

# **Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021**

Concierge Med Spa 1 (act\_1177735492344591)

## Key Performance Indicators



Impr  
204,449  
↑ 56%



Clicks  
6,218  
↑ 54%



Cost  
\$4,564.38  
↑ 74%



CTR  
3.04%  
↓ 2%



Fb Pixel Lead  
256  
↑ 37%

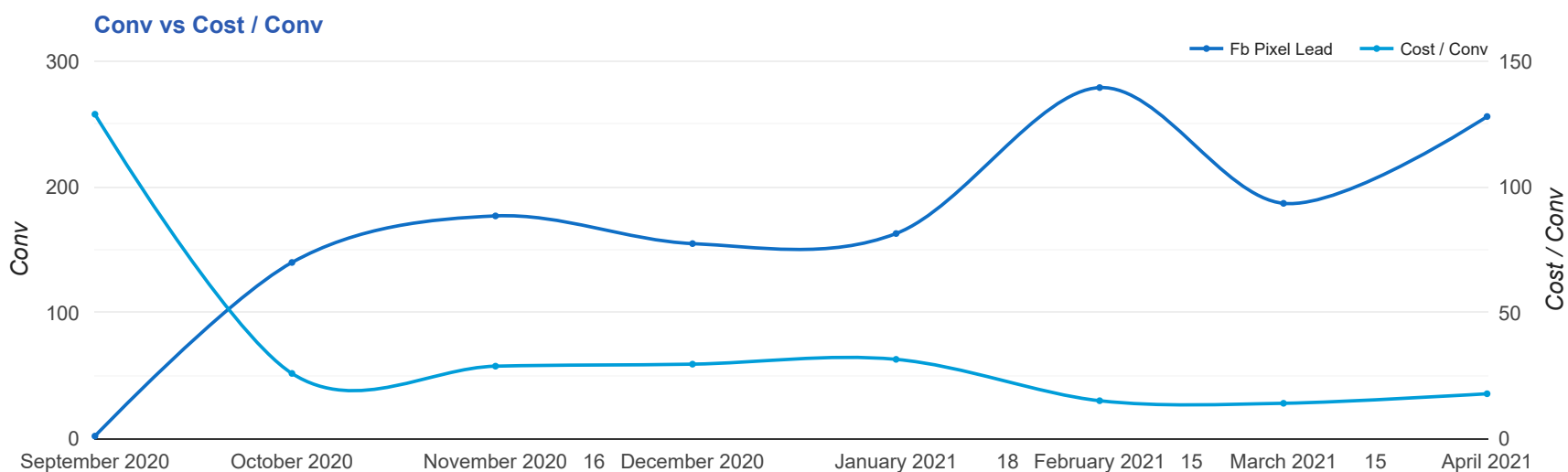


Cost / Conv  
\$17.83  
↑ 27%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	Apr, 2021	\$4,564.38	204,449	6,218	256	\$17.83

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	Sep, 2020	\$257.83	5,853	185	2	\$128.91
Concierge Med Spa 1	Oct, 2020	\$3,626.88	174,219	4,948	140	\$25.91
Concierge Med Spa 1	Nov, 2020	\$5,096.22	175,948	4,587	177	\$28.79
Concierge Med Spa 1	Dec, 2020	\$4,586.95	170,932	4,125	155	\$29.59
Concierge Med Spa 1	Jan, 2021	\$5,134.31	276,189	5,820	163	\$31.50
Concierge Med Spa 1	Feb, 2021	\$4,202.05	246,315	7,792	279	\$15.06
Concierge Med Spa 1	Mar, 2021	\$2,626.09	130,702	4,043	187	\$14.04
Concierge Med Spa 1	Apr, 2021	\$4,564.38	204,449	6,218	256	\$17.83

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,521.04	97,910	3,968	147	\$10.35
Botox - Conversions	\$1,521.07	64,220	1,149	64	\$23.77
Dermal Fillers - Conversions	\$1,522.27	42,319	1,101	45	\$33.83

## 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	\$1,249.94	80,922	3,001	104	\$12.02
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$525.35	23,030	434	27	\$19.46
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$154.13	9,717	580	24	\$6.42
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$230.06	6,581	228	19	\$12.11
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	\$511.22	19,689	313	16	\$31.95
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$264.66	12,323	217	14	\$18.90
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	\$645.65	16,694	407	14	\$46.12
135 Park Avenue Barrington, IL 60010 - Women - 25-60	\$67.31	4,285	238	11	\$6.12
135 S. Washington St Naperville, IL 60564 - Women - 25-60	\$438.39	13,319	291	9	\$48.71
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$49.66	2,986	149	8	\$6.21
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$219.84	9,178	185	7	\$31.41
421 Robert Parker Coffin Rd Long Grove, IL 60047 - Women - 25-60	\$208.17	5,725	175	3	\$69.39

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021-01 - CS - UGC - Standing	\$685.29	39,855	1,472	3.69%	57	\$12.02
2021-01 - CS - UGC - Sitting	\$554.90	40,712	1,505	3.70%	44	\$12.61
2020-10 - Dermal Filler Default - Img 2	\$201.46	5,785	209	3.61%	17	\$11.85
2020-10 - Botox Default - Promo Img B	\$342.78	14,868	273	1.84%	17	\$20.16
2020-10 - Dermal Filler Default - Img 2	\$606.05	15,644	382	2.44%	13	\$46.62
2021-01 - CS - UGC - Standing	\$100.22	5,922	356	6.01%	13	\$7.71
2021-01 - CS - UGC - Standing	\$44.16	2,729	164	6.01%	11	\$4.01
2020-10 - Botox Default - Promo Img B	\$318.71	11,820	186	1.57%	10	\$31.87
2020-10 - Botox Default - Promo Img B	\$189.43	9,166	149	1.63%	9	\$21.05
2021-01 - CS - UGC - Sitting	\$50.88	3,630	215	5.92%	9	\$5.65
2020-10 - Dermal Filler Default - Img 2	\$405.48	12,212	268	2.19%	8	\$50.69
2020-10 - Botox Default - Promo Img B	\$156.78	6,740	120	1.78%	5	\$31.36
2020-10 - Botox Default - Promo Img A	\$81.06	3,407	58	1.70%	5	\$16.21
2020-10 - Botox Default - Promo Img A	\$43.76	1,769	45	2.54%	4	\$10.94
2021-01 - CS - UGC - Standing	\$32.62	1,900	108	5.68%	4	\$8.15

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Concierge Med Spa 1	25-34	female	\$1,168.06	77,014	2,213	2.87%	79	\$14.79
Concierge Med Spa 1	35-44	female	\$1,382.67	64,367	1,910	2.97%	73	\$18.94
Concierge Med Spa 1	45-54	female	\$1,389.90	46,490	1,485	3.19%	58	\$23.96
Concierge Med Spa 1	Unknown	unknown	\$0.07	6	0	0.00%	25	\$0.00
Concierge Med Spa 1	55-64	female	\$623.69	16,570	610	3.68%	21	\$29.70
Concierge Med Spa 1	13-17	unknown	\$0.00	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	\$4,340.43	191,001	6,017	3.15%	220	\$19.73
Concierge Med Spa 1	unknown	\$0.00	0	0	-%	25	\$0.00
Concierge Med Spa 1	mobile_web	\$149.23	5,803	167	2.88%	7	\$21.32
Concierge Med Spa 1	desktop	\$74.72	7,645	34	0.44%	4	\$18.68