

# **Medspa MD Monthly Facebook Performance Summary**

**08/01/2021 - 08/31/2021**

# Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
Delamar Medspa

**\$1,522.78**  
\$1,524.23 -0.10%

Impressions  
Delamar Medspa

**78,074**  
73,828 5.75%

Reach  
Delamar Medspa

**25,855**  
25,304 2.18%

Clicks (Link)  
Delamar Medspa

**246**  
311 -20.90%

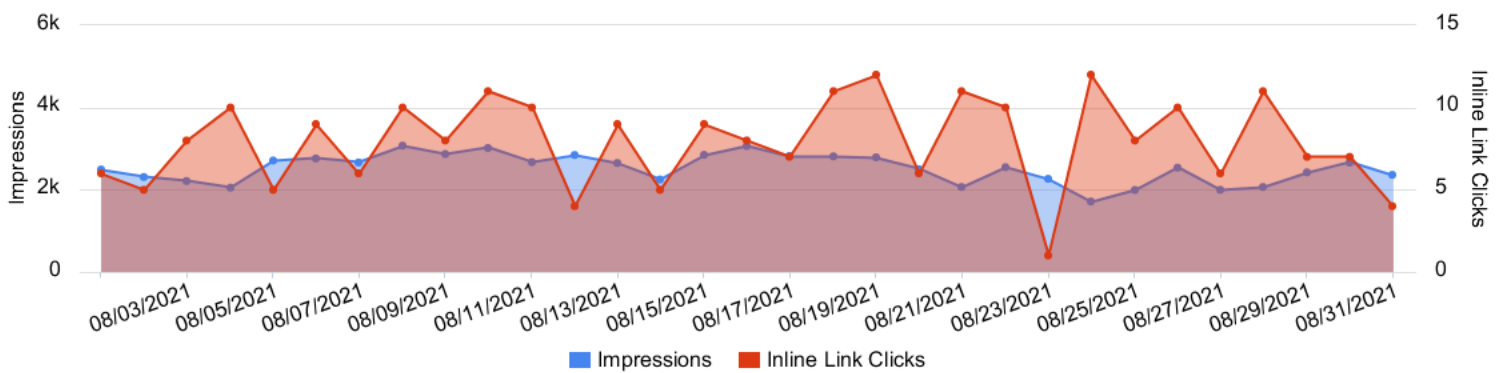
Leads  
Delamar Medspa

**15**  
23 -34.78%

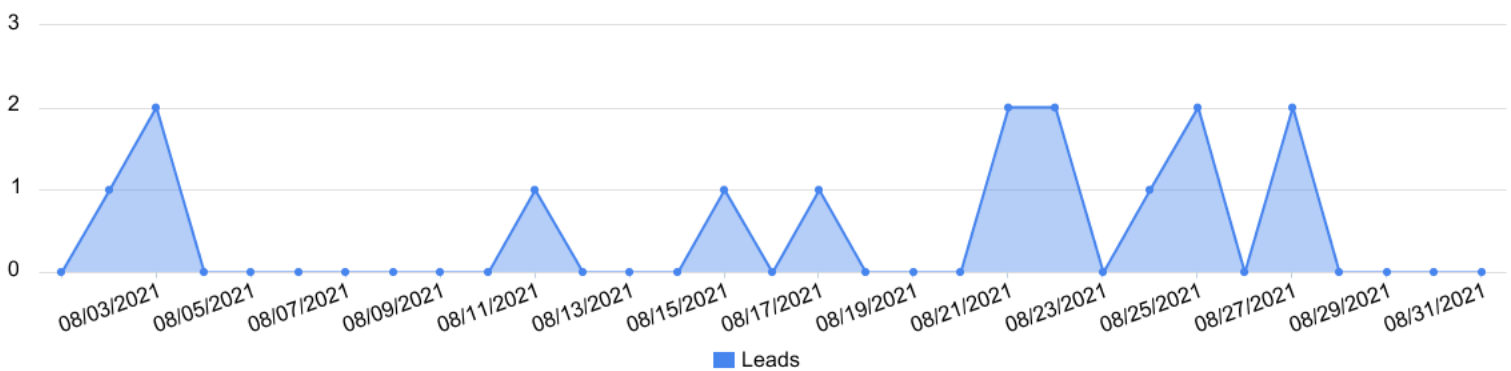
Cost / Lead  
Delamar Medspa

**\$101.52**  
\$66.27 53.19%

Impressions vs Inline Link Clicks  
Delamar Medspa




Conversions by day  
Delamar Medspa




# Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

 Overall Performance Summary  
Delamar Medspa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$1,522.78	\$1,524.23	-0.10%
Impressions	78,074	73,828	5.75%
Reach	25,855	25,304	2.18%
Clicks	246	311	-20.90%
CTR	0.32%	0.42%	-25.20%
Frequency	3.02	2.92	3.50%
Leads	15	23	-34.78%
Cost / Lead	\$101.52	\$66.27	53.19%

 Engagement Summary  
Delamar Medspa

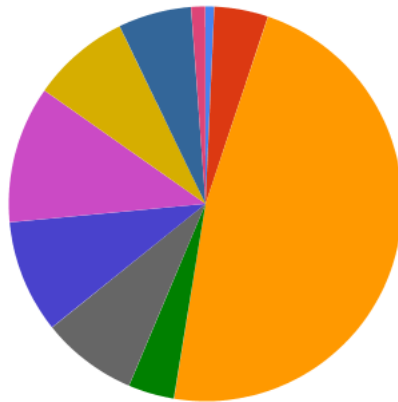
Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	2	2	0.00%
Post Reactions	21	34	-38.24%
Post Shares	2	0	100.00%

# Placement Performance Summary

08/01/2021 - 08/31/2021

## Reach Summary (by Placement)

Delamar Medspa



- Audience Network - An Classic - Reach: 200 (0.71%)
- Facebook - Facebook Stories - Reach: 1,248 (4.45%)
- Facebook - Feed - Reach: 13,304 (47.42%)
- Facebook - Instant Article - Reach: 1,064 (3.79%)
- Facebook - Instream Video - Reach: 2,208 (7.87%)
- Facebook - Marketplace - Reach: 2,600 (9.27%)
- Facebook - Right Hand Column - Reach: 3,152 (11.23%)
- Facebook - Video Feeds - Reach: 2,264 (8.07%)
- Instagram - Feed - Reach: 1,688 (6.02%)
- Instagram - Instagram Explore - Reach: 328 (1.17%)

## Placement Performance (by Leads)

Delamar Medspa

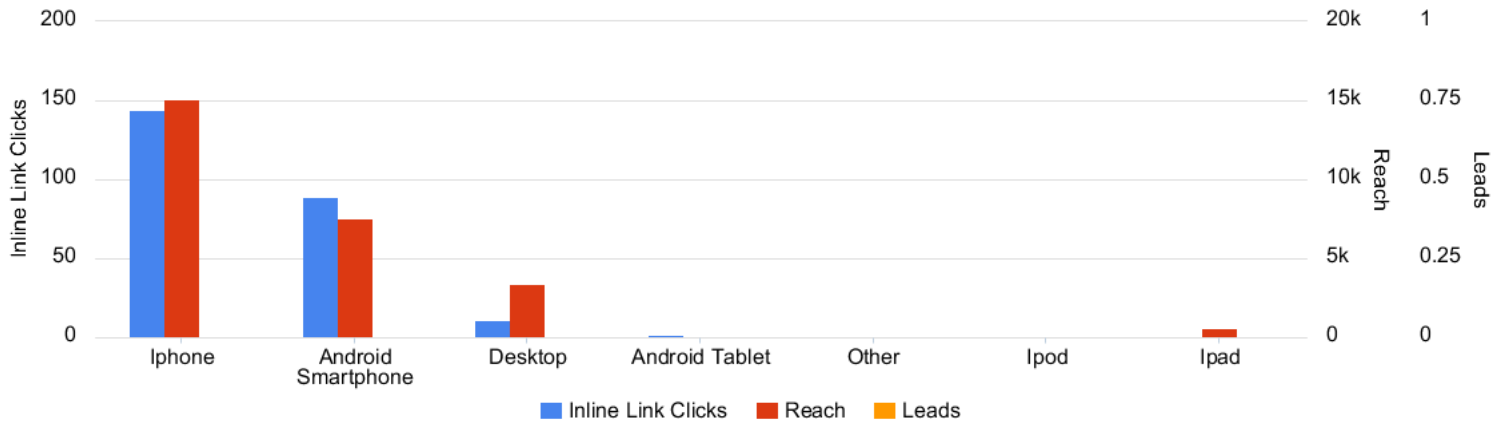
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
The Medspa MD - New - Delamar Medspa Old	\$1,522.78	246	78,074	25,855	3.02	0.66%	15	\$101.52
> Audience Network - An Classic	\$19.93	8	595	200	2.98	1.34%	0	\$0.00
> Facebook - Facebook Stories	\$74.49	3	2,271	1,248	1.82	0.18%	0	\$0.00
> Facebook - Feed	\$962.16	115	33,708	13,304	2.53	1.07%	0	\$0.00
> Facebook - Instant Article	\$18.09	9	1,577	1,064	1.48	0.57%	0	\$0.00
> Facebook - Instream Video	\$42.35	26	3,700	2,208	1.68	0.81%	0	\$0.00
> Facebook - Marketplace	\$95.56	23	5,682	2,600	2.19	0.42%	0	\$0.00
> Facebook - Right Hand Column	\$16.73	7	14,695	3,152	4.66	0.05%	0	\$0.00
> Facebook - Video Feeds	\$49.84	13	3,283	2,264	1.45	0.52%	0	\$0.00
> Instagram - Feed	\$62.48	2	2,399	1,688	1.42	0.21%	0	\$0.00
> Instagram - Instagram Explore	\$7.63	0	530	328	1.62	0.00%	0	\$0.00
> Instagram - Instagram Stories	\$173.32	40	9,628	4,624	2.08	0.51%	0	\$0.00
> Messenger - Messenger Inbox	\$0.21	0	6	6	1	0.00%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00

# Device Performance Summary

08/01/2021 - 08/31/2021

## Device Performance Chart

Delamar Medspa



## Device Platform Performance

Delamar Medspa

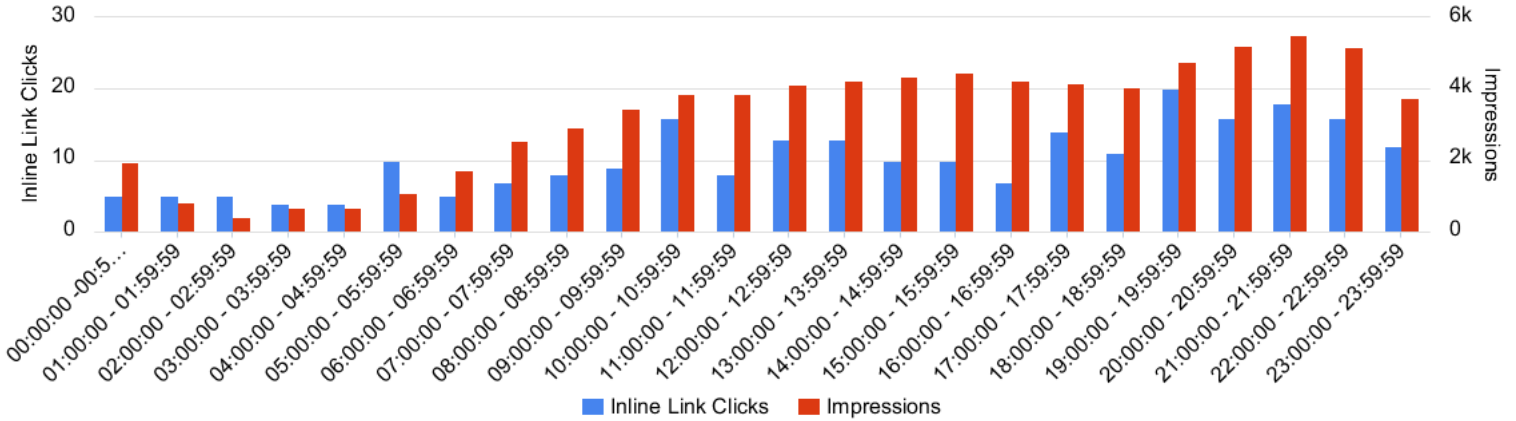
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
The Medspa MD - New - Delamar Medspa Old	\$1,522.78	78,074	246	0.66%	25,855	3.02	15
> Mobile App	\$1,381.04	58,848	227	0.82%	21,695	2.71	0
> Desktop	\$57.47	15,720	11	0.08%	3,432	4.58	0
> Mobile Web	\$84.27	3,506	8	0.51%	1,472	2.38	0
> Unknown	\$0.00	0	0	--	0	0	0

# Schedule Performance

08/01/2021 - 08/31/2021

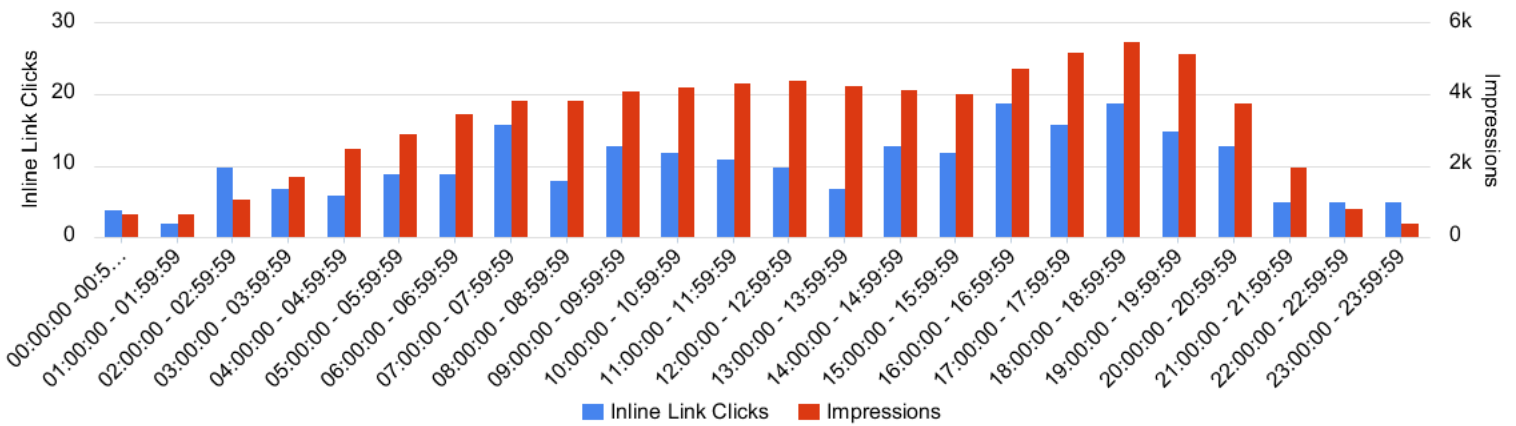
## Time of Day (Viewer)

Delamar Medspa




## Time of Day (Ad Account)

Delamar Medspa



## Campaign Performance Summary (by Leads)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown  
Delamar Medspa

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Botox - Conversions	\$1,522.78	78,074	246	15	\$101.52
<b>Total</b>	<b>\$1,522.78</b>	<b>78,074</b>	<b>246</b>	<b>15</b>	<b>\$101.52</b>

## Ad Set Performance Summary (by Leads)


08/01/2021 - 08/31/2021


 Top Performing Ad Sets  
Delamar Medspa

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
West Hartford 10 mi - W - 25-60 - Dynamic	Botox - Conversions	\$1,522.78	78,074	246	15	\$101.52
	<b>Total</b>	<b>\$1,522.78</b>	<b>78,074</b>	<b>246</b>	<b>15</b>	<b>\$101.52</b>

# Ad Performance Summary

08/01/2021 - 08/31/2021

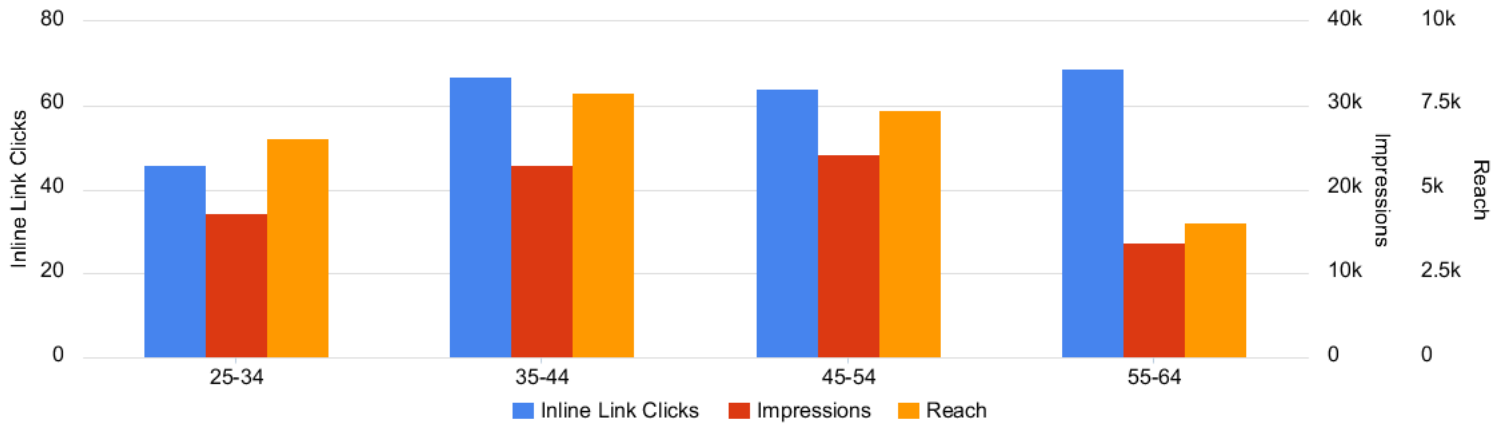
 Top Performing Ads (by Leads)  
Delamar Medspa

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2020-07 - Botox - Women		Botox - Conversions	\$1,522.78	246	78,074	25,855	3.02	0.66%	15	\$101.52
<b>Total</b>			<b>\$1,522.78</b>	<b>246</b>	<b>78,074</b>	<b>25,855</b>	<b>3.02</b>	<b>0.66%</b>	<b>15</b>	<b>\$101.52</b>

# Demographic Performance - Age

08/01/2021 - 08/31/2021

Age Performance Chart  
Delamar Medspa



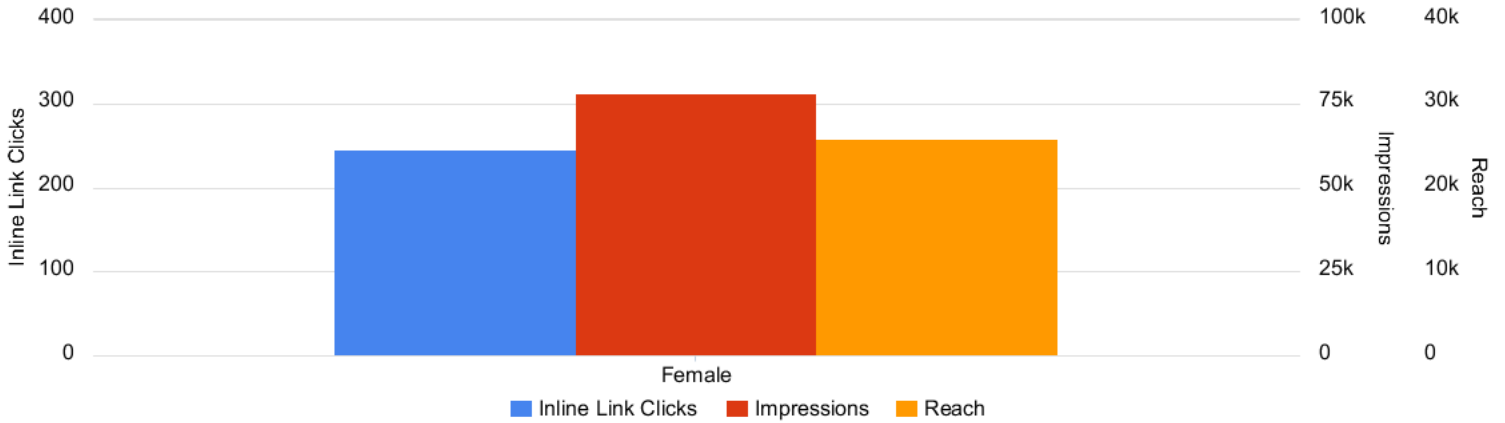
Age Performance Summary  
Delamar Medspa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
The Medspa MD - New - Delamar Medspa Old	\$1,522.78	78,074	25,855	246	0.66%	3.02	15
> 25-34	\$258.17	17,192	6,552	46	0.56%	2.62	0
> 35-44	\$399.67	22,923	7,904	67	0.57%	2.9	0
> 45-54	\$512.03	24,286	7,368	64	0.65%	3.3	0
> 55-64	\$352.91	13,673	4,032	69	0.91%	3.39	0
> Unknown	\$0.00	0	0	0	--	0	0

# Demographic Performance - Gender

08/01/2021 - 08/31/2021

Gender Performance Chart  
Delamar Medspa



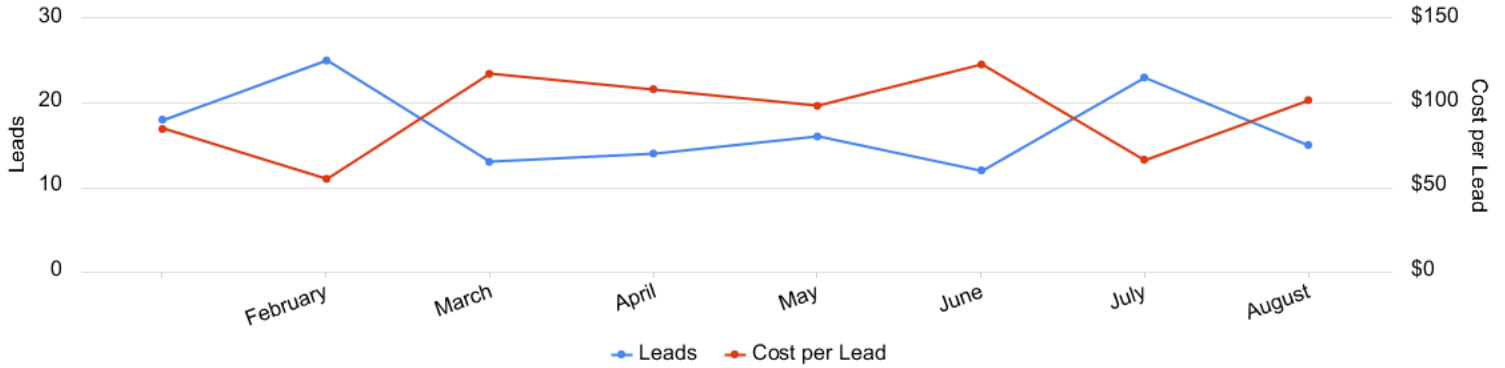
Gender Performance Summary  
Delamar Medspa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
The Medspa MD - New - Delamar Medspa Old	\$1,522.78	78,074	25,855	246	0.66%	3.02	15
> Female	\$1,522.78	78,074	25,855	246	0.66%	3.02	0
> Unknown	\$0.00	0	0	0	--	0	0

# Year-to-Date Performance

01/01/2021 - 08/31/2021

## Year-to-Date Trend Delamar Medspa



## Historical table (by month) Delamar Medspa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
The Medspa MD - New - Delamar Medspa Old	\$12,021.54	2,508	677,894	102,696	6.6	0.78%	136	\$88.39
> 2021-01-01 - 2021-01-31	\$1,520.79	429	116,447	32,405	3.59	0.72%	18	\$84.49
> 2021-02-01 - 2021-02-28	\$1,375.11	364	98,876	27,623	3.58	0.72%	25	\$55.00
> 2021-03-01 - 2021-03-31	\$1,522.76	273	84,341	26,767	3.15	0.93%	13	\$117.14
> 2021-04-01 - 2021-04-30	\$1,512.31	255	83,076	28,073	2.96	0.77%	14	\$108.02
> 2021-05-01 - 2021-05-31	\$1,571.47	338	78,715	28,603	2.75	0.78%	16	\$98.22
> 2021-06-01 - 2021-06-30	\$1,472.09	292	64,537	23,818	2.71	0.84%	12	\$122.67
> 2021-07-01 - 2021-07-31	\$1,524.23	311	73,828	25,304	2.92	0.85%	23	\$66.27
> 2021-08-01 - 2021-08-31	\$1,522.78	246	78,074	25,855	3.02	0.66%	15	\$101.52