

# **Facebook Account Performance Report**

## **1 Apr 2021 — 30 Apr 2021**

Docere (act\_1385679068263903)

## Key Performance Indicators



Impr  
43,744  
↓ 44%



Clicks  
2,139  
↓ 6%



Cost  
\$979.75  
↓ 24%



CTR  
4.89%  
↑ 66%



Fb Pixel Lead  
42  
↓ 2%

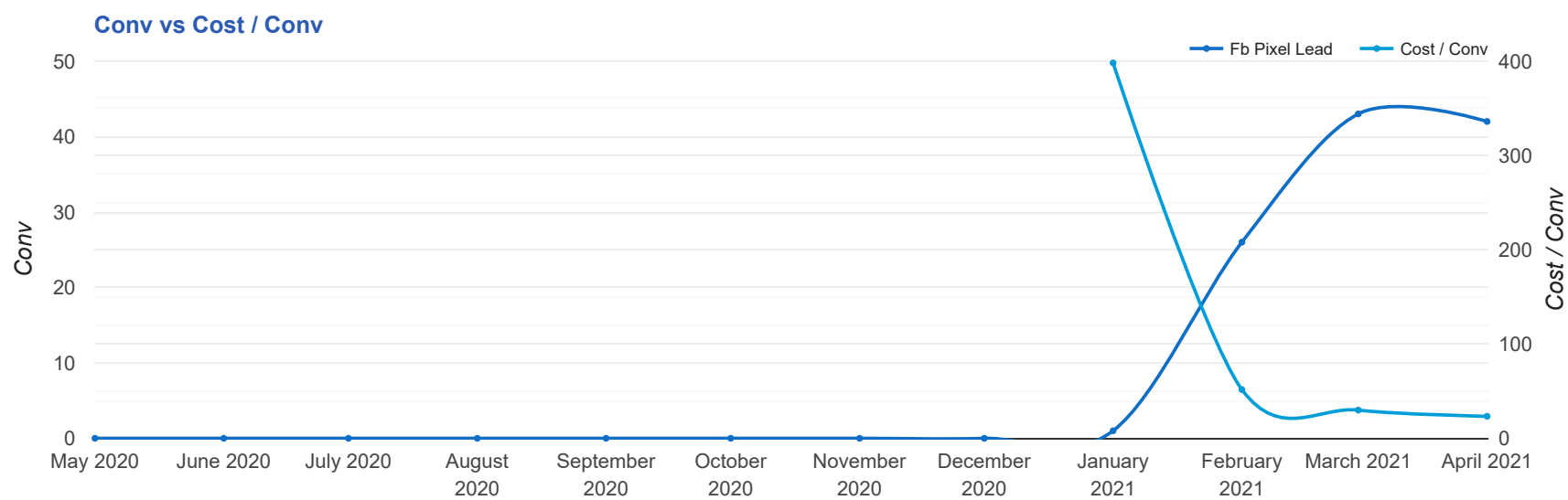


Cost / Conv  
\$23.33  
↓ 22%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Docere	Apr, 2021	\$979.75	43,744	2,139	42	\$23.33

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	0	-
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	0	-
Docere	Jan, 2021	\$398.12	45,093	1,105	1	\$398.12
Docere	Feb, 2021	\$1,343.40	78,981	3,385	26	\$51.67
Docere	Mar, 2021	\$1,285.49	77,502	2,278	43	\$29.90
Docere	Apr, 2021	\$979.75	43,744	2,139	42	\$23.33

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$792.98	30,436	1,315	42	\$18.88
Post: "NOW CARRYING DYSPORT! To celebrate, we are now..."	\$17.43	284	9	0	-
Post: "Spring into Beauty with our Ultherapy Special! "	\$20.00	584	15	0	-
Post: "Confidence, Wear it Like Makeup!"	\$20.00	600	10	0	-
Post: "Purchase a Skin Medica Illuminize Peel and..."	\$20.00	854	5	0	-
Post: "NEW CLIENTS SPECIAL   The Salon at Docere "	\$20.00	779	16	0	-
[03/31/2021] Promoting <a href="http://www.doceremedspa.com/">http://www.doceremedspa.com/</a>	\$76.16	9,588	743	0	-
Post: "Welcome Janelle to the Docere Team! "	\$13.18	619	26	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-64 - 20mi Radius	\$792.98	30,436	1,315	42	\$18.88
Post: "NOW CARRYING DYSPORT! To celebrate, we are now..."	\$17.43	284	9	0	-
Post: "Spring into Beauty with our Ultherapy Special! "	\$20.00	584	15	0	-
Post: "Confidence, Wear it Like Makeup!"	\$20.00	600	10	0	-
Post: "Purchase a Skin Medica Illuminize Peel and..."	\$20.00	854	5	0	-
Post: "NEW CLIENTS SPECIAL   The Salon at Docere "	\$20.00	779	16	0	-
[03/31/2021] Promoting <a href="http://www.doceremedspa.com/">http://www.doceremedspa.com/</a>	\$76.16	9,588	743	0	-
Post: "Welcome Janelle to the Docere Team! "	\$13.18	619	26	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021 - 02 - CS - UGC - Sitting	\$717.55	27,719	1,239	4.47%	39	\$18.40
2021 - 02 - CS - UGC - Standing	\$75.43	2,717	76	2.80%	3	\$25.14
Post: "NOW CARRYING DYSPOPT! To celebrate, we are now..."	\$17.43	284	9	3.17%	0	-
Post: "Spring into Beauty with our Ultherapy Special! "	\$20.00	584	15	2.57%	0	-
Post: "Confidence, Wear it Like Makeup!"	\$20.00	600	10	1.67%	0	-
Post: "Purchase a Skin Medica Illuminize Peel and..."	\$20.00	854	5	0.59%	0	-
Post: "NEW CLIENTS SPECIAL   The Salon at Docere "	\$20.00	779	16	2.05%	0	-
Promoting Website: <a href="http://www.doceremedspa.com/">http://www.doceremedspa.com/</a>	\$76.16	9,588	743	7.75%	0	-
Post: "Welcome Janelle to the Docere Team! "	\$13.18	619	26	4.20%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Docere	25-34	female	\$205.25	10,946	410	3.75%	14	\$14.66
Docere	35-44	female	\$196.64	9,047	352	3.89%	10	\$19.66
Docere	45-54	female	\$239.26	8,692	476	5.48%	8	\$29.91
Docere	55-64	female	\$219.01	7,069	490	6.93%	7	\$31.29
Docere	Unknown	unknown	\$0.02	1	0	0.00%	3	\$0.01
Docere	13-17	unknown	\$0.02	2	0	0.00%	0	-
Docere	18-24	female	\$20.00	778	9	1.16%	0	-
Docere	18-24	male	\$19.68	664	6	0.90%	0	-
Docere	18-24	unknown	\$0.44	17	0	0.00%	0	-
Docere	25-34	male	\$11.27	416	0	0.00%	0	-
Docere	25-34	unknown	\$0.11	5	0	0.00%	0	-
Docere	35-44	male	\$9.00	659	13	1.97%	0	-
Docere	35-44	unknown	\$0.07	13	0	0.00%	0	-
Docere	45-54	male	\$13.20	1,477	96	6.50%	0	-
Docere	45-54	unknown	\$0.19	43	2	4.65%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Docere	mobile_app	\$960.07	42,778	2,108	4.93%	38	\$25.27
Docere	unknown	\$0.00	0	0	-%	3	\$0.00
Docere	mobile_web	\$11.69	585	23	3.93%	1	\$11.69
Docere	desktop	\$7.99	381	8	2.10%	0	-