

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Spa Trouve

\$3,793.84
\$2,678.63 41.63%

Impressions
Spa Trouve

234,005
158,259 47.86%

Reach
Spa Trouve

105,316
91,865 14.64%

Clicks (Link)
Spa Trouve

11,367
5,711 99.04%

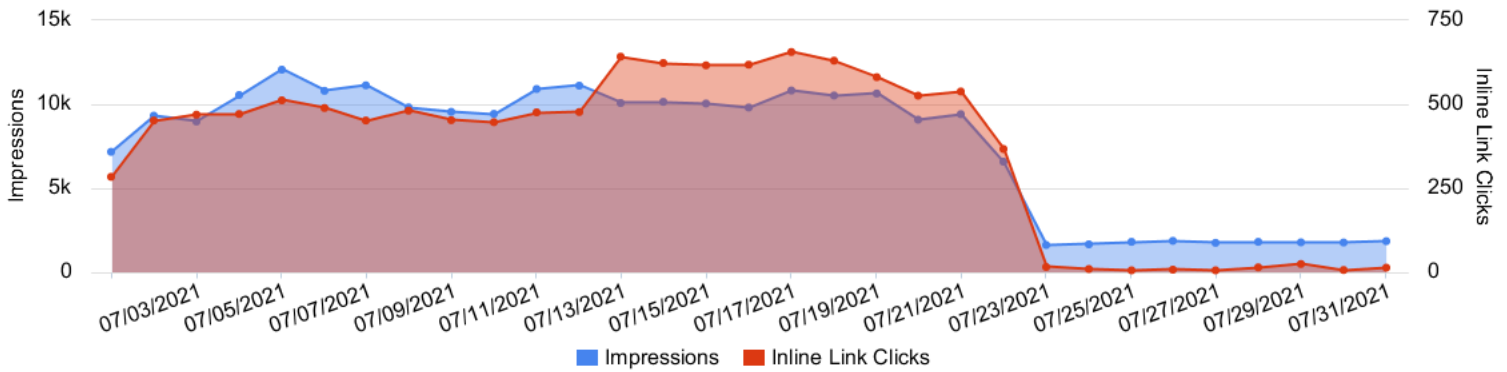
Leads
Spa Trouve

45
48 -6.25%

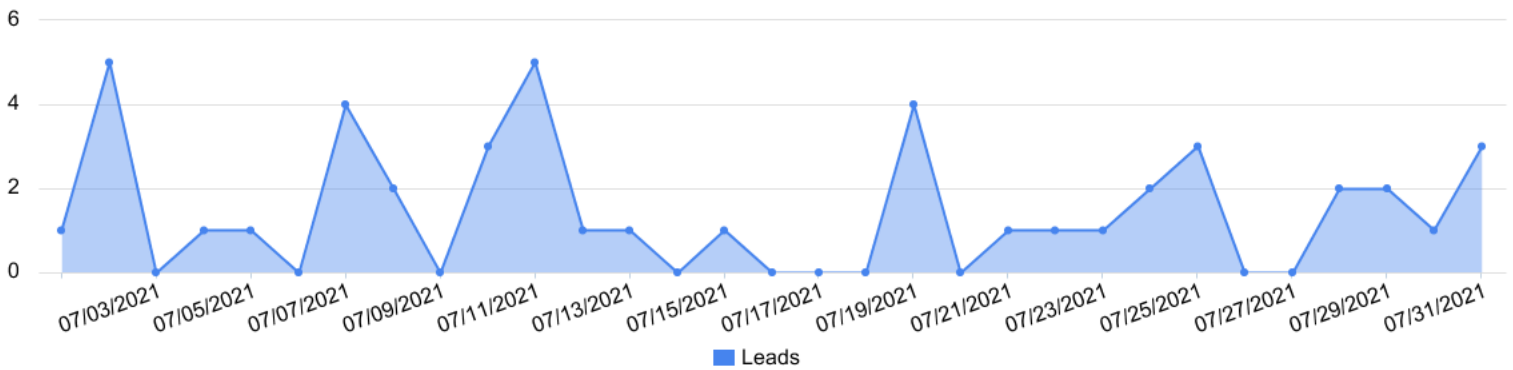
Cost / Lead
Spa Trouve

\$84.31
\$55.80 51.09%

Impressions vs Inline Link Clicks
Spa Trouve




Conversions by day
Spa Trouve




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Spa Trouve

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$3,793.84	\$2,678.63	41.63%
Impressions	234,005	158,259	47.86%
Reach	105,316	91,865	14.64%
Clicks	11,367	5,711	99.04%
CTR	4.86%	3.61%	34.61%
Frequency	2.22	1.72	28.98%
Leads	45	48	-6.25%
Cost / Lead	\$84.31	\$55.80	51.09%

 Engagement Summary
Spa Trouve

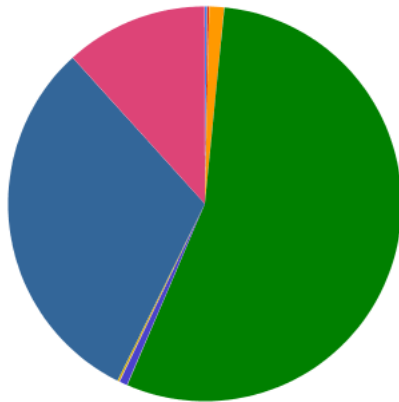
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	19	27	-29.63%
Post Reactions	184	115	60.00%
Post Shares	16	9	77.78%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Spa Trouve



- Audience Network - An Classic - Reach: 224 (0.19%)
- Audience Network - Rewarded Video - Reach: 192 (0.17%)
- Facebook - Facebook Stories - Reach: 1,440 (1.24%)
- Facebook - Feed - Reach: 63,810 (54.87%)
- Facebook - Instant Article - Reach: 32 (0.03%)
- Facebook - Instream Video - Reach: 768 (0.66%)
- Facebook - Right Hand Column - Reach: 32 (0.03%)
- Facebook - Search - Reach: 192 (0.17%)
- Facebook - Video Feeds - Reach: 35,969 (30.93%)
- Instagram - Feed - Reach: 13,633 (11.72%)

Placement Performance (by Leads)

Spa Trouve

Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Spa Trouve	\$3,793.84	11,367	234,005	105,316	2.22	6.25%	45	\$84.31
> Audience Network - An Classic	\$39.35	6	724	224	3.23	0.83%	0	\$0.00
> Audience Network - Rewarded Video	\$46.44	13	527	192	2.74	2.47%	0	\$0.00
> Facebook - Facebook Stories	\$47.74	14	1,617	1,440	1.12	0.99%	0	\$0.00
> Facebook - Feed	\$2,119.94	5,279	122,069	63,810	1.91	6.45%	0	\$0.00
> Facebook - Instant Article	\$0.47	0	60	32	1.88	0.00%	0	\$0.00
> Facebook - Instream Video	\$22.55	32	1,105	768	1.44	3.17%	0	\$0.00
> Facebook - Right Hand Column	\$0.00	0	65	32	2.03	0.00%	0	\$0.00
> Facebook - Search	\$3.28	4	242	192	1.26	2.89%	0	\$0.00
> Facebook - Video Feeds	\$899.70	5,746	81,608	35,969	2.27	7.76%	0	\$0.00
> Instagram - Feed	\$472.79	202	19,613	13,633	1.44	1.33%	0	\$0.00
> Instagram - Instagram Explore	\$5.78	7	724	724	1	1.24%	0	\$0.00
> Instagram - Instagram Stories	\$135.18	64	5,634	3,520	1.6	1.35%	0	\$0.00
> Messenger - Messenger Stories	\$0.61	0	16	0	0	0.00%	0	\$0.00
> Unknown - Unknown	\$0.00	0	1	0	0	0.00%	0	\$0.00

Device Performance Summary

07/01/2021 - 07/31/2021

Device Performance Chart Spa Trouve



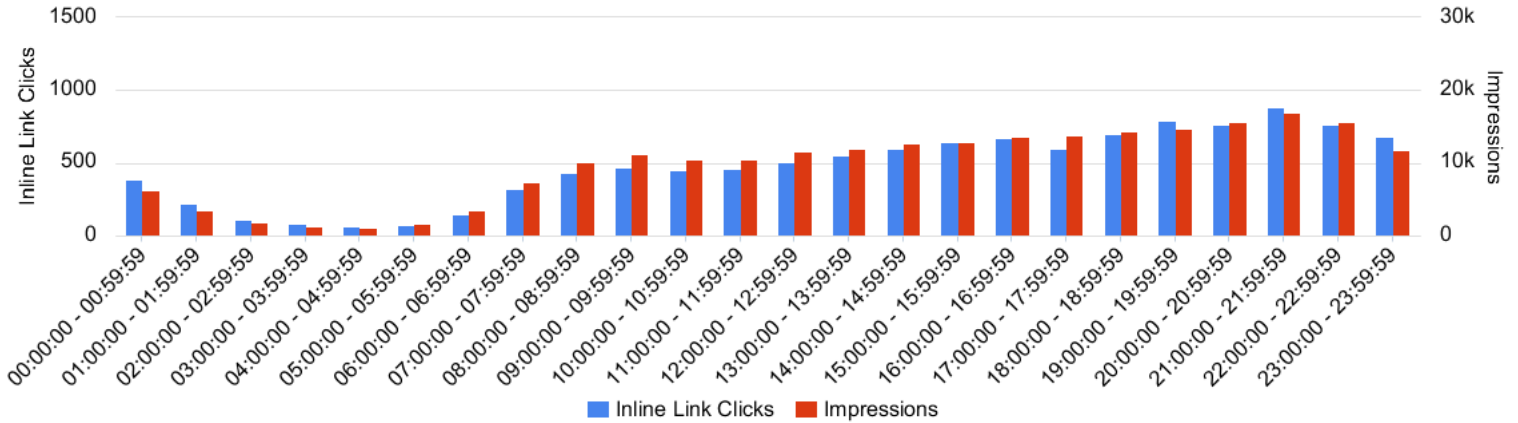
Device Platform Performance Spa Trouve

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Spa Trouve	\$3,793.84	234,005	11,367	6.25%	105,316	2.22	45
> Mobile App	\$3,622.74	229,114	11,348	6.36%	103,396	2.22	0
> Desktop	\$91.85	2,159	10	0.60%	1,152	1.87	0
> Mobile Web	\$79.25	2,731	9	1.39%	1,248	2.19	0
> Unknown	\$0.00	1	0	0.00%	0	0	0

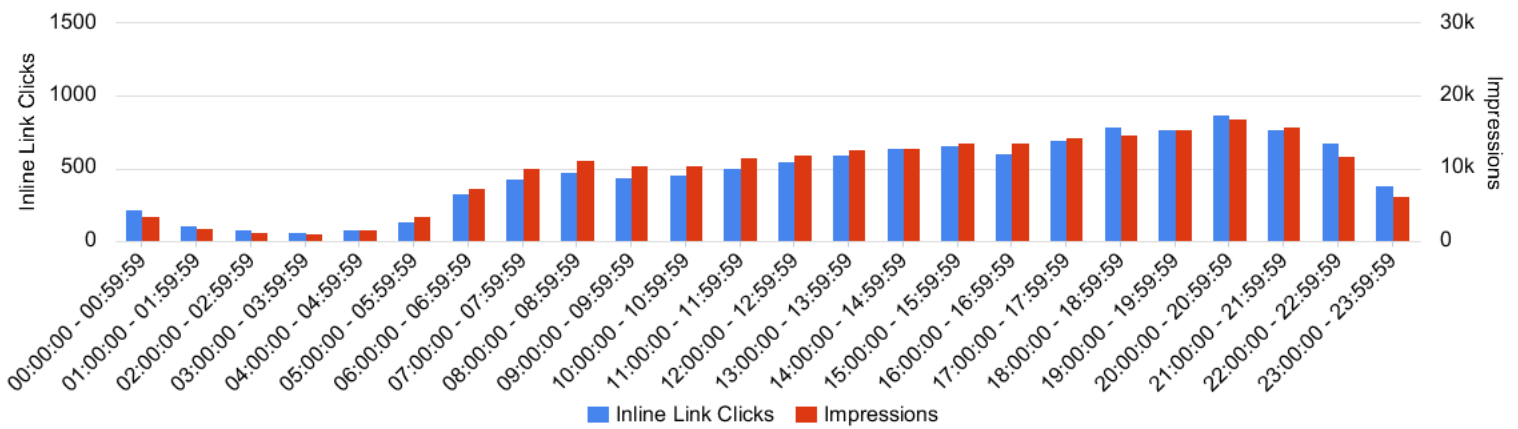
Schedule Performance

07/01/2021 - 07/31/2021

Time of Day (Viewer)
Spa Trouve




Time of Day (Ad Account)
Spa Trouve



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Spa Trouve

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Salt Lake - Conversions	\$511.41	15,582	110	15	\$34.09
Coolsculpting - Draper - Conversions	\$510.67	15,845	117	13	\$39.28
Coolsculpting - Orem - Conversions	\$510.89	15,278	76	8	\$63.86
Coolsculpting - Highland - Conversions	\$510.87	15,568	148	8	\$63.86
July 2021	\$1,750.00	171,732	10,916	1	\$1,750.00
Total	\$3,793.84	234,005	11,367	45	\$84.31

Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021







 Top Performing Ad Sets
Spa Trouve

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - FB and IG - Salt Lake - Women	Coolsculpting - Salt Lake - Conversions	\$511.41	15,582	110	15	\$34.09
Coolsculpting - FB and IG - Draper - Women	Coolsculpting - Draper - Conversions	\$510.67	15,845	117	13	\$39.28
Coolsculpting - FB and IG - Orem - Women	Coolsculpting - Orem - Conversions	\$510.89	15,278	76	8	\$63.86
Coolsculpting - FB and IG - Highland - Women	Coolsculpting - Highland - Conversions	\$510.87	15,568	148	8	\$63.86
St. George Women 18+	July 2021	\$252.82	25,250	1,773	1	\$252.82
Retargeting + Lookalike	July 2021	\$251.32	22,053	2,036	0	\$0.00
Mailchimp Lookalike 9-2-18	July 2021	\$250.19	24,440	1,950	0	\$0.00
Orem Women 18+ - Copy 2	July 2021	\$247.62	23,242	1,193	0	\$0.00
Draper Men 33+	July 2021	\$252.12	26,918	1,367	0	\$0.00
Draper Women 18+	July 2021	\$248.43	24,482	1,411	0	\$0.00
Highland Women 18+ - Copy 2	July 2021	\$247.50	25,347	1,186	0	\$0.00
Total		\$3,793.84	234,005	11,367	45	\$84.31

Ad Performance Summary

07/01/2021 - 07/31/2021

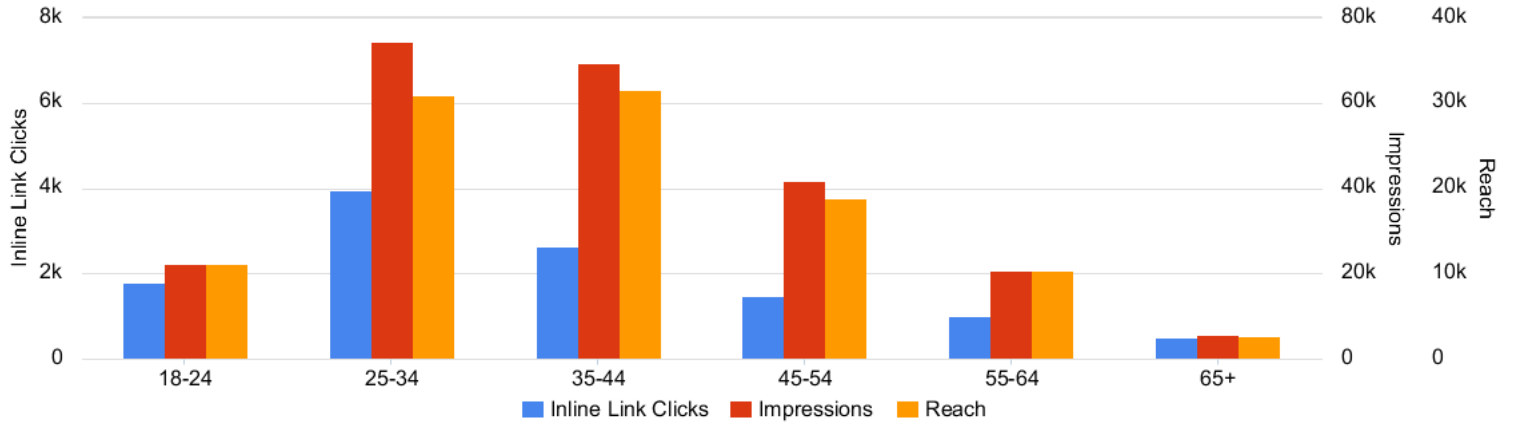
 Top Performing Ads (by Leads)
Spa Trouve

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2020-01 - FB - CS - Salt Lake Women - Video 1 - Temp		Coolsculpting - Salt Lake - Conversions	\$511.41	110	15,582	9,177	1.7	1.48%	15	\$34.09
2021-06 - Video - David		Coolsculpting - Draper - Conversions	\$266.34	51	8,579	4,807	1.78	1.60%	9	\$29.59
2020-01 - FB - CS - Orem Women - Video 1 - Temp		Coolsculpting - Orem - Conversions	\$510.89	76	15,278	6,892	2.22	1.49%	8	\$63.86
2021-06 - Video - Alysson		Coolsculpting - Highland - Conversions	\$342.86	110	10,335	5,640	1.83	2.72%	5	\$68.57
2021-06 - Video - Alysson		Coolsculpting - Draper - Conversions	\$244.33	66	7,266	4,237	1.71	2.15%	4	\$61.08
2021-06 - Video - David		Coolsculpting - Highland - Conversions	\$168.01	38	5,233	3,498	1.5	1.55%	3	\$56.00
Total			\$2,043.84	451	62,273	34,251	10.74	--	44	\$46.45

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Spa Trouve



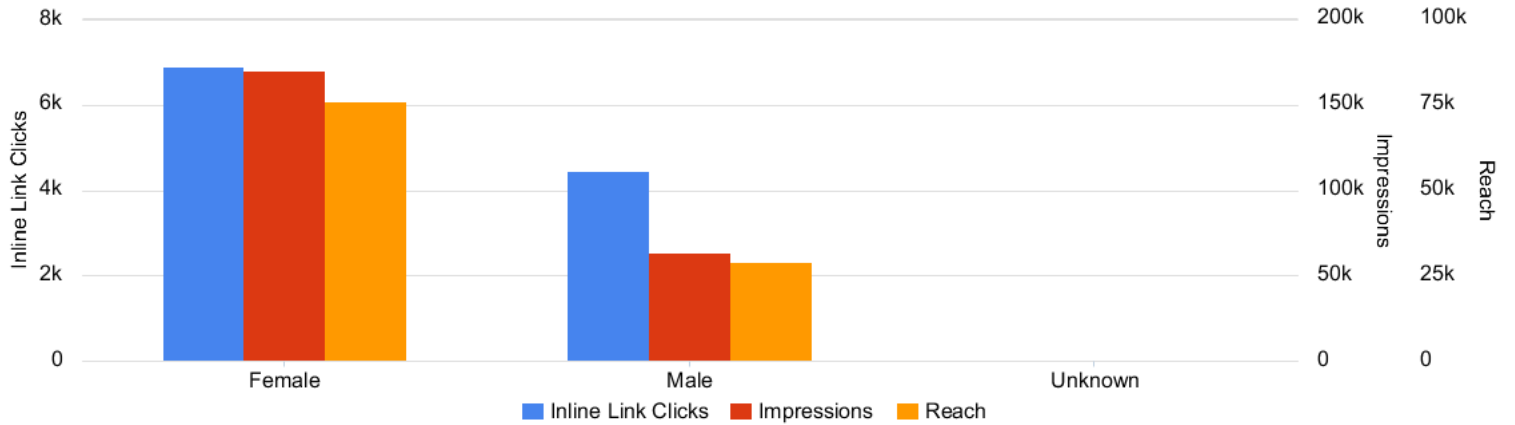
Age Performance Summary
Spa Trouve

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Spa Trouve	\$3,793.84	234,005	105,316	11,367	6.25%	2.22	45
> 18-24	\$272.01	22,362	11,200	1,782	9.24%	2	0
> 25-34	\$1,114.15	74,444	30,881	3,949	6.58%	2.41	0
> 35-44	\$1,097.03	69,427	31,553	2,643	5.10%	2.2	0
> 45-54	\$793.90	41,571	18,753	1,488	5.03%	2.22	0
> 55-64	\$444.43	20,595	10,304	992	6.46%	2	0
> 65+	\$72.32	5,606	2,624	513	12.45%	2.14	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Spa Trouve



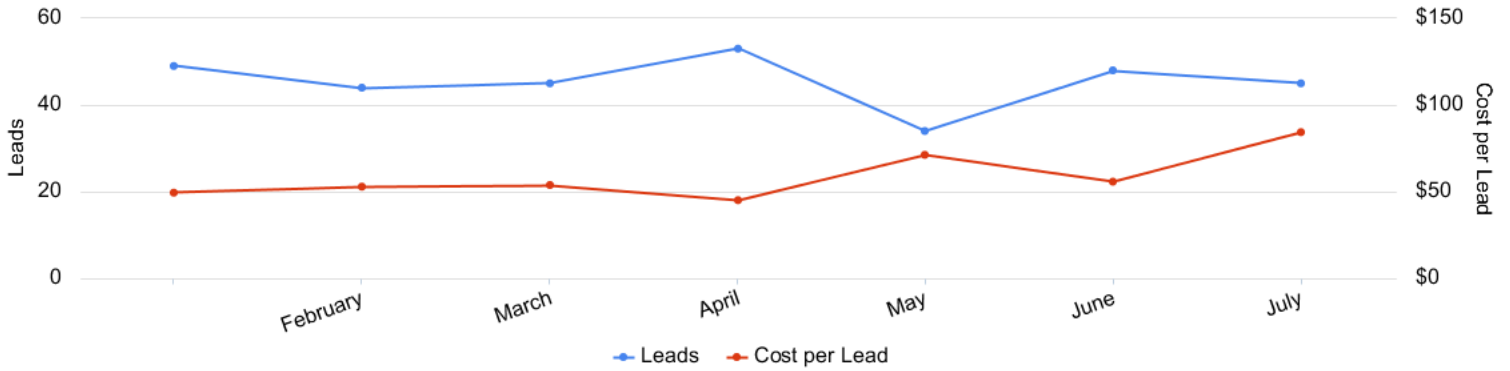
Gender Performance Summary
Spa Trouve

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Spa Trouve	\$3,793.84	234,005	105,316	11,367	6.25%	2.22	45
> Female	\$3,151.41	170,071	76,259	6,901	5.68%	2.23	0
> Male	\$640.02	63,714	28,833	4,447	7.76%	2.21	0
> Unknown	\$2.41	220	220	19	10.00%	1	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend Spa Trouve



Historical table (by month) Spa Trouve

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Spa Trouve	\$18,455.21	56,393	1,464,201	360,931	4.06	5.26%	318	\$58.04
> 2021-01-01 - 2021-01-31	\$2,422.28	10,624	276,874	120,428	2.3	5.27%	49	\$49.43
> 2021-02-01 - 2021-02-28	\$2,325.14	7,840	220,107	108,768	2.02	4.79%	44	\$52.84
> 2021-03-01 - 2021-03-31	\$2,422.61	7,919	198,654	97,868	2.03	5.59%	45	\$53.84
> 2021-04-01 - 2021-04-30	\$2,389.66	6,691	192,331	98,196	1.96	4.86%	53	\$45.09
> 2021-05-01 - 2021-05-31	\$2,423.05	6,241	183,971	99,305	1.85	4.70%	34	\$71.27
> 2021-06-01 - 2021-06-30	\$2,678.63	5,711	158,259	91,865	1.72	5.12%	48	\$55.80
> 2021-07-01 - 2021-07-31	\$3,793.84	11,367	234,005	105,316	2.22	6.25%	45	\$84.31