

**Facebook Account Performance
Report
1 Jul 2020 — 31 Jul 2020**

AOB Med Spa

Key Performance Indicators



Impr
68,635
↑ 124%



Clicks
546
↑ 68%



Cost
\$1,034.25
↑ 52%



CTR
0.80%
↓ 25%



Fb Pixel Lead
18
↓ 14%

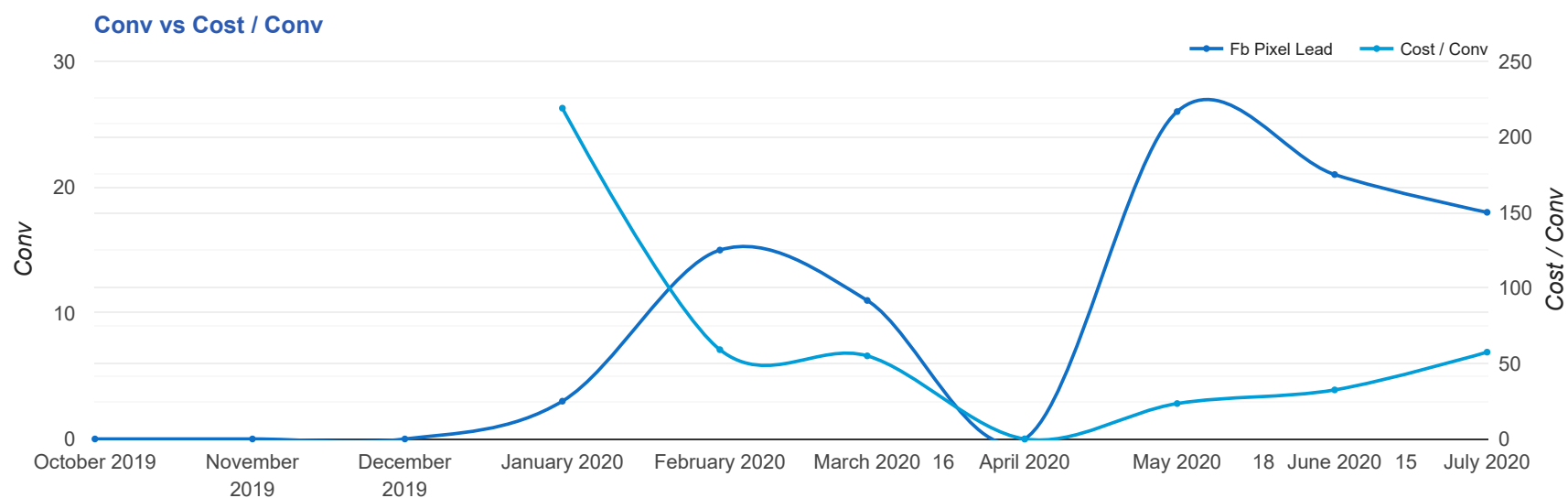


Cost / Conv
\$57.46
↑ 77%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
AOB MEDSPA 183342691	Jul, 2020	\$1,034.25	68,635	546	18	\$57.46

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
AOB MEDSPA 183342691	Oct, 2019	\$7.80	923	7	0	-
AOB MEDSPA 183342691	Nov, 2019	\$498.74	54,913	271	0	-
AOB MEDSPA 183342691	Dec, 2019	\$517.04	27,613	165	0	-
AOB MEDSPA 183342691	Jan, 2020	\$656.75	26,954	233	3	\$218.92
AOB MEDSPA 183342691	Feb, 2020	\$886.36	29,191	288	15	\$59.09
AOB MEDSPA 183342691	Mar, 2020	\$605.04	26,716	188	11	\$55.00
AOB MEDSPA 183342691	May, 2020	\$609.54	34,184	375	26	\$23.44
AOB MEDSPA 183342691	Jun, 2020	\$681.75	30,642	325	21	\$32.46
AOB MEDSPA 183342691	Jul, 2020	\$1,034.25	68,635	546	18	\$57.46

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversion	\$1,034.25	68,635	546	18	\$57.46

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women - LA List	\$809.03	47,623	418	12	\$67.42
Coolsculpting - Men - LA List	\$225.22	21,012	128	6	\$37.54

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS - Women - Image 14	\$321.04	20,400	195	0.96%	7	\$45.86
2019-12 - CS - Women - Image 1	\$487.99	27,223	223	0.82%	5	\$97.60
2019-12 - CS - Men Image 1	\$166.33	14,355	90	0.63%	4	\$41.58
2019-12 - CS - Men Image 2	\$58.89	6,657	38	0.57%	2	\$29.45

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
AOB MEDSPA 183342691	35-44	female	\$260.61	14,882	124	0.83%	5	\$52.12
AOB MEDSPA 183342691	25-34	female	\$233.39	18,097	152	0.84%	3	\$77.80
AOB MEDSPA 183342691	25-34	male	\$80.63	9,858	68	0.69%	3	\$26.88
AOB MEDSPA 183342691	45-54	female	\$231.22	10,207	100	0.98%	3	\$77.07
AOB MEDSPA 183342691	35-44	male	\$60.63	5,556	32	0.58%	2	\$30.32
AOB MEDSPA 183342691	55-64	female	\$83.84	4,434	42	0.95%	1	\$83.84
AOB MEDSPA 183342691	55-64	male	\$24.65	1,818	7	0.39%	1	\$24.65
AOB MEDSPA 183342691	45-54	male	\$59.28	3,783	21	0.56%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
AOB MEDSPA 183342691	mobile_app	\$961.90	55,823	497	0.89%	16	\$60.12
AOB MEDSPA 183342691	desktop	\$32.36	9,599	18	0.19%	1	\$32.36
AOB MEDSPA 183342691	mobile_web	\$39.99	3,213	31	0.96%	1	\$39.99