

Facebook Account Performance Report 1 Apr 2020 — 30 Apr 2020

Anika Ackerman (act_295473671061826) - COR Medspa

Key Performance Indicators



Impr
51,628
↑ 13%



Clicks
325
↓ 24%



Cost
\$914.25
↑ 6%



CTR
0.63%
↓ 33%



Fb Pixel Lead
12
↑ 140%

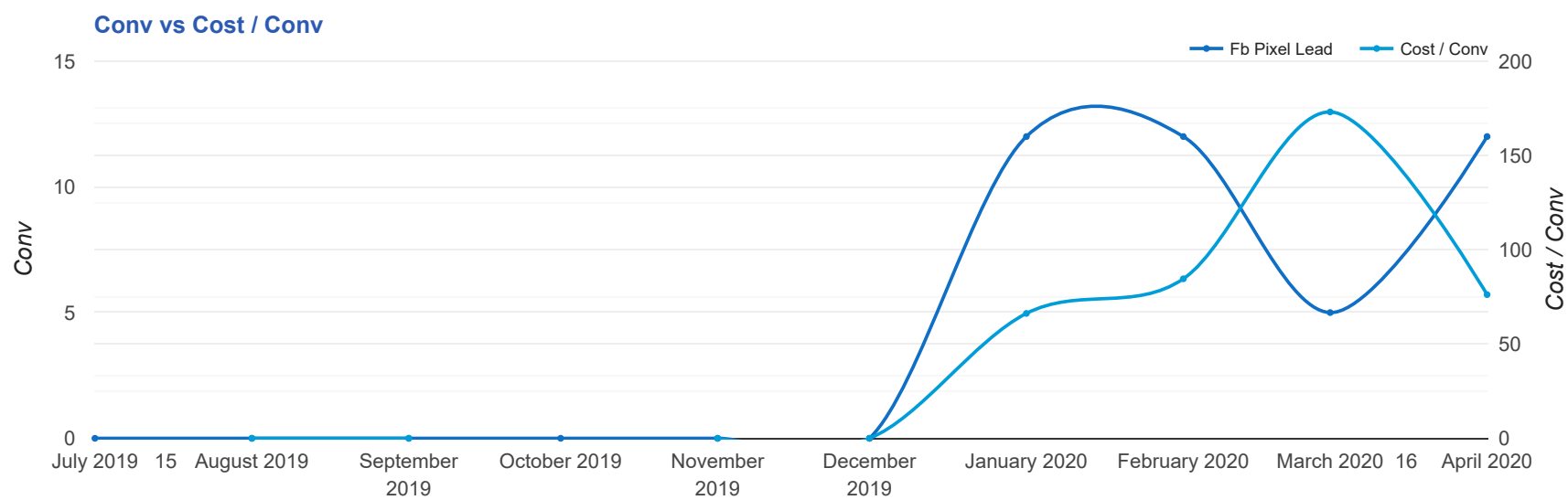


Cost / Conv
\$76.19
↓ 56%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COR Medspa	Apr, 2020	\$914.25	51,628	325	12	\$76.19

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	50,510	553	12	\$84.58
COR Medspa	Mar, 2020	\$865.36	45,807	430	5	\$173.07
COR Medspa	Apr, 2020	\$914.25	51,628	325	12	\$76.19

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$354.77	19,858	101	7	\$50.68
Coolsculpting - Conversions	\$559.48	31,770	224	5	\$111.90

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Prospecting - Women	\$329.05	18,866	91	7	\$47.01
Coolsculpting - Prospecting - Women	\$406.29	26,256	174	4	\$101.57
Coolsculpting - Retargeting - Women	\$153.19	5,514	50	1	\$153.19
Emsculpt - Retargeting - Women	\$25.72	992	10	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-04 - ES - Women - Image 1 - Copy	\$329.05	18,866	91	0.48%	7	\$47.01
2020-01 - CS - Women - Image 2	\$302.67	16,527	124	0.75%	3	\$100.89
2020-02 - CS - Women - Image 3 V1	\$103.62	9,729	50	0.51%	1	\$103.62
2020-03 - CS - Women - Image 1 - Branding - Copy 2	\$153.19	5,514	50	0.91%	1	\$153.19
2020-04 - ES - Women - Image 1	\$25.72	992	10	1.01%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	45-54	female	\$345.11	17,296	124	0.72%	8	\$43.14
COR Medspa	35-44	female	\$251.29	15,546	88	0.57%	2	\$125.64
COR Medspa	25-34	female	\$160.24	12,360	52	0.42%	1	\$160.24
COR Medspa	55-64	female	\$157.60	6,426	61	0.95%	1	\$157.60

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	mobile_app	\$762.69	36,559	288	0.79%	10	\$76.27
COR Medspa	desktop	\$114.10	13,472	26	0.19%	1	\$114.10
COR Medspa	mobile_web	\$37.46	1,597	11	0.69%	1	\$37.46