

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

Anika Ackerman (act\_295473671061826) - COR Medspa

## Key Performance Indicators



Impr  
163,951  
↑ 5%



Clicks  
5,244  
↑ 22%



Cost  
\$3,871.64  
↑ 3%



CTR  
3.20%  
↑ 17%



Fb Pixel Lead  
193  
↑ 3%

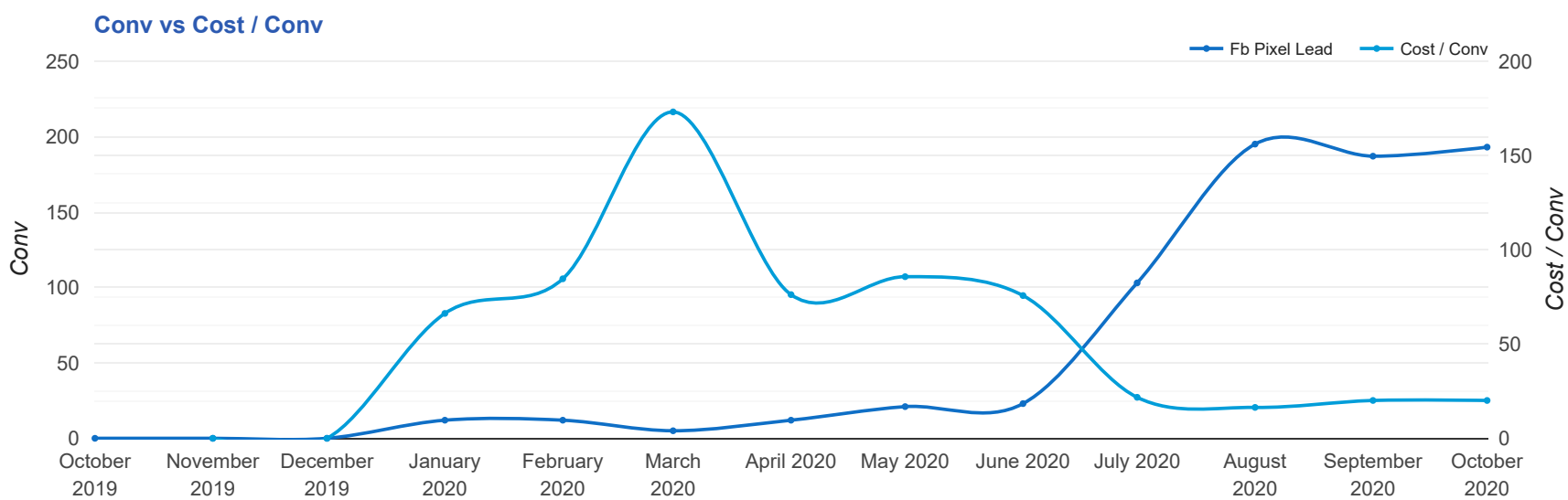


Cost / Conv  
\$20.06  
↔ 0%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COR Medspa	Oct, 2020	\$3,871.64	163,951	5,244	193	\$20.06

# 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	\$3,752.97	156,690	4,282	187	\$20.07
COR Medspa	Oct, 2020	\$3,871.64	163,951	5,244	193	\$20.06

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,548.97	89,335	3,291	112	\$13.83
Emsculpt - Conversions	\$1,549.68	51,917	1,438	58	\$26.72
Dermal Fillers - Conversions	\$772.99	22,699	515	23	\$33.61

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Prospecting - Women	\$1,392.64	81,762	3,022	103	\$13.52
Emsculpt - Prospecting - Women	\$1,304.72	44,540	1,206	50	\$26.09
COR Medspa - prospecting	\$772.99	22,699	515	23	\$33.61
Coolsculpting - Retargeting - Women	\$156.33	7,573	269	9	\$17.37
Emsculpt - Retargeting - Women	\$244.96	7,377	232	8	\$30.62

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - CS - Women - Video 4	\$1,041.74	60,816	2,291	3.77%	85	\$12.26
Dynamic - Conversions	\$772.99	22,699	515	2.27%	23	\$33.61
2020-09 - ES - Women - Video 1	\$349.53	13,205	319	2.42%	16	\$21.85
2020-09 - ES - Women - Video 3	\$337.60	10,851	306	2.82%	15	\$22.51
2020-09 - CS - Women - Video 3	\$270.92	15,184	548	3.61%	14	\$19.35
2020-09 - ES - Women - Video 4	\$422.84	14,408	409	2.84%	13	\$32.53
2020-07 - ES - Women - J-lo	\$194.75	6,076	172	2.83%	6	\$32.46
2020-09 - CS - Women - Video 4	\$83.11	4,140	130	3.14%	4	\$20.78
2020-09 - ES - Women - Video 3	\$64.61	1,826	47	2.57%	3	\$21.54
2020-09 - CS - Women - Video 3	\$46.95	2,079	77	3.70%	3	\$15.65
2020-09 - ES - Women - Video 4	\$44.59	1,236	47	3.80%	2	\$22.30
2020-09 - CS - Women - Video 1	\$20.22	1,539	55	3.57%	2	\$10.11
2020-09 - CS - Women - Video 1	\$3.83	238	12	5.04%	2	\$1.92
2020-04 - ES - Women - Image 1	\$10.96	450	6	1.33%	1	\$10.96
2020-07 - CS - Women - Video 5	\$14.65	1,077	34	3.16%	1	\$14.65

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	45-54	female	\$1,429.72	50,471	1,899	3.76%	73	\$19.59
COR Medspa	35-44	female	\$1,044.13	51,777	1,429	2.76%	48	\$21.75
COR Medspa	25-34	female	\$652.94	41,593	1,125	2.70%	36	\$18.14
COR Medspa	55-64	female	\$744.85	20,110	791	3.93%	36	\$20.69

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	mobile_app	\$3,772.19	160,348	5,147	3.21%	188	\$20.06
COR Medspa	mobile_web	\$55.87	2,048	81	3.96%	4	\$13.97
COR Medspa	desktop	\$43.58	1,555	16	1.03%	1	\$43.58