

**Facebook Account Performance
Report
1 Sep 2020 — 30 Sep 2020**

AOB Med Spa

Key Performance Indicators



Impr
52,891
↑ 37%



Clicks
576
↑ 89%



Cost
\$1,955.74
↑ 89%



CTR
1.09%
↑ 38%



Fb Pixel Lead
35
↑ 75%

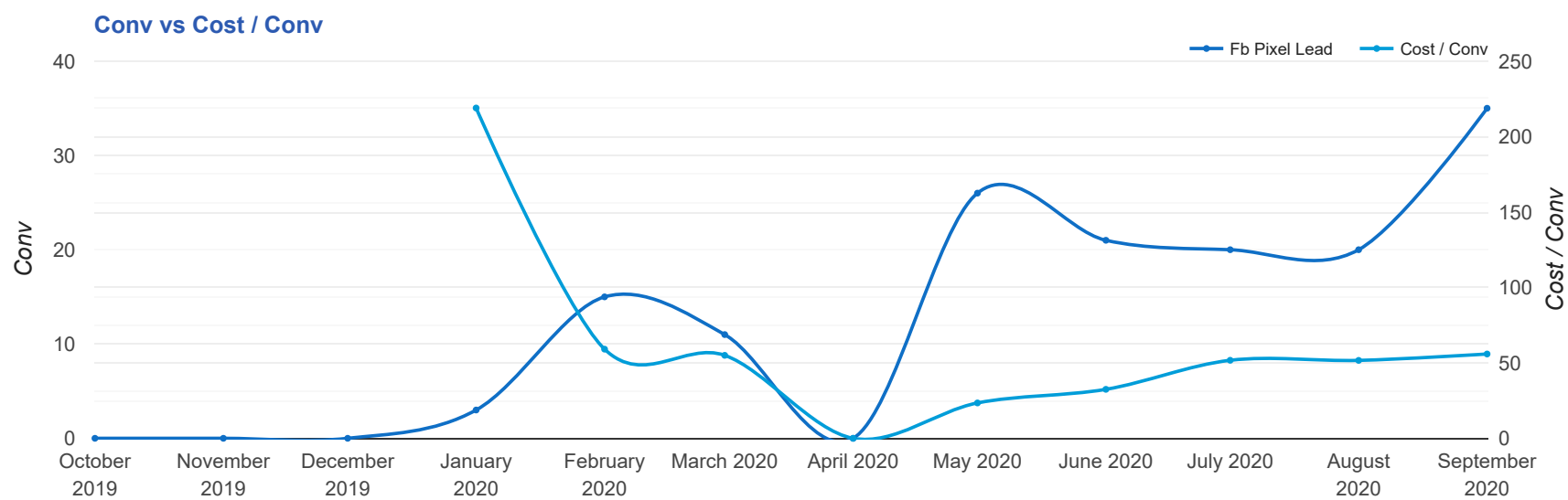


Cost / Conv
\$55.88
↑ 8%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
AOB MEDSPA 183342691	Sep, 2020	\$1,955.74	52,891	576	35	\$55.88

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	\$1,034.26	68,636	546	20	\$51.71
AOB MEDSPA 183342691	Aug, 2020	\$1,032.73	38,659	304	20	\$51.64
AOB MEDSPA 183342691	Sep, 2020	\$1,955.74	52,891	576	35	\$55.88

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversion	\$1,955.74	52,891	576	35	\$55.88

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women - LA List	\$1,955.74	52,891	576	35	\$55.88

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS - Women - Image 14	\$1,268.28	34,634	405	1.17%	29	\$43.73
2019-12 - CS - Women - Image 1	\$687.46	18,257	171	0.94%	6	\$114.58

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
AOB MEDSPA 183342691	45-54	female	\$683.72	13,497	201	1.49%	21	\$32.56
AOB MEDSPA 183342691	35-44	female	\$559.75	17,838	172	0.96%	7	\$79.96
AOB MEDSPA 183342691	25-34	female	\$442.34	17,169	127	0.74%	6	\$73.72
AOB MEDSPA 183342691	55-64	female	\$269.93	4,387	76	1.73%	1	\$269.93

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
AOB MEDSPA 183342691	mobile_app	\$1,785.56	47,242	526	1.11%	31	\$57.60
AOB MEDSPA 183342691	mobile_web	\$97.68	3,211	41	1.28%	3	\$32.56
AOB MEDSPA 183342691	desktop	\$72.51	2,438	9	0.37%	1	\$72.51