

**Facebook Account Performance
Report
1 Feb 2021 — 28 Feb 2021**

Advanced Rejuvenation

Key Performance Indicators



Impr
84,344
↓ 38%



Clicks
1,138
↓ 27%



Cost
\$2,149.84
↓ 24%



CTR
1.35%
↑ 17%



Total Custom Conversions
34
↓ 17%

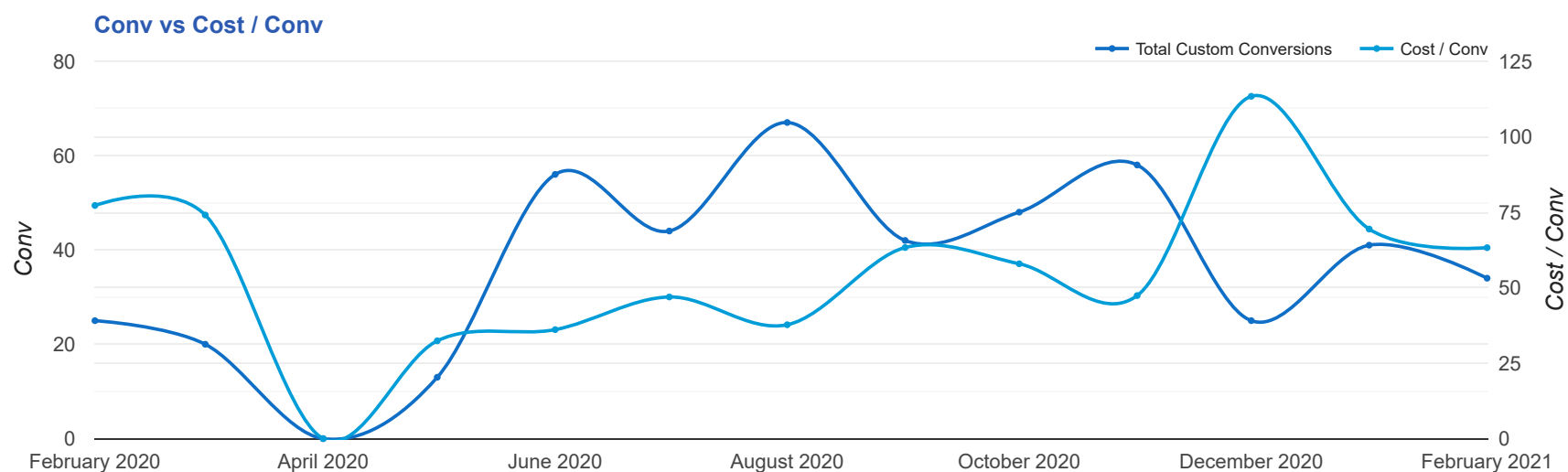


Cost / Conv
\$63.23
↓ 9%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	Feb, 2021	\$2,149.84	84,344	1,138	34	\$63.23

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
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	\$2,845.20	136,104	1,560	41	\$69.40
Advanced Rejuvenation Center	Feb, 2021	\$2,149.84	84,344	1,138	34	\$63.23

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Conversions	\$931.96	36,713	761	20	\$46.60
Botox - Conversions	\$518.01	26,808	159	7	\$74.00
Dermal Fillers - Conversions	\$699.87	20,823	218	7	\$99.98

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Women	\$931.96	36,713	761	20	\$46.60
Botox - Women	\$518.01	26,808	159	7	\$74.00
Dermal Fillers - Women	\$699.87	20,823	218	7	\$99.98

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2020-10 - CS - Women - Video 1	\$690.25	24,982	656	2.63%	14	\$49.30
2019-12 Botox - Women	\$518.01	26,808	159	0.59%	7	\$74.00
Dynamic - 082020	\$699.87	20,823	218	1.05%	7	\$99.98
2020-02 - CS - Women - Image 2	\$144.37	7,505	56	0.75%	3	\$48.12
2020-02 - CS - Women - Image 3	\$97.34	4,226	49	1.16%	3	\$32.45

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	45-54	female	\$704.06	24,867	373	1.50%	18	\$39.11
Advanced Rejuvenation Center	35-44	female	\$534.14	24,945	280	1.12%	7	\$76.31
Advanced Rejuvenation Center	55-64	female	\$619.35	17,482	306	1.75%	6	\$103.23
Advanced Rejuvenation Center	25-34	female	\$292.29	17,050	179	1.05%	3	\$97.43

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	mobile_app	\$2,056.84	76,795	1,116	1.45%	34	\$60.50
Advanced Rejuvenation Center	desktop	\$42.52	5,771	8	0.14%	0	-
Advanced Rejuvenation Center	mobile_web	\$50.48	1,778	14	0.79%	0	-