

Facebook Account Performance Report 1 Feb 2021 — 28 Feb 2021

Always Beautiful Medspa (act_10200113012418234)

Key Performance Indicators



Impr
64,026
↓ 3%



Clicks
629
↓ 18%



Cost
\$1,369.22
↓ 10%



CTR
0.98%
↓ 15%



Fb Pixel Lead
29
↓ 19%

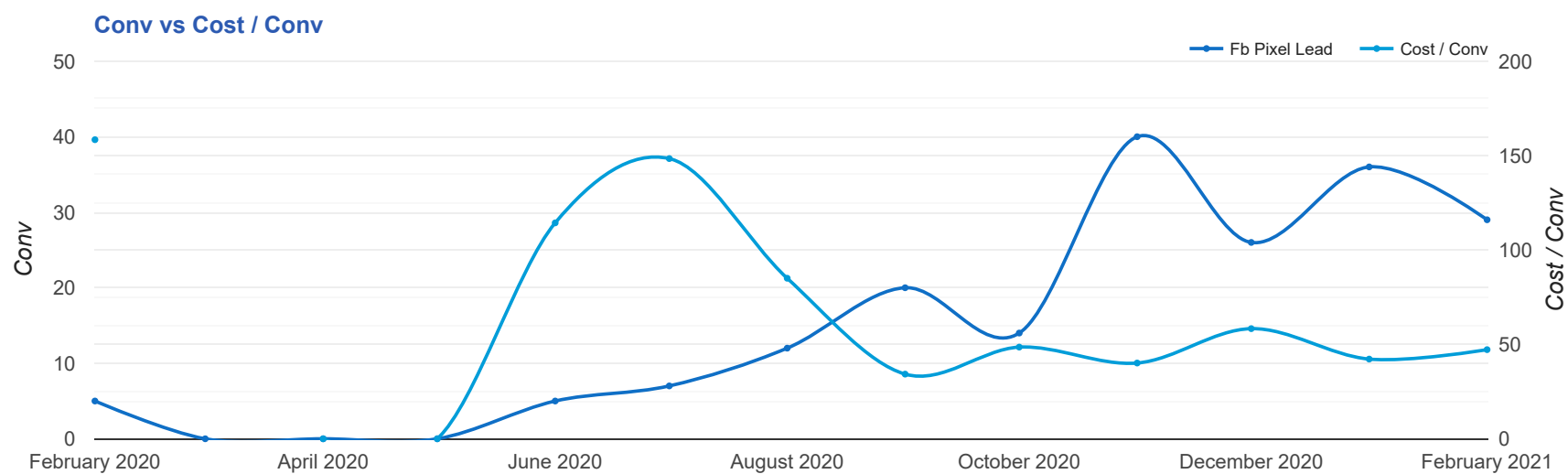


Cost / Conv
\$47.21
↑ 12%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	Feb, 2021	\$1,369.22	64,026	629	29	\$47.21

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$1,519.71	66,177	763	36	\$42.21
Always Beautiful Medspa	Feb, 2021	\$1,369.22	64,026	629	29	\$47.21

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox - Conversions	\$1,369.22	64,026	629	29	\$47.21

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Always Beautiful Botox Women - Expanded (current)	\$1,369.22	64,026	629	29	\$47.21

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Static Image - What if... Challenger Img	\$547.17	26,917	258	0.96%	9	\$60.80
2020-11 - Static Image - What if...	\$316.03	16,883	88	0.52%	8	\$39.50
2020-11 - Static Image - We Shouldn't Let Stress... Challenger Img	\$328.85	12,444	208	1.67%	8	\$41.11
2020-11 - Static Image - We Shouldn't Let Stress...	\$177.17	7,782	75	0.96%	4	\$44.29

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	35-44	female	\$437.41	21,147	214	1.01%	10	\$43.74
Always Beautiful Medspa	25-34	female	\$287.57	17,750	146	0.82%	8	\$35.95
Always Beautiful Medspa	45-54	female	\$341.62	13,971	165	1.18%	7	\$48.80
Always Beautiful Medspa	65+	female	\$124.75	4,534	56	1.24%	3	\$41.58
Always Beautiful Medspa	55-64	female	\$177.88	6,624	48	0.72%	1	\$177.88

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	mobile_app	\$1,253.19	48,243	610	1.26%	27	\$46.41
Always Beautiful Medspa	desktop	\$61.62	13,044	11	0.08%	1	\$61.62
Always Beautiful Medspa	mobile_web	\$54.41	2,739	8	0.29%	1	\$54.41