

# **Facebook Account Performance Report 1 Feb 2020 — 29 Feb 2020**

Docere (act\_1385679068263903)

## Key Performance Indicators



Impr  
81,171  
↑ 38%



Clicks  
1,812  
↓ 5%



Cost  
\$718.02  
↑ 64%



CTR  
2.23%  
↓ 31%



Fb Pixel Lead  
15  
↑ ∞

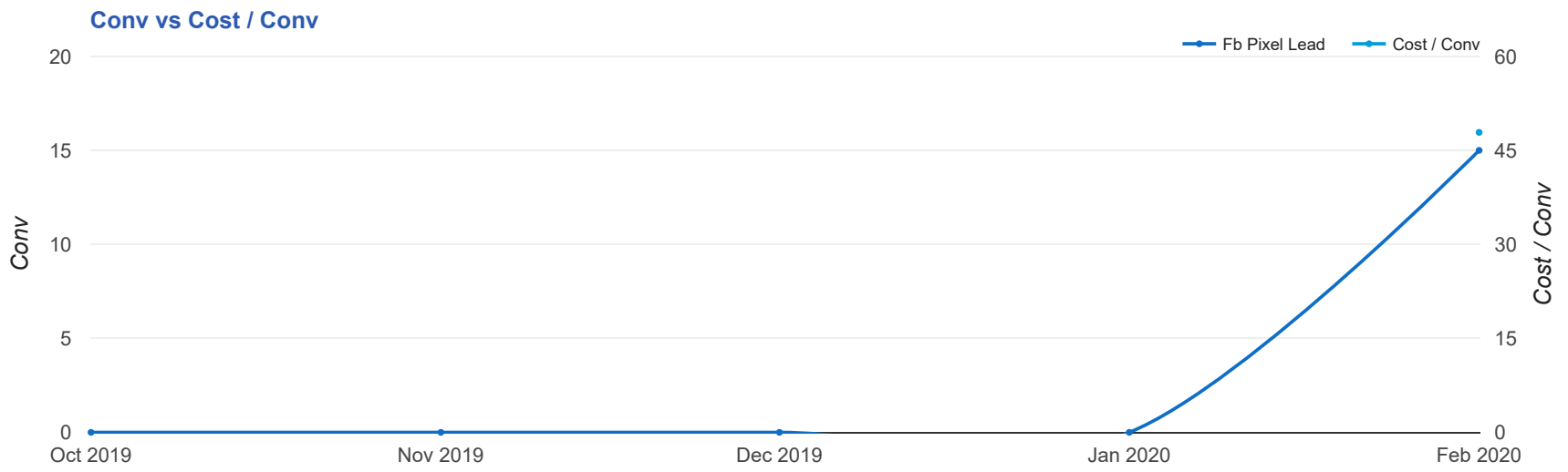


Cost / Conv  
\$47.87  
-

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Docere	Feb, 2020	\$718.02	81,171	1,812	15	\$47.87

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Docere	Oct, 2019	\$21.29	3,089	54	0	-
Docere	Nov, 2019	\$402.52	37,435	702	0	-
Docere	Dec, 2019	\$431.71	35,874	901	0	-
Docere	Jan, 2020	\$439.08	58,902	1,906	0	-
Docere	Feb, 2020	\$718.02	81,171	1,812	15	\$47.87

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cooltone - Conversions	\$307.20	15,617	233	15	\$20.48
Event: Ladies Valentines Night	\$9.97	360	22	0	-
Ongoing Website Promotion http://www.doceremedspa.com/	\$57.91	6,367	250	0	-
Post: "Go & Glow Dermaplaning. Dermaplaning removes dead..."	\$3.47	2,660	102	0	-
Post: "Go & Glow Dermaplaning. Dermaplaning removes dead..."	\$11.25	6,895	257	0	-
Post: "TNS Serum. Product Details SkinMedica's TNS..."	\$10.00	285	1	0	-
Instagram Post: TNS Serum. Product Details...	\$10.00	1,359	31	0	-
Post: "Book now. Tone and firm muscles."	\$3.10	321	26	0	-
Post: "Book now. Tone and firm muscles."	\$0.10	12	0	0	-
Instagram Post: Cooltone with @bodybyjoelle is so...	\$15.00	2,006	32	0	-
Post: "Hair by @amandahairandbeauty! "	\$10.00	1,200	88	0	-
Post: "Cooltone with Body by Joelle it's so simple and..."	\$1.64	554	10	0	-
Post: "Cooltone with Body by Joelle it's so simple and..."	\$0.69	161	2	0	-
Instagram Post: Cooltone with @bodybyjoelle is so...	\$15.00	1,983	47	0	-
Instagram Post: GIVEAWAY TIME! Our CoolSculpting...	\$14.98	1,130	28	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cooltone - Women	\$307.20	15,617	233	15	\$20.48
Event: Ladies Valentines Night	\$9.97	360	22	0	-
Ongoing Website Promotion http://www.doceremedspa.com/	\$57.91	6,367	250	0	-
Post: "Go & Glow Dermaplaning. Dermaplaning removes dead..."	\$3.47	2,660	102	0	-
Post: "Go & Glow Dermaplaning. Dermaplaning removes dead..."	\$11.25	6,895	257	0	-
Post: "TNS Serum. Product Details SkinMedica's TNS..."	\$10.00	285	1	0	-
Instagram Post: TNS Serum. Product Details...	\$2.00	52	0	0	-
Instagram Post: TNS Serum. Product Details...	\$8.00	1,307	31	0	-
Post: "Book now. Tone and firm muscles."	\$3.10	321	26	0	-
Post: "Book now. Tone and firm muscles."	\$0.10	12	0	0	-
Instagram Post: Cooltone with @bodybyjoelle is so...	\$3.00	668	1	0	-
Instagram Post: Cooltone with @bodybyjoelle is so...	\$12.00	1,338	31	0	-
Post: "Hair by @amandahairandbeauty! "	\$10.00	1,200	88	0	-
Post: "Cooltone with Body by Joelle it's so simple and..."	\$1.64	554	10	0	-
Post: "Cooltone with Body by Joelle it's so simple and..."	\$0.69	161	2	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - Cooltone - Women - lmg 1	\$250.97	12,528	183	1.46%	15	\$16.73
Event: Ladies Valentines Night	\$9.97	360	22	6.11%	0	-
Ongoing Website Promotion Ad	\$16.14	1,871	87	4.65%	0	-
Ongoing Website Promotion Ad	\$2.94	390	9	2.31%	0	-
Ongoing Website Promotion Ad	\$3.44	370	11	2.97%	0	-
Ongoing Website Promotion Ad	\$5.70	670	42	6.27%	0	-
Ongoing Website Promotion Ad	\$29.69	3,066	101	3.29%	0	-
Post: "Go & Glow Dermaplaning. Dermaplaning removes dead..."	\$3.47	2,660	102	3.83%	0	-
Post: "Go & Glow Dermaplaning. Dermaplaning removes dead..."	\$11.25	6,895	257	3.73%	0	-
Post: "TNS Serum. Product Details SkinMedica's TNS..."	\$10.00	285	1	0.35%	0	-
Instagram Post: TNS Serum. Product Details...	\$2.00	52	0	0.00%	0	-
Instagram Post: TNS Serum. Product Details...	\$8.00	1,307	31	2.37%	0	-
Post: "Book now. Tone and firm muscles."	\$3.10	321	26	8.10%	0	-
Post: "Book now. Tone and firm muscles."	\$0.10	12	0	0.00%	0	-
Instagram Post: Cooltone with @bodybyjoelle is so...	\$3.00	668	1	0.15%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Docere	35-44	female	\$127.52	10,252	217	2.12%	10	\$12.75
Docere	45-54	female	\$142.39	8,478	224	2.64%	3	\$47.46
Docere	25-34	female	\$102.48	11,598	222	1.91%	1	\$102.48
Docere	55-64	female	\$81.01	5,072	200	3.94%	1	\$81.01
Docere	18-24	female	\$58.96	10,488	165	1.57%	0	-
Docere	18-24	male	\$43.33	7,758	105	1.35%	0	-
Docere	18-24	unknown	\$0.15	68	2	2.94%	0	-
Docere	25-34	male	\$41.96	9,105	171	1.88%	0	-
Docere	25-34	unknown	\$0.88	145	1	0.69%	0	-
Docere	35-44	male	\$23.17	5,961	129	2.16%	0	-
Docere	35-44	unknown	\$0.76	122	8	6.56%	0	-
Docere	45-54	male	\$23.39	4,123	100	2.43%	0	-
Docere	45-54	unknown	\$0.57	67	0	0.00%	0	-
Docere	55-64	male	\$18.48	2,725	70	2.57%	0	-
Docere	55-64	unknown	\$0.30	48	0	0.00%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Docere	mobile_app	\$675.76	77,502	1,763	2.27%	15	\$45.05
Docere	desktop	\$15.93	1,336	10	0.75%	0	-
Docere	mobile_web	\$26.33	2,333	39	1.67%	0	-