

Facebook Account Performance Report 1 Dec 2020 — 31 Dec 2020

Always Beautiful Medspa (act_10200113012418234)

Key Performance Indicators



Impr
51,300
↓ 6%



Clicks
578
↓ 17%



Cost
\$1,516.47
↓ 6%



CTR
1.13%
↓ 12%



Fb Pixel Lead
29
↓ 34%

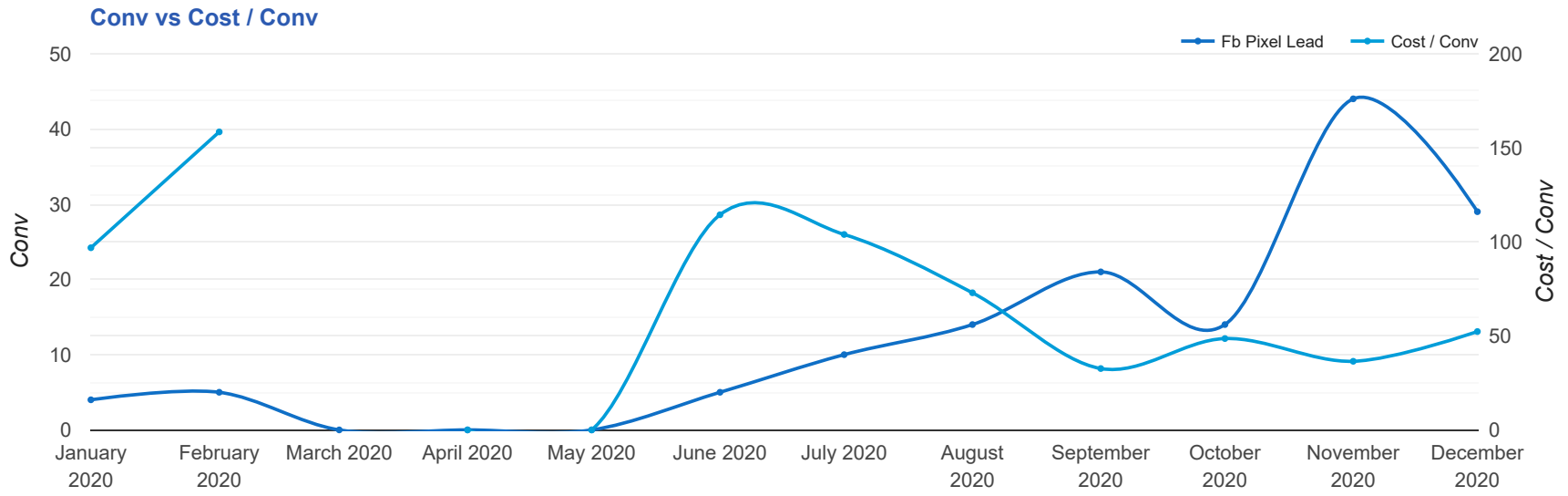


Cost / Conv
\$52.29
↑ 43%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	Dec, 2020	\$1,516.47	51,300	578	29	\$52.29

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	\$1,604.76	54,524	698	44	\$36.47
Always Beautiful Medspa	Dec, 2020	\$1,516.47	51,300	578	29	\$52.29

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox - Conversions	\$1,516.47	51,300	578	29	\$52.29

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Always Beautiful CS Women - Expanded (current)	\$1,516.47	51,300	578	29	\$52.29

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Static Image - What if... Challenger Img	\$863.15	33,682	326	0.97%	15	\$57.54
2020-11 - Static Image - We Shouldn't Let Stress... Challenger Img	\$349.02	8,579	160	1.87%	11	\$31.73
2020-11 - Static Image - We Shouldn't Let Stress...	\$128.05	2,887	47	1.63%	2	\$64.03
2020-11 - Static Image - What if...	\$176.25	6,152	45	0.73%	1	\$176.25

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	45-54	female	\$406.84	11,789	146	1.24%	13	\$31.30
Always Beautiful Medspa	35-44	female	\$517.12	19,734	210	1.06%	9	\$57.46
Always Beautiful Medspa	25-34	female	\$261.39	12,856	125	0.97%	5	\$52.28
Always Beautiful Medspa	55-64	female	\$228.82	4,752	59	1.24%	1	\$228.82
Always Beautiful Medspa	65+	female	\$102.30	2,169	38	1.75%	1	\$102.30

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	mobile_app	\$1,418.47	42,685	562	1.32%	25	\$56.74
Always Beautiful Medspa	mobile_web	\$61.50	2,402	13	0.54%	4	\$15.38
Always Beautiful Medspa	desktop	\$36.50	6,213	3	0.05%	0	-