

Facebook Account Performance Report 1 Apr 2020 — 30 Apr 2020

KP Aesthetics (act_10200733899803322)

Key Performance Indicators



Impr
29,347
↑ ∞



Clicks
351
↑ ∞



Cost
\$573.49
↑ ∞



CTR
1.20%
-



Fb Pixel Lead
11
↑ ∞

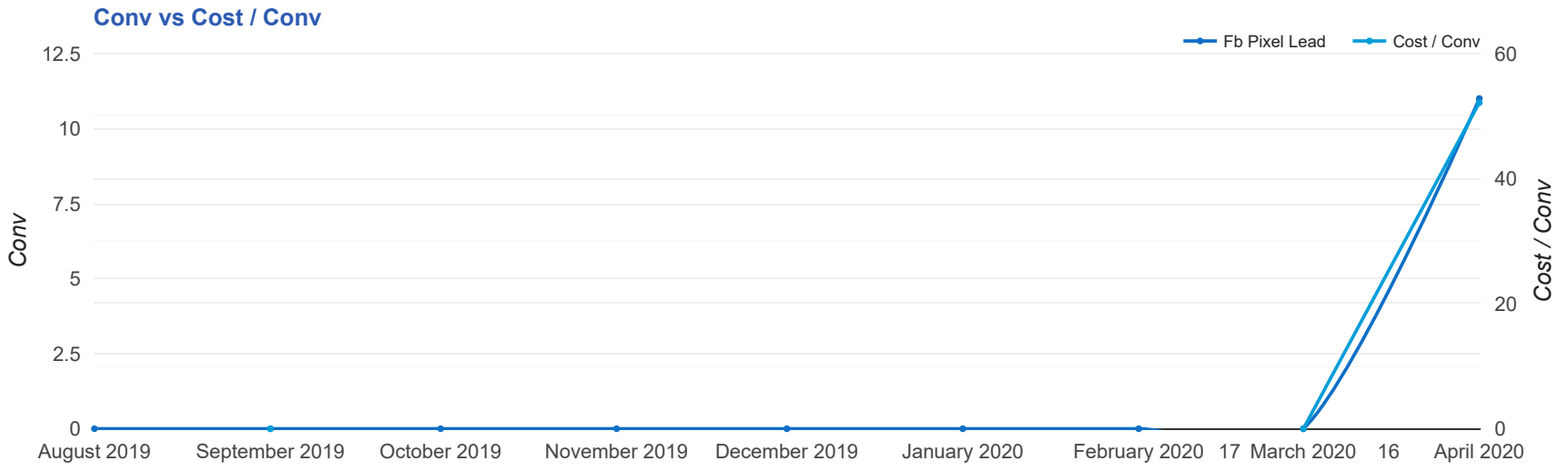


Cost / Conv
\$52.14
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
KP Aesthetics	Apr, 2020	\$573.49	29,347	351	11	\$52.14

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
KP Aesthetics	Aug, 2019	\$19.99	1,705	15	0	-
KP Aesthetics	Oct, 2019	\$7.60	484	1	0	-
KP Aesthetics	Nov, 2019	\$86.39	5,928	345	0	-
KP Aesthetics	Dec, 2019	\$26.59	6,786	36	0	-
KP Aesthetics	Jan, 2020	\$48.00	3,445	58	0	-
KP Aesthetics	Feb, 2020	\$15.00	592	31	0	-
KP Aesthetics	Apr, 2020	\$573.49	29,347	351	11	\$52.14

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cooltone - Conversions	\$573.49	29,347	351	11	\$52.14

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting	\$573.49	29,347	351	11	\$52.14

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Cooltone - Dynamic Ad	\$573.49	29,347	351	1.20%	11	\$52.14

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	65+	female	\$33.91	923	30	3.25%	4	\$8.48
KP Aesthetics	35-44	female	\$99.84	5,412	53	0.98%	2	\$49.92
KP Aesthetics	45-54	female	\$129.44	4,376	70	1.60%	2	\$64.72
KP Aesthetics	55-64	female	\$86.74	2,425	44	1.81%	2	\$43.37
KP Aesthetics	25-34	female	\$78.72	6,200	40	0.65%	1	\$78.72
KP Aesthetics	18-24	female	\$32.28	3,523	17	0.48%	0	-
KP Aesthetics	18-24	male	\$5.89	612	6	0.98%	0	-
KP Aesthetics	18-24	unknown	\$0.14	25	0	0.00%	0	-
KP Aesthetics	25-34	male	\$13.04	1,070	9	0.84%	0	-
KP Aesthetics	25-34	unknown	\$1.26	160	0	0.00%	0	-
KP Aesthetics	35-44	male	\$14.17	1,015	10	0.99%	0	-
KP Aesthetics	35-44	unknown	\$0.88	103	0	0.00%	0	-
KP Aesthetics	45-54	male	\$23.66	1,364	19	1.39%	0	-
KP Aesthetics	45-54	unknown	\$0.61	32	2	6.25%	0	-
KP Aesthetics	55-64	male	\$29.73	1,252	29	2.32%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	mobile_app	\$516.83	25,892	325	1.26%	9	\$57.43
KP Aesthetics	mobile_web	\$29.37	1,877	17	0.91%	2	\$14.69
KP Aesthetics	desktop	\$27.29	1,578	9	0.57%	0	-