

Facebook Account Performance Report 1 Jan 2021 — 31 Jan 2021

COR Medspa (act_295473671061826)

Key Performance Indicators



Impr
150,978
↑ 24%



Clicks
2,876
↓ 2%



Cost
\$3,875.78
↔ 0%



CTR
1.90%
↓ 21%



Fb Pixel Lead
96
↑ 25%

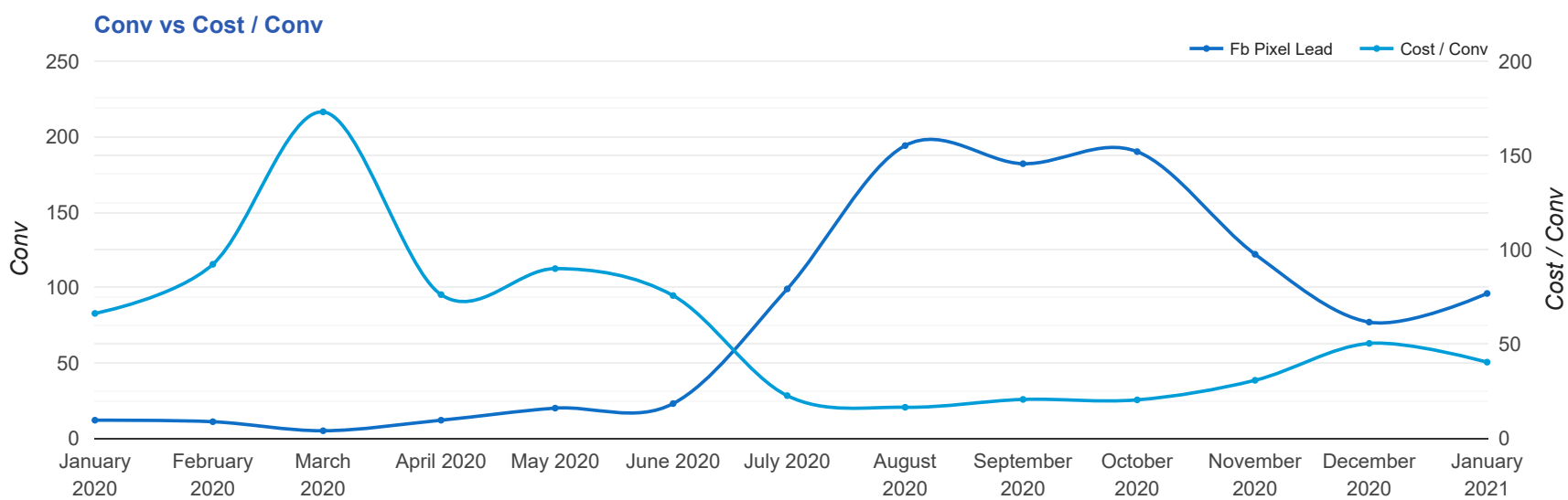


Cost / Conv
\$40.37
↓ 20%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COR Medspa	Jan, 2021	\$3,875.78	150,978	2,876	96	\$40.37

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	11	\$92.27
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	20	\$89.98
COR Medspa	Jun, 2020	\$1,740.97	88,691	825	23	\$75.69
COR Medspa	Jul, 2020	\$2,238.96	129,475	2,407	99	\$22.62
COR Medspa	Aug, 2020	\$3,193.98	168,941	5,069	194	\$16.46
COR Medspa	Sep, 2020	\$3,752.97	156,690	4,282	182	\$20.62
COR Medspa	Oct, 2020	\$3,871.64	163,957	5,244	190	\$20.38
COR Medspa	Nov, 2020	\$3,752.18	136,278	3,373	122	\$30.76
COR Medspa	Dec, 2020	\$3,875.17	121,485	2,930	77	\$50.33
COR Medspa	Jan, 2021	\$3,875.78	150,978	2,876	96	\$40.37

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,549.45	79,412	1,742	48	\$32.28
Emsculpt - Conversions	\$1,549.97	46,844	816	46	\$33.70
Dermal Fillers - Conversions	\$776.36	24,722	318	2	\$388.18

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Prospecting - Women	\$1,328.14	41,182	667	37	\$35.90
Coolsculpting - Prospecting - Women	\$1,302.11	70,485	1,569	34	\$38.30
Coolsculpting - Retargeting - Women	\$247.34	8,927	173	14	\$17.67
Emsculpt - Retargeting - Women	\$221.83	5,662	149	9	\$24.65
COR Medspa - prospecting	\$776.36	24,722	318	2	\$388.18

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - ES - Women - Video 2	\$720.33	21,129	364	1.72%	22	\$32.74
2020-09 - CS - Women - Video 2 - All Placements	\$702.30	37,373	794	2.12%	12	\$58.52
2020-09 - CS - Women - Video - All Placements	\$411.33	22,236	586	2.64%	12	\$34.28
2020-09 - ES - Women - Video 1	\$452.81	15,255	219	1.44%	10	\$45.28
2020-09 - CS - Women - Video 4	\$117.19	4,220	79	1.87%	6	\$19.53
2020-07 - CS - Women - Video 5	\$75.22	4,262	87	2.04%	5	\$15.04
2020-07 - ES - Women - J-lo	\$155.00	4,798	84	1.75%	5	\$31.00
2020-07 - CS - Women - Video	\$113.26	6,614	102	1.54%	5	\$22.65
2020-09 - CS - Women - Video 3	\$92.86	3,264	64	1.96%	4	\$23.21
2020-07 - ES - Women - Video 2	\$50.09	1,379	43	3.12%	3	\$16.70
2020-07 - CS - Women - Video	\$15.20	596	11	1.85%	3	\$5.07
2020-07 - ES - Women - J-lo - Copy	\$31.97	806	16	1.99%	2	\$15.98
Dynamic - Conversions	\$776.36	24,722	318	1.29%	2	\$388.18
2020-09 - ES - Women - Video 1	\$50.32	963	34	3.53%	2	\$25.16
2020-04 - ES - Women - Image 1	\$15.78	746	11	1.47%	1	\$15.78

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	45-54	female	\$1,345.73	42,623	878	2.06%	29	\$46.40
COR Medspa	35-44	female	\$1,074.25	50,172	835	1.66%	26	\$41.32
COR Medspa	55-64	female	\$767.86	16,809	484	2.88%	26	\$29.53
COR Medspa	25-34	female	\$687.93	41,374	679	1.64%	15	\$45.86

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	mobile_app	\$3,794.95	148,378	2,805	1.89%	95	\$39.95
COR Medspa	mobile_web	\$44.55	1,704	59	3.46%	1	\$44.55
COR Medspa	desktop	\$36.28	896	12	1.34%	0	-