

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

American Laser Med Spa (act\_10210078464105735)

## Key Performance Indicators



Impr  
187,268  
↑ 2,125%



Clicks  
8,013  
↑ 1,376%



Cost  
\$3,057.36  
↑ 2,131%



CTR  
4.28%  
↓ 34%



Fb Pixel Lead  
135  
↑ ∞

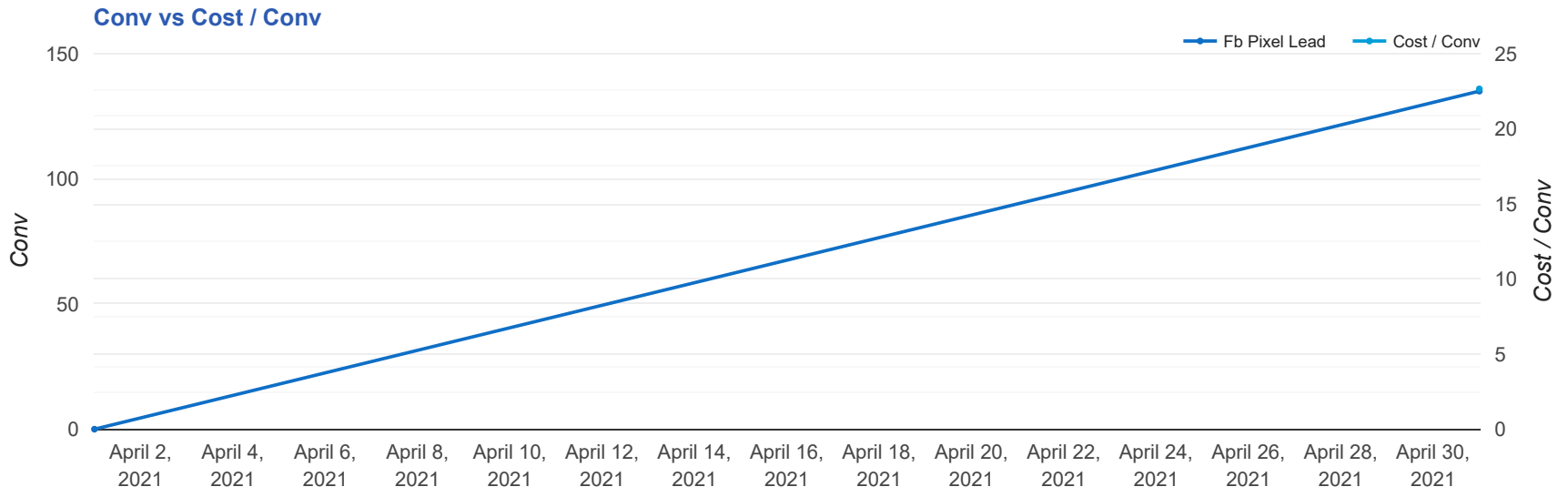


Cost / Conv  
\$22.65  
-

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
American Laser Med Spa	May, 2021	\$3,057.36	187,268	8,013	135	\$22.65

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
American Laser Med Spa	Apr, 2021	\$137.05	8,416	543	-	-
American Laser Med Spa	May, 2021	\$3,057.36	187,268	8,013	135	\$22.65

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$995.70	52,082	2,980	71	\$14.02
Laser Hair Removal - Conversions	\$2,061.66	135,186	5,033	64	\$32.21

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Corpus Christi	\$499.35	26,576	1,616	37	\$13.50
Amarillo	\$496.35	25,506	1,364	34	\$14.60
Lubbock	\$412.07	26,298	842	17	\$24.24
El Paso	\$412.61	28,224	1,205	12	\$34.38
Corpus Christi	\$412.48	27,043	1,182	12	\$34.37
Midland	\$412.45	26,669	980	12	\$34.37
Amarillo	\$412.05	26,952	824	11	\$37.46

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021-04 - CS - UGC - Standing - Copy 1	\$299.76	16,558	1,091	6.59%	23	\$13.03
2021-04 - CS - UGC - Standing - Copy 1	\$263.88	13,243	718	5.42%	19	\$13.89
2021-04 - CS - UGC - Sitting - Copy 1	\$116.72	5,540	295	5.32%	9	\$12.97
2021- 04 - Video 2 - Copy 1	\$147.20	10,655	519	4.87%	9	\$16.36
2021-04 - CS - UGC - Sitting - Copy 1	\$89.15	4,297	244	5.68%	7	\$12.74
2021- 04 - Video 2 - Copy 1	\$120.05	7,803	231	2.96%	7	\$17.15
2021-04 - CS - UGC - Standing - Copy 2	\$109.82	6,310	335	5.31%	6	\$18.30
2021- 04 - Video 2 - Copy 1	\$121.84	8,105	384	4.74%	6	\$20.31
2021- 04 - Video 2 - Copy 1	\$138.99	9,016	278	3.08%	5	\$27.80
2021-04 - CS - UGC - Standing - Copy 2	\$83.85	4,209	218	5.18%	4	\$20.96
2021- 04 - Video 2 - Copy 2	\$103.66	6,837	319	4.67%	4	\$25.91
2021- 04 - Video 2 - Copy 1	\$151.70	9,731	359	3.69%	4	\$37.92
2021- 04 - Video 4 - Copy 1	\$67.27	4,373	103	2.36%	4	\$16.82
2021-04 - CS - UGC - Sitting - Copy 2	\$26.59	1,512	63	4.17%	3	\$8.86
2021- 04 - Video 2 - Copy 2	\$125.71	7,830	322	4.11%	3	\$41.90

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
American Laser Med Spa	Unknown	unknown	-	-	-	-%	135	-
American Laser Med Spa	25-34	female	\$798.29	61,186	2,138	3.49%	-	-
American Laser Med Spa	35-44	female	\$927.50	62,000	2,429	3.92%	-	-
American Laser Med Spa	45-54	female	\$777.25	40,256	2,006	4.98%	-	-
American Laser Med Spa	55-64	female	\$450.73	18,712	1,172	6.26%	-	-
American Laser Med Spa	65+	female	\$103.60	5,114	268	5.24%	-	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
American Laser Med Spa	unknown	-	-	-	-%	135	-
American Laser Med Spa	desktop	\$43.52	1,635	12	0.73%	-	-
American Laser Med Spa	mobile_app	\$2,974.11	183,171	7,926	4.33%	-	-
American Laser Med Spa	mobile_web	\$39.73	2,462	75	3.05%	-	-