

Facebook Account Performance Report 1 Feb 2021 — 28 Feb 2021

Concierge Med Spa 1 (act_1177735492344591)

Key Performance Indicators



Impr
246,291
↓ 11%



Clicks
7,790
↑ 34%



Cost
\$4,201.55
↓ 18%



CTR
3.16%
↑ 50%



Fb Pixel Lead
296
↑ 47%

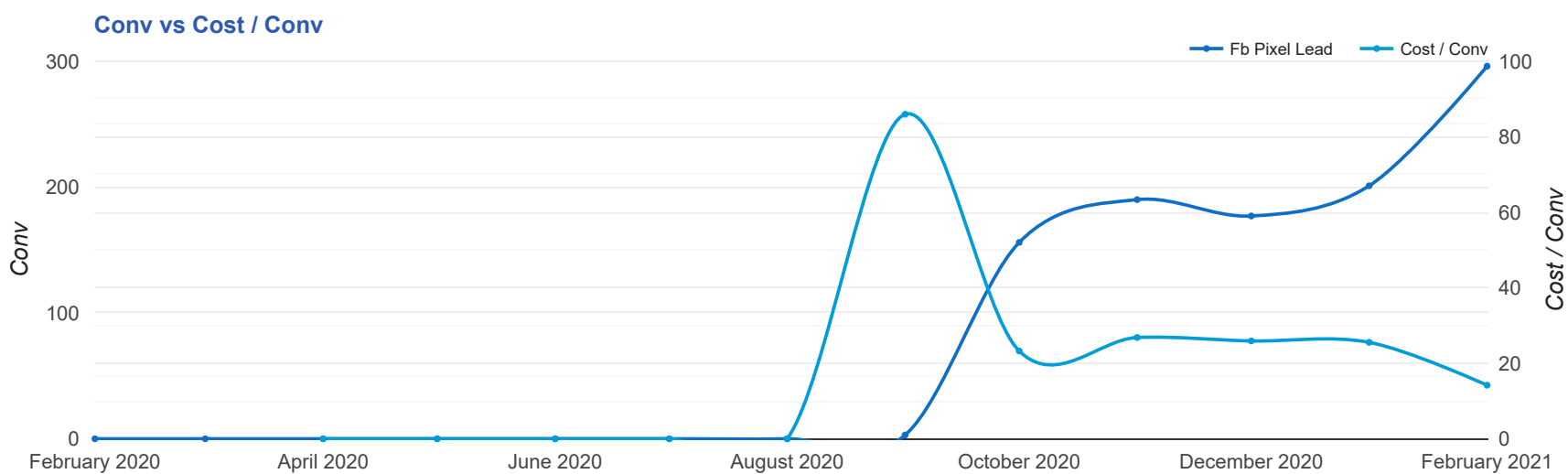


Cost / Conv
\$14.19
↓ 44%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	Feb, 2021	\$4,201.55	246,291	7,790	296	\$14.19

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$5,134.31	276,189	5,820	201	\$25.54
Concierge Med Spa 1	Feb, 2021	\$4,201.55	246,291	7,790	296	\$14.19

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,399.76	113,855	5,189	181	\$7.73
Botox - Conversions	\$1,400.69	75,943	1,357	58	\$24.15
Dermal Fillers - Conversions	\$1,401.10	56,493	1,244	57	\$24.58

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	\$1,215.21	98,661	4,292	161	\$7.55
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$485.80	20,411	490	29	\$16.75
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$478.88	26,735	523	26	\$18.42
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	\$456.85	24,220	382	17	\$26.87
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	\$683.51	26,704	476	17	\$40.21
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$106.81	8,987	525	10	\$10.68
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$255.15	14,328	249	8	\$31.89
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$209.81	10,660	203	7	\$29.97
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$31.40	2,539	166	6	\$5.23
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$95.26	3,877	100	6	\$15.88
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$136.53	5,501	178	5	\$27.31
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$46.34	3,668	206	4	\$11.59

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021-01 - CS - UGC - Standing	\$745.63	53,226	2,668	5.01%	98	\$7.61
2021-01 - CS - UGC - Sitting	\$466.47	45,258	1,614	3.57%	63	\$7.40
2020-10 - Dermal Filler Default - Img 2	\$430.33	17,991	430	2.39%	25	\$17.21
2020-10 - Botox Default - Promo Img B	\$317.40	18,180	354	1.95%	19	\$16.71
2020-10 - Dermal Filler Default - Img 2	\$617.36	24,096	409	1.70%	14	\$44.10
2020-10 - Botox Default - Promo Img B	\$272.38	14,711	227	1.54%	12	\$22.70
2021-01 - CS - UGC - Standing	\$70.81	5,506	385	6.99%	8	\$8.85
2020-10 - Botox Default - Promo Img A	\$144.50	7,442	150	2.02%	7	\$20.64
2020-10 - Dermal Filler Default - Img 2	\$80.46	3,118	80	2.57%	6	\$13.41
2020-10 - Botox Default - Promo Img B	\$172.84	10,185	176	1.73%	6	\$28.81
2020-10 - Dermal Filler Default - Img 2	\$112.45	4,258	140	3.29%	5	\$22.49
2020-10 - Botox Default - Promo Img B	\$142.62	7,137	135	1.89%	5	\$28.52
2020-10 - Dermal Filler Default	\$55.47	2,420	60	2.48%	4	\$13.87
2021-01 - CS - UGC - Sitting	\$10.27	893	52	5.82%	4	\$2.57
2020-10 - Dermal Filler Default	\$66.15	2,608	67	2.57%	3	\$22.05

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	25-34	female	\$1,092.14	93,091	2,830	3.04%	108	\$10.11
Concierge Med Spa 1	35-44	female	\$1,365.14	81,415	2,414	2.97%	88	\$15.51
Concierge Med Spa 1	45-54	female	\$1,243.98	53,927	1,873	3.47%	75	\$16.59
Concierge Med Spa 1	55-64	female	\$500.26	17,855	673	3.77%	25	\$20.01
Concierge Med Spa 1	13-17	unknown	\$0.01	1	0	0.00%	0	-
Concierge Med Spa 1	Unknown	unknown	\$0.01	2	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	mobile_app	\$4,027.61	234,382	7,631	3.26%	288	\$13.98
Concierge Med Spa 1	desktop	\$52.38	5,170	26	0.50%	4	\$13.10
Concierge Med Spa 1	mobile_web	\$121.56	6,739	133	1.97%	4	\$30.39