

Client 1

565 Leads Generated



June = 232 Leads

Ad Set Name	Delivery	ChiroLLead CONVERTED Leads	Cost per ChiroLLead CONVERTED	Impressions	Reach	Amount Spent
Chiro LG - [blurred]	Active Initial learning complete	84	\$9.55	60,449	23,927	\$802.55
Chiro LG - [blurred]	Inactive	148	\$7.58	87,501	33,696	\$1,121.77
Results from 2 ad sets		232 Total	\$8.29 Per Action	147,950 Total	43,879 People	\$1,924.32 Total Spent

July = 126 Leads

Ad Set Name	Delivery	ChiroLLead CONVERTED Leads	Cost per ChiroLLead CONVERTED	Impressions	Reach	Amount Spent
Chiro LG - [blurred]	Active Initial learning complete	126	\$15.88	162,949	41,913	\$2,000.41
Results from 1 ad set		126 Total	\$15.88 Per Action	162,949 Total	41,913 People	\$2,000.41 Total Spent

Aug = 111 Leads

Ad Set Name	Delivery	ChiroLLead CONVERTED Leads	Cost per ChiroLLead CONVERTED	Impressions	Reach	Amount Spent
Chiro LG - [blurred]	Active Initial learning complete	111	\$18.03	167,399	43,384	\$2,001.08
Results from 1 ad set		111 Total	\$18.03 Per Action	167,399 Total	43,384 People	\$2,001.08 Total Spent

Sept = 96 Leads

Ad Set Name	Delivery	ChiroLLead CONVERTED Leads	Cost per ChiroLLead CONVERTED	Impressions	Reach	Amount Spent
Chiro LG - [blurred]	Inactive	95	\$20.17	136,614	39,659	\$1,916.47
Results from 1 ad set		95 Total	\$20.17 Per Action	136,614 Total	39,659 People	\$1,916.47 Total Spent

Client 2

578 Leads Generated

Facebook Ads Manager screenshot for June 1, 2019 - Jun 30, 2019. A red box highlights the date range. A green speech bubble points to the table with the text "June (Partial) = 88 Leads".

Ad Set Name	Delivery	ChiroLGLead CONVERTED Leads	Cost per ChiroLGLead CONVERTED	Impressions	Reach	Amount Spent
Chiro LG -	Active Initial learning complete	88	\$6.83	46,035	25,343	\$601.26
Results from 1 ad set		88 Total	\$6.83 Per Action	46,035 Total	25,343 People	\$601.26 Total Spent

Facebook Ads Manager screenshot for Jul 1, 2019 - Jul 31, 2019. A red box highlights the date range. A green speech bubble points to the table with the text "July = 189 Leads".

Ad Set Name	Delivery	ChiroLGLead CONVERTED Leads	Cost per ChiroLGLead CONVERTED	Impressions	Reach	Amount Spent
Chiro LG -	Active Initial learning complete	189	\$10.59	170,092	60,215	\$2,001.75
Results from 1 ad set		189 Total	\$10.59 Per Action	170,092 Total	60,215 People	\$2,001.75 Total Spent

Facebook Ads Manager screenshot for Last month: Aug 1, 2019 - Aug. A red box highlights the date range. A green speech bubble points to the table with the text "Aug = 154 Leads".

Ad Set Name	Delivery	ChiroLGLead CONVERTED Leads	Cost per ChiroLGLead CONVERTED	Impressions	Reach	Amount Spent
Chiro LG -	Active Initial learning complete	154	\$12.98	179,161	65,936	\$1,999.40
Results from 1 ad set		154 Total	\$12.98 Per Action	179,161 Total	65,936 People	\$1,999.40 Total Spent

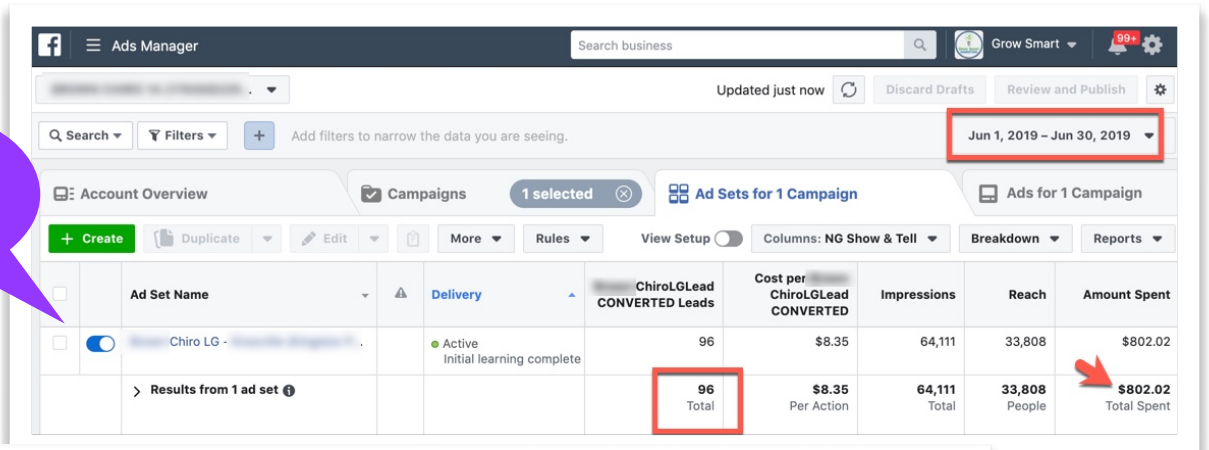
Facebook Ads Manager screenshot for Last month: Sep 1, 2019 - Sep. A red box highlights the date range. A green speech bubble points to the table with the text "Sept = 147 Leads".

Ad Set Name	Delivery	ChiroLGLead CONVERTED Leads	Cost per ChiroLGLead CONVERTED Leads	Impressions	Reach	Amount Spent
Chiro LG -	Active Initial learning complete	147	\$13.04	149,919	67,304	\$1,917.60
Results from 1 ad set		147 Total	\$13.04 Per Action	149,919 Total	67,304 People	\$1,917.60 Total Spent

Client 3

521 Leads Generated

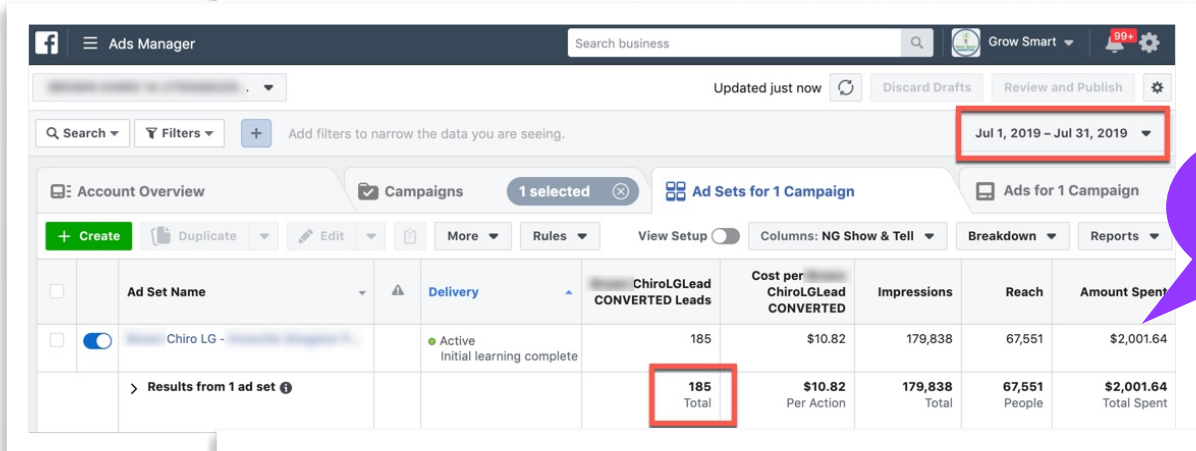
June
(Partial) =
96 Leads



Facebook Ads Manager interface showing performance for June 1, 2019 - Jun 30, 2019. The date range is highlighted in a red box. The table below shows the performance for the selected ad set.

Ad Set Name	Delivery	ChiroLGLead CONVERTED Leads	Cost per ChiroLGLead CONVERTED	Impressions	Reach	Amount Spent
Chiro LG - [blurred]	Active Initial learning complete	96	\$8.35	64,111	33,808	\$802.02
Results from 1 ad set		96 Total	\$8.35 Per Action	64,111 Total	33,808 People	\$802.02 Total Spent

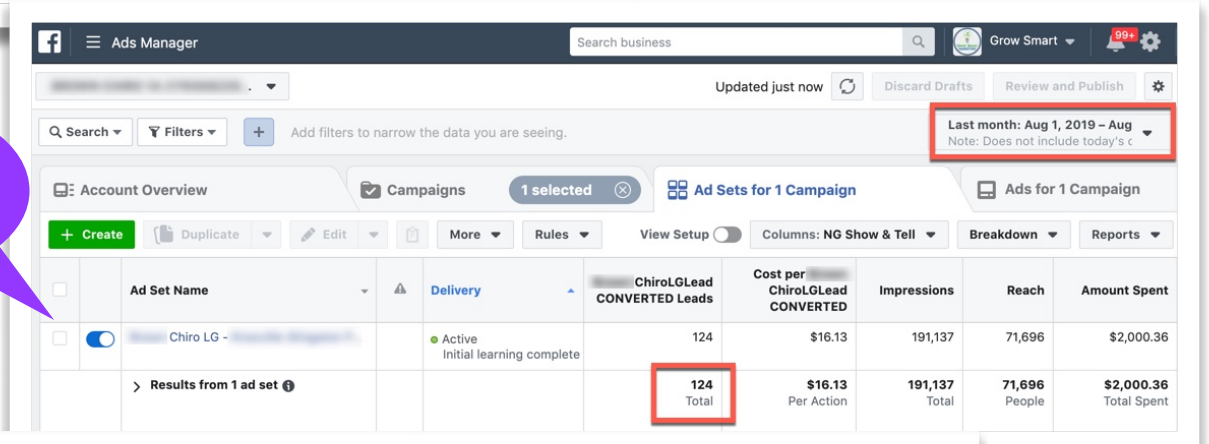
July =
185 Leads



Facebook Ads Manager interface showing performance for Jul 1, 2019 - Jul 31, 2019. The date range is highlighted in a red box. The table below shows the performance for the selected ad set.

Ad Set Name	Delivery	ChiroLGLead CONVERTED Leads	Cost per ChiroLGLead CONVERTED	Impressions	Reach	Amount Spent
Chiro LG - [blurred]	Active Initial learning complete	185	\$10.82	179,838	67,551	\$2,001.64
Results from 1 ad set		185 Total	\$10.82 Per Action	179,838 Total	67,551 People	\$2,001.64 Total Spent

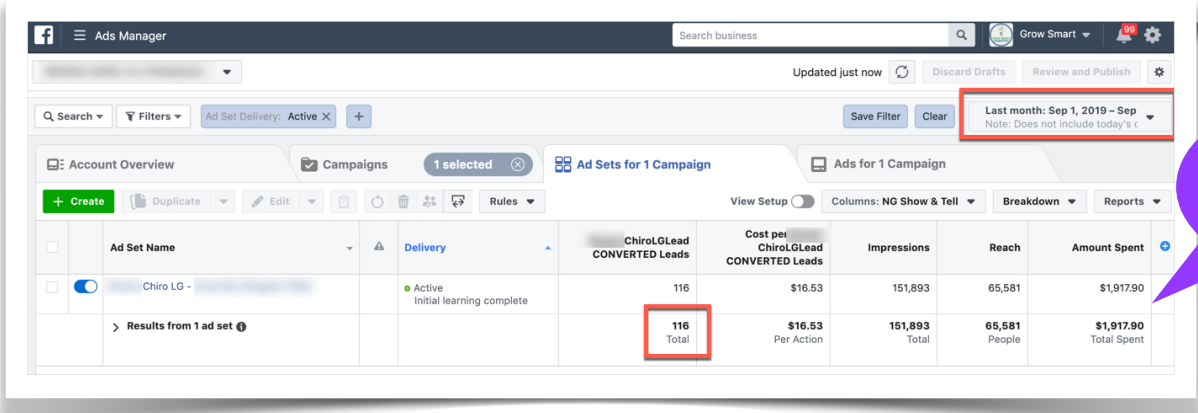
Aug =
124 Leads



Facebook Ads Manager interface showing performance for Last month: Aug 1, 2019 - Aug. The date range is highlighted in a red box. The table below shows the performance for the selected ad set.

Ad Set Name	Delivery	ChiroLGLead CONVERTED Leads	Cost per ChiroLGLead CONVERTED	Impressions	Reach	Amount Spent
Chiro LG - [blurred]	Active Initial learning complete	124	\$16.13	191,137	71,696	\$2,000.36
Results from 1 ad set		124 Total	\$16.13 Per Action	191,137 Total	71,696 People	\$2,000.36 Total Spent

Sept =
116 Leads



Facebook Ads Manager interface showing performance for Last month: Sep 1, 2019 - Sep. The date range is highlighted in a red box. The table below shows the performance for the selected ad set.

Ad Set Name	Delivery	ChiroLGLead CONVERTED Leads	Cost per ChiroLGLead CONVERTED	Impressions	Reach	Amount Spent
Chiro LG - [blurred]	Active Initial learning complete	116	\$16.53	151,893	65,581	\$1,917.90
Results from 1 ad set		116 Total	\$16.53 Per Action	151,893 Total	65,581 People	\$1,917.90 Total Spent