

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

AOB Med Spa

Key Performance Indicators



Impr
15,810
↓ 70%



Clicks
206
↓ 64%



Cost
\$550.00
↓ 72%



CTR
1.30%
↑ 19%



Fb Pixel Lead
11
↓ 69%

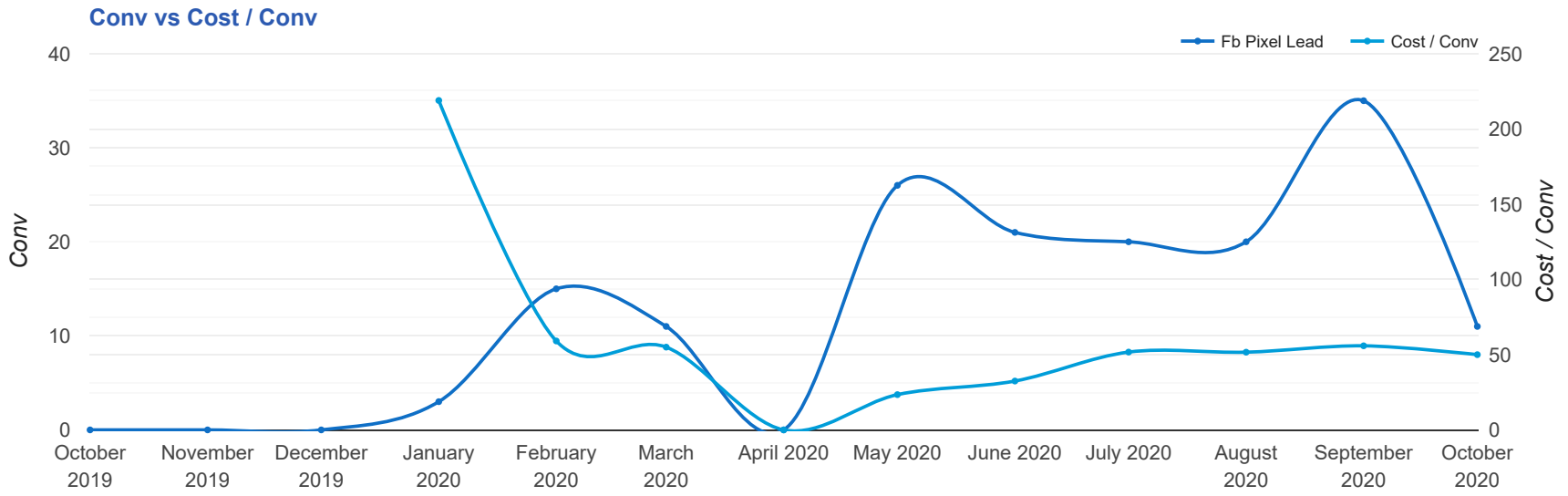


Cost / Conv
\$50.00
↓ 11%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
AOB MEDSPA 183342691	Oct, 2020	\$550.00	15,810	206	11	\$50.00

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	\$1,955.84	52,897	576	35	\$55.88
AOB MEDSPA 183342691	Oct, 2020	\$550.00	15,810	206	11	\$50.00

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversion	\$550.00	15,810	206	11	\$50.00

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women - LA List	\$550.00	15,810	206	11	\$50.00

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS - Women - Image 14	\$407.66	11,793	146	1.24%	10	\$40.77
2019-12 - CS - Women - Image 1	\$142.34	4,017	60	1.49%	1	\$142.34

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
AOB MEDSPA 183342691	35-44	female	\$156.68	5,454	70	1.28%	5	\$31.34
AOB MEDSPA 183342691	45-54	female	\$202.99	4,418	79	1.79%	4	\$50.75
AOB MEDSPA 183342691	25-34	female	\$100.13	4,421	30	0.68%	1	\$100.13
AOB MEDSPA 183342691	55-64	female	\$90.21	1,517	27	1.78%	1	\$90.21

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
AOB MEDSPA 183342691	mobile_app	\$504.47	14,185	191	1.35%	9	\$56.05
AOB MEDSPA 183342691	mobile_web	\$21.97	793	7	0.88%	2	\$10.98
AOB MEDSPA 183342691	desktop	\$23.56	832	8	0.96%	0	-