

**Facebook Account Performance  
Report  
1 Apr 2021 — 30 Apr 2021**

Hawaii Aesthetics (act\_183296479)

## Key Performance Indicators



Impr  
79,203  
↑ 384%



Clicks  
2,827  
↑ 170%



Cost  
\$1,549.44  
↑ 460%



CTR  
3.57%  
↓ 44%



Fb Pixel Lead  
126  
↑ 260%

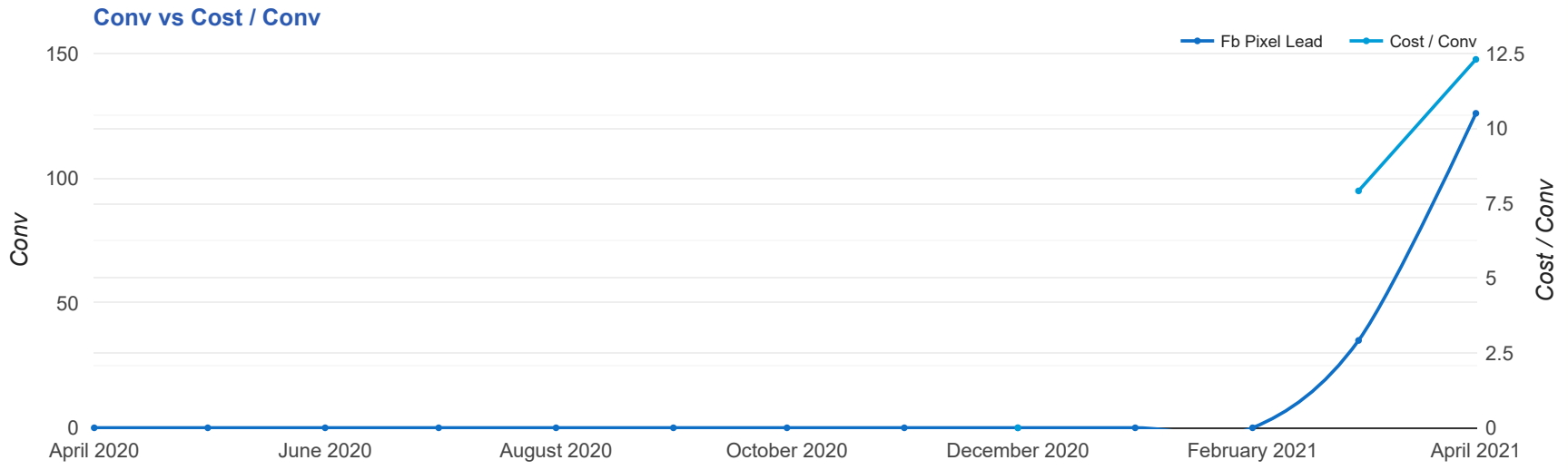


Cost / Conv  
\$12.30  
↑ 55%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Hawaii Aesthetics	Apr, 2021	\$1,549.44	79,203	2,827	126	\$12.30

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$276.87	16,353	1,047	35	\$7.91
Hawaii Aesthetics	Apr, 2021	\$1,549.44	79,203	2,827	126	\$12.30

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,499.35	77,474	2,806	126	\$11.90
Post: "🌐 www.hawaiibotox.com"	\$50.00	1,717	20	0	-
Post: "Another Satisfied Patient 😊"	\$0.09	12	1	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-64 - 10mi Radius	\$1,499.35	77,474	2,806	126	\$11.90
Post: "🌐 www.hawaiibotox.com"	\$50.00	1,717	20	0	-
Post: "Another Satisfied Patient 😊"	\$0.09	12	1	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021-03 - CS - UGC - Standing - Copy 1	\$609.63	32,289	1,354	4.19%	58	\$10.51
2021-03 - CS - UGC - Standing - Copy 2	\$337.68	16,258	468	2.88%	29	\$11.64
2021-03 - CS - UGC - Sitting - Copy 1	\$368.39	19,505	712	3.65%	24	\$15.35
2021-03 - CS - UGC - Sitting - Copy 2	\$183.65	9,422	272	2.89%	15	\$12.24
Post: "🌐 www.hawaiiibotox.com"	\$50.00	1,717	20	1.16%	0	-
Post: "Another Satisfied Patient 😊"	\$0.09	12	1	8.33%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Hawaii Aesthetics	45-54	female	\$369.85	15,849	740	4.67%	33	\$11.21
Hawaii Aesthetics	25-34	female	\$463.27	29,216	837	2.86%	31	\$14.94
Hawaii Aesthetics	35-44	female	\$463.86	25,276	805	3.18%	29	\$16.00
Hawaii Aesthetics	Unknown	unknown	\$0.00	0	0	-%	18	\$0.00
Hawaii Aesthetics	55-64	female	\$225.20	8,034	432	5.38%	15	\$15.01
Hawaii Aesthetics	13-17	unknown	\$0.02	1	0	0.00%	0	-
Hawaii Aesthetics	25-34	male	\$10.93	342	4	1.17%	0	-
Hawaii Aesthetics	25-34	unknown	\$0.09	7	0	0.00%	0	-
Hawaii Aesthetics	35-44	male	\$5.26	160	0	0.00%	0	-
Hawaii Aesthetics	35-44	unknown	\$0.00	1	0	0.00%	0	-
Hawaii Aesthetics	45-54	male	\$3.03	98	0	0.00%	0	-
Hawaii Aesthetics	45-54	unknown	\$0.27	6	1	16.67%	0	-
Hawaii Aesthetics	55-64	male	\$3.06	50	1	2.00%	0	-
Hawaii Aesthetics	55-64	unknown	\$0.06	3	0	0.00%	0	-
Hawaii Aesthetics	65+	female	\$3.05	111	4	3.60%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Hawaii Aesthetics	mobile_app	\$1,523.39	78,001	2,766	3.55%	106	\$14.37
Hawaii Aesthetics	unknown	\$0.00	0	0	-%	18	\$0.00
Hawaii Aesthetics	mobile_web	\$17.52	894	55	6.15%	2	\$8.76
Hawaii Aesthetics	desktop	\$8.53	308	6	1.95%	0	-