

Summary

06/01/2021 - 06/30/2021

Impressions
Michael Spitale

29,547

20,496 **44.16%**

Reach
Michael Spitale

18,815

15,488 **21.48%**

Inline Link Clicks
Michael Spitale

805

882 **-8.73%**

Amount Spent
Michael Spitale

\$425.51

\$265.75 **60.12%**

CPC (Link)
Michael Spitale

\$0.53

\$0.30 **76.67%**

Leads
Michael Spitale

12

10 **20.00%**

CPA
Michael Spitale

\$35.46

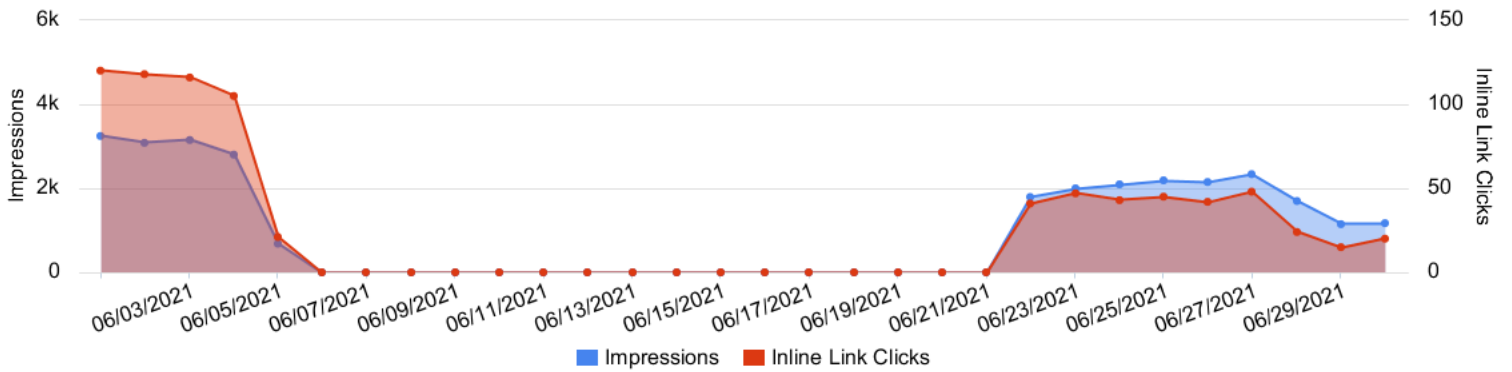
\$26.57 **33.46%**

Outbound Clicks
Michael Spitale

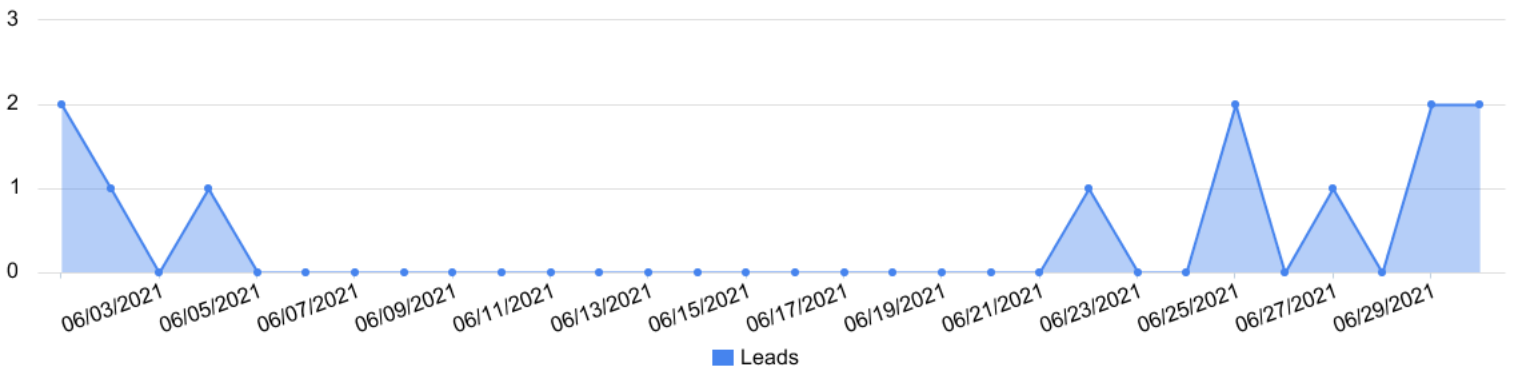
805

882 **-8.73%**

Impressions vs Inline Link Clicks
Michael Spitale



Conversions by day
Michael Spitale



Account performance

06/01/2021 - 06/30/2021

Overall performance

Michael Spitale

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Amount Spent	\$425.51	\$265.75	60.12%
Inline Link Clicks	805	882	-8.73%
Impressions	29,547	20,496	44.16%
Reach	18,815	15,488	21.48%
Frequency	1.57	1.32	18.67%
CTR (All)	5.90%	7.46%	-20.87%
Leads	12	10	20.00%
cost_per_action_type:lead	\$35.46	\$26.57	33.46%

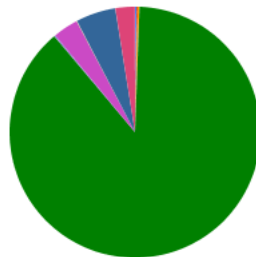
Engagement performance

Michael Spitale

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	3	3	0.00%
Post Reactions	24	15	60.00%
Post Shares	3	5	-40.00%

Reach by placement

Michael Spitale



- Audience Network - An Classic - Reach: 36 (0.18%)
- Audience Network - Rewarded Video - Reach: 32 (0.16%)
- Facebook - Facebook Stories - Reach: 45 (0.23%)
- Facebook - Feed - Reach: 17,438 (88.29%)
- Facebook - Instant Article - Reach: 12 (0.06%)
- Facebook - Instream Video - Reach: 20 (0.10%)
- Facebook - Marketplace - Reach: 644 (3.26%)
- Facebook - Search - Reach: 12 (0.06%)
- Facebook - Video Feeds - Reach: 1,016 (5.14%)
- Instagram - Feed - Reach: 496 (2.51%)

Placement performance

Michael Spitale

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Michael Spitale	\$425.51	805	29,547	18,815	1.57	5.90%	12	\$35.46
> Facebook - Feed	\$371.81	738	26,315	17,438	1.51	6.26%	0	\$0.00
> Facebook - Video Feeds	\$21.76	33	1,400	1,016	1.38	3.93%	0	\$0.00
> Facebook - Marketplace	\$9.00	19	894	644	1.39	2.24%	0	\$0.00

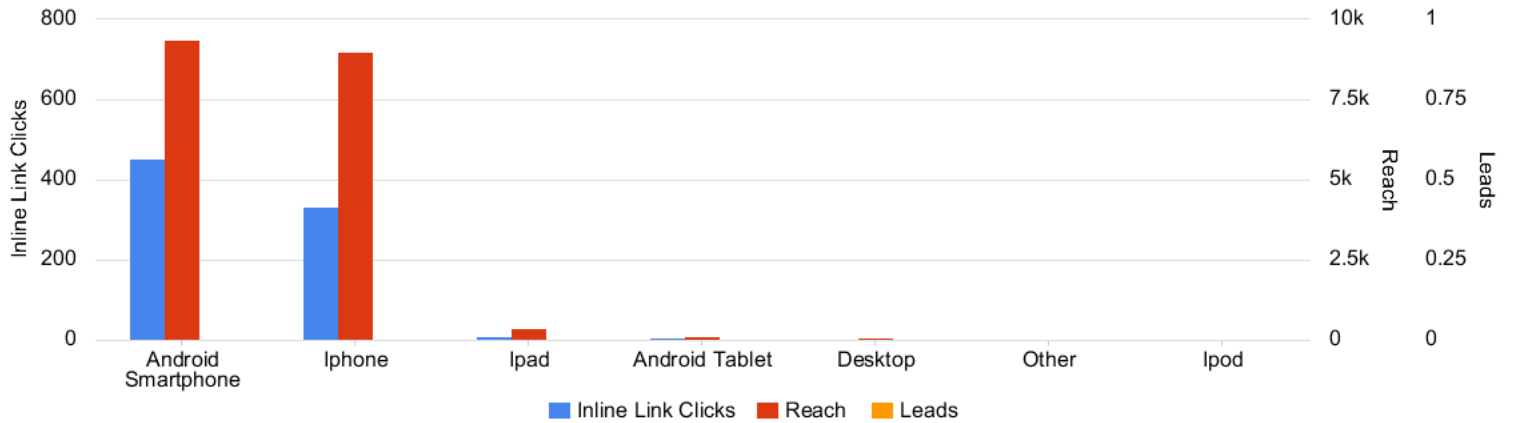
Account performance

06/01/2021 - 06/30/2021

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
> Instagram - Feed	\$12.47	5	585	496	1.18	1.37%	0	\$0.00
> Audience Network - Rewarded Video	\$3.94	3	71	32	2.22	4.23%	0	\$0.00
> Facebook - Search	\$0.13	2	18	12	1.5	11.11%	0	\$0.00
> Audience Network - An Classic	\$2.17	2	79	36	2.19	2.53%	0	\$0.00
> Instagram - Instagram Stories	\$1.05	1	69	64	1.08	2.90%	0	\$0.00
> Facebook - Instream Video	\$0.87	1	31	20	1.55	3.23%	0	\$0.00
> Facebook - Instant Article	\$0.40	1	20	12	1.67	10.00%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00
> Messenger - Messenger Stories	\$0.02	0	1	0	0	0.00%	0	\$0.00
> Instagram - Instagram Explore	\$0.21	0	19	16	1.19	0.00%	0	\$0.00
> Facebook - Facebook Stories	\$1.67	0	45	45	1	0.00%	0	\$0.00

Device performance

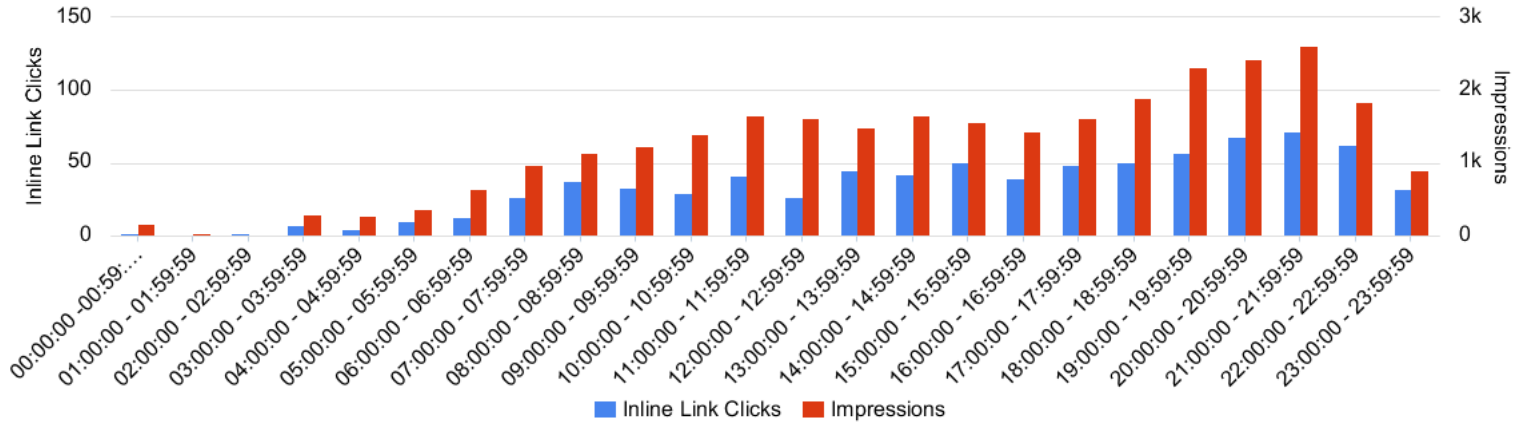
Michael Spitale



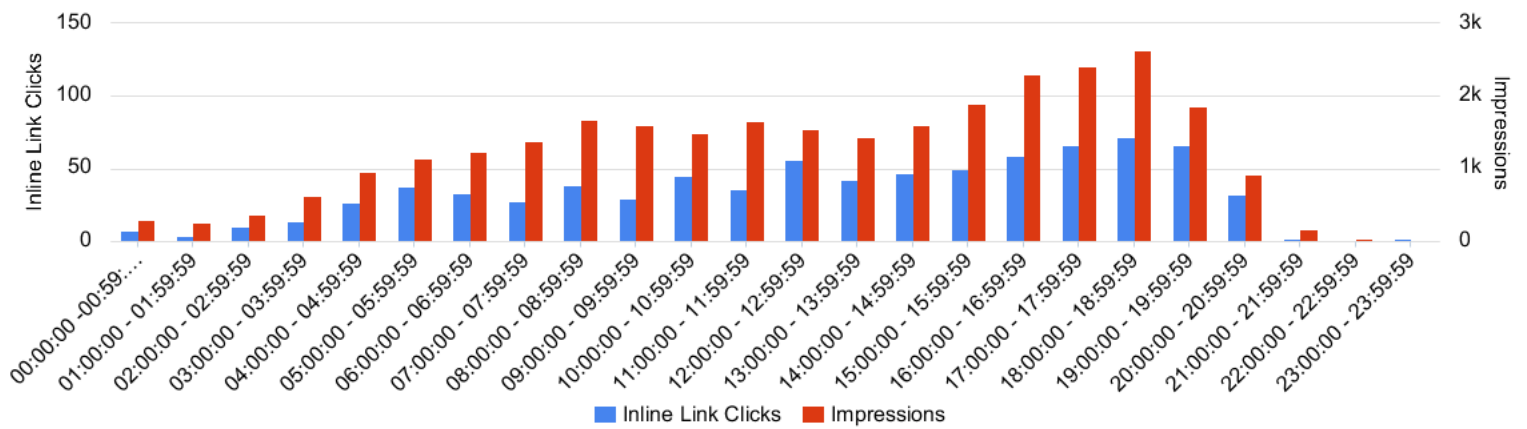
Schedule performance

06/01/2021 - 06/30/2021

Time of Day (Viewer)
Michael Spitale



Time of Day (Ad Account)
Michael Spitale



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance
Michael Spitale


Campaign Name	Effective status	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Coolsculpting - LP Views	Paused	\$336.98	755	26,092	17,607	1.48	6.23%	8	\$42.12
Coolsculpting - Conversions	Active	\$88.53	50	3,455	2,414	1.43	3.39%	4	\$22.13
Total		\$425.51	805	29,547	18,815	1.57	5.90%	12	\$35.46

Top ads performance
Michael Spitale

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-03 - CS - UGC - Sitting - Copy 2		Coolsculpting - LP Views	\$140.02	480	12,965	11,398	1.14	6.60%	4	\$35.01
2021-06 - CS - UGC - Standing		Coolsculpting - LP Views	\$152.30	217	9,978	7,354	1.36	6.09%	0	\$0.00
2021-06 - Video - Alysson		Coolsculpting - LP Views	\$40.41	54	2,830	2,015	1.4	5.51%	3	\$13.47
2021-06 - Video - Alysson		Coolsculpting - Conversions	\$40.70	31	1,471	1,103	1.33	4.62%	3	\$13.57
2021-06 - CS - UGC - Standing		Coolsculpting - Conversions	\$45.00	17	1,873	1,557	1.2	2.51%	1	\$45.00
2021-06 - Video - David		Coolsculpting - LP Views	\$4.25	4	319	255	1.25	1.88%	1	\$4.25

Campaign performance

06/01/2021 - 06/30/2021

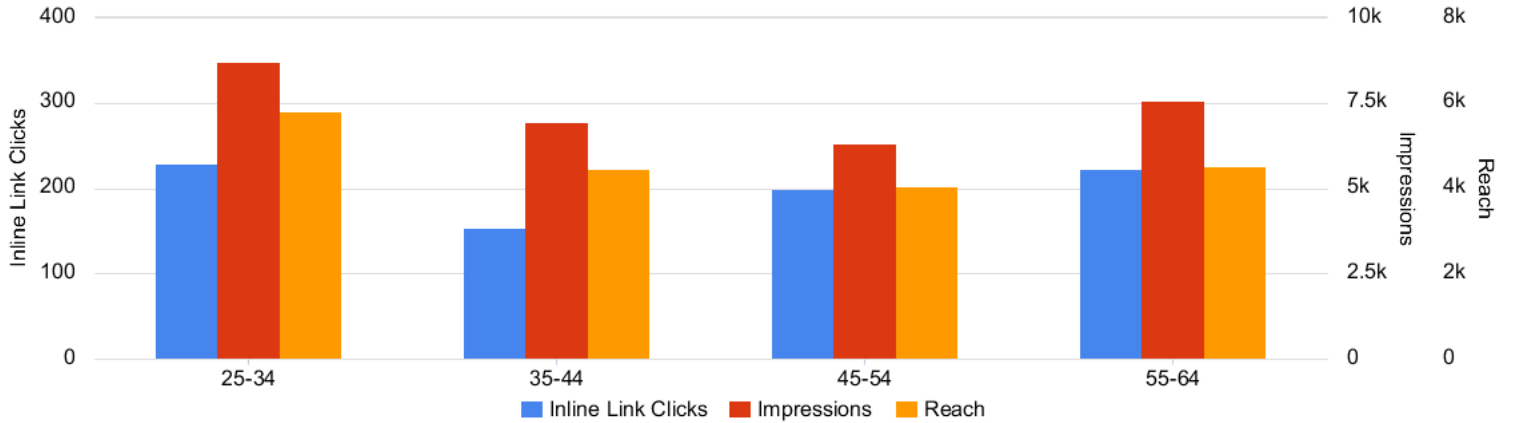
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-06 - Video-David		Coolsculpting - Conversions	\$2.83	2	111	101	1.1	1.80%	0	\$0.00
Total			\$425.51	805	29,547	18,815	1.57	5.90%	12	\$35.46

Audience performance

06/01/2021 - 06/30/2021

Age performance

Michael Spitale



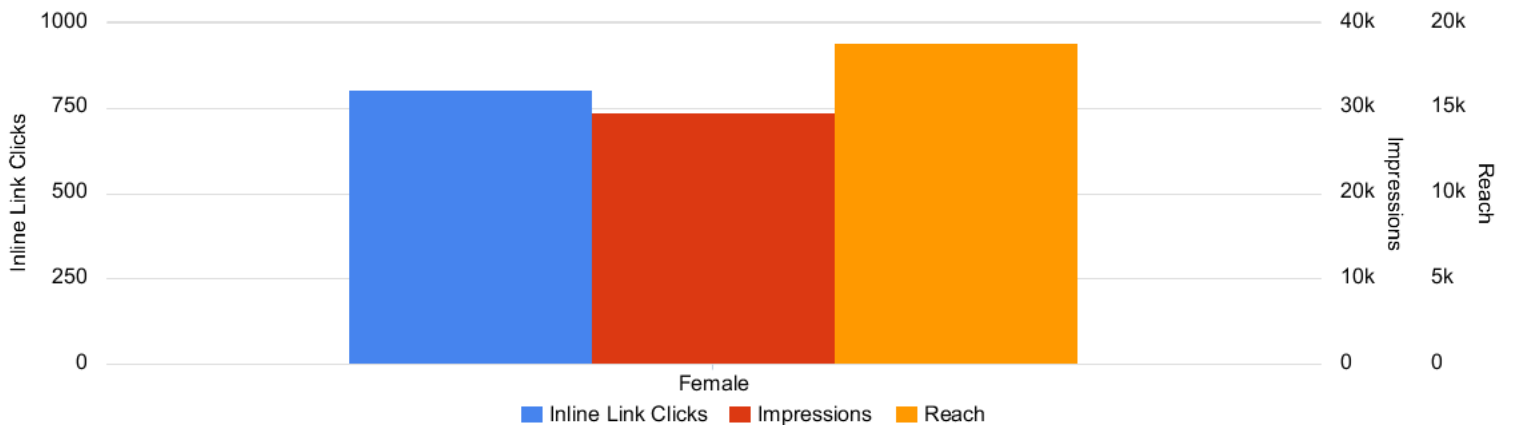
Age performance

Michael Spitale

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Michael Spitale	\$425.51	805	29,547	18,815	1.57	5.90%	12	\$35.46
> 25-34	\$101.55	229	8,716	5,814	1.5	5.35%	0	\$0.00
> 55-64	\$134.29	222	7,572	4,510	1.68	6.50%	0	\$0.00
> 45-54	\$96.89	200	6,299	4,050	1.56	6.37%	0	\$0.00
> 35-44	\$92.77	154	6,960	4,442	1.57	5.52%	0	\$0.00
> Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Gender performance

Michael Spitale



Gender performance

Michael Spitale

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Michael Spitale	\$425.51	805	29,547	18,815	1.57	5.90%	12	\$35.46
> Female	\$425.51	805	29,547	18,815	1.57	5.90%	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
Michael Spitale

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Michael Spitale	\$2,198.43	3,038	116,767	43,263	2.7	5.24%	73	\$30.12
> 2021-06-01 - 2021-06-30	\$425.51	805	29,547	18,815	1.57	5.90%	12	\$35.46
> 2021-05-01 - 2021-05-31	\$265.75	882	20,496	15,488	1.32	7.46%	10	\$26.57
> 2021-04-01 - 2021-04-30	\$988.55	989	49,991	20,126	2.48	4.60%	37	\$26.72
> 2021-03-01 - 2021-03-31	\$517.62	361	16,656	7,204	2.31	3.27%	14	\$36.97
> 2021-02-01 - 2021-02-28	\$1.00	1	77	73	1.05	6.49%	0	\$0.00