

**Facebook Account Performance
Report
1 Nov 2020 — 30 Nov 2020**

COR Medspa (act_295473671061826)

Key Performance Indicators



Impr
136,270
↓ 17%



Clicks
3,372
↓ 36%



Cost
\$3,751.53
↓ 3%



CTR
2.47%
↓ 23%



Fb Pixel Lead
122
↓ 37%

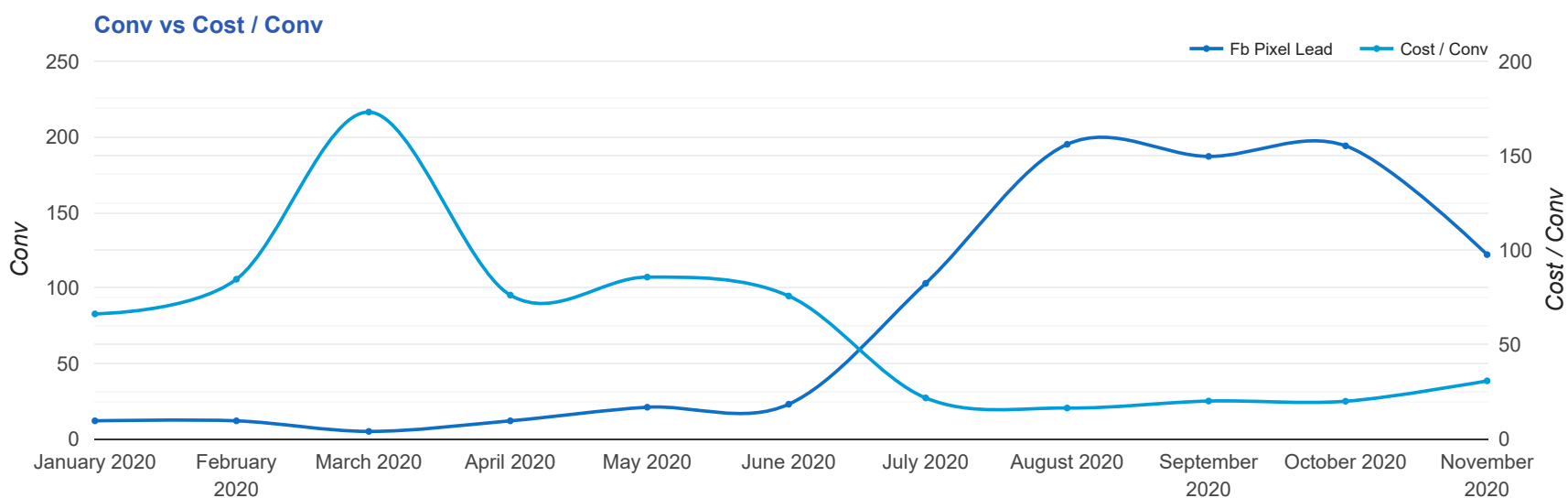


Cost / Conv
\$30.75
↑ 54%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COR Medspa	Nov, 2020	\$3,751.53	136,270	3,372	122	\$30.75

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	163,957	5,244	194	\$19.96
COR Medspa	Nov, 2020	\$3,751.53	136,270	3,372	122	\$30.75

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,500.70	73,029	2,219	66	\$22.74
Emsculpt - Conversions	\$1,500.55	45,161	781	45	\$33.35
Dermal Fillers - Conversions	\$750.28	18,080	372	11	\$68.21

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Prospecting - Women	\$1,301.42	65,579	2,010	55	\$23.66
Emsculpt - Prospecting - Women	\$1,293.32	40,060	625	37	\$34.95
Coolsculpting - Retargeting - Women	\$199.28	7,450	209	11	\$18.12
COR Medspa - prospecting	\$750.28	18,080	372	11	\$68.21
Emsculpt - Retargeting - Women	\$207.23	5,101	156	8	\$25.90

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - CS - Women - Video 2 - All Placements	\$745.96	36,321	1,157	3.19%	34	\$21.94
2020-09 - ES - Women - Video 2	\$669.97	17,663	284	1.61%	24	\$27.92
2020-09 - CS - Women - Video - All Placements	\$439.21	22,358	692	3.10%	21	\$20.91
Dynamic - Conversions	\$750.28	18,080	372	2.06%	11	\$68.21
2020-09 - ES - Women - Video 1	\$371.20	14,850	164	1.10%	8	\$46.40
2020-09 - CS - Women - Video 4	\$85.69	3,293	68	2.06%	7	\$12.24
2020-07 - ES - Women - J-lo	\$183.77	5,211	126	2.42%	3	\$61.26
2020-09 - ES - Women - Video 1	\$37.24	900	28	3.11%	3	\$12.41
2020-09 - CS - Women - Video 3	\$64.93	2,162	70	3.24%	3	\$21.64
2020-07 - ES - Women - J-lo - Copy	\$31.99	808	25	3.09%	2	\$15.99
2020-09 - ES - Women - Video 4	\$52.52	1,853	38	2.05%	2	\$26.26
2020-09 - ES - Women - Video 4	\$56.53	1,273	44	3.46%	2	\$28.27
2020-07 - ES - Women - Video 2	\$50.66	1,394	45	3.23%	1	\$50.66
2020-09 - CS - Women - Video 2	\$22.75	891	38	4.26%	1	\$22.75
2020-02 - CS - Women - Image 3 V1	\$0.08	8	0	0.00%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	35-44	female	\$1,008.53	43,560	1,007	2.31%	44	\$22.92
COR Medspa	45-54	female	\$1,349.43	40,410	1,088	2.69%	32	\$42.17
COR Medspa	55-64	female	\$720.34	15,776	529	3.35%	24	\$30.01
COR Medspa	25-34	female	\$673.23	36,524	748	2.05%	22	\$30.60

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	mobile_app	\$3,655.10	133,047	3,263	2.45%	118	\$30.98
COR Medspa	mobile_web	\$64.02	1,943	98	5.04%	3	\$21.34
COR Medspa	desktop	\$32.41	1,280	11	0.86%	1	\$32.41