

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

COR Medspa (act\_295473671061826)

## Key Performance Indicators



Impr  
121,469  
↓ 11%



Clicks  
2,930  
↓ 13%



Cost  
\$3,874.97  
↑ 3%



CTR  
2.41%  
↓ 3%



Fb Pixel Lead  
78  
↓ 36%

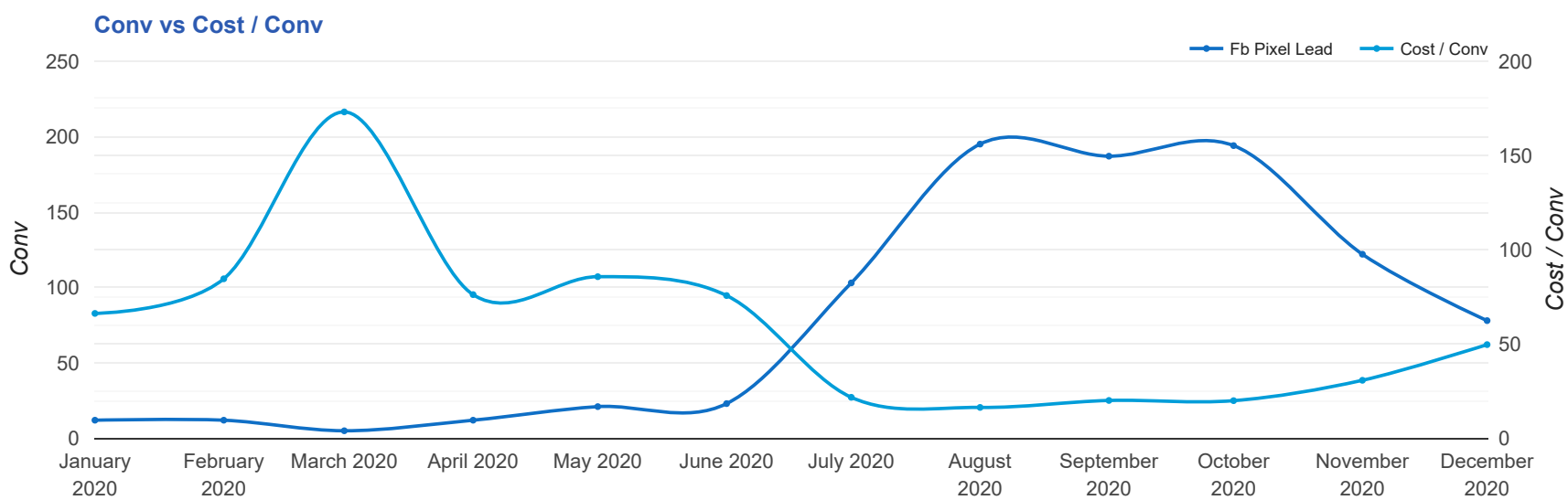


Cost / Conv  
\$49.68  
↑ 62%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COR Medspa	Dec, 2020	\$3,874.97	121,469	2,930	78	\$49.68

# 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	\$3,752.18	136,278	3,373	122	\$30.76
COR Medspa	Dec, 2020	\$3,874.97	121,469	2,930	78	\$49.68

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,550.04	64,254	1,935	50	\$31.00
Emsculpt - Conversions	\$1,550.21	39,089	746	28	\$55.36
Dermal Fillers - Conversions	\$774.72	18,126	249	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Prospecting - Women	\$1,331.05	57,080	1,769	43	\$30.95
Emsculpt - Prospecting - Women	\$1,320.08	34,142	606	25	\$52.80
Coolsculpting - Retargeting - Women	\$218.99	7,174	166	7	\$31.28
Emsculpt - Retargeting - Women	\$230.13	4,947	140	3	\$76.71
COR Medspa - prospecting	\$774.72	18,126	249	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - CS - Women - Video 2 - All Placements	\$576.48	24,952	649	2.60%	23	\$25.06
2020-09 - CS - Women - Video - All Placements	\$695.04	29,333	1,056	3.60%	18	\$38.61
2020-09 - ES - Women - Video 1	\$526.02	14,604	245	1.68%	13	\$40.46
2020-09 - ES - Women - Video 2	\$651.64	15,918	278	1.75%	9	\$72.40
2020-09 - CS - Women - Video 3	\$75.77	2,336	70	3.00%	4	\$18.94
2020-07 - ES - Women - J-lo	\$142.42	3,620	83	2.29%	3	\$47.47
2020-09 - CS - Women - Video 4	\$117.79	3,909	78	2.00%	3	\$39.26
2020-07 - CS - Women - Video 5	\$26.78	1,358	28	2.06%	1	\$26.78
2020-07 - ES - Women - Video 2	\$44.19	968	37	3.82%	1	\$44.19
2020-07 - CS - Women - Video	\$32.75	1,437	36	2.51%	1	\$32.75
2020-09 - ES - Women - Video 4	\$68.18	1,230	45	3.66%	1	\$68.18
2020-09 - ES - Women - Video 3	\$29.81	597	20	3.35%	1	\$29.81
2020-04 - ES - Women - Image 1	\$15.14	572	5	0.87%	0	-
2020-07 - ES - Women - J-lo - Copy	\$28.04	654	14	2.14%	0	-
2020-07 - CS - Women - Video	\$6.66	231	3	1.30%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	45-54	female	\$1,428.00	37,820	998	2.64%	27	\$52.89
COR Medspa	35-44	female	\$1,068.58	39,709	847	2.13%	22	\$48.57
COR Medspa	25-34	female	\$612.02	29,049	596	2.05%	15	\$40.80
COR Medspa	55-64	female	\$766.37	14,891	489	3.28%	14	\$54.74

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	mobile_app	\$3,797.80	119,265	2,870	2.41%	76	\$49.97
COR Medspa	mobile_web	\$56.40	1,549	59	3.81%	2	\$28.20
COR Medspa	desktop	\$20.77	655	1	0.15%	0	-