

# **Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020**

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## Key Performance Indicators



Impr  
129,474  
↑ 46%



Clicks  
2,407  
↑ 192%



Cost  
\$2,238.95  
↑ 29%



CTR  
1.86%  
↑ 100%



Fb Pixel Lead  
99  
↑ 330%

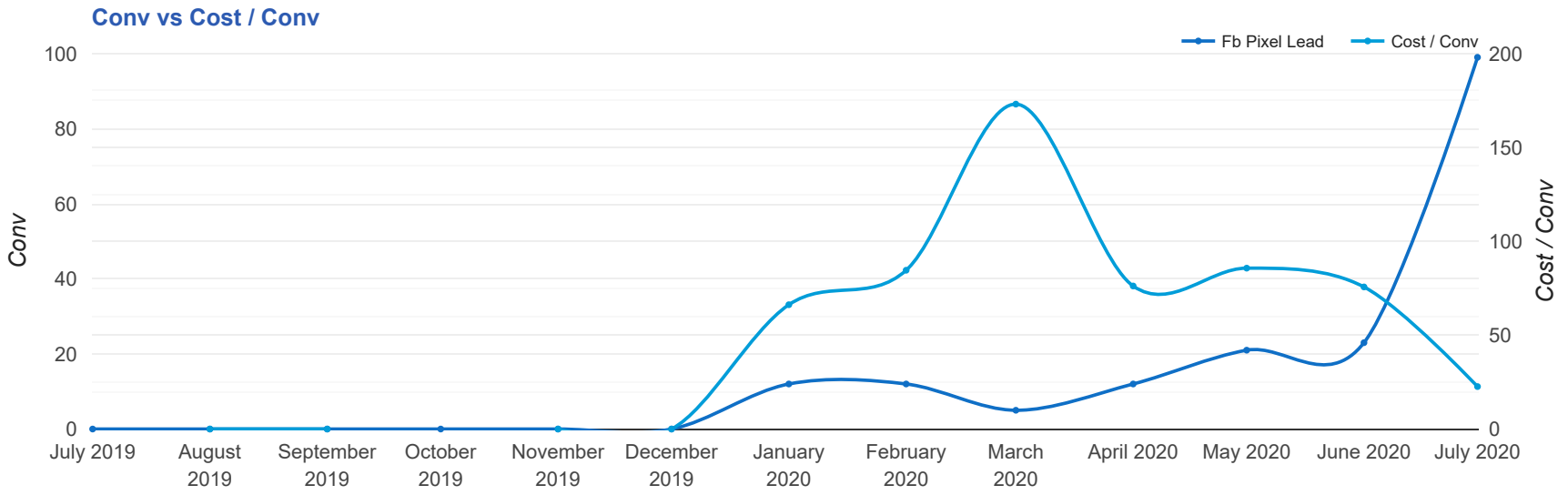


Cost / Conv  
\$22.62  
↓ 70%

## Monthly Account Summary

| ACCOUNT    | DATE      | COST       | IMPR    | CLICKS | FB PIXEL LEAD | COST / CONV |
|------------|-----------|------------|---------|--------|---------------|-------------|
| COR Medspa | Jul, 2020 | \$2,238.95 | 129,474 | 2,407  | 99            | \$22.62     |

# 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   | 51,629  | 325    | 12            | \$76.19     |
| COR Medspa | May, 2020 | \$1,799.65 | 100,227 | 882    | 21            | \$85.70     |
| COR Medspa | Jun, 2020 | \$1,740.97 | 88,691  | 825    | 23            | \$75.69     |
| COR Medspa | Jul, 2020 | \$2,238.95 | 129,474 | 2,407  | 99            | \$22.62     |

## Top Performing Campaigns

| CAMPAIGNS                   | COST       | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------------------|------------|--------|--------|---------------|-------------|
| Coolsculpting - Conversions | \$1,037.28 | 60,919 | 1,326  | 54            | \$19.21     |
| Emsculpt - Conversions      | \$1,201.67 | 68,555 | 1,081  | 45            | \$26.70     |

## Top Performing Ad Sets

| ADSET                               | COST       | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|-------------------------------------|------------|--------|--------|---------------|-------------|
| Coolsculpting - Prospecting - Women | \$949.24   | 56,791 | 1,264  | 54            | \$17.58     |
| Emsculpt - Prospecting - Women      | \$1,073.03 | 63,321 | 1,017  | 37            | \$29.00     |
| Emsculpt - Retargeting - Women      | \$128.64   | 5,234  | 64     | 8             | \$16.08     |
| Coolsculpting - Retargeting - Women | \$88.04    | 4,128  | 62     | 0             | -           |

# Top Performing Ads

| AD                                                 | COST     | IMPR   | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|----------------------------------------------------|----------|--------|--------|-------|---------------|-------------|
| 2020-07 - CS - Women - Video 5                     | \$334.07 | 20,755 | 813    | 3.92% | 26            | \$12.85     |
| 2020-04 - ES - Women - Image 1 - Copy              | \$683.13 | 44,061 | 229    | 0.52% | 15            | \$45.54     |
| 2020-07 - ES - Women - Video 1                     | \$292.07 | 13,910 | 643    | 4.62% | 13            | \$22.47     |
| 2020-02 - CS - Women - Video 1                     | \$174.82 | 10,124 | 116    | 1.15% | 10            | \$17.48     |
| 2020-02 - CS - Women - Image 3 V1                  | \$198.14 | 11,445 | 146    | 1.28% | 9             | \$22.02     |
| 2020-07 - ES - Women - J-lo                        | \$83.62  | 4,400  | 118    | 2.68% | 8             | \$10.45     |
| 2020-04 - ES - Women - Image 1                     | \$109.10 | 4,579  | 37     | 0.81% | 6             | \$18.18     |
| 2020-02 - CS - Women - Video 3                     | \$58.56  | 2,929  | 37     | 1.26% | 5             | \$11.71     |
| 2020-01 - CS - Women - Image 2                     | \$163.38 | 10,029 | 117    | 1.17% | 2             | \$81.69     |
| 2020-07 - CS - Women - Video                       | \$13.84  | 1,104  | 34     | 3.08% | 2             | \$6.92      |
| 2020-07 - ES - Women - J-lo - Copy                 | \$13.18  | 402    | 15     | 3.73% | 1             | \$13.18     |
| 2020-07 - ES - Women - Video 2                     | \$14.21  | 950    | 27     | 2.84% | 1             | \$14.21     |
| 2020-07 - ES - Women - Video 2                     | \$6.36   | 253    | 12     | 4.74% | 1             | \$6.36      |
| 2020-03 - CS - Women - Image 1 - Branding - Copy 2 | \$25.44  | 1,093  | 15     | 1.37% | 0             | -           |
| 2020-02 - CS - Women - Video 2                     | \$6.43   | 405    | 1      | 0.25% | 0             | -           |

## Age & Gender Performance

| ACCOUNT    | AGE   | GENDER | COST     | IMPR   | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|------------|-------|--------|----------|--------|--------|-------|---------------|-------------|
| COR Medspa | 45-54 | female | \$807.30 | 39,724 | 836    | 2.10% | 38            | \$21.24     |
| COR Medspa | 35-44 | female | \$642.12 | 40,953 | 759    | 1.85% | 33            | \$19.46     |
| COR Medspa | 55-64 | female | \$416.26 | 14,870 | 395    | 2.66% | 16            | \$26.02     |
| COR Medspa | 25-34 | female | \$373.27 | 33,927 | 417    | 1.23% | 12            | \$31.11     |

## Performance By Device

| ACCOUNT    | DEVICE     | COST       | IMPR    | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|------------|------------|------------|---------|--------|-------|---------------|-------------|
| COR Medspa | mobile_app | \$2,107.13 | 109,713 | 2,306  | 2.10% | 94            | \$22.42     |
| COR Medspa | mobile_web | \$61.00    | 3,078   | 64     | 2.08% | 5             | \$12.20     |
| COR Medspa | desktop    | \$70.81    | 16,683  | 37     | 0.22% | 0             | -           |