

# **Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021**

Advanced Rejuvenation

## Key Performance Indicators



Impr  
84,013  
↑ 2%



Clicks  
1,344  
↓ 10%



Cost  
\$2,983.32  
↑ 7%



CTR  
1.60%  
↓ 12%



Total Custom Conversions  
26  
↓ 19%

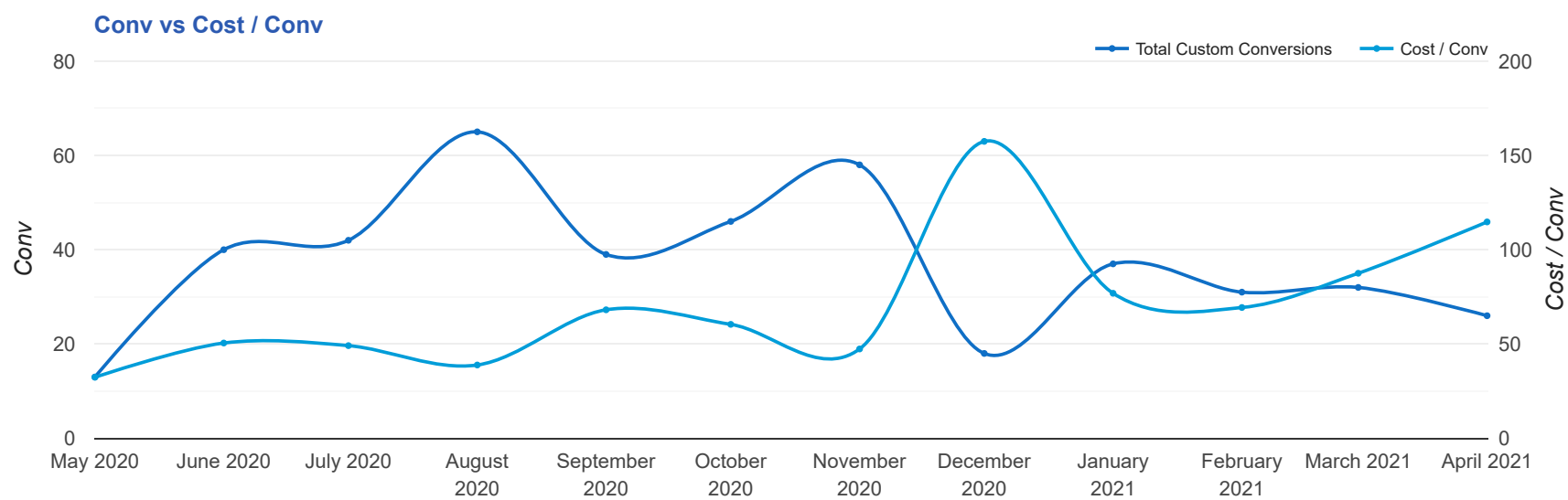


Cost / Conv  
\$114.74  
↑ 31%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	Apr, 2021	\$2,983.32	84,013	1,344	26	\$114.74

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
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	40	\$50.52
Advanced Rejuvenation Center	Jul, 2020	\$2,063.98	112,905	943	42	\$49.14
Advanced Rejuvenation Center	Aug, 2020	\$2,526.32	123,722	1,151	65	\$38.87
Advanced Rejuvenation Center	Sep, 2020	\$2,657.57	99,988	902	39	\$68.14
Advanced Rejuvenation Center	Oct, 2020	\$2,779.09	98,298	974	46	\$60.42
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	18	\$157.45
Advanced Rejuvenation Center	Jan, 2021	\$2,845.20	136,104	1,560	37	\$76.90
Advanced Rejuvenation Center	Feb, 2021	\$2,150.24	84,356	1,138	31	\$69.36
Advanced Rejuvenation Center	Mar, 2021	\$2,800.24	81,965	1,493	32	\$87.51
Advanced Rejuvenation Center	Apr, 2021	\$2,983.32	84,013	1,344	26	\$114.74

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Conversions	\$2,233.03	66,836	1,091	20	\$111.65
Dermal Fillers - Conversions	\$750.29	17,177	253	6	\$125.05

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Women	\$2,233.03	66,836	1,091	20	\$111.65
Dermal Fillers - Women	\$750.29	17,177	253	6	\$125.05

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2020-10 - CS - Women - Video 1	\$1,347.20	36,397	860	2.36%	13	\$103.63
Dynamic - 082020	\$750.29	17,177	253	1.47%	6	\$125.05
2020-02 - CS - Women - Image 3	\$399.29	13,126	98	0.75%	5	\$79.86
2020-02 - CS - Women - Image 2	\$486.54	17,313	133	0.77%	2	\$243.27

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	45-54	female	\$1,020.39	24,332	417	1.71%	10	\$102.04
Advanced Rejuvenation Center	55-64	female	\$862.72	17,659	405	2.29%	9	\$95.86
Advanced Rejuvenation Center	35-44	female	\$654.41	22,695	286	1.26%	5	\$130.88
Advanced Rejuvenation Center	25-34	female	\$445.80	19,327	236	1.22%	1	\$445.80
Advanced Rejuvenation Center	Unknown	unknown	\$0.00	0	0	-%	1	\$0.00

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Advanced Rejuvenation Center	mobile_app	\$2,759.03	77,660	1,273	1.64%	20	\$137.95
Advanced Rejuvenation Center	desktop	\$126.05	4,400	16	0.36%	4	\$31.51
Advanced Rejuvenation Center	mobile_web	\$98.24	1,953	55	2.82%	1	\$98.24
Advanced Rejuvenation Center	unknown	\$0.00	0	0	-%	1	\$0.00