

# **Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020**

Admire Aesthetics (act\_657297721382121)

## Key Performance Indicators



Impr  
119,713  
↑ 19%



Clicks  
749  
↑ 13%



Cost  
\$1,239.72  
↑ 21%



CTR  
0.63%  
↓ 5%



Fb Pixel Lead  
10  
↓ 9%

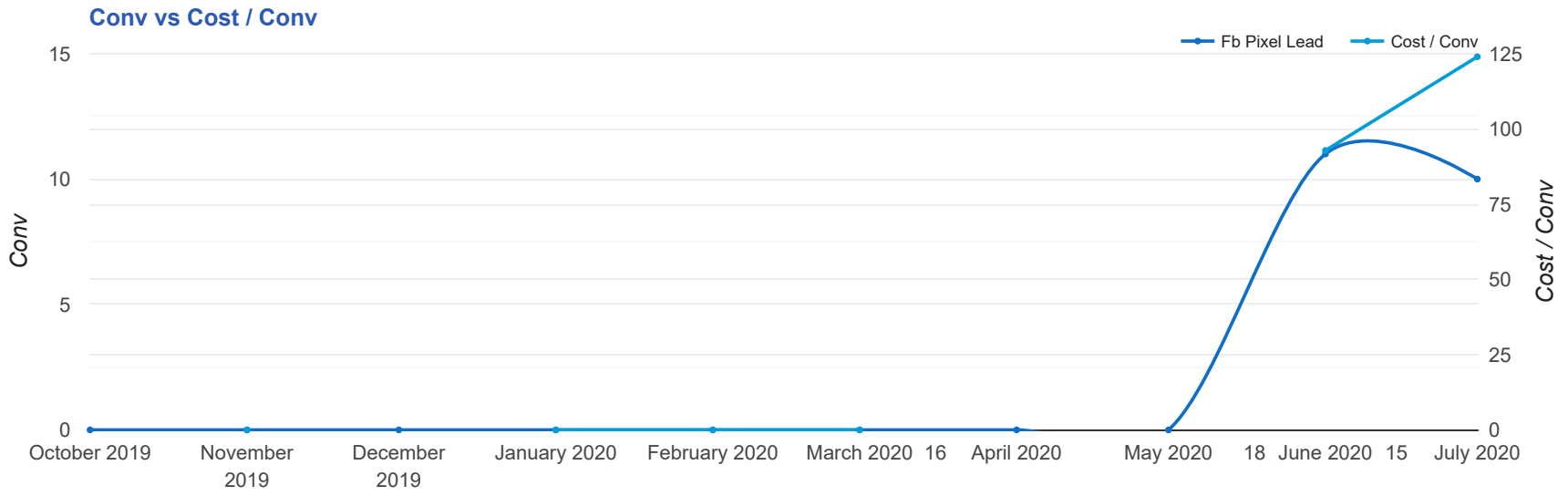


Cost / Conv  
\$123.97  
↑ 34%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Admire Aesthetics	Jul, 2020	\$1,239.72	119,713	749	10	\$123.97

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Admire Aesthetics	Oct, 2019	\$100.00	5,222	70	0	-
Admire Aesthetics	Dec, 2019	\$28.00	2,230	109	0	-
Admire Aesthetics	Apr, 2020	\$3.39	230	6	0	-
Admire Aesthetics	May, 2020	\$782.66	68,937	663	0	-
Admire Aesthetics	Jun, 2020	\$1,021.16	100,429	662	11	\$92.83
Admire Aesthetics	Jul, 2020	\$1,239.72	119,713	749	10	\$123.97

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,239.72	119,713	749	10	\$123.97

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Prospecting - Women	\$1,017.61	106,540	642	9	\$113.07
Coolsculpting - Retargeting	\$222.11	13,173	107	1	\$222.11

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-04 - CS - Women - Image 2	\$495.95	48,033	310	0.65%	5	\$99.19
2020-04 - CS - Women - Image 1	\$425.47	45,552	281	0.62%	4	\$106.37
2020-04 - CS - Women - Image 7	\$51.69	2,969	21	0.71%	1	\$51.69
2020-04 - CS - Women - Image 4	\$28.85	3,908	10	0.26%	0	-
2020-04 - CS - Women - Image 3	\$67.34	9,047	41	0.45%	0	-
2020-04 - CS - Women - Image 1	\$60.81	3,533	27	0.76%	0	-
2020-04 - CS - Women - Image 3	\$9.40	644	4	0.62%	0	-
2020-04 - CS - Women - Image 2	\$45.47	2,699	31	1.15%	0	-
2020-04 - CS - Women - Image 4	\$2.90	301	4	1.33%	0	-
2020-04 - CS - Women - Image 9	\$18.99	1,020	9	0.88%	0	-
2020-04 - CS - Women - Image 8	\$8.20	529	4	0.76%	0	-
2020-04 - CS - Women - Image 6	\$8.50	544	2	0.37%	0	-
2020-04 - CS - Women - Image 5	\$16.15	934	5	0.54%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Admire Aesthetics	35-44	female	\$379.02	35,853	242	0.67%	5	\$75.80
Admire Aesthetics	25-34	female	\$422.42	54,175	266	0.49%	3	\$140.81
Admire Aesthetics	45-54	female	\$299.13	21,345	169	0.79%	2	\$149.56
Admire Aesthetics	55-64	female	\$139.14	8,340	72	0.86%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Admire Aesthetics	mobile_app	\$1,125.22	100,470	675	0.67%	10	\$112.52
Admire Aesthetics	desktop	\$43.80	11,804	24	0.20%	0	-
Admire Aesthetics	mobile_web	\$70.70	7,439	50	0.67%	0	-