

Facebook Account Performance Report

1 Feb 2021 — 28 Feb 2021

Docere (act_1385679068263903)

Key Performance Indicators



Impr
78,974
↑ 75%



Clicks
3,385
↑ 206%



Cost
\$1,343.29
↑ 237%



CTR
4.29%
↑ 75%



Fb Pixel Lead
27
↑ 2,600%

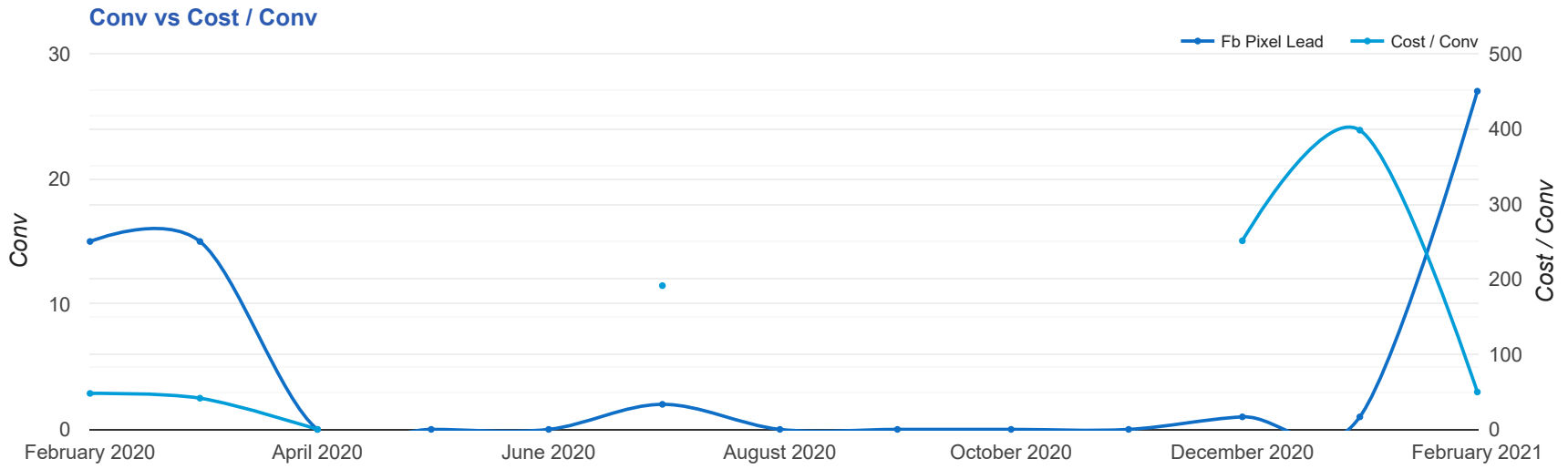


Cost / Conv
\$49.75
↓ 88%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Docere	Feb, 2021	\$1,343.29	78,974	3,385	27	\$49.75

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	0	-
Docere	Jul, 2020	\$382.51	46,091	885	2	\$191.25
Docere	Aug, 2020	\$430.89	43,028	815	0	-
Docere	Sep, 2020	\$164.11	11,659	246	0	-
Docere	Oct, 2020	\$345.07	43,701	1,076	0	-
Docere	Nov, 2020	\$323.54	19,300	609	0	-
Docere	Dec, 2020	\$250.93	13,586	567	1	\$250.93
Docere	Jan, 2021	\$398.12	45,093	1,105	1	\$398.12
Docere	Feb, 2021	\$1,343.29	78,974	3,385	27	\$49.75

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$516.08	22,271	1,025	25	\$20.64
Post: "Want to have the perfect pout just in time for..."	\$30.00	1,211	100	2	\$15.00
Post: "Docere's Signature Treatments"	\$0.15	10	1	0	-
Post: "NEW! Nail Membership at The Salon at Docere!"	\$4.33	211	6	0	-
Instagram Post: C O O L T O N E Meet...	\$2.59	134	9	0	-
Post: "BIG NEWS!!!!!!!!!"	\$20.45	1,342	76	0	-
Post: "Brow Love Special"	\$58.64	2,114	102	0	-
Post: "♡Brow Love Special:"	\$28.97	2,402	7	0	-
Instagram Post: ♡Valentines Day is coming up!...	\$20.00	1,681	99	0	-
Instagram Post: ♡Valentines Day is coming up!...	\$20.00	1,673	86	0	-
Post: "Did you know Docere Medical Spa is the NUMBER ONE..."	\$51.83	1,425	34	0	-
Post: "Microblading with Kim! We are so excited to have..."	\$50.00	2,300	273	0	-
Post: "ULTHERAPY"	\$20.00	316	22	0	-
Post: "♡Just in time for Valentine's Day♡ "	\$20.00	287	20	0	-
Post: "The Salon at Docere: Refer a Friend Special"	\$20.00	731	24	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-64 - 20mi Radius	\$516.08	22,271	1,025	25	\$20.64
Post: "Want to have the perfect pout just in time for..."	\$30.00	1,211	100	2	\$15.00
Post: "Docere's Signature Treatments"	\$0.15	10	1	0	-
Post: "NEW! Nail Membership at The Salon at Docere!"	\$4.33	211	6	0	-
Instagram Post	\$2.59	134	9	0	-
Post: "BIG NEWS!!!!!!!!!"	\$20.45	1,342	76	0	-
Post: "Brow Love Special"	\$58.64	2,114	102	0	-
Post: "♡Brow Love Special:"	\$28.97	2,402	7	0	-
Instagram Post	\$20.00	1,681	99	0	-
Instagram Post	\$20.00	1,673	86	0	-
Post: "Did you know Docere Medical Spa is the NUMBER ONE..."	\$51.83	1,425	34	0	-
Post: "Microblading with Kim! We are so excited to have..."	\$50.00	2,300	273	0	-
Post: "ULTHERAPY"	\$20.00	316	22	0	-
Post: "♡Just in time for Valentine's Day♡ "	\$20.00	287	20	0	-
Post: "The Salon at Docere: Refer a Friend Special"	\$20.00	731	24	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021 - 02 - CS - UGC - Sitting	\$237.65	11,171	538	4.82%	14	\$16.98
2021 - 02 - CS - UGC - Standing	\$278.43	11,100	487	4.39%	11	\$25.31
Post: "Want to have the perfect pout just in time for..."	\$30.00	1,211	100	8.26%	2	\$15.00
Post: "Docere's Signature Treatments"	\$0.15	10	1	10.00%	0	-
Post: "NEW! Nail Membership at The Salon at Docere!"	\$4.33	211	6	2.84%	0	-
Instagram Post: 💎 C O O L T O N E 💎 Meet...	\$2.59	134	9	6.72%	0	-
Post: "BIG NEWS!!!!!!!!!"	\$20.45	1,342	76	5.66%	0	-
Post: "Brow Love Special"	\$58.64	2,114	102	4.82%	0	-
Post: "💖Brow Love Special!"	\$28.97	2,402	7	0.29%	0	-
Instagram Post: 💖 Valentines Day is coming up!...	\$20.00	1,681	99	5.89%	0	-
Instagram Post: 💖 Valentines Day is coming up!...	\$20.00	1,673	86	5.14%	0	-
Post: "Did you know Docere Medical Spa is the NUMBER ONE..."	\$51.83	1,425	34	2.39%	0	-
Post: "Microblading with Kim! We are so excited to have..."	\$50.00	2,300	273	11.87%	0	-
Post: "ULTHERAPY"	\$20.00	316	22	6.96%	0	-
Post: "💖Just in time for Valentine's Day💖 "	\$20.00	287	20	6.97%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Docere	25-34	female	\$225.45	17,665	518	2.93%	9	\$25.05
Docere	55-64	female	\$275.13	10,745	823	7.66%	9	\$30.57
Docere	45-54	female	\$309.61	16,283	670	4.11%	5	\$61.92
Docere	35-44	female	\$290.68	20,572	634	3.08%	4	\$72.67
Docere	18-24	female	\$31.66	2,963	60	2.02%	0	-
Docere	18-24	male	\$10.81	750	11	1.47%	0	-
Docere	18-24	unknown	\$0.42	36	0	0.00%	0	-
Docere	25-34	male	\$18.69	1,322	38	2.87%	0	-
Docere	25-34	unknown	\$1.12	106	4	3.77%	0	-
Docere	35-44	male	\$17.39	1,047	28	2.67%	0	-
Docere	35-44	unknown	\$1.27	145	7	4.83%	0	-
Docere	45-54	male	\$27.75	979	27	2.76%	0	-
Docere	45-54	unknown	\$0.92	103	5	4.85%	0	-
Docere	55-64	male	\$11.68	797	17	2.13%	0	-
Docere	55-64	unknown	\$0.84	44	3	6.82%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Docere	mobile_app	\$1,287.31	75,733	3,327	4.39%	27	\$47.68
Docere	desktop	\$25.95	832	20	2.40%	0	-
Docere	mobile_web	\$30.03	2,409	38	1.58%	0	-