

# **Facebook Account Performance Report 1 Mar 2021 — 31 Mar 2021**

Always Beautiful Medspa (act\_10200113012418234)

## Key Performance Indicators



Impr  
57,924  
↓ 10%



Clicks  
863  
↑ 37%



Cost  
\$1,719.10  
↑ 25%



CTR  
1.49%  
↑ 52%



Fb Pixel Lead  
34  
↑ 17%

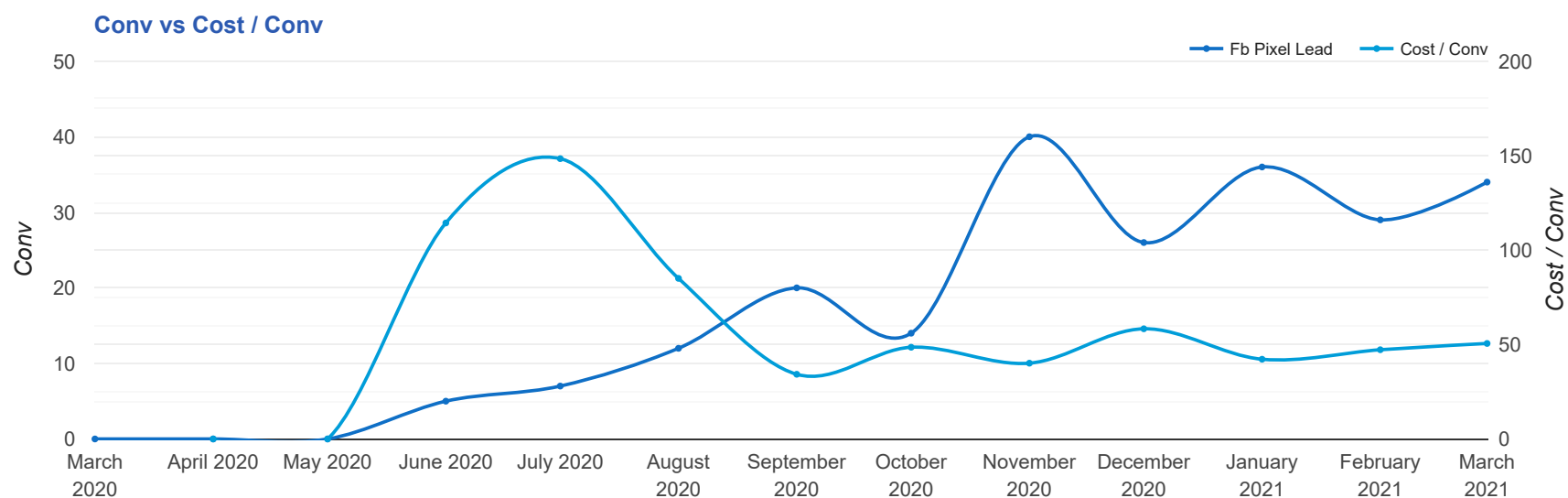


Cost / Conv  
\$50.56  
↑ 7%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	Mar, 2021	\$1,719.10	57,924	863	34	\$50.56

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$1,369.92	64,029	629	29	\$47.24
Always Beautiful Medspa	Mar, 2021	\$1,719.10	57,924	863	34	\$50.56

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox - Conversions	\$1,519.10	48,593	722	34	\$44.68
Event: Introducing CoolSculpting Elite!	\$200.00	9,331	141	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Always Beautiful Botox Women - Expanded (current)	\$1,519.10	48,593	722	34	\$44.68
Event: Introducing CoolSculpting Elite!	\$200.00	9,331	141	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Static Image - What if... Challenger Img	\$873.72	29,555	468	1.58%	21	\$41.61
2020-11 - Static Image - We Shouldn't Let Stress...	\$122.35	2,969	56	1.89%	5	\$24.47
2020-11 - Static Image - What if...	\$332.37	10,492	117	1.12%	4	\$83.09
2020-11 - Static Image - We Shouldn't Let Stress... Challenger Img	\$190.66	5,577	81	1.45%	4	\$47.66
Event: Introducing CoolSculpting Elite!	\$200.00	9,331	141	1.51%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	35-44	female	\$552.88	20,995	250	1.19%	11	\$50.26
Always Beautiful Medspa	45-54	female	\$446.83	13,327	247	1.85%	9	\$49.65
Always Beautiful Medspa	55-64	female	\$235.31	4,703	105	2.23%	9	\$26.15
Always Beautiful Medspa	25-34	female	\$335.72	15,266	180	1.18%	4	\$83.93
Always Beautiful Medspa	65+	female	\$134.95	2,635	75	2.85%	1	\$134.95
Always Beautiful Medspa	18-24	female	\$0.82	73	0	0.00%	0	-
Always Beautiful Medspa	18-24	male	\$0.42	63	0	0.00%	0	-
Always Beautiful Medspa	18-24	unknown	\$0.02	3	0	0.00%	0	-
Always Beautiful Medspa	25-34	male	\$1.62	167	1	0.60%	0	-
Always Beautiful Medspa	35-44	male	\$2.53	215	0	0.00%	0	-
Always Beautiful Medspa	35-44	unknown	\$0.20	9	0	0.00%	0	-
Always Beautiful Medspa	45-54	male	\$2.27	203	0	0.00%	0	-
Always Beautiful Medspa	45-54	unknown	\$0.03	1	0	0.00%	0	-
Always Beautiful Medspa	55-64	male	\$3.15	159	3	1.89%	0	-
Always Beautiful Medspa	55-64	unknown	\$0.66	10	1	10.00%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	mobile_app	\$1,619.99	54,657	842	1.54%	33	\$49.09
Always Beautiful Medspa	mobile_web	\$51.25	2,302	15	0.65%	1	\$51.25
Always Beautiful Medspa	desktop	\$47.86	965	6	0.62%	0	-