

**Facebook Account Performance
Report
1 Mar 2021 — 31 Mar 2021**

COR Medspa (act_295473671061826)

Key Performance Indicators



Impr
135,684
↑ 9%



Clicks
2,906
↑ 13%



Cost
\$3,879.96
↑ 11%



CTR
2.14%
↑ 3%



Fb Pixel Lead
122
↑ 51%

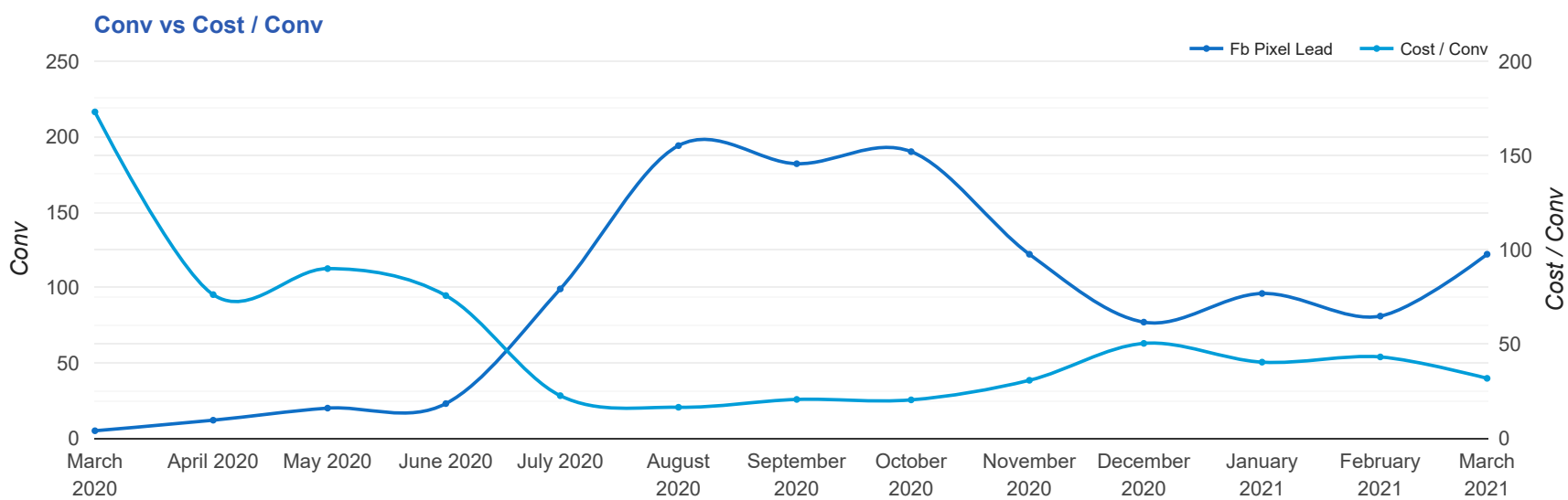


Cost / Conv
\$31.80
↓ 26%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COR Medspa	Mar, 2021	\$3,879.96	135,684	2,906	122	\$31.80

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$3,495.32	124,005	2,567	81	\$43.15
COR Medspa	Mar, 2021	\$3,879.96	135,684	2,906	122	\$31.80

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,551.25	67,370	1,555	61	\$25.43
Emsculpt - Conversions	\$1,552.38	46,224	895	47	\$33.03
Dermal Fillers - Conversions	\$776.33	22,090	456	14	\$55.45

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Prospecting - Women	\$1,362.36	61,605	1,384	51	\$26.71
Emsculpt - Prospecting - Women	\$1,382.63	42,050	777	37	\$37.37
COR Medspa - prospecting	\$776.33	22,090	456	14	\$55.45
Coolsculpting - Retargeting - Women	\$188.89	5,765	171	10	\$18.89
Emsculpt - Retargeting - Women	\$169.75	4,174	118	10	\$16.98

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - ES - Women - Video 2	\$1,013.69	30,016	586	1.95%	31	\$32.70
2020-09 - CS - Women - Video 2 - All Placements	\$581.00	25,639	624	2.43%	25	\$23.24
2020-09 - CS - Women - Video - All Placements	\$580.56	25,360	557	2.20%	21	\$27.65
Dynamic - Conversions	\$776.33	22,090	456	2.06%	14	\$55.45
2020-04 - ES - Women - Image 1	\$16.40	567	12	2.12%	4	\$4.10
2020-09 - ES - Women - Video 1	\$223.64	7,182	115	1.60%	4	\$55.91
2020-09 - CS - Women - Video 3	\$62.37	1,975	77	3.90%	4	\$15.59
2020-07 - CS - Women - Video	\$111.81	5,459	122	2.23%	3	\$37.27
2020-09 - ES - Women - Video 3	\$65.02	1,468	49	3.34%	3	\$21.67
2020-07 - CS - Women - Video 5	\$88.99	5,147	81	1.57%	2	\$44.49
2020-07 - ES - Women - Jo	\$145.30	4,852	76	1.57%	2	\$72.65
2020-07 - CS - Women - Video	\$17.96	599	26	4.34%	2	\$8.98
2020-09 - ES - Women - Video 4	\$25.12	623	15	2.41%	2	\$12.56
2020-09 - CS - Women - Video 4	\$96.61	2,776	53	1.91%	2	\$48.30
2020-09 - CS - Women - Video 2	\$10.34	353	12	3.40%	2	\$5.17

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	45-54	female	\$1,321.19	38,282	1,013	2.65%	37	\$35.71
COR Medspa	25-34	female	\$736.22	38,910	670	1.72%	36	\$20.45
COR Medspa	35-44	female	\$1,123.69	43,985	808	1.84%	31	\$36.25
COR Medspa	55-64	female	\$698.87	14,506	415	2.86%	18	\$38.83
COR Medspa	Unknown	unknown	\$0.00	1	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	mobile_app	\$3,790.91	133,089	2,835	2.13%	115	\$32.96
COR Medspa	mobile_web	\$55.99	1,757	60	3.41%	4	\$14.00
COR Medspa	desktop	\$33.06	838	11	1.31%	3	\$11.02