

# **Facebook Account Performance Report 1 Jun 2020 — 30 Jun 2020**

KP Aesthetics (act\_10200733899803322)

## Key Performance Indicators



Impr  
44,995  
↓ 2%



Clicks  
492  
↓ 12%



Cost  
\$990.76  
↓ 3%



CTR  
1.09%  
↓ 11%



Fb Pixel Lead  
23  
↔ 0%

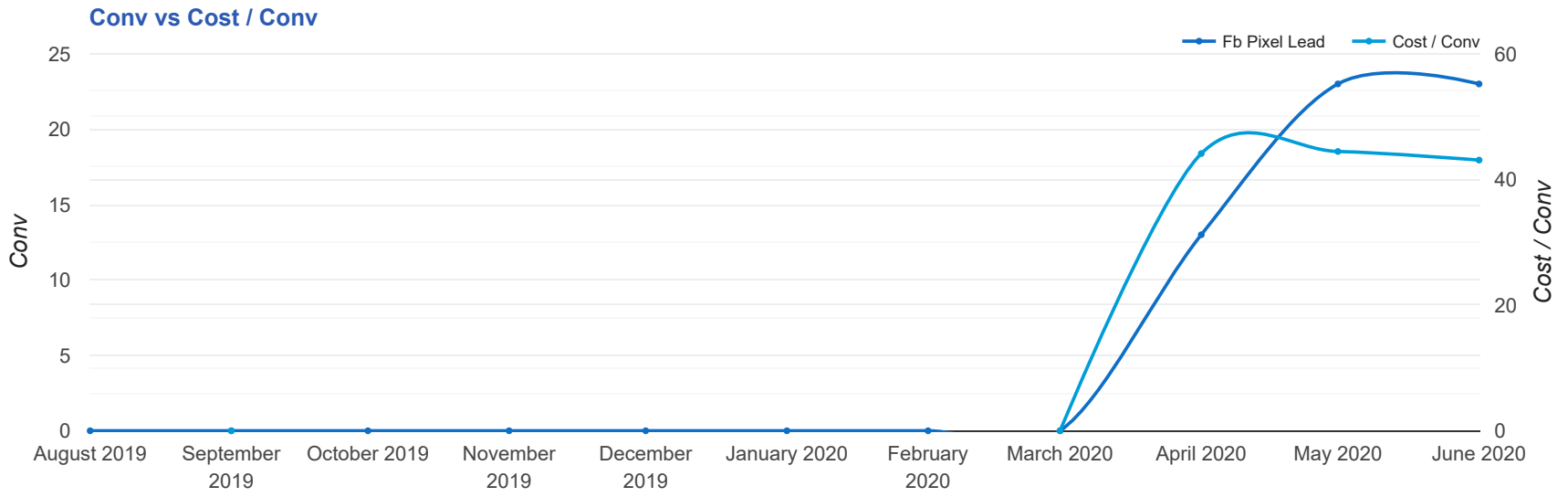


Cost / Conv  
\$43.08  
↓ 3%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
KP Aesthetics	Jun, 2020	\$990.76	44,995	492	23	\$43.08

# 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
KP Aesthetics	Jun, 2020	\$990.76	44,995	492	23	\$43.08

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cooltone - Conversions	\$990.76	44,995	492	23	\$43.08

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting	\$990.76	44,995	492	23	\$43.08

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Cooltone - Dynamic Ad	\$990.76	44,995	492	1.09%	23	\$43.08

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	35-44	female	\$172.32	8,992	89	0.99%	7	\$24.62
KP Aesthetics	55-64	female	\$202.56	4,554	83	1.82%	6	\$33.76
KP Aesthetics	45-54	female	\$231.71	7,454	103	1.38%	5	\$46.34
KP Aesthetics	65+	female	\$74.36	1,835	30	1.63%	2	\$37.18
KP Aesthetics	18-24	female	\$48.38	5,257	28	0.53%	1	\$48.38
KP Aesthetics	25-34	female	\$128.65	10,053	66	0.66%	1	\$128.65
KP Aesthetics	55-64	male	\$38.10	1,185	18	1.52%	1	\$38.10
KP Aesthetics	18-24	male	\$5.54	663	14	2.11%	0	-
KP Aesthetics	18-24	unknown	\$0.20	26	0	0.00%	0	-
KP Aesthetics	25-34	male	\$14.28	1,255	6	0.48%	0	-
KP Aesthetics	25-34	unknown	\$1.13	106	0	0.00%	0	-
KP Aesthetics	35-44	male	\$20.33	1,326	22	1.66%	0	-
KP Aesthetics	35-44	unknown	\$1.38	131	1	0.76%	0	-
KP Aesthetics	45-54	male	\$27.98	1,316	12	0.91%	0	-
KP Aesthetics	45-54	unknown	\$1.38	46	1	2.17%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	mobile_app	\$901.58	39,748	448	1.13%	20	\$45.08
KP Aesthetics	mobile_web	\$63.53	3,342	34	1.02%	3	\$21.18
KP Aesthetics	desktop	\$25.65	1,905	10	0.52%	0	-