

Facebook Account Performance Report 1 Aug 2020 — 31 Aug 2020

Always Beautiful Medspa (act_10200113012418234)

Key Performance Indicators



Impr
48,683
↓ 7%



Clicks
426
↓ 23%



Cost
\$1,020.35
↓ 2%



CTR
0.88%
↓ 16%



Fb Pixel Lead
14
↑ 40%

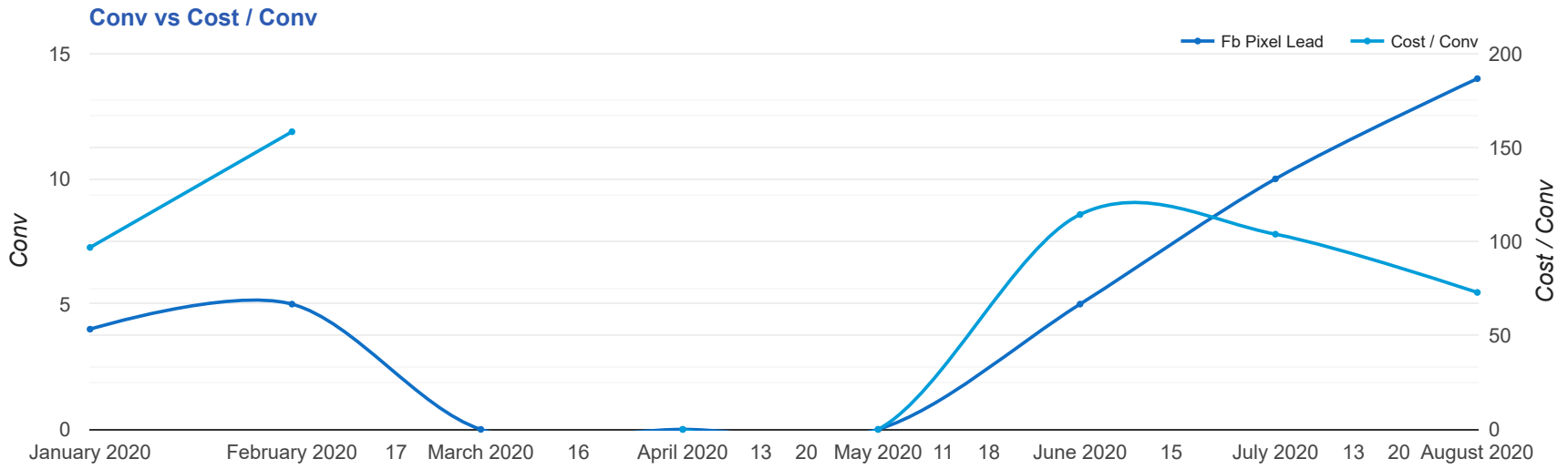


Cost / Conv
\$72.88
↓ 30%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	Aug, 2020	\$1,020.35	48,683	426	14	\$72.88

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	Jan, 2020	\$387.34	26,667	399	4	\$96.83
Always Beautiful Medspa	Feb, 2020	\$792.12	33,718	449	5	\$158.42
Always Beautiful Medspa	Mar, 2020	\$602.51	34,084	237	0	-
Always Beautiful Medspa	Jun, 2020	\$571.79	29,484	176	5	\$114.36
Always Beautiful Medspa	Jul, 2020	\$1,038.89	52,442	550	10	\$103.89
Always Beautiful Medspa	Aug, 2020	\$1,020.35	48,683	426	14	\$72.88

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,020.35	48,683	426	14	\$72.88

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Lookalike 1% - ABM Demographic	\$867.81	41,607	389	13	\$66.75
Broad - Prospecting	\$152.54	7,076	37	1	\$152.54

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Dynamic - Prospecting	\$867.81	41,607	389	0.93%	13	\$66.75
Dynamic - Prospecting	\$152.54	7,076	37	0.52%	1	\$152.54

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	35-44	female	\$218.65	11,107	73	0.66%	3	\$72.88
Always Beautiful Medspa	45-54	female	\$216.10	7,902	73	0.92%	3	\$72.03
Always Beautiful Medspa	65+	female	\$79.28	2,050	53	2.59%	3	\$26.43
Always Beautiful Medspa	25-34	female	\$191.38	13,138	60	0.46%	2	\$95.69
Always Beautiful Medspa	25-34	male	\$47.27	3,587	35	0.98%	1	\$47.27
Always Beautiful Medspa	35-44	male	\$44.88	3,020	28	0.93%	1	\$44.88
Always Beautiful Medspa	45-54	male	\$47.58	2,251	12	0.53%	1	\$47.58
Always Beautiful Medspa	25-34	unknown	\$2.11	190	0	0.00%	0	-
Always Beautiful Medspa	35-44	unknown	\$3.04	161	1	0.62%	0	-
Always Beautiful Medspa	45-54	unknown	\$2.18	119	1	0.84%	0	-
Always Beautiful Medspa	55-64	female	\$114.46	3,077	55	1.79%	0	-
Always Beautiful Medspa	55-64	male	\$30.67	1,178	21	1.78%	0	-
Always Beautiful Medspa	55-64	unknown	\$1.18	56	0	0.00%	0	-
Always Beautiful Medspa	65+	male	\$21.08	814	14	1.72%	0	-
Always Beautiful Medspa	65+	unknown	\$0.49	33	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	mobile_app	\$936.29	45,727	415	0.91%	14	\$66.88
Always Beautiful Medspa	desktop	\$59.95	1,478	5	0.34%	0	-
Always Beautiful Medspa	mobile_web	\$24.11	1,478	6	0.41%	0	-