

Facebook Account Performance Report 1 Jan 2021 — 31 Jan 2021

Always Beautiful Medspa (act_10200113012418234)

Key Performance Indicators



Impr
66,167
↑ 29%



Clicks
761
↑ 32%



Cost
\$1,518.91
↔ 0%



CTR
1.15%
↑ 2%



Fb Pixel Lead
35
↑ 35%

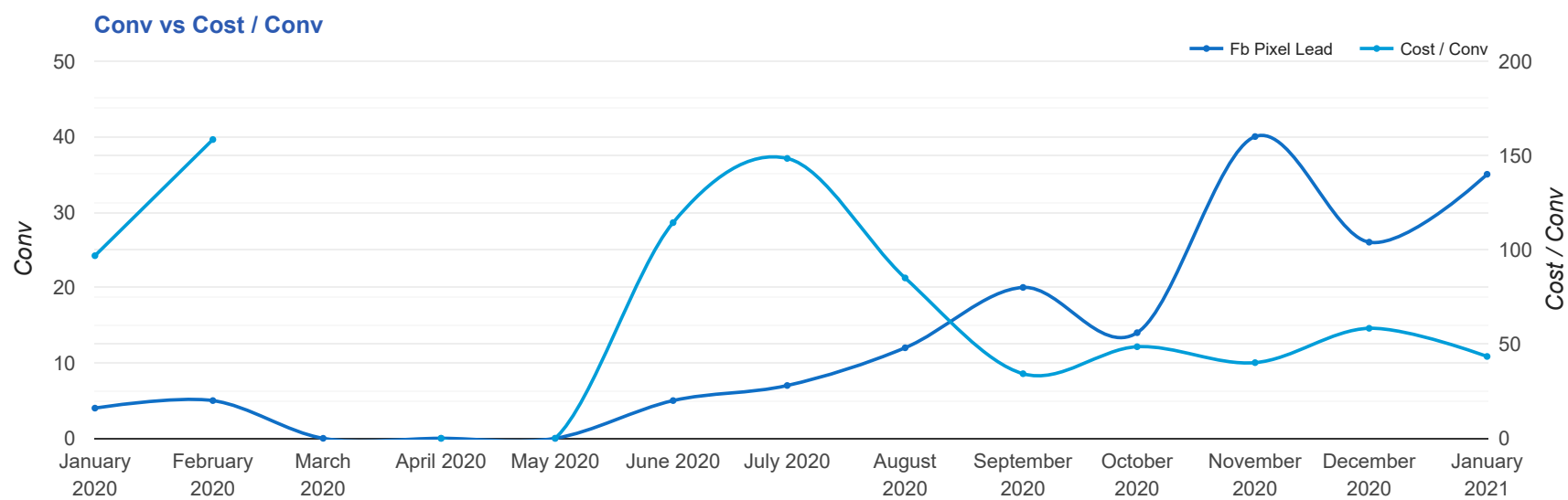


Cost / Conv
\$43.40
↓ 26%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	Jan, 2021	\$1,518.91	66,167	761	35	\$43.40

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	7	\$148.41
Always Beautiful Medspa	Aug, 2020	\$1,020.35	48,683	426	12	\$85.03
Always Beautiful Medspa	Sep, 2020	\$685.01	19,550	214	20	\$34.25
Always Beautiful Medspa	Oct, 2020	\$679.80	22,434	261	14	\$48.56
Always Beautiful Medspa	Nov, 2020	\$1,604.76	54,524	698	40	\$40.12
Always Beautiful Medspa	Dec, 2020	\$1,516.52	51,304	578	26	\$58.33
Always Beautiful Medspa	Jan, 2021	\$1,518.91	66,167	761	35	\$43.40

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox - Conversions	\$1,518.91	66,167	761	35	\$43.40

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Always Beautiful Botox Women - Expanded (current)	\$1,518.91	66,167	761	35	\$43.40

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Static Image - What if... Challenger Img	\$684.60	35,211	375	1.07%	12	\$57.05
2020-11 - Static Image - What if...	\$189.44	10,059	68	0.68%	9	\$21.05
2020-11 - Static Image - We Shouldn't Let Stress... Challenger Img	\$462.15	15,696	241	1.54%	8	\$57.77
2020-11 - Static Image - We Shouldn't Let Stress...	\$182.72	5,201	77	1.48%	6	\$30.45

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	35-44	female	\$494.19	24,137	218	0.90%	14	\$35.30
Always Beautiful Medspa	25-34	female	\$350.04	19,787	222	1.12%	8	\$43.76
Always Beautiful Medspa	45-54	female	\$377.83	13,890	184	1.32%	7	\$53.98
Always Beautiful Medspa	55-64	female	\$174.66	5,161	81	1.57%	3	\$58.22
Always Beautiful Medspa	65+	female	\$122.19	3,192	56	1.75%	3	\$40.73

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	mobile_app	\$1,419.10	56,348	741	1.32%	32	\$44.35
Always Beautiful Medspa	desktop	\$36.83	6,705	3	0.04%	2	\$18.41
Always Beautiful Medspa	mobile_web	\$62.97	3,114	17	0.55%	1	\$62.97