

# **Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020**

Advanced Rejuvenation

## Key Performance Indicators



Impr  
99,988  
↓ 19%



Clicks  
902  
↓ 22%



Cost  
\$2,657.57  
↑ 5%



CTR  
0.90%  
↓ 3%



Total Custom Conversions  
42  
↓ 37%

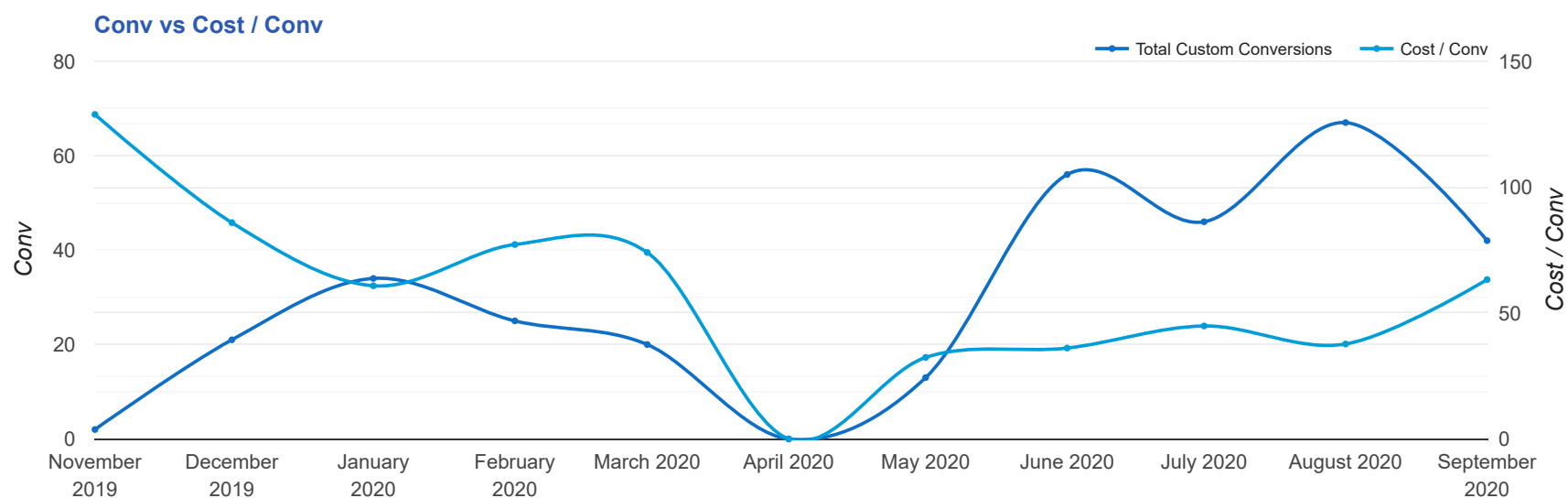


Cost / Conv  
\$63.28  
↑ 68%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	Sep, 2020	\$2,657.57	99,988	902	42	\$63.28

# 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	\$2,526.32	123,722	1,151	67	\$37.71
Advanced Rejuvenation Center	Sep, 2020	\$2,657.57	99,988	902	42	\$63.28

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Conversions	\$966.17	43,603	307	22	\$43.92
Botox - Conversions	\$966.06	35,802	325	15	\$64.40
Dermal Fillers - Conversions	\$725.34	20,583	270	5	\$145.07

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Women	\$966.17	43,603	307	22	\$43.92
Botox - Women	\$966.06	35,802	325	15	\$64.40
Dermal Fillers - Women	\$725.34	20,583	270	5	\$145.07

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2019-12 Botox - Women	\$966.06	35,802	325	0.91%	15	\$64.40
2020-02 - CS - Women - Image 3	\$741.15	34,074	220	0.65%	14	\$52.94
2020-02 - CS - Women - Image 2	\$163.92	7,340	60	0.82%	5	\$32.78
Dynamic - 082020	\$725.34	20,583	270	1.31%	5	\$145.07
2020-02 - CS - Women - Image 1	\$61.10	2,189	27	1.23%	3	\$20.37

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	45-54	female	\$833.75	27,260	284	1.04%	17	\$49.04
Advanced Rejuvenation Center	35-44	female	\$622.55	28,265	221	0.78%	13	\$47.89
Advanced Rejuvenation Center	55-64	female	\$624.57	16,100	197	1.22%	7	\$89.22
Advanced Rejuvenation Center	25-34	female	\$377.53	23,263	124	0.53%	3	\$125.84
Advanced Rejuvenation Center	65+	female	\$199.17	5,100	76	1.49%	2	\$99.58

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	mobile_app	\$2,472.17	89,575	853	0.95%	38	\$65.06
Advanced Rejuvenation Center	desktop	\$95.99	7,781	25	0.32%	4	\$24.00
Advanced Rejuvenation Center	mobile_web	\$89.42	2,632	24	0.91%	0	-