

Facebook Account Performance Report 1 Oct 2020 — 31 Oct 2020

Advanced Rejuvenation

Key Performance Indicators



Impr
98,292
↓ 2%



Clicks
974
↑ 8%



Cost
\$2,779.09
↑ 5%



CTR
0.99%
↑ 10%



Total Custom Conversions
48
↑ 14%

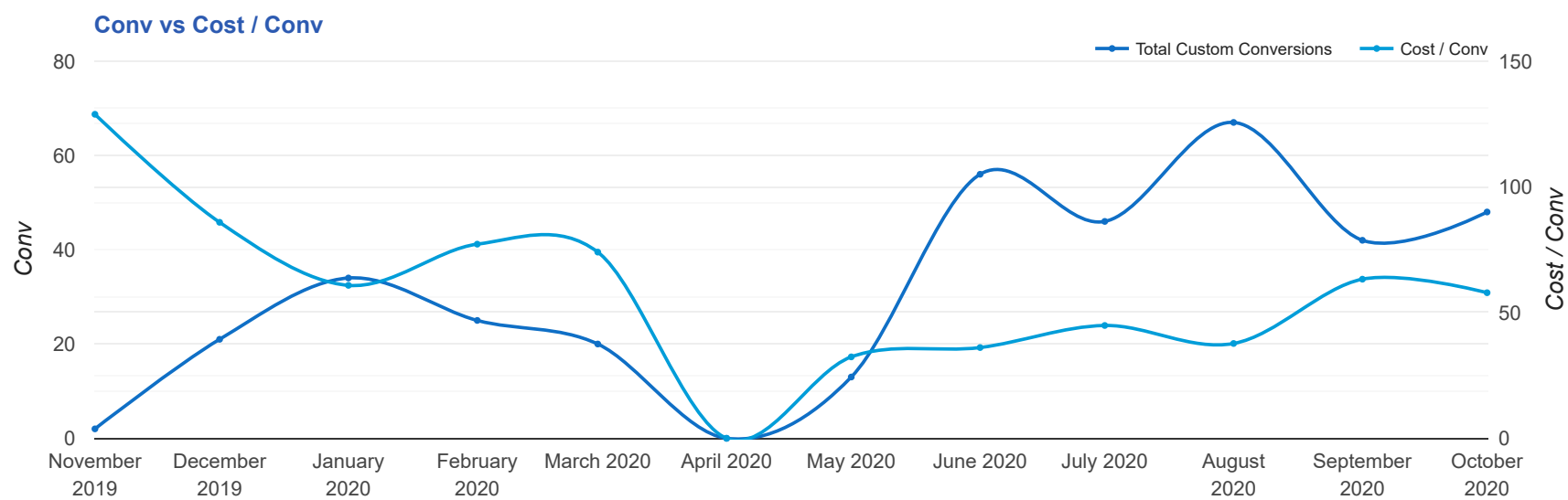


Cost / Conv
\$57.90
↓ 9%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	Oct, 2020	\$2,779.09	98,292	974	48	\$57.90

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
Advanced Rejuvenation Center	Oct, 2020	\$2,779.09	98,292	974	48	\$57.90

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Dermal Fillers - Conversions	\$759.73	21,017	294	17	\$44.69
Coolsculpting - Conversions	\$1,010.15	41,529	327	16	\$63.13
Botox - Conversions	\$1,009.21	35,746	353	15	\$67.28

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Dermal Fillers - Women	\$759.73	21,017	294	17	\$44.69
Coolsculpting - Women	\$1,010.15	41,529	327	16	\$63.13
Botox - Women	\$1,009.21	35,746	353	15	\$67.28

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Dynamic - 082020	\$759.73	21,017	294	1.40%	17	\$44.69
2019-12 Botox - Women	\$1,009.21	35,746	353	0.99%	15	\$67.28
2020-02 - CS - Women - Image 2	\$430.02	18,010	173	0.96%	8	\$53.75
2020-02 - CS - Women - Image 3	\$427.08	17,998	108	0.60%	6	\$71.18
2020-02 - CS - Women - Image 1	\$153.05	5,521	46	0.83%	2	\$76.53

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	45-54	female	\$900.35	27,032	276	1.02%	19	\$47.39
Advanced Rejuvenation Center	25-34	female	\$389.19	20,846	147	0.71%	10	\$38.92
Advanced Rejuvenation Center	35-44	female	\$660.28	29,198	278	0.95%	8	\$82.53
Advanced Rejuvenation Center	55-64	female	\$620.73	15,756	199	1.26%	6	\$103.45
Advanced Rejuvenation Center	65+	female	\$208.54	5,460	74	1.36%	5	\$41.71

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	mobile_app	\$2,634.12	90,003	940	1.04%	47	\$56.05
Advanced Rejuvenation Center	mobile_web	\$86.10	2,712	24	0.88%	1	\$86.10
Advanced Rejuvenation Center	desktop	\$58.87	5,577	10	0.18%	0	-