

Facebook Account Performance Report 1 Feb 2020 — 29 Feb 2020

Anika Ackerman (act_295473671061826) - COR Medspa

Key Performance Indicators



Impr
50,508
↑ 64%



Clicks
553
↑ 43%



Cost
\$1,014.96
↑ 28%



CTR
1.09%
↓ 13%



Fb Pixel Lead
11
↓ 8%

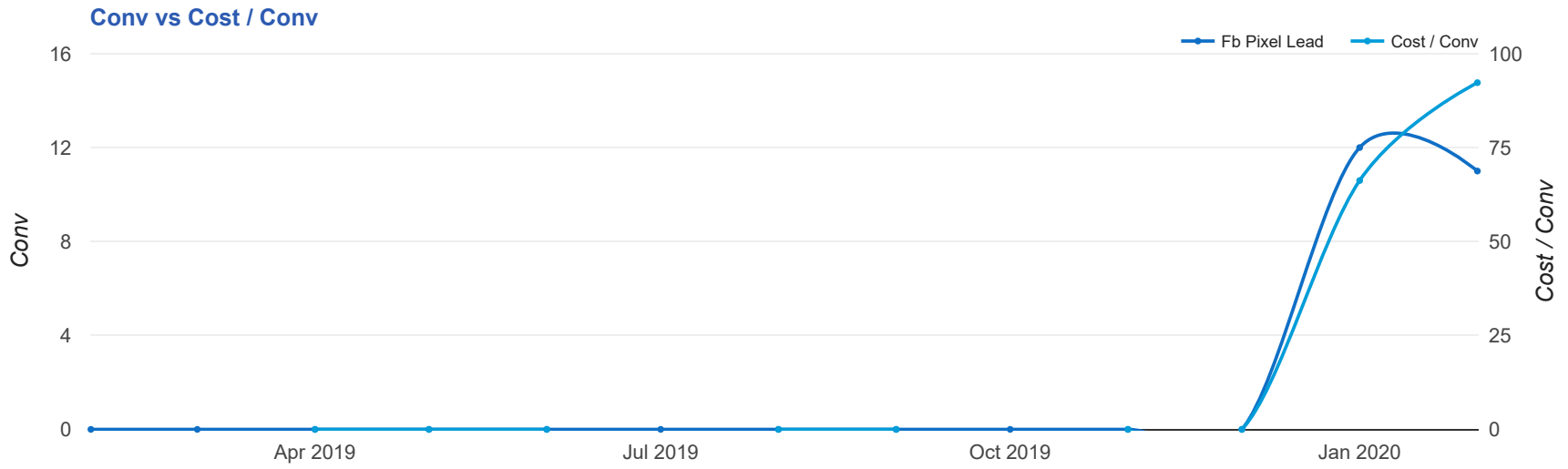


Cost / Conv
\$92.27
↑ 39%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COR Medspa	Feb, 2020	\$1,014.96	50,508	553	11	\$92.27

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COR Medspa	Feb, 2019	\$16.09	1,792	57	0	-
COR Medspa	Mar, 2019	\$15.00	1,346	105	0	-
COR Medspa	Jul, 2019	\$21.00	4,317	121	0	-
COR Medspa	Oct, 2019	\$41.05	2,711	32	0	-
COR Medspa	Jan, 2020	\$794.59	30,833	388	12	\$66.22
COR Medspa	Feb, 2020	\$1,014.96	50,508	553	11	\$92.27

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,014.96	50,508	553	11	\$92.27

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Prospecting - Women	\$933.46	47,800	496	9	\$103.72
Coolsculpting - Retargeting - Women	\$81.50	2,708	57	2	\$40.75

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - CS - Women - Valentine Image 4	\$151.01	10,587	118	1.11%	4	\$37.75
2020-02 - CS - Women - Image 3 V1	\$242.35	10,185	93	0.91%	3	\$80.78
2020-01 - CS - Women - Image 2	\$130.17	5,353	82	1.53%	2	\$65.08
2020-01 - CS - Women - Image 1	\$14.56	403	6	1.49%	1	\$14.56
2020-01 - CS RT - Women - Valentine Image 4	\$20.00	770	15	1.95%	1	\$20.00
2020-01 - CS - Women - Image 4	\$130.72	5,545	70	1.26%	0	-
2020-01 - CS - Women - Image 2	\$2.54	101	3	2.97%	0	-
2020-01 - CS - Women - Image 3	\$4.20	196	3	1.53%	0	-
2020-01 - CS - Women - Image 4	\$8.80	287	1	0.35%	0	-
2020-01 - CS - Women - Valentine Image 1	\$19.47	1,228	8	0.65%	0	-
2020-01 - CS - Women - Valentine Image 2	\$51.19	2,765	29	1.05%	0	-
2020-01 - CS - Women - Valentine Image 3	\$44.51	2,159	29	1.34%	0	-
2020-01 - CS RT - Women - Valentine Image 1	\$9.71	329	7	2.13%	0	-
2020-01 - CS RT - Women - Valentine Image 2	\$15.24	393	17	4.33%	0	-
2020-01 - CS RT - Women - Valentine Image 3	\$6.45	229	5	2.18%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	35-44	female	\$268.66	16,042	144	0.90%	5	\$53.73
COR Medspa	25-34	female	\$163.54	11,841	79	0.67%	2	\$81.77
COR Medspa	45-54	female	\$384.41	15,846	212	1.34%	2	\$192.21
COR Medspa	55-64	female	\$198.35	6,779	118	1.74%	2	\$99.17

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	mobile_app	\$939.35	46,773	525	1.12%	9	\$104.37
COR Medspa	desktop	\$36.08	2,086	9	0.43%	2	\$18.04
COR Medspa	mobile_web	\$39.53	1,649	19	1.15%	0	-