

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

Always Beautiful Medspa (act_10200113012418234)

Key Performance Indicators



Impr
19,550
↓ 60%



Clicks
214
↓ 50%



Cost
\$685.01
↓ 33%



CTR
1.09%
↑ 24%



Fb Pixel Lead
20
↑ 43%

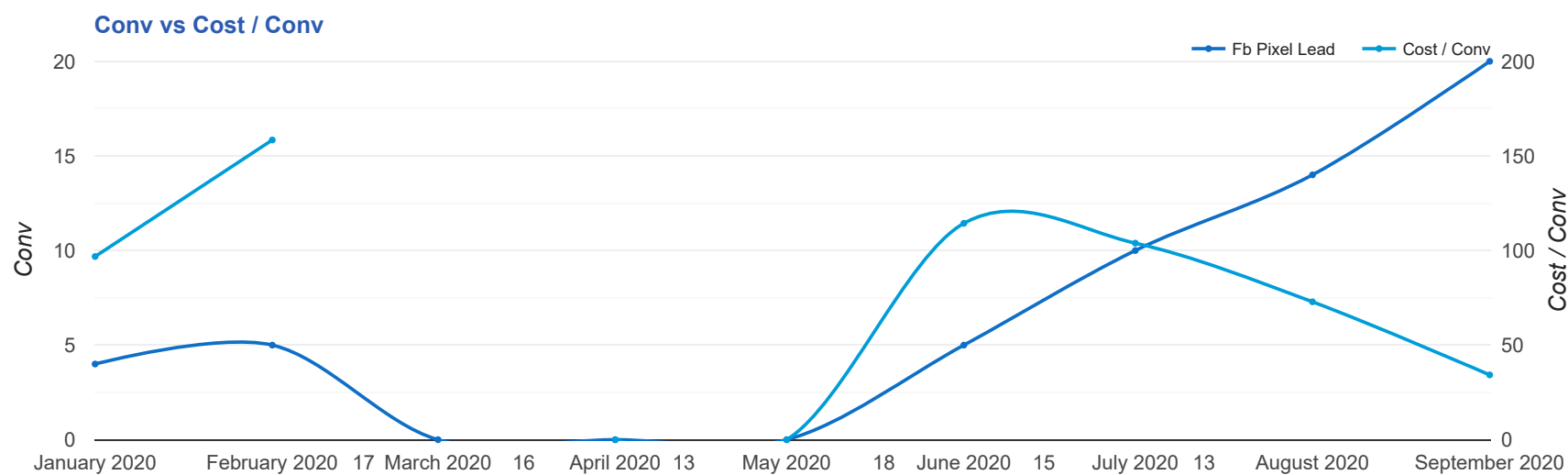


Cost / Conv
\$34.25
↓ 53%

Monthly Account Summary

| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-------------------------|-----------|----------|--------|--------|---------------|-------------|
| Always Beautiful Medspa | Sep, 2020 | \$685.01 | 19,550 | 214 | 20 | \$34.25 |

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 |
| Always Beautiful Medspa | Sep, 2020 | \$685.01 | 19,550 | 214 | 20 | \$34.25 |

Top Performing Campaigns

| CAMPAIGNS | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------------------|----------|--------|--------|---------------|-------------|
| Coolsculpting - Conversions | \$685.01 | 19,550 | 214 | 20 | \$34.25 |

Top Performing Ad Sets

| ADSET | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|--------------------------------|----------|--------|--------|---------------|-------------|
| Broad - Prospecting | \$672.24 | 19,185 | 211 | 20 | \$33.61 |
| Lookalike 1% - ABM Demographic | \$12.77 | 365 | 3 | 0 | - |

Top Performing Ads

| AD | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|-----------------------|----------|--------|--------|-------|---------------|-------------|
| Dynamic - Prospecting | \$672.24 | 19,185 | 211 | 1.10% | 20 | \$33.61 |
| Dynamic - Prospecting | \$12.77 | 365 | 3 | 0.82% | 0 | - |

Age & Gender Performance

| ACCOUNT | AGE | GENDER | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|-------------------------|-------|---------|----------|-------|--------|-------|---------------|-------------|
| Always Beautiful Medspa | 35-44 | female | \$142.92 | 4,801 | 36 | 0.75% | 7 | \$20.42 |
| Always Beautiful Medspa | 65+ | female | \$65.12 | 1,040 | 36 | 3.46% | 5 | \$13.02 |
| Always Beautiful Medspa | 25-34 | female | \$111.13 | 4,730 | 27 | 0.57% | 3 | \$37.04 |
| Always Beautiful Medspa | 55-64 | female | \$92.47 | 1,584 | 31 | 1.96% | 3 | \$30.82 |
| Always Beautiful Medspa | 45-54 | female | \$178.57 | 3,783 | 46 | 1.22% | 2 | \$89.28 |
| Always Beautiful Medspa | 25-34 | male | \$17.94 | 925 | 6 | 0.65% | 0 | - |
| Always Beautiful Medspa | 25-34 | unknown | \$0.29 | 20 | 1 | 5.00% | 0 | - |
| Always Beautiful Medspa | 35-44 | male | \$17.41 | 840 | 7 | 0.83% | 0 | - |
| Always Beautiful Medspa | 35-44 | unknown | \$1.03 | 44 | 0 | 0.00% | 0 | - |
| Always Beautiful Medspa | 45-54 | male | \$25.46 | 783 | 13 | 1.66% | 0 | - |
| Always Beautiful Medspa | 45-54 | unknown | \$1.88 | 59 | 3 | 5.08% | 0 | - |
| Always Beautiful Medspa | 55-64 | male | \$19.83 | 576 | 4 | 0.69% | 0 | - |
| Always Beautiful Medspa | 55-64 | unknown | \$0.53 | 18 | 0 | 0.00% | 0 | - |
| Always Beautiful Medspa | 65+ | male | \$10.29 | 340 | 4 | 1.18% | 0 | - |
| Always Beautiful Medspa | 65+ | unknown | \$0.14 | 7 | 0 | 0.00% | 0 | - |

Performance By Device

| ACCOUNT | DEVICE | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|-------------------------|------------|----------|--------|--------|-------|---------------|-------------|
| Always Beautiful Medspa | mobile_app | \$640.93 | 18,464 | 203 | 1.10% | 20 | \$32.05 |
| Always Beautiful Medspa | desktop | \$21.10 | 493 | 4 | 0.81% | 0 | - |
| Always Beautiful Medspa | mobile_web | \$22.98 | 593 | 7 | 1.18% | 0 | - |