

Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021

Always Beautiful Medspa (act_10200113012418234)

Key Performance Indicators



Impr
15,196
↓ 74%



Clicks
758
↓ 12%



Cost
\$398.05
↓ 77%



CTR
4.99%
↑ 235%



Fb Pixel Lead
21
↓ 12%

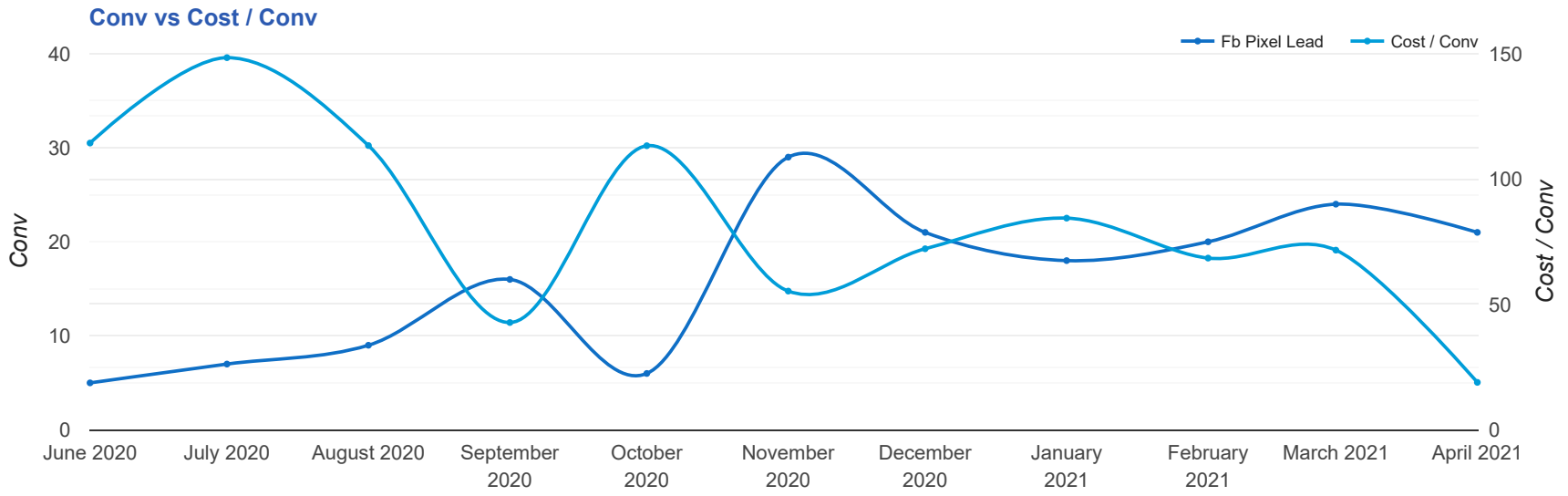


Cost / Conv
\$18.95
↓ 74%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	Apr, 2021	\$398.05	15,196	758	21	\$18.95

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	9	\$113.37
Always Beautiful Medspa	Sep, 2020	\$685.01	19,550	214	16	\$42.81
Always Beautiful Medspa	Oct, 2020	\$679.80	22,434	261	6	\$113.30
Always Beautiful Medspa	Nov, 2020	\$1,604.76	54,524	698	29	\$55.34
Always Beautiful Medspa	Dec, 2020	\$1,516.52	51,304	578	21	\$72.22
Always Beautiful Medspa	Jan, 2021	\$1,519.71	66,177	763	18	\$84.43
Always Beautiful Medspa	Feb, 2021	\$1,369.92	64,029	629	20	\$68.50
Always Beautiful Medspa	Mar, 2021	\$1,720.14	57,939	863	24	\$71.67
Always Beautiful Medspa	Apr, 2021	\$398.05	15,196	758	21	\$18.95

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$332.09	13,231	734	20	\$16.60
Botox - Conversions	\$65.96	1,965	24	1	\$65.96

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
2021-04 - Broad - Prospecting	\$332.09	13,231	734	20	\$16.60
Always Beautiful Botox Women - Expanded (current)	\$65.96	1,965	24	1	\$65.96

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021 - 04 - CS - UGC - Standing	\$248.89	9,830	531	5.40%	16	\$15.56
2021 - 04 - CS - UGC - Sitting	\$83.20	3,401	203	5.97%	4	\$20.80
2020-11 - Static Image - What if... Challenger Img	\$42.67	1,361	17	1.25%	1	\$42.67
2020-11 - Static Image - What if...	\$10.24	273	2	0.73%	0	-
2020-11 - Static Image - We Shouldn't Let Stress...	\$3.99	87	3	3.45%	0	-
2020-11 - Static Image - We Shouldn't Let Stress... Challenger Img	\$9.06	244	2	0.82%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	Unknown	unknown	\$0.01	1	0	0.00%	10	\$0.00
Always Beautiful Medspa	25-34	female	\$102.94	5,236	241	4.60%	5	\$20.59
Always Beautiful Medspa	45-54	female	\$98.97	3,129	173	5.53%	3	\$32.99
Always Beautiful Medspa	35-44	female	\$117.98	4,972	221	4.44%	1	\$117.98
Always Beautiful Medspa	55-64	female	\$54.43	1,145	69	6.03%	1	\$54.43
Always Beautiful Medspa	65+	female	\$23.72	713	54	7.57%	1	\$23.72

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Always Beautiful Medspa	mobile_app	\$386.44	14,844	746	5.03%	11	\$35.13
Always Beautiful Medspa	unknown	\$0.00	0	0	-%	10	\$0.00
Always Beautiful Medspa	desktop	\$6.32	134	4	2.99%	0	-
Always Beautiful Medspa	mobile_web	\$5.29	218	8	3.67%	0	-