

Facebook Account Performance Report 1 Nov 2020 — 30 Nov 2020

Concierge Med Spa 1 (act_1177735492344591)

Key Performance Indicators



Impr
175,939
↑ 1%



Clicks
4,586
↓ 7%



Cost
\$5,095.87
↑ 41%



CTR
2.61%
↓ 8%



Fb Pixel Lead
196
↑ 21%

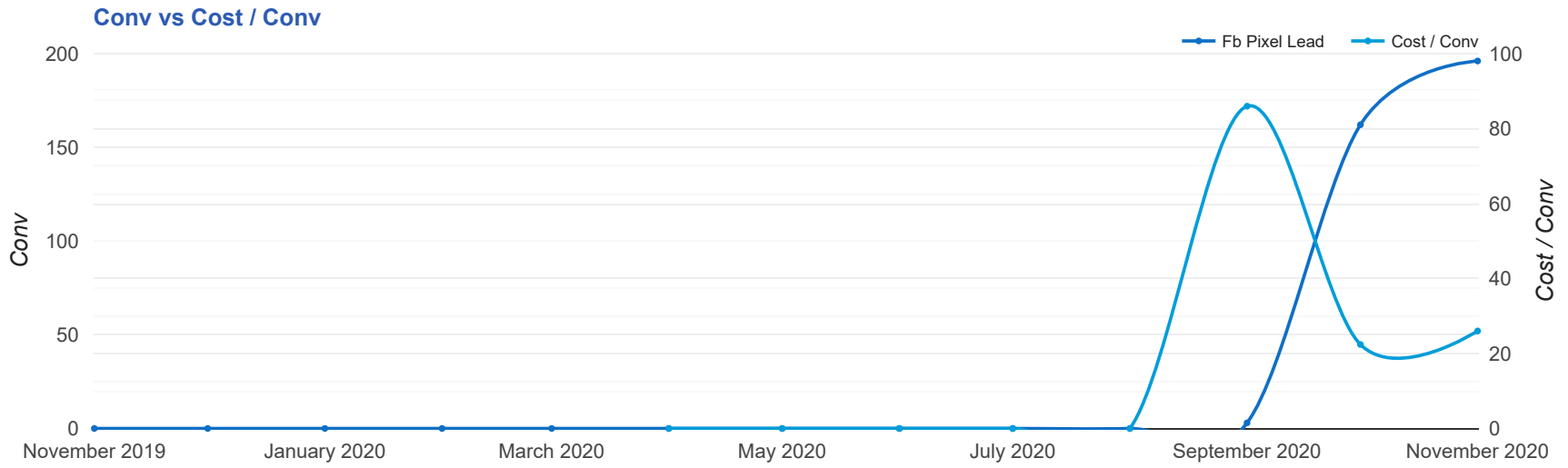


Cost / Conv
\$26.00
↑ 16%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	Nov, 2020	\$5,095.87	175,939	4,586	196	\$26.00

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	Nov, 2019	\$2,556.10	189,822	7,796	0	-
Concierge Med Spa 1	Dec, 2019	\$2,448.49	203,183	11,675	0	-
Concierge Med Spa 1	Jan, 2020	\$2,998.49	265,502	14,105	0	-
Concierge Med Spa 1	Feb, 2020	\$3,040.18	206,478	12,394	0	-
Concierge Med Spa 1	Mar, 2020	\$1,825.59	124,867	6,021	0	-
Concierge Med Spa 1	Sep, 2020	\$257.83	5,853	185	3	\$85.94
Concierge Med Spa 1	Oct, 2020	\$3,626.88	174,219	4,948	162	\$22.39
Concierge Med Spa 1	Nov, 2020	\$5,095.87	175,939	4,586	196	\$26.00

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,499.29	51,762	1,071	77	\$19.47
Botox - Conversions	\$1,470.40	54,385	1,392	68	\$21.62
Dermal Fillers - Conversions	\$1,470.06	54,092	1,476	48	\$30.63
Post: "We're so happy to be a part of the Concierge..."	\$100.00	2,649	44	1	\$100.00
Post: "Thanks for joining our #FacbookLive with Laura..."	\$179.11	4,919	308	1	\$179.11
Post: "Our Once a Year Super Sale is happening right..."	\$99.68	2,574	50	1	\$99.68
Post: "For all the current and upcoming events and..."	\$89.62	1,546	20	0	-
Post: "#BotoxDay is here! Stay tuned to our Facebook..."	\$96.86	2,851	155	0	-
Post: "Not having any luck getting the Allergan..."	\$56.39	513	19	0	-
Post: "Get ready for our Once a Year Super Sale! We've..."	\$34.46	648	51	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	\$996.20	33,520	661	48	\$20.75
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$586.03	22,810	592	32	\$18.31
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	\$589.43	21,469	561	19	\$31.02
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	\$433.23	14,317	344	18	\$24.07
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$170.59	6,776	146	15	\$11.37
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$349.47	13,305	405	13	\$26.88
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$250.26	9,508	241	12	\$20.86
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$245.95	8,709	199	10	\$24.59
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$289.97	11,363	280	8	\$36.25
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$241.19	7,955	230	8	\$30.15
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$200.88	7,750	215	6	\$33.48
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$86.55	2,757	65	4	\$21.64
Post: "We're so happy to be a part of the Concierge..."	\$100.00	2,649	44	1	\$100.00
Post: "Thanks for joining our #FacebookLive with Laura..."	\$179.11	4,919	308	1	\$179.11
Post: "Our Once a Year Super Sale is happening right..."	\$99.68	2,574	50	1	\$99.68

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - CS - Women - Image 2	\$650.32	20,822	427	2.05%	30	\$21.68
2020-10 - Botox Default - Promo Img B	\$465.26	18,232	466	2.56%	29	\$16.04
2020-10 - Botox Default - Promo Img B	\$314.21	10,605	259	2.44%	14	\$22.44
2020-10 - Dermal Filler Default - Img 2	\$465.28	16,998	443	2.61%	13	\$35.79
2020-10 - Botox Default - Promo Img B	\$203.71	7,867	194	2.47%	11	\$18.52
2020-09 - CS - Women - Image 2	\$105.77	4,034	95	2.35%	10	\$10.58
2020-10 - Dermal Filler Default - Img 2	\$246.94	9,401	310	3.30%	9	\$27.44
2020-09 - CS - Women - Image 4	\$111.36	4,014	74	1.84%	7	\$15.91
2020-09 - CS - Women - Image 3	\$138.48	4,938	99	2.00%	7	\$19.78
2020-10 - Dermal Filler Default - Img 2	\$151.05	4,734	167	3.53%	7	\$21.58
2020-09 - CS - Women - Image 2	\$135.62	4,526	103	2.28%	6	\$22.60
2020-10 - Dermal Filler Default	\$124.15	4,471	118	2.64%	6	\$20.69
2020-10 - Dermal Filler Default - Img 2	\$191.66	7,283	222	3.05%	5	\$38.33
2020-10 - Botox Default - Promo Img B	\$160.74	6,344	170	2.68%	5	\$32.15
2020-09 - CS - Women - Image 1	\$96.04	3,746	61	1.63%	4	\$24.01

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	45-54	female	\$1,899.71	57,318	1,697	2.96%	64	\$29.68
Concierge Med Spa 1	35-44	female	\$1,489.84	59,789	1,474	2.47%	54	\$27.59
Concierge Med Spa 1	55-64	female	\$888.21	22,763	727	3.19%	43	\$20.66
Concierge Med Spa 1	25-34	female	\$713.20	33,272	588	1.77%	35	\$20.38
Concierge Med Spa 1	18-24	female	\$6.80	151	5	3.31%	0	-
Concierge Med Spa 1	18-24	male	\$1.85	32	2	6.25%	0	-
Concierge Med Spa 1	25-34	male	\$6.79	214	8	3.74%	0	-
Concierge Med Spa 1	25-34	unknown	\$0.93	45	5	11.11%	0	-
Concierge Med Spa 1	35-44	male	\$22.32	460	19	4.13%	0	-
Concierge Med Spa 1	35-44	unknown	\$0.72	20	0	0.00%	0	-
Concierge Med Spa 1	45-54	male	\$12.67	415	14	3.37%	0	-
Concierge Med Spa 1	45-54	unknown	\$0.58	22	1	4.55%	0	-
Concierge Med Spa 1	55-64	male	\$9.42	309	8	2.59%	0	-
Concierge Med Spa 1	55-64	unknown	\$1.06	48	3	6.25%	0	-
Concierge Med Spa 1	65+	female	\$39.23	814	31	3.81%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	mobile_app	\$4,782.66	161,952	4,420	2.73%	188	\$25.44
Concierge Med Spa 1	mobile_web	\$202.72	8,731	133	1.52%	6	\$33.79
Concierge Med Spa 1	desktop	\$110.49	5,256	33	0.63%	2	\$55.24