

Facebook Account Performance Report 1 Nov 2020 — 30 Nov 2020

Always Beautiful Medspa (act_10200113012418234)

Key Performance Indicators



Impr
54,522
↑ 143%



Clicks
698
↑ 167%



Cost
\$1,604.54
↑ 136%



CTR
1.28%
↑ 10%



Fb Pixel Lead
42
↑ 200%

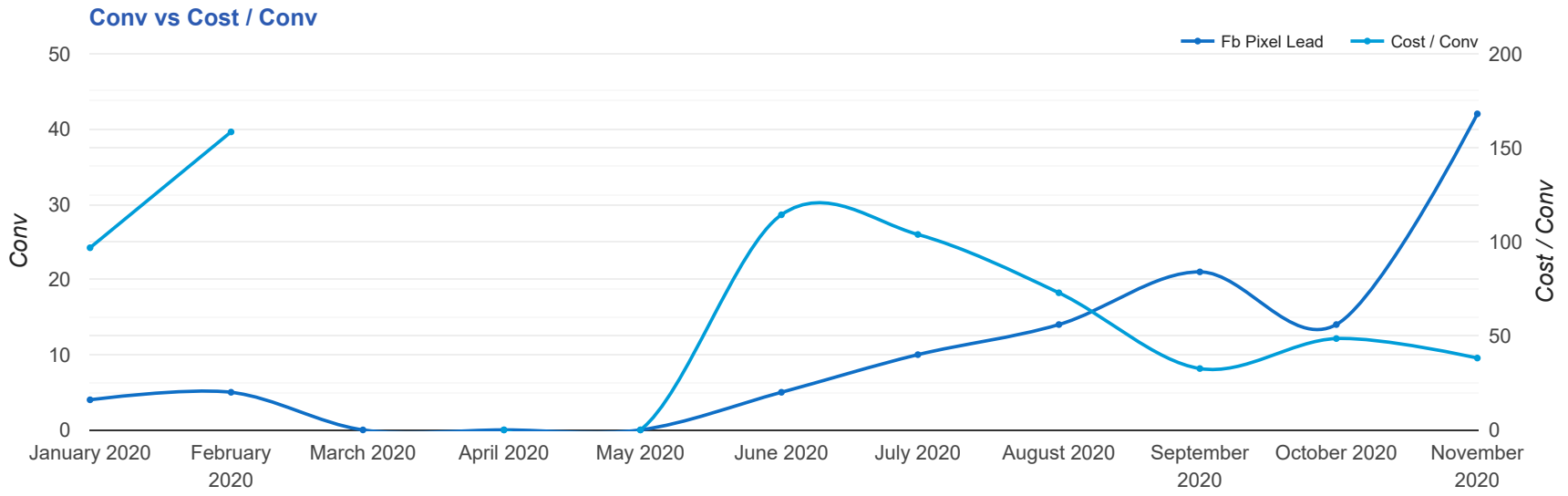


Cost / Conv
\$38.20
↓ 21%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	Nov, 2020	\$1,604.54	54,522	698	42	\$38.20

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	21	\$32.62
Always Beautiful Medspa	Oct, 2020	\$679.80	22,434	261	14	\$48.56
Always Beautiful Medspa	Nov, 2020	\$1,604.54	54,522	698	42	\$38.20

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox - Conversions	\$1,456.79	43,968	567	25	\$58.27
Event: Grand Opening Virtual CoolEvent	\$147.75	10,554	131	17	\$8.69

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Always Beautiful CS Women - Expanded (current)	\$1,281.95	37,478	506	23	\$55.74
Event: Grand Opening Virtual CoolEvent	\$147.75	10,554	131	17	\$8.69
Always Beautiful CS Women - Expanded (old)	\$174.84	6,490	61	2	\$87.42

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Event: Grand Opening Virtual CoolEvent	\$147.75	10,554	131	1.24%	17	\$8.69
2020-11 - Static Image - What if... Challenger Img	\$807.67	23,878	334	1.40%	14	\$57.69
2020-11 - Static Image - What if...	\$386.46	11,180	138	1.23%	8	\$48.31
Dynamic - Botox - Prospecting	\$174.84	6,490	61	0.94%	2	\$87.42
2020-11 - Static Image - We Shouldn't Let Stress...	\$41.77	1,106	18	1.63%	1	\$41.77
2020-11 - Static Image - We Shouldn't Let Stress... Challenger Img	\$46.05	1,314	16	1.22%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	35-44	female	\$463.25	19,556	219	1.12%	19	\$24.38
Always Beautiful Medspa	25-34	female	\$199.27	10,664	109	1.02%	9	\$22.14
Always Beautiful Medspa	55-64	female	\$266.48	5,692	98	1.72%	8	\$33.31
Always Beautiful Medspa	45-54	female	\$528.25	15,302	216	1.41%	5	\$105.65
Always Beautiful Medspa	65+	female	\$140.36	2,532	52	2.05%	1	\$140.36
Always Beautiful Medspa	18-24	female	\$1.22	136	0	0.00%	0	-
Always Beautiful Medspa	18-24	male	\$0.18	51	0	0.00%	0	-
Always Beautiful Medspa	18-24	unknown	\$0.02	4	0	0.00%	0	-
Always Beautiful Medspa	25-34	male	\$1.07	142	1	0.70%	0	-
Always Beautiful Medspa	25-34	unknown	\$0.05	10	0	0.00%	0	-
Always Beautiful Medspa	35-44	male	\$1.37	151	0	0.00%	0	-
Always Beautiful Medspa	35-44	unknown	\$0.09	6	0	0.00%	0	-
Always Beautiful Medspa	45-54	male	\$1.25	132	1	0.76%	0	-
Always Beautiful Medspa	45-54	unknown	\$0.13	5	0	0.00%	0	-
Always Beautiful Medspa	55-64	male	\$0.77	85	1	1.18%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	mobile_app	\$1,523.88	49,258	685	1.39%	38	\$40.10
Always Beautiful Medspa	desktop	\$31.75	3,434	2	0.06%	2	\$15.88
Always Beautiful Medspa	mobile_web	\$48.91	1,830	11	0.60%	2	\$24.45