

**Facebook Account Performance
Report
1 Nov 2020 — 30 Nov 2020**

Advanced Rejuvenation

Key Performance Indicators



Impr
94,322
↓ 4%



Clicks
2,486
↑ 155%



Cost
\$2,746.92
↓ 1%



CTR
2.64%
↑ 167%



Total Custom Conversions
59
↑ 23%

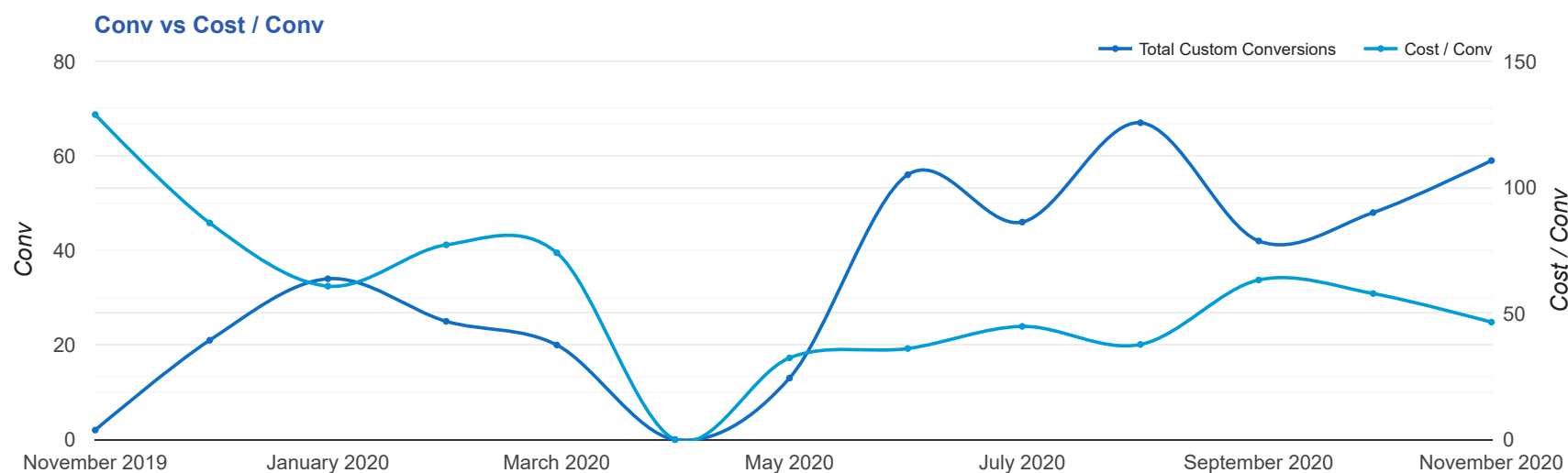


Cost / Conv
\$46.56
↓ 20%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	Nov, 2020	\$2,746.92	94,322	2,486	59	\$46.56

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	98,298	974	48	\$57.90
Advanced Rejuvenation Center	Nov, 2020	\$2,746.92	94,322	2,486	59	\$46.56

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Conversions	\$998.65	40,228	2,005	45	\$22.19
Botox - Conversions	\$999.08	33,792	246	10	\$99.91
Dermal Fillers - Conversions	\$749.19	20,302	235	4	\$187.30

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Women	\$998.65	40,228	2,005	45	\$22.19
Botox - Women	\$999.08	33,792	246	10	\$99.91
Dermal Fillers - Women	\$749.19	20,302	235	4	\$187.30

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2020-10 - CS - Women - Video 1	\$936.92	37,571	1,985	5.28%	44	\$21.29
2019-12 Botox - Women	\$999.08	33,792	246	0.73%	10	\$99.91
Dynamic - 082020	\$749.19	20,302	235	1.16%	4	\$187.30
2020-02 - CS - Women - Image 2	\$38.95	1,635	13	0.80%	1	\$38.95
2020-02 - CS - Women - Image 1	\$1.90	63	0	0.00%	0	-
2020-02 - CS - Women - Image 3	\$20.88	959	7	0.73%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	35-44	female	\$657.77	27,178	679	2.50%	20	\$32.89
Advanced Rejuvenation Center	45-54	female	\$868.62	25,895	762	2.94%	19	\$45.72
Advanced Rejuvenation Center	55-64	female	\$708.22	16,903	493	2.92%	14	\$50.59
Advanced Rejuvenation Center	25-34	female	\$407.52	22,048	519	2.35%	6	\$67.92
Advanced Rejuvenation Center	65+	female	\$104.79	2,298	33	1.44%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	mobile_app	\$2,622.92	89,249	2,443	2.74%	55	\$47.69
Advanced Rejuvenation Center	desktop	\$50.26	3,074	9	0.29%	3	\$16.75
Advanced Rejuvenation Center	mobile_web	\$73.74	1,999	34	1.70%	1	\$73.74