

**Facebook Account Performance  
Report  
1 Aug 2020 — 31 Aug 2020**

Advanced Rejuvenation

## Key Performance Indicators



Impr  
123,720  
↑ 10%



Clicks  
1,151  
↑ 22%



Cost  
\$2,526.29  
↑ 22%



CTR  
0.93%  
↑ 11%



Total Custom Conversions  
67  
↑ 46%

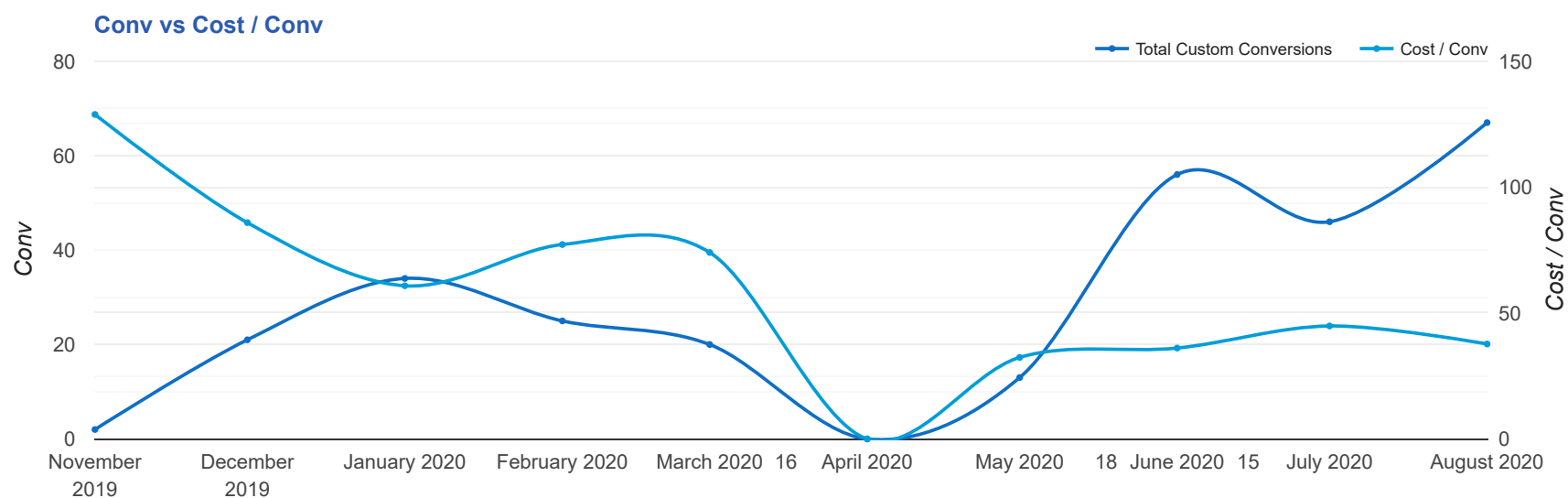


Cost / Conv  
\$37.71  
↓ 16%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	Aug, 2020	\$2,526.29	123,720	1,151	67	\$37.71

# 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	\$2,063.98	112,905	943	46	\$44.87
Advanced Rejuvenation Center	Aug, 2020	\$2,526.29	123,720	1,151	67	\$37.71

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Botox - Conversions	\$1,031.32	51,226	446	30	\$34.38
Coolsculpting - Conversions	\$1,031.45	55,971	436	27	\$38.20
Dermal Fillers - Conversions	\$463.52	16,523	269	10	\$46.35

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Botox - Women	\$1,031.32	51,226	446	30	\$34.38
Coolsculpting - Women	\$1,031.45	55,971	436	27	\$38.20
Dermal Fillers - Women	\$463.52	16,523	269	10	\$46.35

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2019-12 Botox - Women	\$1,031.32	51,226	446	0.87%	30	\$34.38
2020-02 - CS - Women - Image 3	\$856.27	47,137	355	0.75%	20	\$42.81
Dynamic - 082020	\$463.52	16,523	269	1.63%	10	\$46.35
2020-02 - CS - Women - Image 1	\$86.49	4,311	40	0.93%	4	\$21.62
2020-02 - CS - Women - Image 2	\$88.69	4,523	41	0.91%	3	\$29.56

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	35-44	female	\$636.28	36,011	303	0.84%	23	\$27.66
Advanced Rejuvenation Center	45-54	female	\$773.62	32,407	332	1.02%	16	\$48.35
Advanced Rejuvenation Center	55-64	female	\$560.26	18,886	235	1.24%	13	\$43.10
Advanced Rejuvenation Center	65+	female	\$182.72	6,511	96	1.47%	9	\$20.30
Advanced Rejuvenation Center	25-34	female	\$373.41	29,905	185	0.62%	6	\$62.24

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	mobile_app	\$2,390.82	115,103	1,107	0.96%	65	\$36.78
Advanced Rejuvenation Center	desktop	\$56.90	5,526	15	0.27%	2	\$28.45
Advanced Rejuvenation Center	mobile_web	\$78.57	3,091	29	0.94%	0	-