

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

Advanced Rejuvenation

## Key Performance Indicators



Impr  
112,904  
↑ 20%



Clicks  
943  
↓ 12%



Cost  
\$2,063.97  
↑ 2%



CTR  
0.84%  
↓ 26%



Total Custom Conversions  
44  
↓ 21%

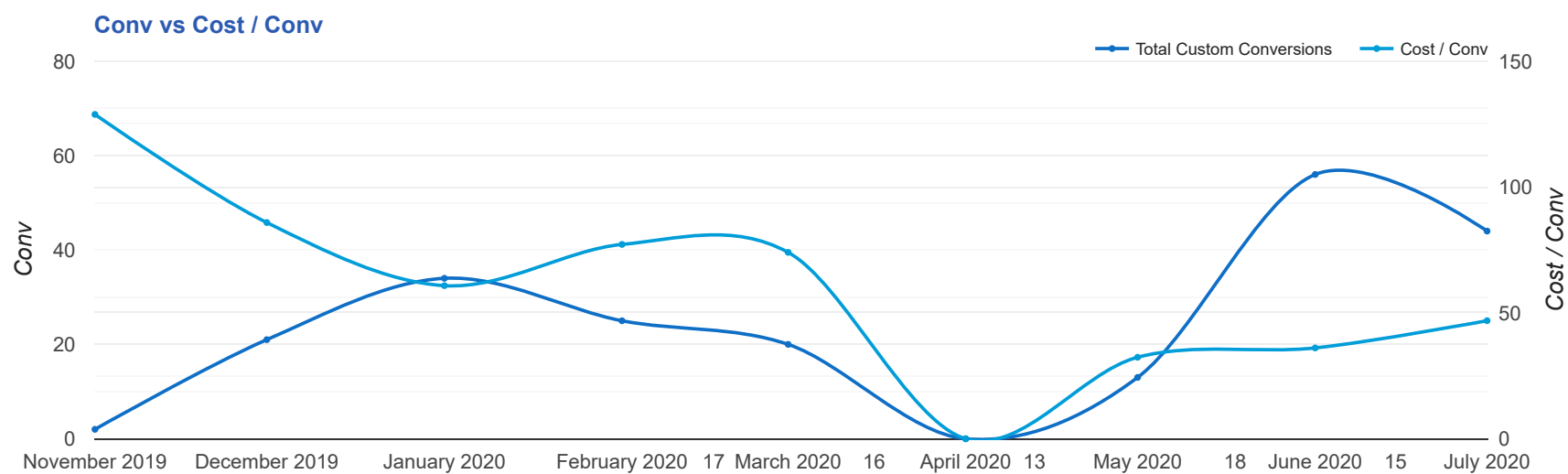


Cost / Conv  
\$46.91  
↑ 30%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	Jul, 2020	\$2,063.97	112,904	943	44	\$46.91

# 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	\$2,020.79	94,129	1,073	56	\$36.09
Advanced Rejuvenation Center	Jul, 2020	\$2,063.97	112,904	943	44	\$46.91

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Conversions	\$1,032.28	60,712	512	26	\$39.70
Botox - Conversions	\$1,031.69	52,192	431	18	\$57.32

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Women	\$1,032.28	60,712	512	26	\$39.70
Botox - Women	\$1,031.69	52,192	431	18	\$57.32

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2020-02 - CS - Women - Image 3	\$911.20	54,215	456	0.84%	24	\$37.97
2019-12 Botox - Women	\$1,031.69	52,192	431	0.83%	18	\$57.32
2020-02 - CS - Women - Image 2	\$65.76	3,760	41	1.09%	2	\$32.88
2020-02 - CS - Women - Image 1	\$55.32	2,737	15	0.55%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	35-44	female	\$530.98	34,447	255	0.74%	15	\$35.40
Advanced Rejuvenation Center	45-54	female	\$654.11	29,532	293	0.99%	15	\$43.61
Advanced Rejuvenation Center	25-34	female	\$303.29	28,389	167	0.59%	6	\$50.55
Advanced Rejuvenation Center	55-64	female	\$429.46	15,770	172	1.09%	6	\$71.58
Advanced Rejuvenation Center	65+	female	\$146.12	4,766	56	1.17%	2	\$73.06

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	mobile_app	\$1,937.05	105,378	897	0.85%	43	\$45.05
Advanced Rejuvenation Center	desktop	\$58.75	4,366	18	0.41%	1	\$58.75
Advanced Rejuvenation Center	mobile_web	\$68.05	3,160	28	0.89%	0	-