

Facebook Account Performance Report 1 May 2020 — 31 May 2020

KP Aesthetics (act_10200733899803322)

Key Performance Indicators



Impr
45,982
↑ 57%



Clicks
561
↑ 60%



Cost
\$1,022.45
↑ 78%



CTR
1.22%
↑ 2%



Fb Pixel Lead
23
↑ 77%

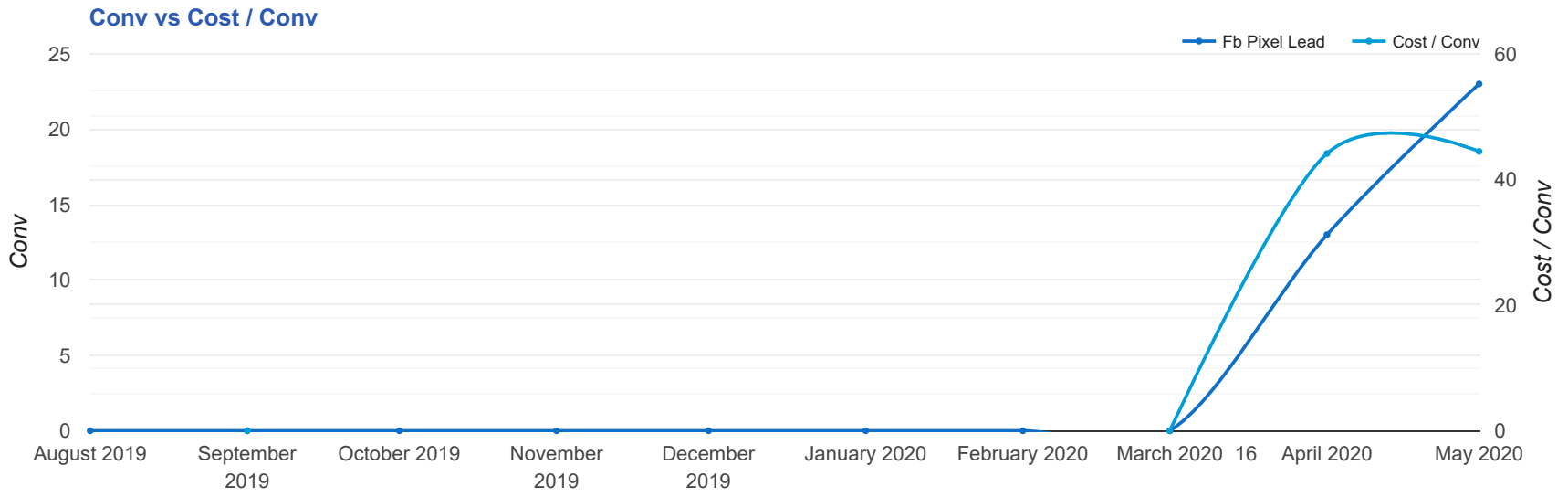


Cost / Conv
\$44.45
↑ 1%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
KP Aesthetics	May, 2020	\$1,022.45	45,982	561	23	\$44.45

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	\$573.59	29,351	351	13	\$44.12
KP Aesthetics	May, 2020	\$1,022.45	45,982	561	23	\$44.45

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cooltone - Conversions	\$1,022.45	45,982	561	23	\$44.45

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting	\$1,022.45	45,982	561	23	\$44.45

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Cooltone - Dynamic Ad	\$1,022.45	45,982	561	1.22%	23	\$44.45

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	45-54	female	\$273.15	9,556	147	1.54%	7	\$39.02
KP Aesthetics	55-64	female	\$219.36	5,402	133	2.46%	7	\$31.34
KP Aesthetics	25-34	female	\$119.86	9,149	63	0.69%	3	\$39.95
KP Aesthetics	65+	female	\$73.55	1,958	56	2.86%	3	\$24.52
KP Aesthetics	18-24	female	\$44.03	4,760	21	0.44%	2	\$22.02
KP Aesthetics	35-44	female	\$184.73	9,555	89	0.93%	1	\$184.73
KP Aesthetics	18-24	male	\$4.21	485	1	0.21%	0	-
KP Aesthetics	18-24	unknown	\$0.14	41	0	0.00%	0	-
KP Aesthetics	25-34	male	\$11.09	945	4	0.42%	0	-
KP Aesthetics	25-34	unknown	\$0.71	104	0	0.00%	0	-
KP Aesthetics	35-44	male	\$15.05	941	11	1.17%	0	-
KP Aesthetics	35-44	unknown	\$0.93	107	1	0.93%	0	-
KP Aesthetics	45-54	male	\$24.17	1,213	9	0.74%	0	-
KP Aesthetics	45-54	unknown	\$2.67	96	1	1.04%	0	-
KP Aesthetics	55-64	male	\$28.96	1,070	9	0.84%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	mobile_app	\$942.34	41,400	518	1.25%	22	\$42.83
KP Aesthetics	mobile_web	\$57.34	3,350	35	1.04%	1	\$57.34
KP Aesthetics	desktop	\$22.77	1,232	8	0.65%	0	-