

Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020

KP Aesthetics (act_10200733899803322)

Key Performance Indicators



Impr
59,584
↑ 32%



Clicks
585
↑ 19%



Cost
\$1,023.71
↑ 3%



CTR
0.98%
↓ 10%



Fb Pixel Lead
21
↓ 9%

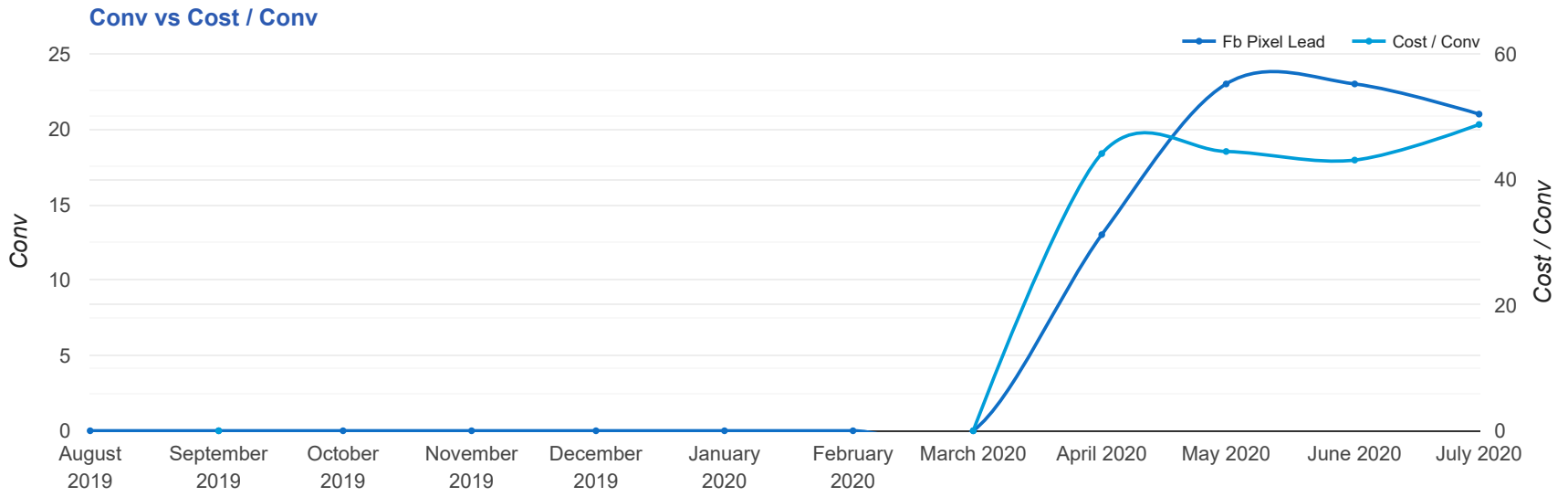


Cost / Conv
\$48.75
↑ 13%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
KP Aesthetics	Jul, 2020	\$1,023.71	59,584	585	21	\$48.75

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	\$990.87	44,998	492	23	\$43.08
KP Aesthetics	Jul, 2020	\$1,023.71	59,584	585	21	\$48.75

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cooltone - Conversions	\$1,023.71	59,584	585	21	\$48.75

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting	\$1,023.71	59,584	585	21	\$48.75

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Cooltone - Dynamic Ad	\$1,023.71	59,584	585	0.98%	21	\$48.75

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	45-54	female	\$193.08	6,535	82	1.25%	5	\$38.62
KP Aesthetics	35-44	female	\$171.17	9,293	84	0.90%	4	\$42.79
KP Aesthetics	55-64	female	\$182.10	3,783	62	1.64%	4	\$45.52
KP Aesthetics	18-24	female	\$55.92	7,611	37	0.49%	2	\$27.96
KP Aesthetics	25-34	female	\$123.10	12,414	47	0.38%	2	\$61.55
KP Aesthetics	65+	female	\$72.84	1,924	37	1.92%	2	\$36.42
KP Aesthetics	35-44	male	\$33.57	3,229	34	1.05%	1	\$33.57
KP Aesthetics	55-64	male	\$62.43	2,648	67	2.53%	1	\$62.43
KP Aesthetics	13-17	unknown	\$0.00	1	0	0.00%	0	-
KP Aesthetics	18-24	male	\$13.87	2,246	20	0.89%	0	-
KP Aesthetics	18-24	unknown	\$0.44	83	0	0.00%	0	-
KP Aesthetics	25-34	male	\$29.28	4,506	43	0.95%	0	-
KP Aesthetics	25-34	unknown	\$1.34	187	0	0.00%	0	-
KP Aesthetics	35-44	unknown	\$1.34	177	0	0.00%	0	-
KP Aesthetics	45-54	male	\$44.75	2,863	40	1.40%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	mobile_app	\$942.81	54,431	535	0.98%	18	\$52.38
KP Aesthetics	desktop	\$30.41	2,847	16	0.56%	2	\$15.21
KP Aesthetics	mobile_web	\$50.50	2,306	34	1.47%	1	\$50.50