

Facebook Account Performance Report 1 Feb 2021 — 28 Feb 2021

COR Medspa (act_295473671061826)

Key Performance Indicators



Impr
123,990
↓ 18%



Clicks
2,567
↓ 11%



Cost
\$3,494.73
↓ 10%



CTR
2.07%
↑ 8%



Fb Pixel Lead
81
↓ 16%

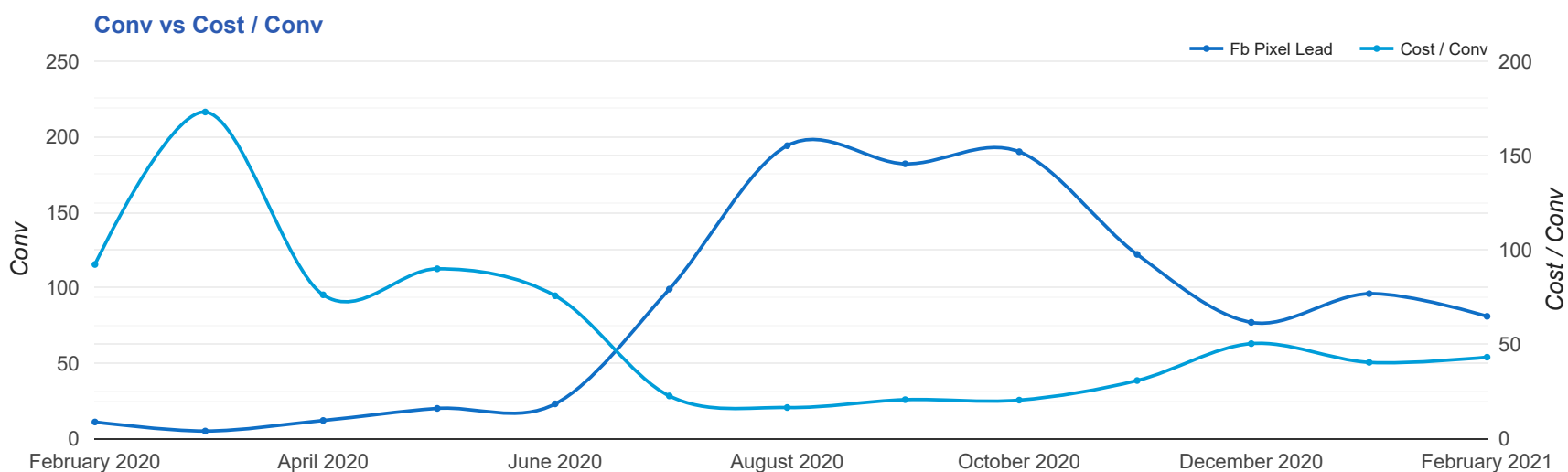


Cost / Conv
\$43.14
↑ 7%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COR Medspa	Feb, 2021	\$3,494.73	123,990	2,567	81	\$43.14

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$3,876.67	150,990	2,877	96	\$40.38
COR Medspa	Feb, 2021	\$3,494.73	123,990	2,567	81	\$43.14

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,399.08	60,690	1,518	44	\$31.80
Emsculpt - Conversions	\$1,397.76	37,986	646	35	\$39.94
Dermal Fillers - Conversions	\$697.89	25,314	403	2	\$348.94

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Prospecting - Women	\$1,207.52	54,821	1,389	41	\$29.45
Emsculpt - Prospecting - Women	\$1,213.79	33,935	533	30	\$40.46
Emsculpt - Retargeting - Women	\$183.97	4,051	113	5	\$36.79
Coolsculpting - Retargeting - Women	\$191.56	5,869	129	3	\$63.85
COR Medspa - prospecting	\$697.89	25,314	403	2	\$348.94

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - CS - Women - Video - All Placements	\$550.89	23,973	752	3.14%	21	\$26.23
2020-09 - ES - Women - Video 2	\$576.32	15,218	266	1.75%	14	\$41.17
2020-09 - ES - Women - Video 1	\$482.66	13,697	190	1.39%	13	\$37.13
2020-09 - CS - Women - Video 2 - All Placements	\$296.22	13,465	289	2.15%	11	\$26.93
2020-07 - CS - Women - Video	\$178.96	9,159	183	2.00%	6	\$29.83
2020-07 - CS - Women - Video 5	\$181.45	8,224	165	2.01%	3	\$60.48
2020-07 - ES - Women - J-lo	\$154.81	5,020	77	1.53%	3	\$51.60
2020-09 - ES - Women - Video 3	\$36.18	779	26	3.34%	3	\$12.06
Dynamic - Conversions	\$697.89	25,314	403	1.59%	2	\$348.94
2020-09 - CS - Women - Video 4	\$102.64	3,001	60	2.00%	2	\$51.32
2020-07 - ES - Women - Video 2	\$37.94	1,045	39	3.73%	1	\$37.94
2020-09 - ES - Women - Video 1	\$37.59	656	15	2.29%	1	\$37.59
2020-09 - CS - Women - Video 3	\$55.48	1,749	43	2.46%	1	\$55.48
2020-04 - ES - Women - Image 1	\$13.74	437	5	1.14%	0	-
2020-07 - ES - Women - J-lo - Copy	\$21.86	464	10	2.16%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	35-44	female	\$982.02	40,256	796	1.98%	26	\$37.77
COR Medspa	45-54	female	\$1,201.78	35,768	770	2.15%	20	\$60.09
COR Medspa	55-64	female	\$667.17	14,570	405	2.78%	18	\$37.06
COR Medspa	25-34	female	\$643.75	33,396	596	1.78%	17	\$37.87

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	mobile_app	\$3,421.30	121,663	2,509	2.06%	78	\$43.86
COR Medspa	mobile_web	\$42.57	1,450	48	3.31%	3	\$14.19
COR Medspa	desktop	\$30.86	877	10	1.14%	0	-