

**Facebook Account Performance  
Report  
1 Apr 2021 — 30 Apr 2021**

COR Medspa (act\_295473671061826)

## Key Performance Indicators



Impr  
129,285  
↓ 5%



Clicks  
3,530  
↑ 21%



Cost  
\$4,006.37  
↑ 3%



CTR  
2.73%  
↑ 28%



Fb Pixel Lead  
112  
↓ 4%

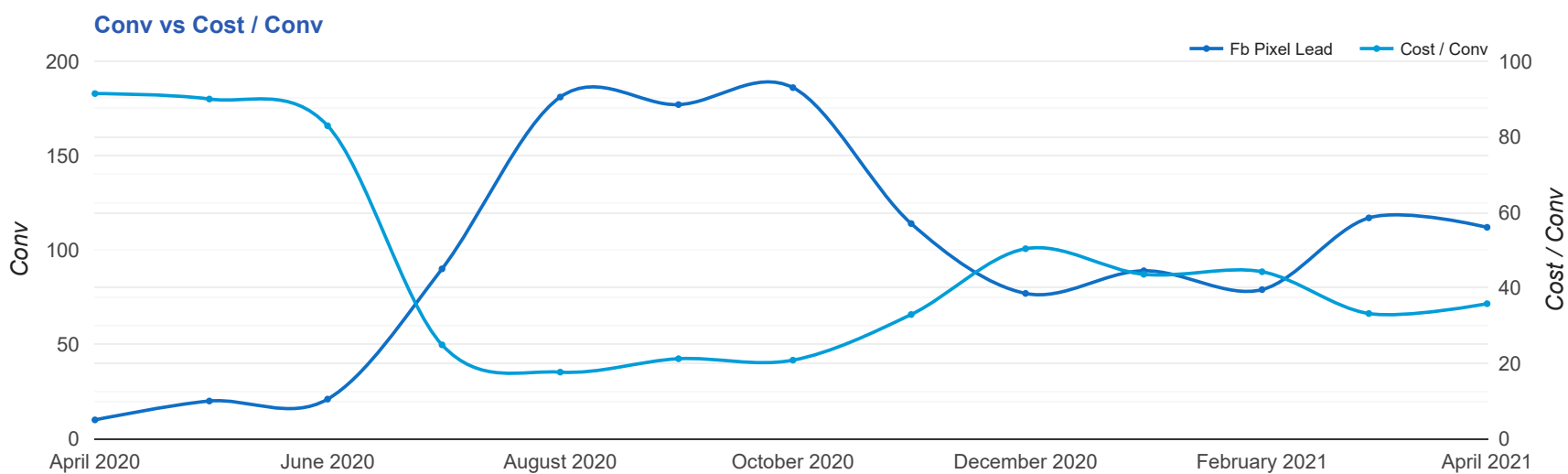


Cost / Conv  
\$35.77  
↑ 8%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COR Medspa	Apr, 2021	\$4,006.37	129,285	3,530	112	\$35.77

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COR Medspa	Apr, 2020	\$914.25	51,629	325	10	\$91.42
COR Medspa	May, 2020	\$1,799.65	100,227	882	20	\$89.98
COR Medspa	Jun, 2020	\$1,740.97	88,691	825	21	\$82.90
COR Medspa	Jul, 2020	\$2,238.96	129,475	2,407	90	\$24.88
COR Medspa	Aug, 2020	\$3,193.98	168,941	5,069	181	\$17.65
COR Medspa	Sep, 2020	\$3,752.97	156,690	4,282	177	\$21.20
COR Medspa	Oct, 2020	\$3,871.64	163,957	5,244	186	\$20.82
COR Medspa	Nov, 2020	\$3,752.18	136,278	3,373	114	\$32.91
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	89	\$43.56
COR Medspa	Feb, 2021	\$3,495.32	124,005	2,567	79	\$44.24
COR Medspa	Mar, 2021	\$3,880.54	135,706	2,907	117	\$33.17
COR Medspa	Apr, 2021	\$4,006.37	129,285	3,530	112	\$35.77

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,499.35	58,762	2,088	53	\$28.29
Emsculpt - Conversions	\$1,499.41	48,927	1,011	41	\$36.57
Dermal Fillers - Conversions	\$1,007.61	21,596	431	18	\$55.98

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Prospecting - Women	\$1,243.00	50,881	1,793	43	\$28.91
Emsculpt - Prospecting - Women	\$1,359.87	45,001	887	36	\$37.77
COR Medspa - prospecting	\$1,007.61	21,596	431	18	\$55.98
Coolsculpting - Retargeting - Women	\$256.35	7,881	295	10	\$25.64
Emsculpt - Retargeting - Women	\$139.54	3,926	124	5	\$27.91

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - ES - Women - Video 2	\$786.43	26,402	555	2.10%	23	\$34.19
2020-07 - CS - Women - Video	\$540.15	22,500	881	3.92%	18	\$30.01
Dynamic - Conversions	\$1,007.61	21,596	431	2.00%	18	\$55.98
2020-07 - CS - Women - Video 5	\$503.80	19,747	671	3.40%	16	\$31.49
2020-09 - ES - Women - Video 1	\$395.20	12,548	212	1.69%	10	\$39.52
2020-09 - CS - Women - Video 4	\$141.21	4,291	163	3.80%	7	\$20.17
2020-09 - CS - Women - Video 2 - All Placements	\$100.36	4,144	149	3.60%	5	\$20.07
2020-07 - ES - Women - J-lo - Copy	\$34.18	825	28	3.39%	4	\$8.54
2020-09 - CS - Women - Video - All Placements	\$98.69	4,490	92	2.05%	4	\$24.67
2020-07 - ES - Women - J-lo	\$178.24	6,051	120	1.98%	3	\$59.41
2020-09 - ES - Women - Video 3	\$50.44	1,345	51	3.79%	1	\$50.44
2020-09 - CS - Women - Video 2	\$23.54	768	26	3.39%	1	\$23.54
2020-09 - CS - Women - Video 3	\$56.88	1,746	67	3.84%	1	\$56.88
2020-09 - CS - Women - Video 1	\$27.10	828	34	4.11%	1	\$27.10
2020-04 - ES - Women - Image 1	\$11.54	447	10	2.24%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	45-54	female	\$1,507.52	42,192	1,374	3.26%	45	\$33.50
COR Medspa	35-44	female	\$1,069.20	40,980	1,022	2.49%	30	\$35.64
COR Medspa	55-64	female	\$840.30	17,874	639	3.58%	16	\$52.52
COR Medspa	25-34	female	\$589.35	28,239	495	1.75%	11	\$53.58
COR Medspa	Unknown	unknown	\$0.00	0	0	-%	10	\$0.00

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COR Medspa	mobile_app	\$3,866.39	125,677	3,441	2.74%	102	\$37.91
COR Medspa	unknown	\$0.00	0	0	-%	10	\$0.00
COR Medspa	desktop	\$62.55	1,258	13	1.03%	0	-
COR Medspa	mobile_web	\$77.43	2,350	76	3.23%	0	-