

Facebook Account Performance Report 1 Aug 2020 — 31 Aug 2020

Anika Ackerman (act_295473671061826) - COR Medspa

Key Performance Indicators



Impr
168,936
↑ 30%



Clicks
5,069
↑ 111%



Cost
\$3,193.90
↑ 43%



CTR
3.00%
↑ 61%



Fb Pixel Lead
194
↑ 88%

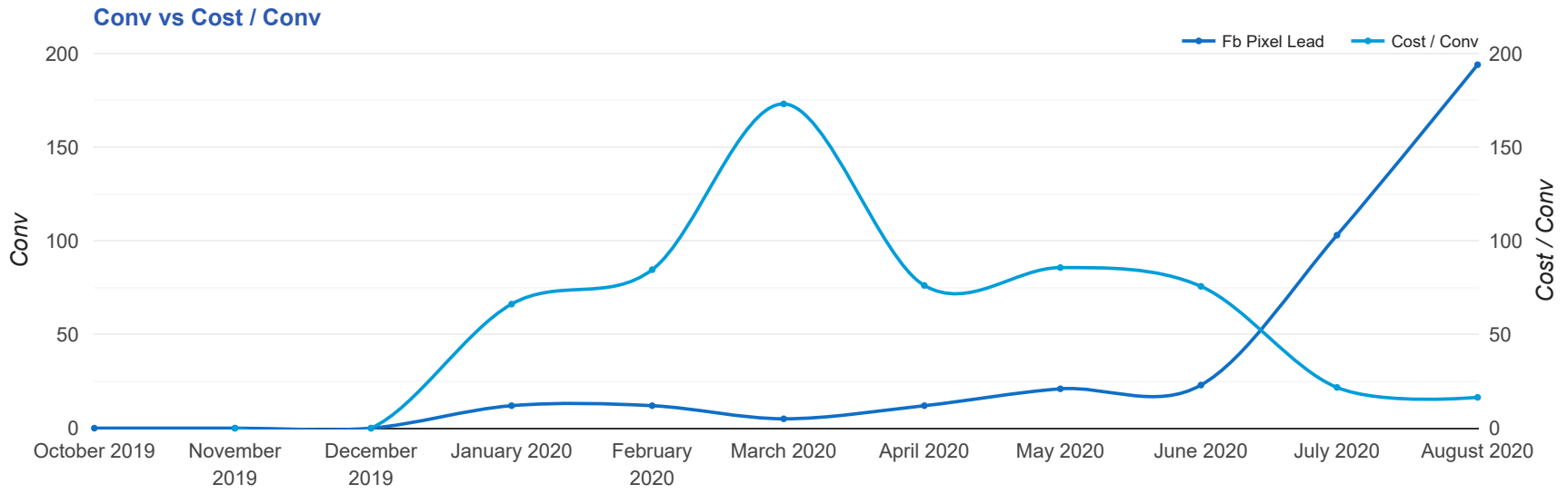


Cost / Conv
\$16.46
↓ 24%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COR Medspa	Aug, 2020	\$3,193.90	168,936	5,069	194	\$16.46

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$2,238.96	129,475	2,407	103	\$21.74
COR Medspa	Aug, 2020	\$3,193.90	168,936	5,069	194	\$16.46

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,365.57	90,437	2,943	108	\$12.64
Emsculpt - Conversions	\$1,363.24	58,019	1,730	64	\$21.30
Dermal Fillers - Conversions	\$465.09	20,480	396	22	\$21.14

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Prospecting - Women	\$1,270.29	85,471	2,823	100	\$12.70
Emsculpt - Prospecting - Women	\$1,149.82	50,303	1,500	54	\$21.29
COR Medspa - prospecting	\$465.09	20,480	396	22	\$21.14
Emsculpt - Retargeting - Women	\$213.42	7,716	230	10	\$21.34
Coolsculpting - Retargeting - Women	\$95.28	4,966	120	8	\$11.91

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-07 - CS - Women - Video	\$878.82	61,045	2,102	3.44%	77	\$11.41
2020-07 - ES - Women - J-lo	\$714.30	31,952	666	2.08%	37	\$19.31
2020-07 - CS - Women - Video 5	\$322.33	19,868	661	3.33%	22	\$14.65
Dynamic - Conversions	\$465.09	20,480	396	1.93%	22	\$21.14
2020-07 - ES - Women - Video 1	\$426.83	17,481	830	4.75%	16	\$26.68
2020-07 - ES - Women - J-lo - Copy	\$93.18	2,930	77	2.63%	5	\$18.64
2020-07 - CS - Women - Video	\$61.75	2,941	96	3.26%	5	\$12.35
2020-07 - ES - Women - Video 2	\$111.65	4,056	150	3.70%	4	\$27.91
2020-04 - ES - Women - Image 1	\$8.59	730	3	0.41%	1	\$8.59
2020-04 - ES - Women - Image 1 - Copy	\$8.69	870	4	0.46%	1	\$8.69
2020-02 - CS - Women - Video 1	\$43.00	2,669	37	1.39%	1	\$43.00
2020-02 - CS - Women - Video 1	\$19.72	1,171	16	1.37%	1	\$19.72
2020-02 - CS - Women - Video 2	\$5.22	282	1	0.35%	1	\$5.22
2020-02 - CS - Women - Video 3	\$6.74	396	7	1.77%	1	\$6.74
2020-02 - CS - Women - Image 3 V1	\$10.57	907	13	1.43%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	35-44	female	\$893.09	54,336	1,502	2.76%	55	\$16.24
COR Medspa	45-54	female	\$1,124.03	49,982	1,684	3.37%	55	\$20.44
COR Medspa	25-34	female	\$586.47	44,152	1,095	2.48%	45	\$13.03
COR Medspa	55-64	female	\$590.30	20,466	788	3.85%	39	\$15.14

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	mobile_app	\$3,114.59	164,807	4,968	3.01%	191	\$16.31
COR Medspa	desktop	\$31.79	1,972	14	0.71%	3	\$10.60
COR Medspa	mobile_web	\$47.52	2,157	87	4.03%	0	-