

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Michael Spitale

\$707.23
\$426.51 **65.82%**

Impressions
Michael Spitale

25,170
29,557 **-14.84%**

Reach
Michael Spitale

8,887
18,819 **-52.78%**

Clicks (Link)
Michael Spitale

338
807 **-58.12%**

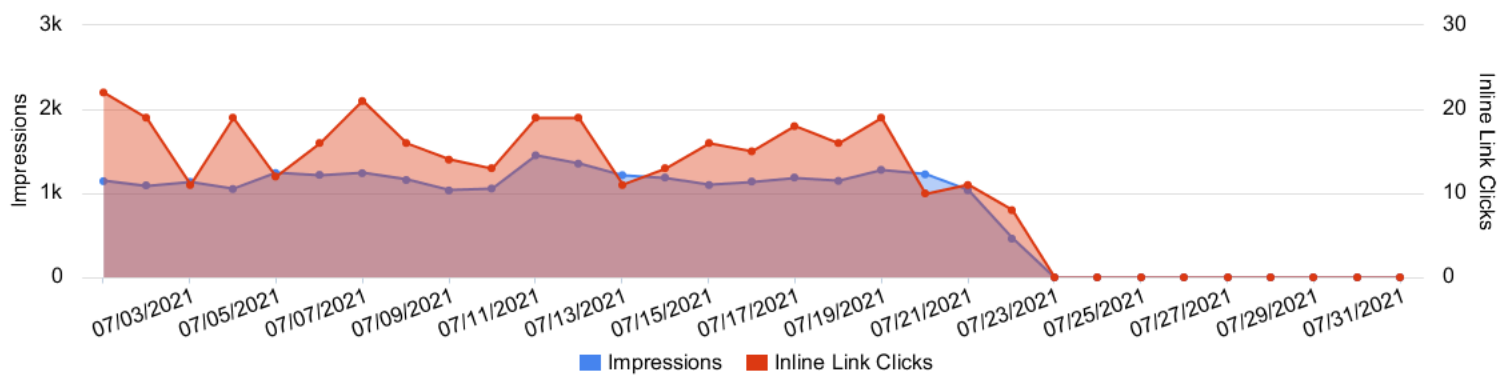
Leads
Michael Spitale

26
12 **116.67%**

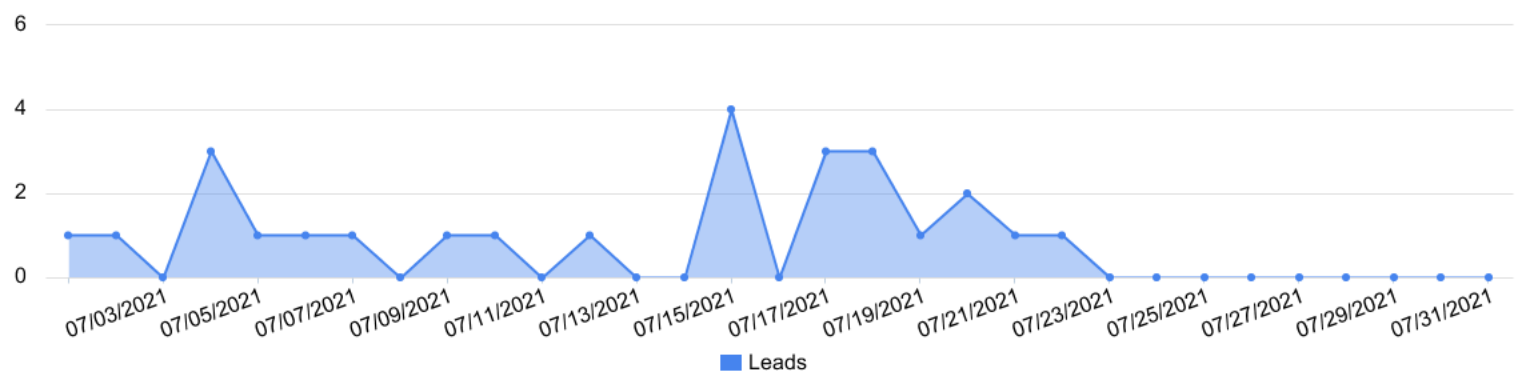
Cost / Lead
Michael Spitale

\$27.20
\$35.54 **-23.47%**

Impressions vs Inline Link Clicks
Michael Spitale




Conversions by day
Michael Spitale




Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Michael Spitale

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$707.23	\$426.51	65.82%
Impressions	25,170	29,557	-14.84%
Reach	8,887	18,819	-52.78%
Clicks	338	807	-58.12%
CTR	1.34%	2.73%	-50.82%
Frequency	2.83	1.57	80.33%
Leads	26	12	116.67%
Cost / Lead	\$27.20	\$35.54	-23.47%

 Engagement Summary
Michael Spitale

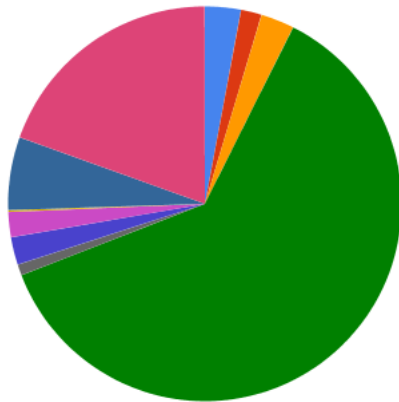
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	7	3	133.33%
Post Reactions	22	24	-8.33%
Post Shares	5	3	66.67%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Michael Spitale



- Audience Network - An Classic - Reach: 320 (2.96%)
- Audience Network - Rewarded Video - Reach: 184 (1.70%)
- Facebook - Facebook Stories - Reach: 298 (2.75%)
- Facebook - Feed - Reach: 6,681 (61.71%)
- Facebook - Instant Article - Reach: 98 (0.91%)
- Facebook - Instream Video - Reach: 246 (2.27%)
- Facebook - Marketplace - Reach: 224 (2.07%)
- Facebook - Search - Reach: 14 (0.13%)
- Facebook - Video Feeds - Reach: 648 (5.99%)
- Instagram - Feed - Reach: 2,114 (19.53%)

Placement Performance (by Leads)

Michael Spitale

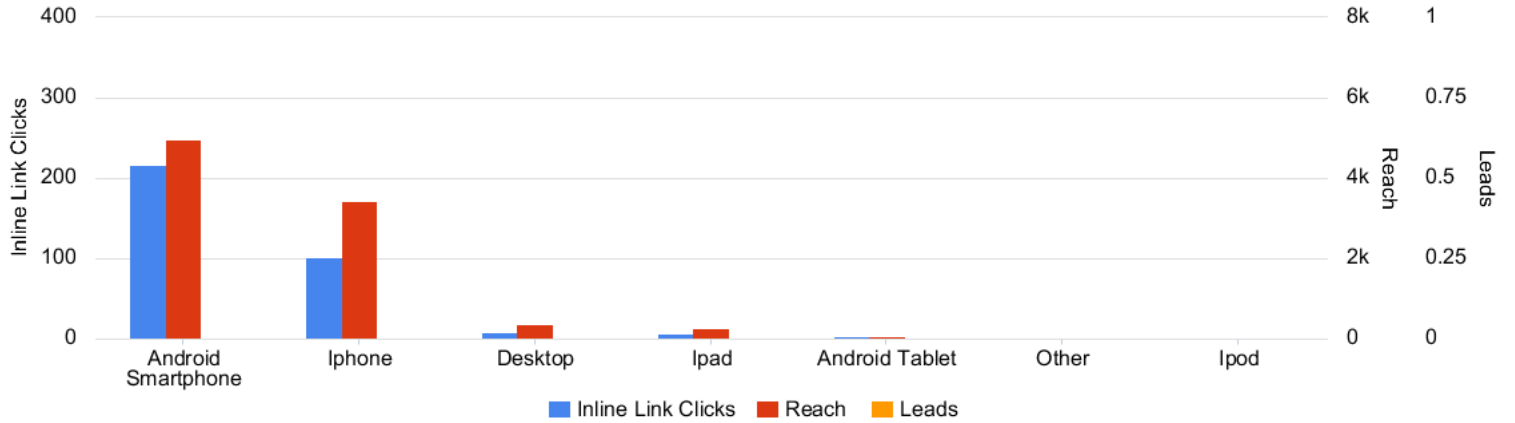
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Michael Spitale	\$707.23	338	25,170	8,887	2.83	2.98%	26	\$27.20
> Audience Network - An Classic	\$17.78	5	631	320	1.97	0.79%	0	\$0.00
> Audience Network - Rewarded Video	\$32.46	7	489	184	2.66	1.43%	0	\$0.00
> Facebook - Facebook Stories	\$14.69	4	532	298	1.79	0.94%	0	\$0.00
> Facebook - Feed	\$497.03	253	17,218	6,681	2.58	3.71%	0	\$0.00
> Facebook - Instant Article	\$2.15	1	156	98	1.59	1.92%	0	\$0.00
> Facebook - Instream Video	\$14.56	21	440	246	1.79	4.77%	0	\$0.00
> Facebook - Marketplace	\$9.62	6	467	224	2.08	1.28%	0	\$0.00
> Facebook - Search	\$0.29	0	14	14	1	0.00%	0	\$0.00
> Facebook - Video Feeds	\$26.52	11	1,171	648	1.81	1.96%	0	\$0.00
> Instagram - Feed	\$81.20	27	3,495	2,114	1.65	1.12%	0	\$0.00
> Instagram - Instagram Explore	\$1.75	1	160	124	1.29	0.62%	0	\$0.00
> Instagram - Instagram Stories	\$9.04	2	385	270	1.43	0.78%	0	\$0.00
> Messenger - Messenger Stories	\$0.13	0	12	12	1	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

Michael Spitale



Device Platform Performance

Michael Spitale

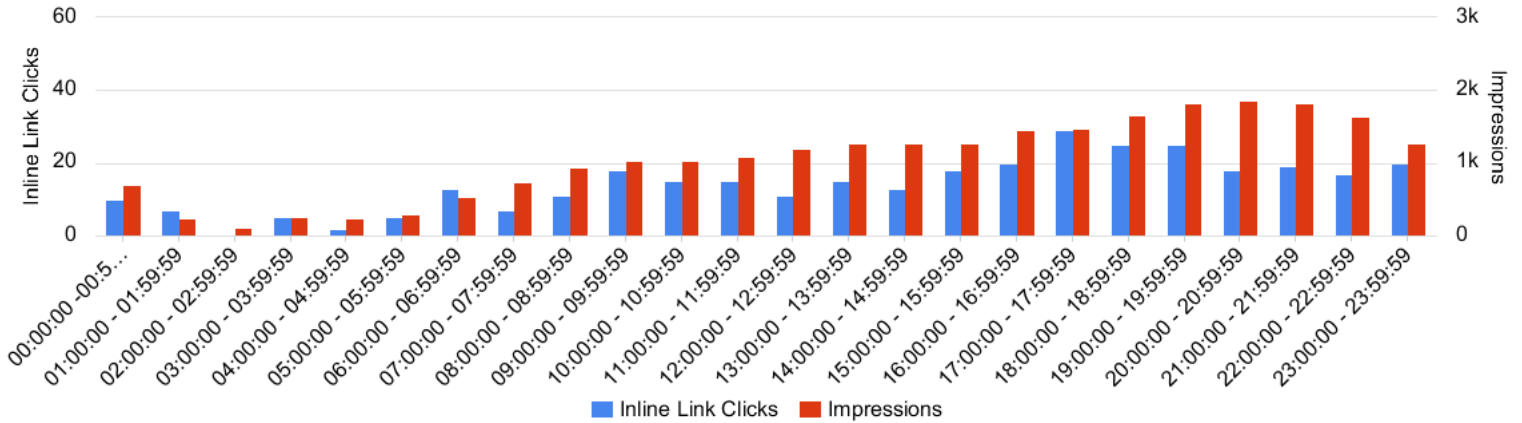
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Michael Spitale	\$707.23	25,170	338	2.98%	8,887	2.83	26
> Mobile App	\$651.82	23,732	325	3.05%	8,359	2.84	0
> Desktop	\$30.05	692	8	1.45%	360	1.92	0
> Mobile Web	\$25.36	746	5	2.41%	314	2.38	0
> Unknown	\$0.00	0	0	--	0	0	0

Schedule Performance

07/01/2021 - 07/31/2021

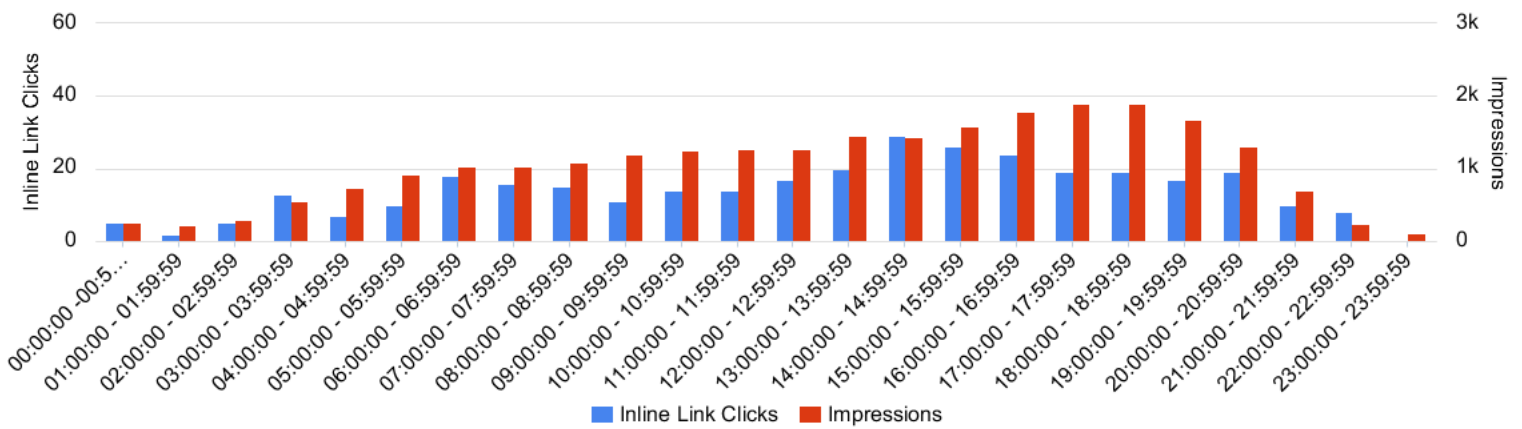
Time of Day (Viewer)

Michael Spitale




Time of Day (Ad Account)

Michael Spitale



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Michael Spitale

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$707.23	25,170	338	26	\$27.20
Total	\$707.23	25,170	338	26	\$27.20

Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021




 Top Performing Ad Sets
Michael Spitale

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women - 25-64 - 10mi Radius	Coolsculpting - Conversions	\$707.23	25,170	338	26	\$27.20
	Total	\$707.23	25,170	338	26	\$27.20

Ad Performance Summary

07/01/2021 - 07/31/2021

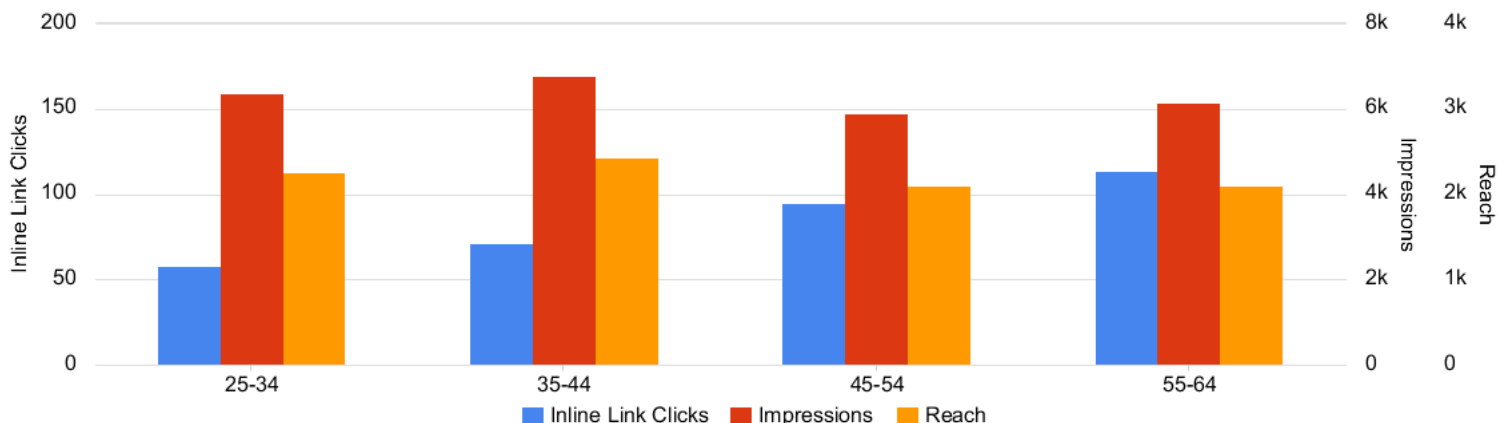
 Top Performing Ads (by Leads)
Michael Spitale

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021-06 - CS - UGC - Standing		Coolsculpting - Conversions	\$296.57	144	10,899	6,148	1.77	2.91%	11	\$26.96
2021-06 - Video - Alysson		Coolsculpting - Conversions	\$302.81	132	10,223	4,840	2.11	3.27%	9	\$33.65
2021-06 - Video - David		Coolsculpting - Conversions	\$107.85	62	4,048	1,953	2.07	2.47%	6	\$17.97
Total			\$707.23	338	25,170	8,887	2.83	2.98%	26	\$27.20

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Michael Spitale



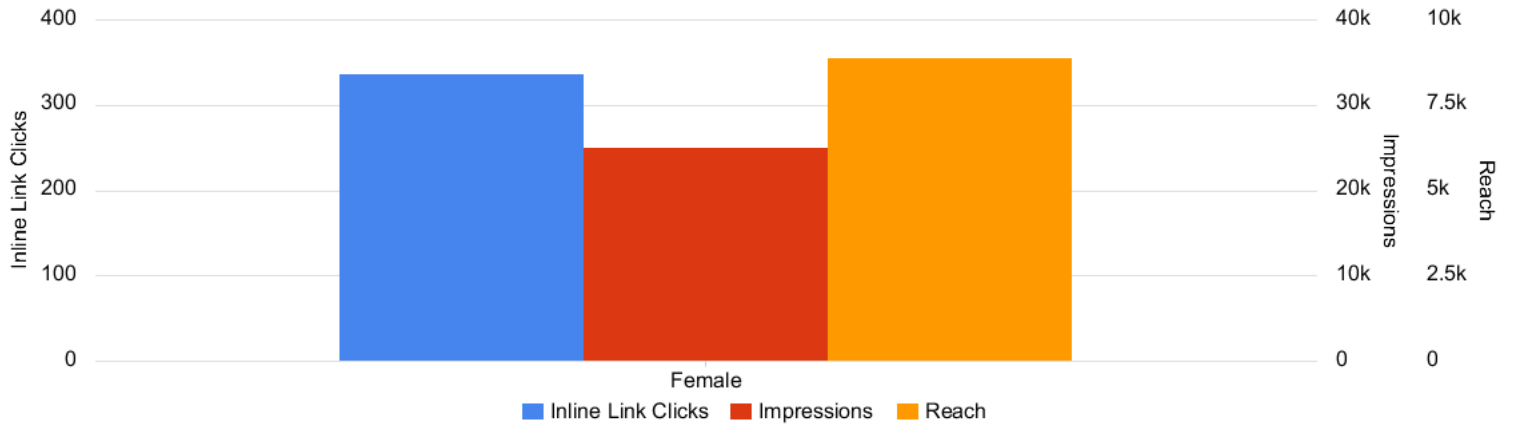
Age Performance Summary
Michael Spitale

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Michael Spitale	\$707.23	25,170	8,887	338	2.98%	2.83	26
> 25-34	\$128.35	6,353	2,252	58	2.14%	2.82	0
> 35-44	\$167.47	6,767	2,438	71	2.73%	2.78	0
> 45-54	\$194.82	5,911	2,096	95	3.30%	2.82	0
> 55-64	\$216.60	6,139	2,100	114	3.83%	2.92	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Michael Spitale



Gender Performance Summary
Michael Spitale

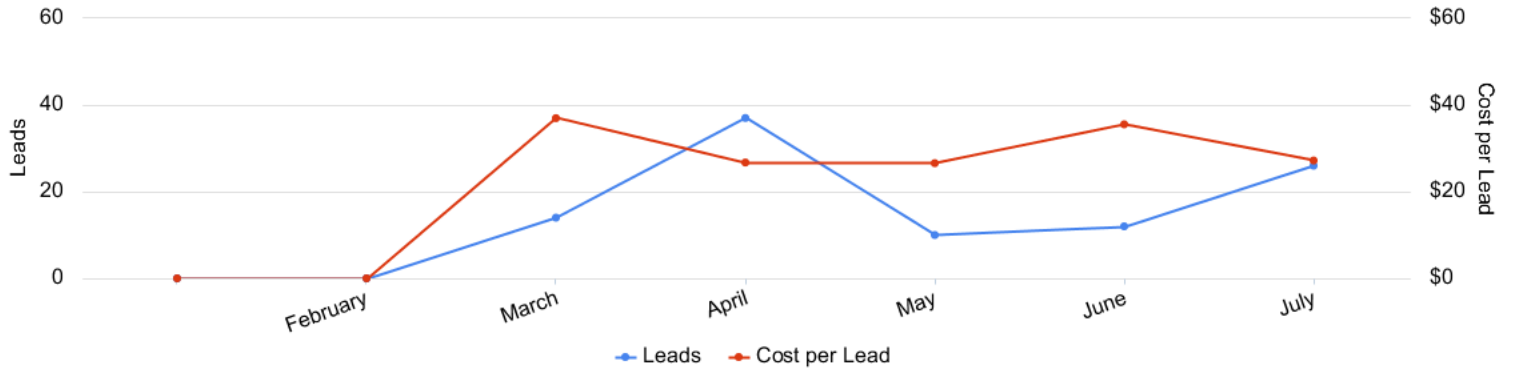
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Michael Spitale	\$707.23	25,170	8,887	338	2.98%	2.83	26
> Female	\$707.23	25,170	8,887	338	2.98%	2.83	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend

Michael Spitale



Historical table (by month)

Michael Spitale

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Michael Spitale	\$2,906.66	3,378	141,947	46,623	3.04	4.84%	99	\$29.36
> 2021-02-01 - 2021-02-28	\$1.00	1	77	73	1.05	6.49%	0	\$0.00
> 2021-03-01 - 2021-03-31	\$517.62	361	16,656	7,204	2.31	3.27%	14	\$36.97
> 2021-04-01 - 2021-04-30	\$988.55	989	49,991	20,126	2.48	4.60%	37	\$26.72
> 2021-05-01 - 2021-05-31	\$265.75	882	20,496	15,488	1.32	7.46%	10	\$26.57
> 2021-06-01 - 2021-06-30	\$426.51	807	29,557	18,819	1.57	5.91%	12	\$35.54
> 2021-07-01 - 2021-07-31	\$707.23	338	25,170	8,887	2.83	2.98%	26	\$27.20