

**Facebook Account Performance
Report
1 Jan 2021 — 31 Jan 2021**

Concierge Med Spa 1 (act_1177735492344591)

Key Performance Indicators



Impr
276,172
↑ 62%



Clicks
5,818
↑ 41%



Cost
\$5,133.84
↑ 12%



CTR
2.11%
↓ 12%



Fb Pixel Lead
201
↑ 14%

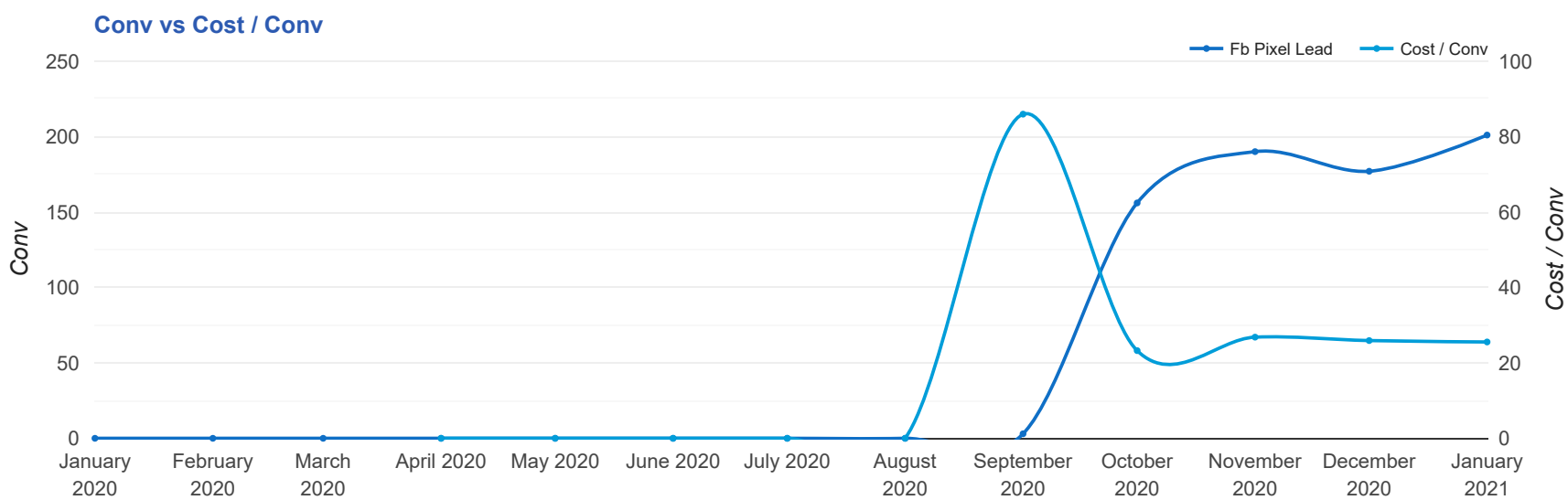


Cost / Conv
\$25.54
↓ 1%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	Jan, 2021	\$5,133.84	276,172	5,818	201	\$25.54

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	156	\$23.25
Concierge Med Spa 1	Nov, 2020	\$5,096.22	175,948	4,587	190	\$26.82
Concierge Med Spa 1	Dec, 2020	\$4,586.95	170,932	4,125	177	\$25.91
Concierge Med Spa 1	Jan, 2021	\$5,133.84	276,172	5,818	201	\$25.54

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,544.55	70,205	1,943	71	\$21.75
Botox - Conversions	\$1,535.18	89,093	1,676	69	\$22.25
Dermal Fillers - Conversions	\$1,534.21	76,252	1,678	43	\$35.68
Post: "Why Concierge Aesthetics & Plastic Surgery? "	\$99.99	1,219	45	8	\$12.50
Post: "REVIVE. RENEW. RESET."	\$99.92	1,705	73	6	\$16.65
Post: "Happy new year! 🎉"	\$100.00	5,153	118	4	\$25.00
Concierge Medical Spa - Page Post Engagement	\$119.99	15,802	160	0	-
Post: "Are you still trying to find the secret to..."	\$100.00	16,743	125	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	\$1,006.99	43,359	1,177	48	\$20.98
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	\$567.19	31,915	521	29	\$19.56
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$512.67	30,649	608	25	\$20.51
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	\$827.75	40,264	859	25	\$33.11
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$428.24	22,968	497	12	\$35.69
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$288.29	14,112	417	10	\$28.83
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$260.58	15,896	311	9	\$28.95
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$140.88	7,441	193	8	\$17.61
Post: "Why Concierge Aesthetics & Plastic Surgery? "	\$99.99	1,219	45	8	\$12.50
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$194.74	10,633	236	6	\$32.46
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$122.82	5,731	144	6	\$20.47
Post: "REVIVE. RENEW. RESET."	\$99.92	1,705	73	6	\$16.65
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$108.39	5,293	156	5	\$21.68
Post: "Happy new year! 🎉"	\$100.00	5,153	118	4	\$25.00
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$155.40	7,289	178	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - Dermal Filler Default - Img 2	\$784.47	38,337	816	2.13%	25	\$31.38
2020-10 - Botox Default - Promo Img B	\$307.38	17,111	266	1.55%	16	\$19.21
2020-10 - Botox Default - Promo Img A	\$248.63	14,057	244	1.74%	13	\$19.13
2020-10 - Botox Default - Promo Img B	\$308.16	18,210	357	1.96%	13	\$23.70
2020-10 - Botox Default - Promo Img A	\$190.49	11,411	227	1.99%	12	\$15.87
2020-09 - CS - Women - Image 2	\$338.40	13,290	258	1.94%	10	\$33.84
2020-09 - CS - Women - Image 4	\$155.36	5,756	104	1.81%	10	\$15.54
2020-10 - Dermal Filler Default - Img 2	\$394.27	21,468	456	2.12%	10	\$39.43
2020-09 - CS - Women - Image 1	\$293.16	11,223	254	2.26%	9	\$32.57
Post: "Why Concierge Aesthetics & Plastic Surgery? "	\$99.99	1,219	45	3.69%	8	\$12.50
2021-01 - CS - UGC - Standing	\$61.41	4,473	316	7.06%	8	\$7.68
2020-10 - Botox Default - Promo Img B	\$170.77	10,431	189	1.81%	7	\$24.40
2021-01 - CS - UGC - Sitting	\$43.62	3,857	151	3.91%	7	\$6.23
Post: "REVIVE. RENEW. RESET."	\$99.92	1,705	73	4.28%	6	\$16.65
2020-09 - CS - Women - Image 1	\$49.87	2,476	68	2.75%	5	\$9.97

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	35-44	female	\$1,680.15	97,481	1,986	2.04%	66	\$25.46
Concierge Med Spa 1	45-54	female	\$1,689.88	76,774	1,810	2.36%	58	\$29.14
Concierge Med Spa 1	25-34	female	\$954.21	64,046	1,188	1.85%	50	\$19.08
Concierge Med Spa 1	55-64	female	\$721.28	28,861	768	2.66%	20	\$36.06
Concierge Med Spa 1	18-24	female	\$17.73	829	11	1.33%	2	\$8.87
Concierge Med Spa 1	18-24	male	\$2.41	302	1	0.33%	1	\$2.41
Concierge Med Spa 1	25-34	male	\$15.08	2,162	11	0.51%	1	\$15.08
Concierge Med Spa 1	35-44	unknown	\$2.75	96	5	5.21%	1	\$2.75
Concierge Med Spa 1	45-54	male	\$11.02	1,503	2	0.13%	1	\$11.02
Concierge Med Spa 1	65+	female	\$13.83	812	17	2.09%	1	\$13.83
Concierge Med Spa 1	25-34	unknown	\$0.90	90	4	4.44%	0	-
Concierge Med Spa 1	35-44	male	\$16.36	2,353	11	0.47%	0	-
Concierge Med Spa 1	45-54	unknown	\$0.52	61	1	1.64%	0	-
Concierge Med Spa 1	55-64	male	\$5.09	482	3	0.62%	0	-
Concierge Med Spa 1	55-64	unknown	\$0.09	10	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	mobile_app	\$4,879.05	259,949	5,624	2.16%	190	\$25.68
Concierge Med Spa 1	mobile_web	\$185.06	11,345	154	1.36%	9	\$20.56
Concierge Med Spa 1	desktop	\$69.73	4,878	40	0.82%	2	\$34.87