

Summary

06/01/2021 - 06/30/2021

Impressions
Spa Trouve

158,251

183,971 -13.98%

Reach
Spa Trouve

91,865

99,305 -7.49%

Inline Link Clicks
Spa Trouve

5,711

6,241 -8.49%

Amount Spent
Spa Trouve

\$2,678.41

\$2,423.05 10.54%

CPC (Link)
Spa Trouve

\$0.47

\$0.39 20.51%

Leads
Spa Trouve

46

34 35.29%

CPA
Spa Trouve

\$58.23

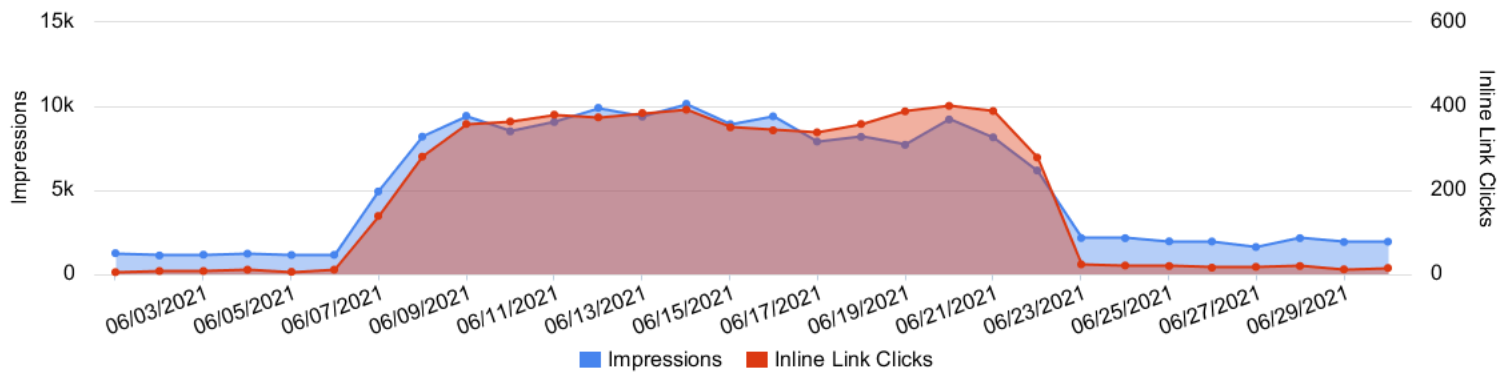
\$71.27 -18.30%

Outbound Clicks
Spa Trouve

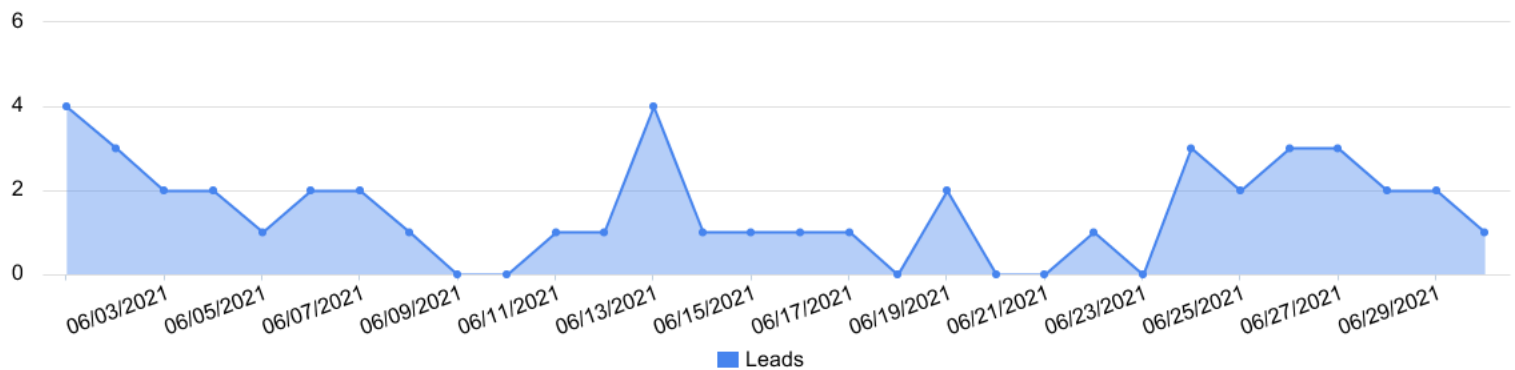
5,709

6,240 -8.51%

Impressions vs Inline Link Clicks
Spa Trouve



Conversions by day
Spa Trouve



Account performance

06/01/2021 - 06/30/2021

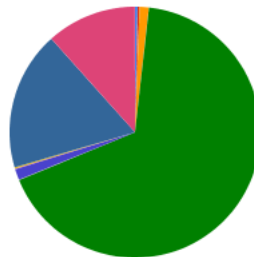
Overall performance Spa Trouve

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$2,678.41	\$2,423.05	10.54%
Inline Link Clicks	5,711	6,241	-8.49%
Impressions	158,251	183,971	-13.98%
Reach	91,865	99,305	-7.49%
Frequency	1.72	1.85	-7.01%
CTR (All)	5.12%	4.70%	9.02%
Leads	46	34	35.29%
cost_per_action_type:lead	\$58.23	\$71.27	-18.30%

Engagement performance Spa Trouve

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	27	23	17.39%
Post Reactions	114	122	-6.56%
Post Shares	9	16	-43.75%

Reach by placement Spa Trouve



- Audience Network - An Classic - Reach: 336 (0.34%)
- Audience Network - Rewarded Video - Reach: 256 (0.26%)
- Facebook - Facebook Stories - Reach: 1,152 (1.18%)
- Facebook - Feed - Reach: 65,495 (66.99%)
- Facebook - Instant Article - Reach: 59 (0.06%)
- Facebook - Instream Video - Reach: 1,376 (1.41%)
- Facebook - Right Hand Column - Reach: 80 (0.08%)
- Facebook - Search - Reach: 158 (0.16%)
- Facebook - Video Feeds - Reach: 17,490 (17.89%)
- Instagram - Feed - Reach: 11,361 (11.62%)

Placement performance Spa Trouve

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Spa Trouve	\$2,678.41	5,711	158,251	91,865	1.72	5.12%	46	\$58.23
> Facebook - Feed	\$1,735.86	3,979	105,865	65,495	1.62	5.77%	0	\$0.00
> Facebook - Video Feeds	\$320.93	1,320	25,998	17,490	1.49	5.81%	0	\$0.00
> Instagram - Feed	\$355.83	248	15,742	11,361	1.39	1.91%	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
> Instagram - Instagram Stories	\$104.63	67	4,689	3,552	1.32	1.68%	0	\$0.00
> Facebook - Instream Video	\$34.15	58	1,682	1,376	1.22	3.51%	0	\$0.00
> Facebook - Facebook Stories	\$45.73	15	1,625	1,152	1.41	0.98%	0	\$0.00
> Audience Network - An Classic	\$36.34	9	793	336	2.36	1.13%	0	\$0.00
> Audience Network - Rewarded Video	\$35.75	8	484	256	1.89	1.65%	0	\$0.00
> Instagram - Instagram Explore	\$6.48	5	1,003	928	1.08	1.00%	0	\$0.00
> Facebook - Search	\$1.69	1	158	158	1	1.90%	0	\$0.00
> Facebook - Instant Article	\$0.61	1	59	59	1	1.69%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$0.39	0	10	0	0	0.00%	0	\$0.00
> Facebook - Right Hand Column	\$0.00	0	143	80	1.79	0.00%	0	\$0.00

Device performance

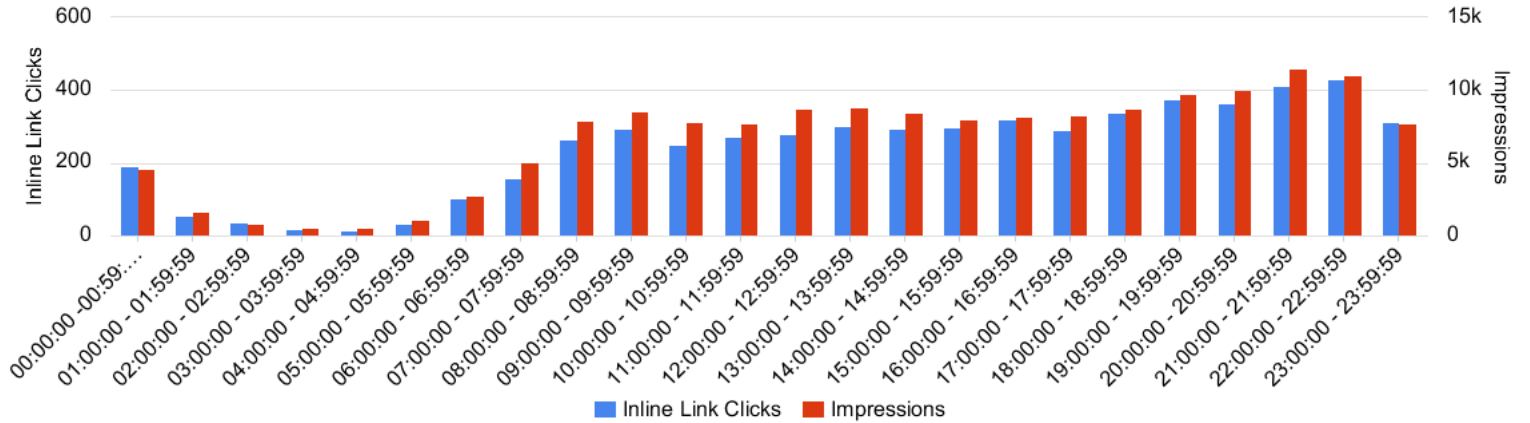
Spa Trouve



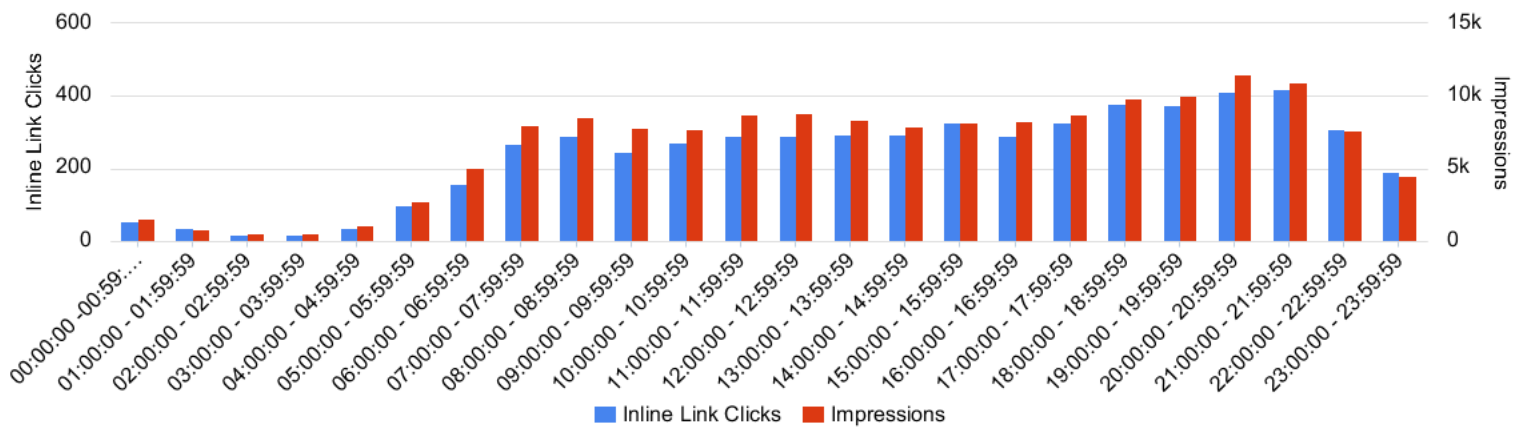
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)
Spa Trouve




Time of Day (Ad Account)
Spa Trouve




Campaign performance

06/01/2021 - 06/30/2021

 Campaign performance
Spa Trouve

Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
June 2021	Active	\$1,400.00	5,420	118,159	75,778	1.56	6.28%	4	\$350.00
Coolsculpting - Salt Lake - Conversions	Active	\$494.73	122	14,810	8,150	1.82	1.82%	22	\$22.49
Coolsculpting - Orem - Conversions	Active	\$495.45	86	17,026	7,274	2.34	1.23%	12	\$41.29
Coolsculpting - Draper - Conversions	Active	\$143.70	45	4,117	2,390	1.72	2.31%	4	\$35.92
Coolsculpting - Highland - Conversions	Active	\$144.53	38	4,139	2,480	1.67	2.66%	4	\$36.13
Total		\$2,678.41	5,711	158,251	91,865	1.72	5.12%	46	\$58.23

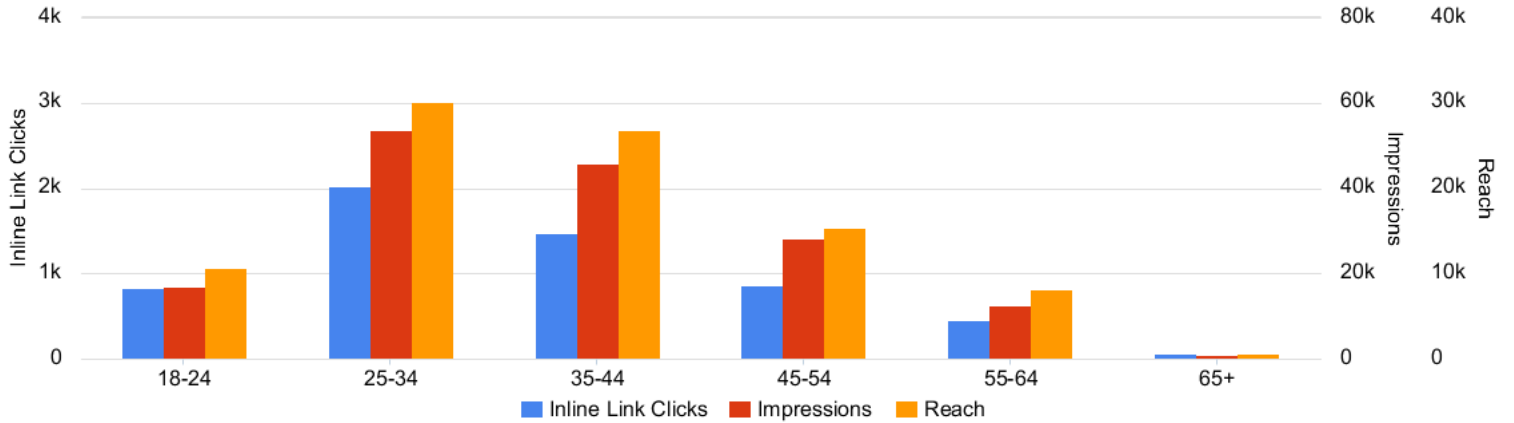
 Top ads performance
Spa Trouve

There was an error

Audience performance

06/01/2021 - 06/30/2021

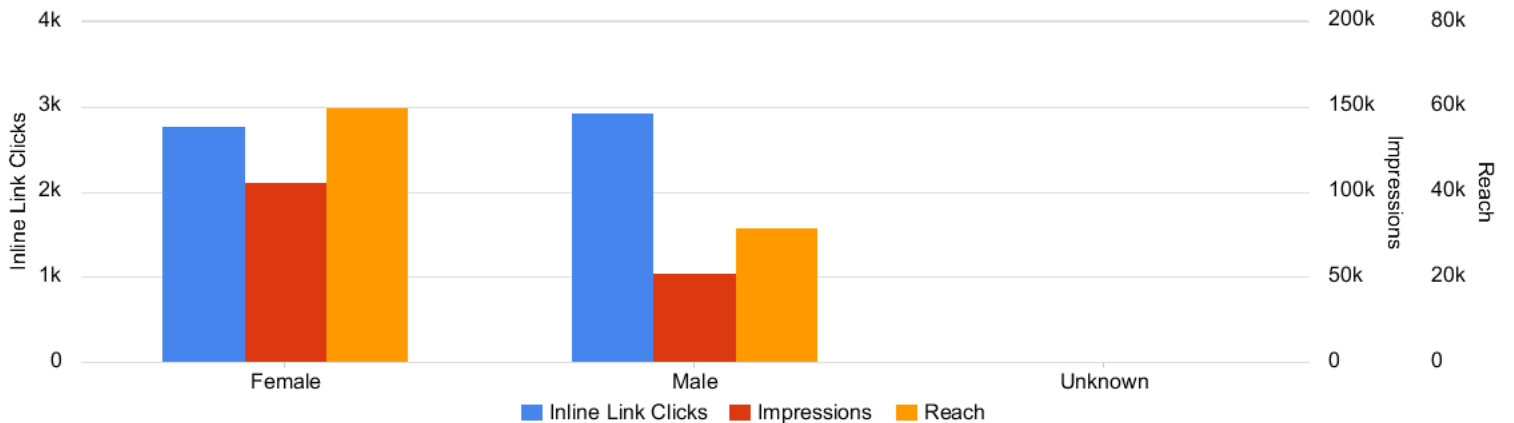
Age performance Spa Trouve



Age performance Spa Trouve


Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Spa Trouve	\$2,678.41	5,711	158,251	91,865	1.72	5.12%	46	\$58.23
> 25-34	\$786.50	2,025	53,758	30,131	1.78	5.32%	0	\$0.00
> 35-44	\$783.64	1,471	45,789	26,851	1.71	4.66%	0	\$0.00
> 45-54	\$581.50	866	28,319	15,314	1.85	4.48%	0	\$0.00
> 18-24	\$201.57	828	16,808	10,737	1.57	6.53%	0	\$0.00
> 55-64	\$311.80	452	12,651	8,177	1.55	5.08%	0	\$0.00
> 65+	\$13.41	69	926	656	1.41	11.23%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance Spa Trouve



Audience performance


06/01/2021 - 06/30/2021

 Gender performance
Spa Trouve

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Spa Trouve	\$2,678.41	5,711	158,251	91,865	1.72	5.12%	46	\$58.23
> Male	\$630.36	2,928	52,376	31,811	1.65	6.88%	0	\$0.00
> Female	\$2,046.11	2,772	105,700	59,878	1.77	4.25%	0	\$0.00
> Unknown	\$1.93	11	175	175	1	10.29%	0	\$0.00

Year to date

01/01/2021 - 06/30/2021

 Performance by period
Spa Trouve

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Spa Trouve	\$14,661.15	45,026	1,230,188	322,530	3.81	5.07%	271	\$54.10
> 2021-06-01 - 2021-06-30	\$2,678.41	5,711	158,251	91,865	1.72	5.12%	46	\$58.23
> 2021-05-01 - 2021-05-31	\$2,423.05	6,241	183,971	99,305	1.85	4.70%	34	\$71.27
> 2021-04-01 - 2021-04-30	\$2,389.66	6,691	192,331	98,196	1.96	4.86%	53	\$45.09
> 2021-03-01 - 2021-03-31	\$2,422.61	7,919	198,654	97,868	2.03	5.59%	45	\$53.84
> 2021-02-01 - 2021-02-28	\$2,325.14	7,840	220,107	108,768	2.02	4.79%	44	\$52.84
> 2021-01-01 - 2021-01-31	\$2,422.28	10,624	276,874	120,428	2.3	5.27%	49	\$49.43