

Facebook Account Performance Report 1 Dec 2020 — 31 Dec 2020

Concierge Med Spa 1 (act_1177735492344591)

Key Performance Indicators



Impr
170,912
↓ 3%



Clicks
4,125
↓ 10%



Cost
\$4,586.32
↓ 10%



CTR
2.41%
↓ 8%



Fb Pixel Lead
182
↓ 7%

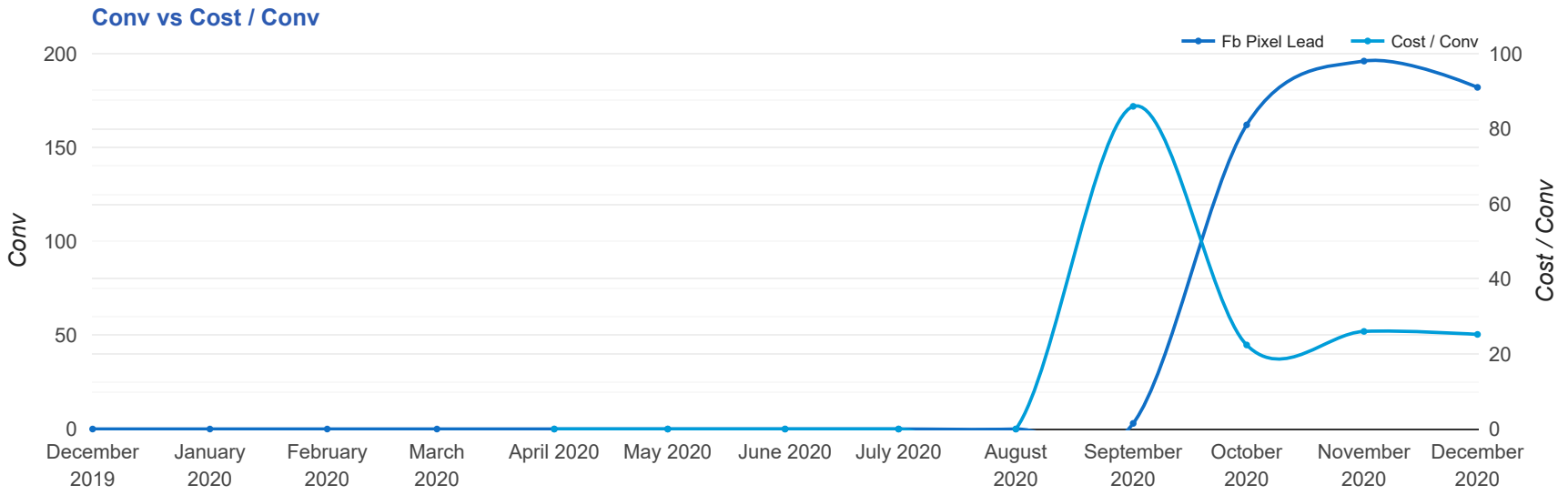


Cost / Conv
\$25.20
↓ 3%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	Dec, 2020	\$4,586.32	170,912	4,125	182	\$25.20

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$5,096.22	175,948	4,587	196	\$26.00
Concierge Med Spa 1	Dec, 2020	\$4,586.32	170,912	4,125	182	\$25.20

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,550.03	52,145	1,096	69	\$22.46
Botox - Conversions	\$1,517.12	59,985	1,345	59	\$25.71
Dermal Fillers - Conversions	\$1,519.17	58,782	1,684	54	\$28.13

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	\$993.66	30,919	629	43	\$23.11
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	\$756.41	29,306	772	33	\$22.92
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$564.75	23,238	539	24	\$23.53
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$455.37	18,494	537	18	\$25.30
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$293.80	11,046	264	17	\$17.28
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	\$473.69	18,112	367	16	\$29.61
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$273.08	10,951	247	11	\$24.83
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$205.60	7,684	192	8	\$25.70
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$150.99	6,294	119	6	\$25.17
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$111.58	3,886	84	3	\$37.19
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$153.38	5,898	194	2	\$76.69
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$154.01	5,084	181	1	\$154.01

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - Dermal Filler Default - Img 2	\$704.92	27,828	731	2.63%	33	\$21.36
2020-09 - CS - Women - Image 2	\$527.58	15,540	325	2.09%	22	\$23.98
2020-10 - Botox Default - Promo Img B	\$415.62	16,887	374	2.21%	19	\$21.87
2020-10 - Dermal Filler Default - Img 2	\$419.00	17,337	513	2.96%	17	\$24.65
2020-09 - CS - Women - Image 3	\$182.70	5,877	112	1.91%	10	\$18.27
2020-10 - Botox Default - Promo Img B	\$317.87	12,012	231	1.92%	10	\$31.79
2020-10 - Botox Default - Promo Img B	\$201.39	8,047	176	2.19%	10	\$20.14
2020-09 - CS - Women - Image 1	\$201.99	6,633	155	2.34%	9	\$22.44
2020-09 - CS - Women - Image 2	\$167.39	6,054	137	2.26%	7	\$23.91
2020-10 - Botox Default - Promo Img B	\$143.52	5,232	127	2.43%	6	\$23.92
2020-09 - CS - Women - Image 1	\$62.57	2,569	72	2.80%	5	\$12.51
2020-09 - CS - Women - Image 2	\$87.08	3,584	70	1.95%	5	\$17.42
2020-10 - Botox Default - Promo Img A	\$125.26	5,005	133	2.66%	5	\$25.05
2020-09 - CS - Women - Image 3	\$39.06	1,484	28	1.89%	4	\$9.77
2020-10 - Botox Default - Promo Img A	\$138.45	5,141	122	2.37%	4	\$34.61

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	35-44	female	\$1,401.65	60,121	1,328	2.21%	68	\$20.61
Concierge Med Spa 1	45-54	female	\$1,719.47	55,781	1,497	2.68%	59	\$29.14
Concierge Med Spa 1	25-34	female	\$683.42	33,787	661	1.96%	30	\$22.78
Concierge Med Spa 1	55-64	female	\$781.78	21,223	639	3.01%	25	\$31.27

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	mobile_app	\$4,369.29	161,074	3,976	2.47%	177	\$24.69
Concierge Med Spa 1	mobile_web	\$181.11	7,928	130	1.64%	4	\$45.28
Concierge Med Spa 1	desktop	\$35.92	1,910	19	0.99%	1	\$35.92