

**Facebook Account Performance  
Report  
1 Jan 2021 — 31 Jan 2021**

Advanced Rejuvenation

## Key Performance Indicators



Impr  
136,095  
↑ 48%



Clicks  
1,559  
↑ 13%



Cost  
\$2,844.99  
↔ 0%



CTR  
1.15%  
↓ 23%



Total Custom Conversions  
41  
↑ 64%

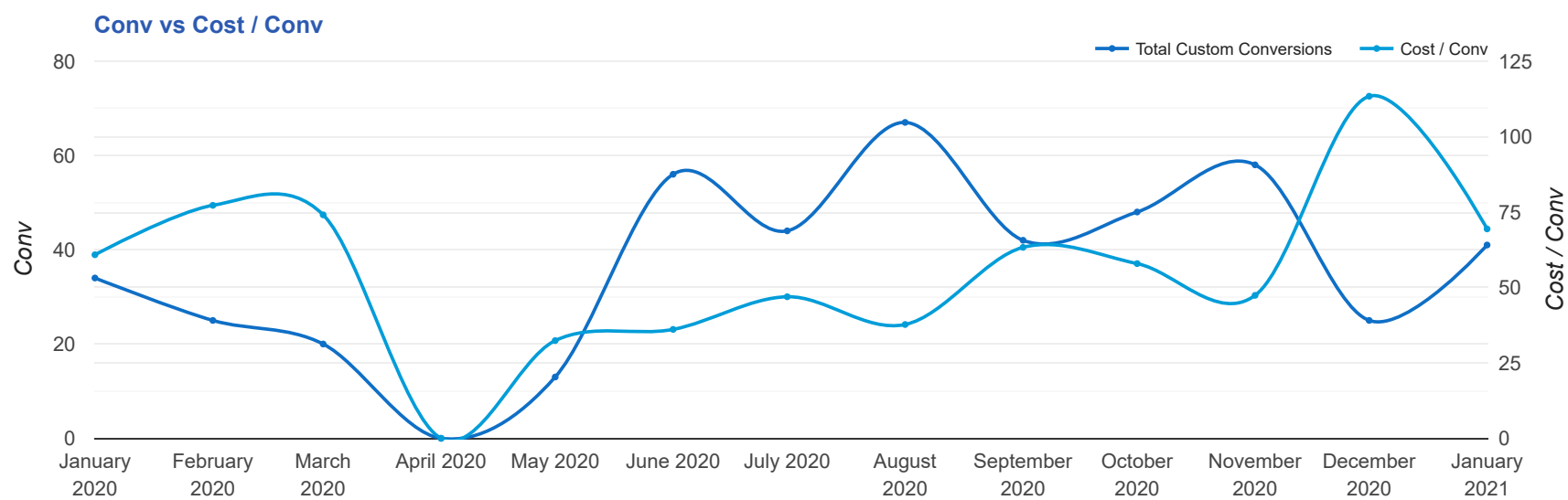


Cost / Conv  
\$69.39  
↓ 39%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	Jan, 2021	\$2,844.99	136,095	1,559	41	\$69.39

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
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	44	\$46.91
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	58	\$47.37
Advanced Rejuvenation Center	Dec, 2020	\$2,834.03	91,689	1,376	25	\$113.36
Advanced Rejuvenation Center	Jan, 2021	\$2,844.99	136,095	1,559	41	\$69.39

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Conversions	\$1,033.31	44,742	946	20	\$51.67
Botox - Conversions	\$1,033.44	65,186	340	12	\$86.12
Dermal Fillers - Conversions	\$778.24	26,167	273	9	\$86.47

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Women	\$1,033.31	44,742	946	20	\$51.67
Botox - Women	\$1,033.44	65,186	340	12	\$86.12
Dermal Fillers - Women	\$778.24	26,167	273	9	\$86.47

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2020-10 - CS - Women - Video 1	\$868.54	36,187	876	2.42%	17	\$51.09
2019-12 Botox - Women	\$1,033.44	65,186	340	0.52%	12	\$86.12
Dynamic - 082020	\$778.24	26,167	273	1.04%	9	\$86.47
2020-02 - CS - Women - Image 2	\$75.52	3,801	31	0.82%	3	\$25.17
2020-02 - CS - Women - Image 3	\$89.25	4,754	39	0.82%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	35-44	female	\$673.85	37,562	396	1.05%	11	\$61.26
Advanced Rejuvenation Center	55-64	female	\$846.86	31,693	444	1.40%	11	\$76.99
Advanced Rejuvenation Center	45-54	female	\$894.53	39,361	445	1.13%	10	\$89.45
Advanced Rejuvenation Center	25-34	female	\$429.76	27,479	274	1.00%	9	\$47.75

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	mobile_app	\$2,701.76	119,077	1,506	1.26%	39	\$69.28
Advanced Rejuvenation Center	mobile_web	\$66.74	2,174	26	1.20%	2	\$33.37
Advanced Rejuvenation Center	desktop	\$76.49	14,844	27	0.18%	0	-