

**Facebook Account Performance  
Report  
1 Mar 2021 — 31 Mar 2021**

Hawaii Aesthetics (act\_183296479)

## Key Performance Indicators



Impr  
16,351  
↑ 30%



Clicks  
1,047  
↑ 681%



Cost  
\$276.69  
↑ 82%



CTR  
6.40%  
↑ 498%



Fb Pixel Lead  
36  
↑ ∞

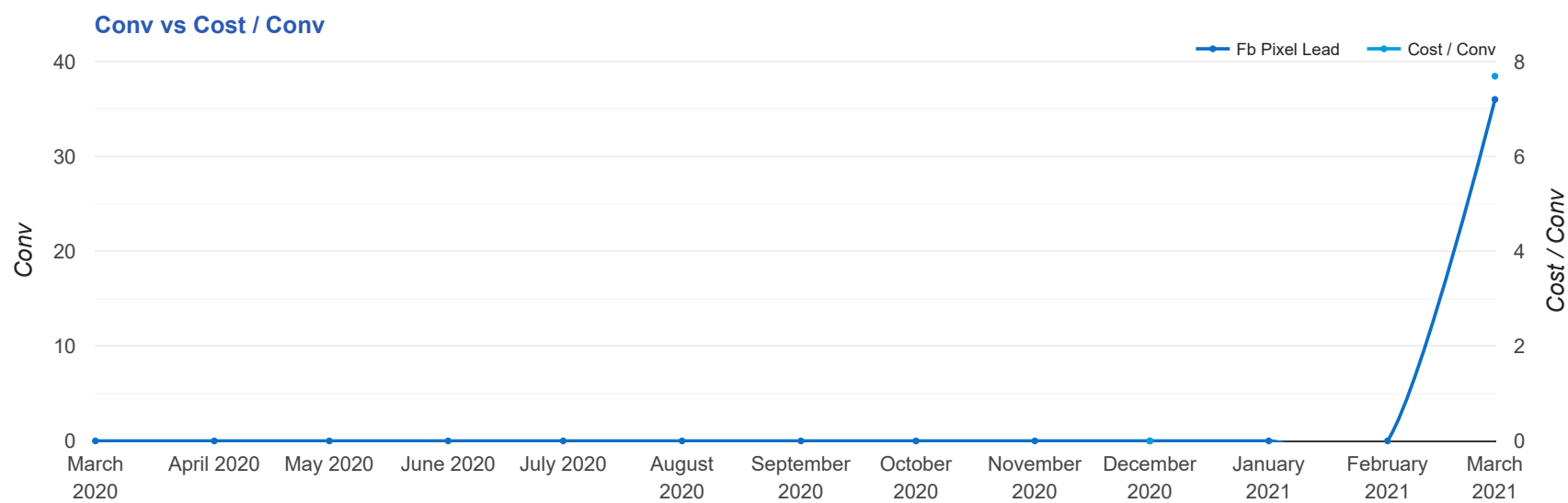


Cost / Conv  
\$7.69  
-

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Hawaii Aesthetics	Mar, 2021	\$276.69	16,351	1,047	36	\$7.69

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Hawaii Aesthetics	Mar, 2020	\$79.94	16,572	191	0	-
Hawaii Aesthetics	Apr, 2020	\$395.06	85,095	480	0	-
Hawaii Aesthetics	May, 2020	\$1,248.78	205,455	3,042	0	-
Hawaii Aesthetics	Jun, 2020	\$378.06	46,670	695	0	-
Hawaii Aesthetics	Jul, 2020	\$556.06	126,724	3,661	0	-
Hawaii Aesthetics	Aug, 2020	\$338.94	47,017	1,359	0	-
Hawaii Aesthetics	Sep, 2020	\$534.81	34,660	960	0	-
Hawaii Aesthetics	Oct, 2020	\$416.33	35,535	660	0	-
Hawaii Aesthetics	Nov, 2020	\$100.21	11,620	233	0	-
Hawaii Aesthetics	Jan, 2021	\$218.84	45,853	1,891	0	-
Hawaii Aesthetics	Feb, 2021	\$151.96	12,541	134	0	-
Hawaii Aesthetics	Mar, 2021	\$276.69	16,351	1,047	36	\$7.69

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$276.69	16,351	1,047	36	\$7.69

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-64 - 10mi Radius	\$276.69	16,351	1,047	36	\$7.69

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021-03 - CS - UGC - Sitting - Copy 1	\$168.23	10,273	706	6.87%	25	\$6.73
2021-03 - CS - UGC - Standing - Copy 1	\$34.28	1,916	141	7.36%	7	\$4.90
2021-03 - CS - UGC - Sitting - Copy 2	\$57.46	3,293	158	4.80%	4	\$14.37
2021-03 - CS - UGC - Standing - Copy 2	\$16.72	869	42	4.83%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Hawaii Aesthetics	25-34	female	\$81.44	5,632	305	5.42%	13	\$6.26
Hawaii Aesthetics	35-44	female	\$78.41	5,042	270	5.36%	9	\$8.71
Hawaii Aesthetics	45-54	female	\$70.72	3,570	300	8.40%	7	\$10.10
Hawaii Aesthetics	55-64	female	\$46.13	2,107	172	8.16%	7	\$6.59

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Hawaii Aesthetics	mobile_app	\$273.93	16,207	1,032	6.37%	36	\$7.61
Hawaii Aesthetics	desktop	\$1.39	62	4	6.45%	0	-
Hawaii Aesthetics	mobile_web	\$1.37	82	11	13.41%	0	-