

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

Anika Ackerman (act_295473671061826) - COR Medspa

Key Performance Indicators



Impr
156,683
↓ 7%



Clicks
4,282
↓ 16%



Cost
\$3,752.85
↑ 17%



CTR
2.73%
↓ 9%



Fb Pixel Lead
183
↓ 6%

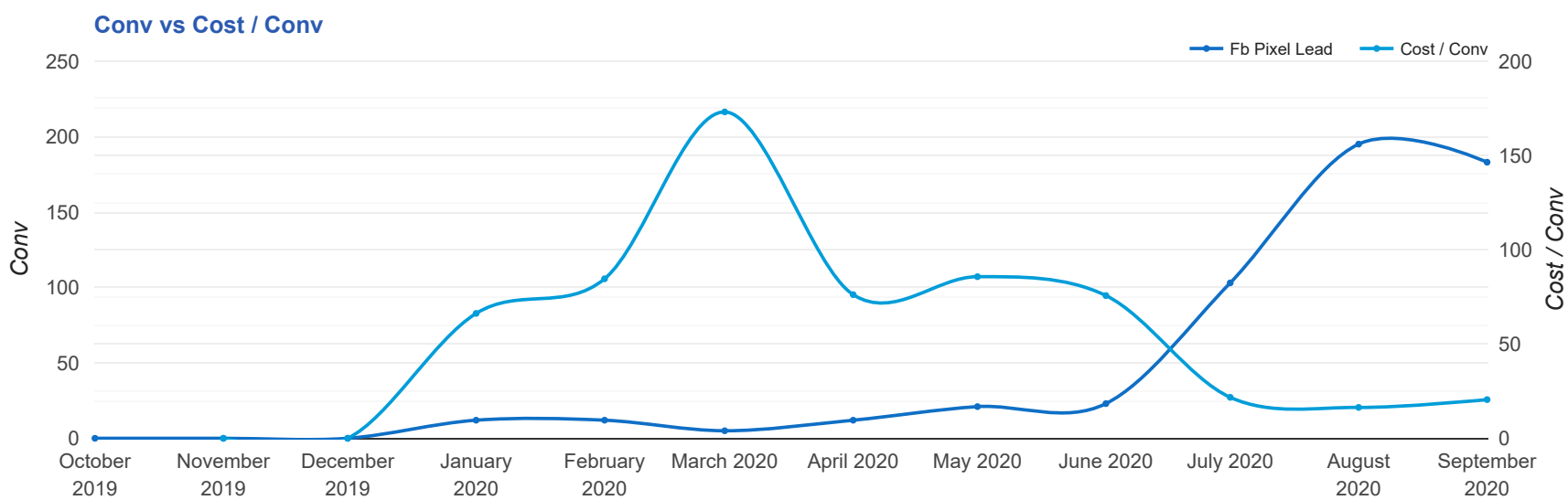


Cost / Conv
\$20.51
↑ 25%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COR Medspa	Sep, 2020	\$3,752.85	156,683	4,282	183	\$20.51

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	\$3,193.98	168,941	5,069	195	\$16.38
COR Medspa	Sep, 2020	\$3,752.85	156,683	4,282	183	\$20.51

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,500.99	81,791	2,455	94	\$15.97
Dermal Fillers - Conversions	\$751.88	22,996	502	45	\$16.71
Emsculpt - Conversions	\$1,499.98	51,896	1,325	44	\$34.09

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Prospecting - Women	\$1,410.15	77,737	2,313	90	\$15.67
COR Medspa - prospecting	\$751.88	22,996	502	45	\$16.71
Emsculpt - Prospecting - Women	\$1,250.14	44,183	1,064	31	\$40.33
Emsculpt - Retargeting - Women	\$249.84	7,713	261	13	\$19.22
Coolsculpting - Retargeting - Women	\$90.84	4,054	142	4	\$22.71

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-07 - CS - Women - Video	\$963.17	52,291	1,576	3.01%	59	\$16.32
Dynamic - Conversions	\$751.88	22,996	502	2.18%	45	\$16.71
2020-07 - ES - Women - J-lo	\$875.15	30,060	622	2.07%	24	\$36.46
2020-07 - CS - Women - Video 5	\$378.08	21,573	630	2.92%	23	\$16.44
2020-07 - ES - Women - J-lo - Copy	\$98.79	2,880	77	2.67%	7	\$14.11
2020-07 - ES - Women - Video 2	\$135.22	4,198	172	4.10%	6	\$22.54
2020-07 - CS - Women - Video	\$63.12	2,841	111	3.91%	4	\$15.78
2020-09 - CS - Women - Video 3	\$18.83	1,073	67	6.24%	4	\$4.71
2020-07 - ES - Women - Video 1	\$298.42	10,408	379	3.64%	3	\$99.47
2020-04 - ES - Women - Image 1 - Copy	\$49.28	2,546	18	0.71%	2	\$24.64
2020-09 - ES - Women - Video 4	\$12.79	526	26	4.94%	2	\$6.39
2020-02 - CS - Women - Image 3 V1	\$8.43	571	3	0.53%	1	\$8.43
2020-02 - CS - Women - Video 3	\$5.69	262	2	0.76%	1	\$5.69
2020-02 - CS - Women - Video 1	\$23.39	1,423	15	1.05%	1	\$23.39
2020-09 - CS - Women - Video 2	\$6.18	321	16	4.98%	1	\$6.18

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	35-44	female	\$1,017.19	48,921	1,187	2.43%	63	\$16.15
COR Medspa	45-54	female	\$1,380.06	49,739	1,501	3.02%	57	\$24.21
COR Medspa	55-64	female	\$723.55	20,070	764	3.81%	36	\$20.10
COR Medspa	25-34	female	\$632.06	37,953	830	2.19%	27	\$23.41

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	mobile_app	\$3,639.95	152,046	4,166	2.74%	176	\$20.68
COR Medspa	desktop	\$46.94	2,174	14	0.64%	5	\$9.39
COR Medspa	mobile_web	\$65.96	2,463	102	4.14%	2	\$32.98