

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

Advanced Rejuvenation

## Key Performance Indicators



Impr  
91,679  
↓ 3%



Clicks  
1,376  
↓ 45%



Cost  
\$2,832.63  
↑ 3%



CTR  
1.50%  
↓ 43%



Total Custom Conversions  
25  
↓ 58%

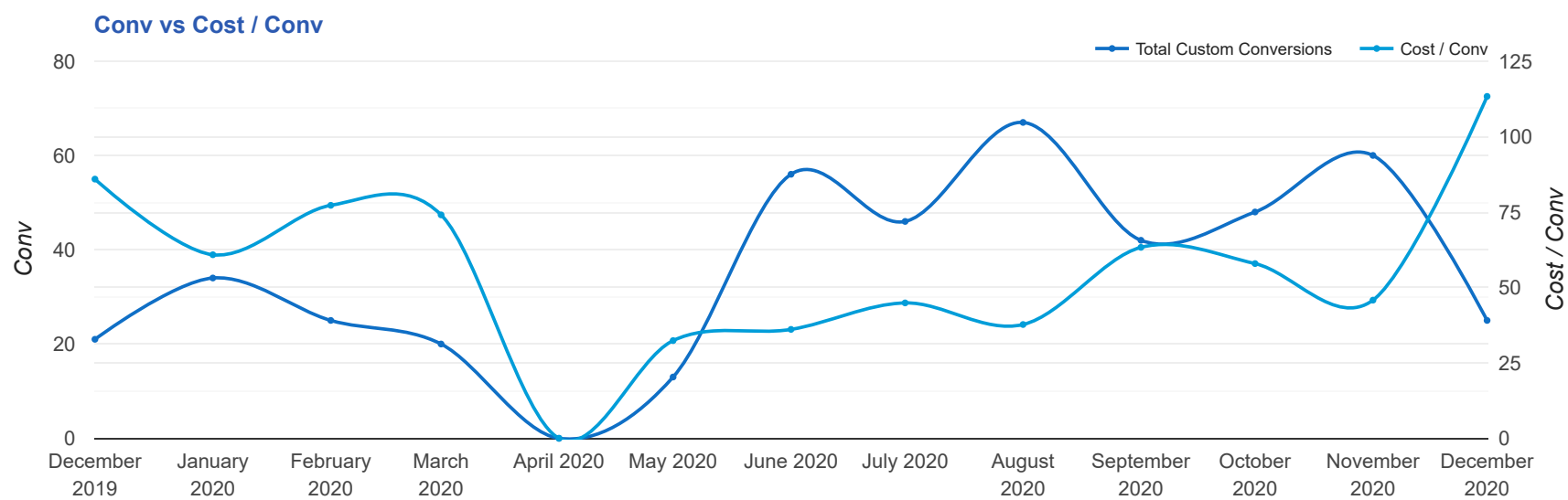


Cost / Conv  
\$113.31  
↑ 147%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	Dec, 2020	\$2,832.63	91,679	1,376	25	\$113.31

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
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	\$2,747.17	94,330	2,486	60	\$45.79
Advanced Rejuvenation Center	Dec, 2020	\$2,832.63	91,679	1,376	25	\$113.31

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Conversions	\$1,030.93	32,769	988	15	\$68.73
Botox - Conversions	\$1,029.58	39,859	235	7	\$147.08
Dermal Fillers - Conversions	\$772.12	19,051	153	3	\$257.37

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Women	\$1,030.93	32,769	988	15	\$68.73
Botox - Women	\$1,029.58	39,859	235	7	\$147.08
Dermal Fillers - Women	\$772.12	19,051	153	3	\$257.37

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2020-10 - CS - Women - Video 1	\$936.00	29,027	965	3.32%	13	\$72.00
2019-12 Botox - Women	\$1,029.58	39,859	235	0.59%	7	\$147.08
Dynamic - 082020	\$772.12	19,051	153	0.80%	3	\$257.37
2020-02 - CS - Women - Image 3	\$54.02	2,158	14	0.65%	2	\$27.01
2020-02 - CS - Women - Image 2	\$40.91	1,584	9	0.57%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	45-54	female	\$923.60	26,150	404	1.54%	11	\$83.96
Advanced Rejuvenation Center	25-34	female	\$434.34	19,720	262	1.33%	6	\$72.39
Advanced Rejuvenation Center	35-44	female	\$687.16	26,317	355	1.35%	5	\$137.43
Advanced Rejuvenation Center	55-64	female	\$787.53	19,492	355	1.82%	3	\$262.51

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	mobile_app	\$2,693.46	85,482	1,344	1.57%	25	\$107.74
Advanced Rejuvenation Center	desktop	\$76.57	4,586	12	0.26%	0	-
Advanced Rejuvenation Center	mobile_web	\$62.60	1,611	20	1.24%	0	-