

Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020

Docere (act_1385679068263903)

Key Performance Indicators



Impr
46,091
↑ 157%



Clicks
885
↑ 155%



Cost
\$382.51
↑ 90%



CTR
1.92%
↓ 1%



Fb Pixel Lead
2
↔ 0%

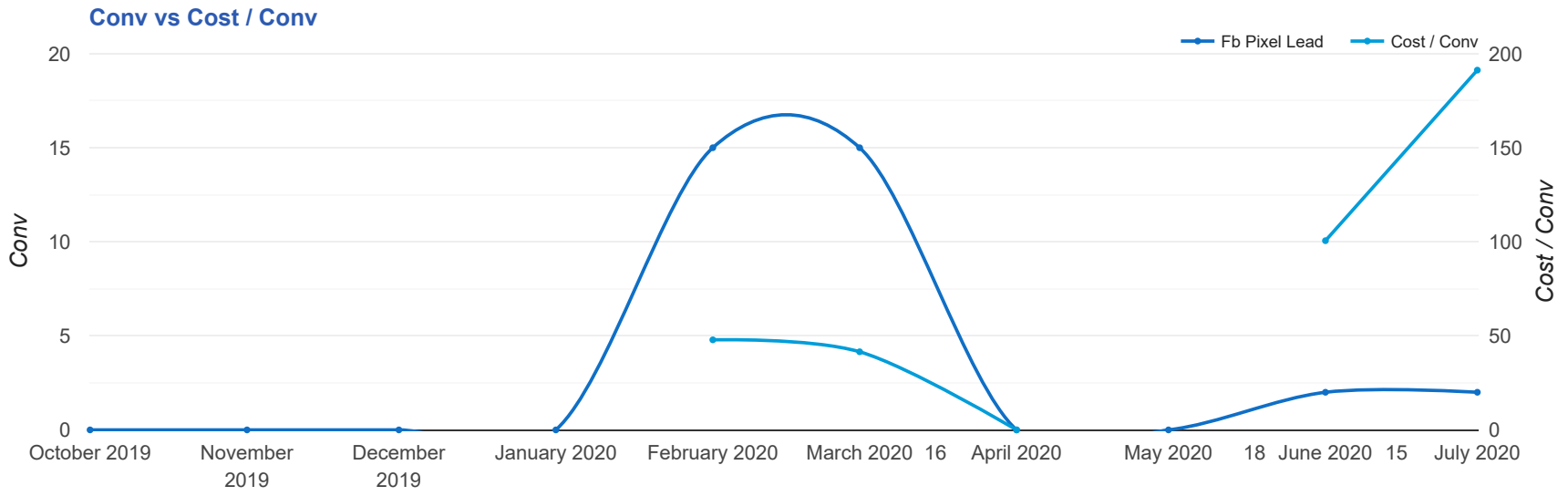


Cost / Conv
\$191.25
↑ 90%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Docere	Jul, 2020	\$382.51	46,091	885	2	\$191.25

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
Docere	Mar, 2020	\$622.89	75,342	2,392	15	\$41.53
Docere	May, 2020	\$53.40	4,362	161	0	-
Docere	Jun, 2020	\$201.15	17,935	347	2	\$100.58
Docere	Jul, 2020	\$382.51	46,091	885	2	\$191.25

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Post: "🌞 SUMMER COOL TONE MEMBERSHIP 🌞"	\$20.00	2,595	51	2	\$10.00
Post: "☐LOVE YOUR HAIR☐"	\$3.51	354	7	0	-
Post: "Relax Renew & Refresh at Antoine's Le Jour Spa &..."	\$4.02	441	3	0	-
Post: "REFERRAL PROGRAM"	\$1.57	173	2	0	-
Post: "•Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle"	\$6.72	151	10	0	-
Post: "📍 Antoine's Le Jour Spa & Salon was established in..."	\$20.00	1,933	32	0	-
Post: "☐▪Did someone say W A X ? ▪☐"	\$15.00	1,145	27	0	-
Post: ""	\$10.00	1,189	2	0	-
Post: "SAVINGS TIME!"	\$20.00	1,703	99	0	-
Post: "SAVE NOW! Docere is offering buy THREE GET ONE..."	\$21.63	1,943	20	0	-
Instagram Post: •Our CoolSculpting Technicians 😊...	\$8.00	369	0	0	-
Post: ""	\$25.00	3,530	89	0	-
Post: "10% NEW GUEST OFFER"	\$20.00	1,571	28	0	-
Post: "Want to take advantage of our microneedling..."	\$14.00	3,435	186	0	-
[07/09/2020] Promoting Docere	\$34.89	3,310	38	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Post: "🌞 SUMMER COOL TONE MEMBERSHIP 🌞"	\$20.00	2,595	51	2	\$10.00
Post: "☐LOVE YOUR HAIR☐"	\$3.51	354	7	0	-
Post: "Relax Renew & Refresh at Antoine's Le Jour Spa &..."	\$4.02	441	3	0	-
Post: "REFERRAL PROGRAM"	\$1.57	173	2	0	-
Post: "•Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle"	\$6.72	151	10	0	-
Post: "📍 Antoine's Le Jour Spa & Salon was established in..."	\$20.00	1,933	32	0	-
Post: "☐▪Did someone say W A X ? ▪☐"	\$15.00	1,145	27	0	-
Post: ""	\$10.00	1,189	2	0	-
Post: "SAVINGS TIME!"	\$20.00	1,703	99	0	-
Post: "SAVE NOW! Docere is offering buy THREE GET ONE..."	\$21.63	1,943	20	0	-
Instagram Post: •Our CoolSculpting Technicians 😊...	\$8.00	369	0	0	-
Post: ""	\$25.00	3,530	89	0	-
Post: "10% NEW GUEST OFFER"	\$20.00	1,571	28	0	-
Post: "Want to take advantage of our microneedling..."	\$14.00	3,435	186	0	-
[07/09/2020] Promoting Docere	\$34.89	3,310	38	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Post: "☀️ SUMMER COOL TONE MEMBERSHIP ☀️"	\$20.00	2,595	51	1.97%	2	\$10.00
Post: "□LOVE YOUR HAIR□"	\$3.51	354	7	1.98%	0	-
Post: "Relax Renew & Refresh at Antoine's Le Jour Spa &..."	\$4.02	441	3	0.68%	0	-
Post: "REFERRAL PROGRAM"	\$1.57	173	2	1.16%	0	-
Post: "•Our CoolSculpting Technicians 😊 Jen, Kathy & Joelle"	\$6.72	151	10	6.62%	0	-
Post: "📍 Antoine's Le Jour Spa & Salon was established in..."	\$20.00	1,933	32	1.66%	0	-
Post: "□▪Did someone say WAX? ▪□"	\$15.00	1,145	27	2.36%	0	-
Post: ""	\$10.00	1,189	2	0.17%	0	-
Post: "SAVINGS TIME!"	\$20.00	1,703	99	5.81%	0	-
Post: "SAVE NOW! Docere is offering buy THREE GET ONE..."	\$21.63	1,943	20	1.03%	0	-
Instagram Post: •Our CoolSculpting Technicians 😊...	\$8.00	369	0	0.00%	0	-
Post: ""	\$25.00	3,530	89	2.52%	0	-
Post: "10% NEW GUEST OFFER"	\$20.00	1,571	28	1.78%	0	-
Post: "Want to take advantage of our microneedling..."	\$14.00	3,435	186	5.41%	0	-
[07/09/2020] Promoting Docere	\$34.89	3,310	38	1.15%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Docere	35-44	female	\$43.59	6,013	118	1.96%	2	\$21.80
Docere	18-24	female	\$29.06	3,866	38	0.98%	0	-
Docere	18-24	male	\$14.16	1,943	7	0.36%	0	-
Docere	18-24	unknown	\$0.31	33	0	0.00%	0	-
Docere	25-34	female	\$34.70	5,464	55	1.01%	0	-
Docere	25-34	male	\$19.26	3,326	33	0.99%	0	-
Docere	25-34	unknown	\$0.26	60	0	0.00%	0	-
Docere	35-44	male	\$13.27	1,958	16	0.82%	0	-
Docere	35-44	unknown	\$0.74	151	2	1.32%	0	-
Docere	45-54	female	\$57.38	6,227	139	2.23%	0	-
Docere	45-54	male	\$10.55	1,736	18	1.04%	0	-
Docere	45-54	unknown	\$0.35	43	1	2.33%	0	-
Docere	55-64	female	\$57.96	6,005	187	3.11%	0	-
Docere	55-64	male	\$11.26	1,695	18	1.06%	0	-
Docere	55-64	unknown	\$0.62	93	4	4.30%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Docere	mobile_web	\$12.46	2,130	26	1.22%	2	\$6.23
Docere	desktop	\$10.58	1,259	14	1.11%	0	-
Docere	mobile_app	\$359.47	42,702	845	1.98%	0	-