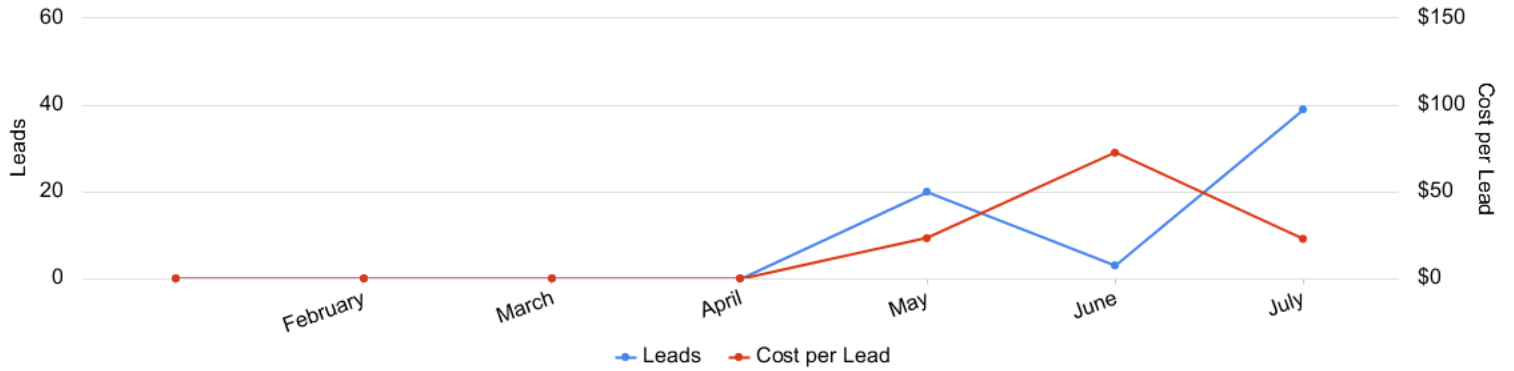
Gender Performance Summary
Skin Suite RX

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Skin Suite RX	\$887.47	39,250	17,096	423	2.06%	2.3	39
> Female	\$883.81	39,016	16,976	423	2.07%	2.3	0
> Male	\$3.52	222	120	0	1.80%	1.85	0
> Unknown	\$0.14	12	0	0	0.00%	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend Skin Suite RX



Historical table (by month) Skin Suite RX

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Skin Suite RX	\$1,568.16	1,052	68,182	24,627	2.77	3.11%	62	\$25.29
> 2021-05-01 - 2021-05-31	\$463.14	509	19,816	9,532	2.08	5.04%	20	\$23.16
> 2021-06-01 - 2021-06-30	\$217.55	120	9,116	5,933	1.54	3.44%	3	\$72.52
> 2021-07-01 - 2021-07-31	\$887.47	423	39,250	17,096	2.3	2.06%	39	\$22.76