

Facebook Account Performance Report 1 Jun 2020 — 30 Jun 2020

Advanced Rejuvenation

Key Performance Indicators



Impr
94,123
↑ 316%



Clicks
1,073
↑ 520%



Cost
\$2,020.71
↑ 380%



CTR
1.14%
↑ 50%



Total Custom Conversions
56
↑ 331%

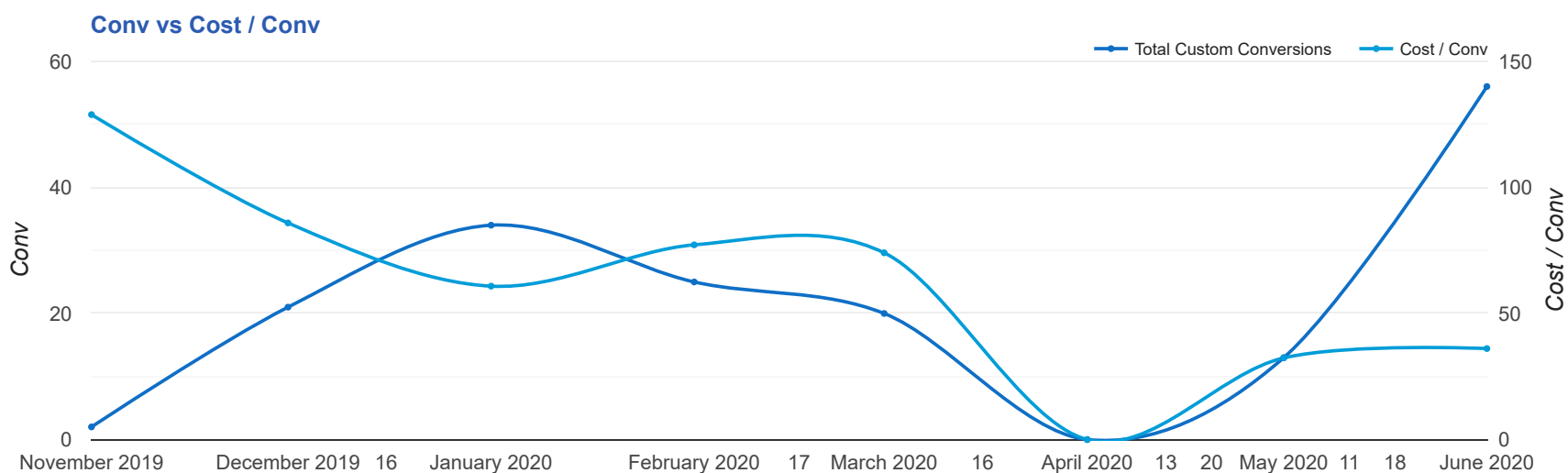


Cost / Conv
\$36.08
↑ 11%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	Jun, 2020	\$2,020.71	94,123	1,073	56	\$36.08

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	Nov, 2019	\$257.72	11,796	82	2	\$128.86
Advanced Rejuvenation Center	Dec, 2019	\$1,803.86	58,650	485	21	\$85.90
Advanced Rejuvenation Center	Jan, 2020	\$2,068.08	82,139	798	34	\$60.83
Advanced Rejuvenation Center	Feb, 2020	\$1,930.33	64,099	773	25	\$77.21
Advanced Rejuvenation Center	Mar, 2020	\$1,481.00	66,260	508	20	\$74.05
Advanced Rejuvenation Center	May, 2020	\$420.89	22,622	173	13	\$32.38
Advanced Rejuvenation Center	Jun, 2020	\$2,020.71	94,123	1,073	56	\$36.08

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Botox - Conversions	\$795.56	29,022	320	27	\$29.47
Coolsculpting - Conversions	\$797.19	39,688	441	18	\$44.29
IV Therapy - Conversions	\$427.96	25,413	312	11	\$38.91

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Botox - Women	\$795.56	29,022	320	27	\$29.47
Coolsculpting - Women	\$797.19	39,688	441	18	\$44.29
IV Therapy - Conversions	\$427.96	25,413	312	11	\$38.91

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2019-12 Botox - Women	\$795.56	29,022	320	1.10%	27	\$29.47
2020-02 - CS - Women - Image 3	\$658.27	34,264	382	1.11%	18	\$36.57
Ad 1 - Img 1	\$257.01	14,442	210	1.45%	6	\$42.84
Ad 1 - Img 3	\$63.18	3,812	33	0.87%	3	\$21.06
Ad 1 - Img 2	\$107.77	7,159	69	0.96%	2	\$53.88
2020-02 - CS - Women - Image 2	\$32.42	1,596	16	1.00%	0	-
2020-02 - CS - Women - Image 1	\$106.50	3,828	43	1.12%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	45-54	female	\$656.34	25,414	323	1.27%	29	\$22.63
Advanced Rejuvenation Center	35-44	female	\$529.78	30,463	294	0.97%	13	\$40.75
Advanced Rejuvenation Center	55-64	female	\$417.43	11,905	189	1.59%	6	\$69.57
Advanced Rejuvenation Center	25-34	female	\$284.34	23,228	208	0.90%	4	\$71.08
Advanced Rejuvenation Center	65+	female	\$132.82	3,113	59	1.90%	4	\$33.20

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	mobile_app	\$1,898.74	88,065	1,019	1.16%	55	\$34.52
Advanced Rejuvenation Center	mobile_web	\$87.20	3,794	43	1.13%	1	\$87.20
Advanced Rejuvenation Center	desktop	\$34.77	2,264	11	0.49%	0	-