

Facebook Account Performance Report 1 Aug 2020 — 31 Aug 2020

KP Aesthetics (act_10200733899803322)

Key Performance Indicators



Impr
42,529
↓ 29%



Clicks
444
↓ 24%



Cost
\$1,024.33
↔ 0%



CTR
1.04%
↑ 6%



Fb Pixel Lead
35
↑ 46%

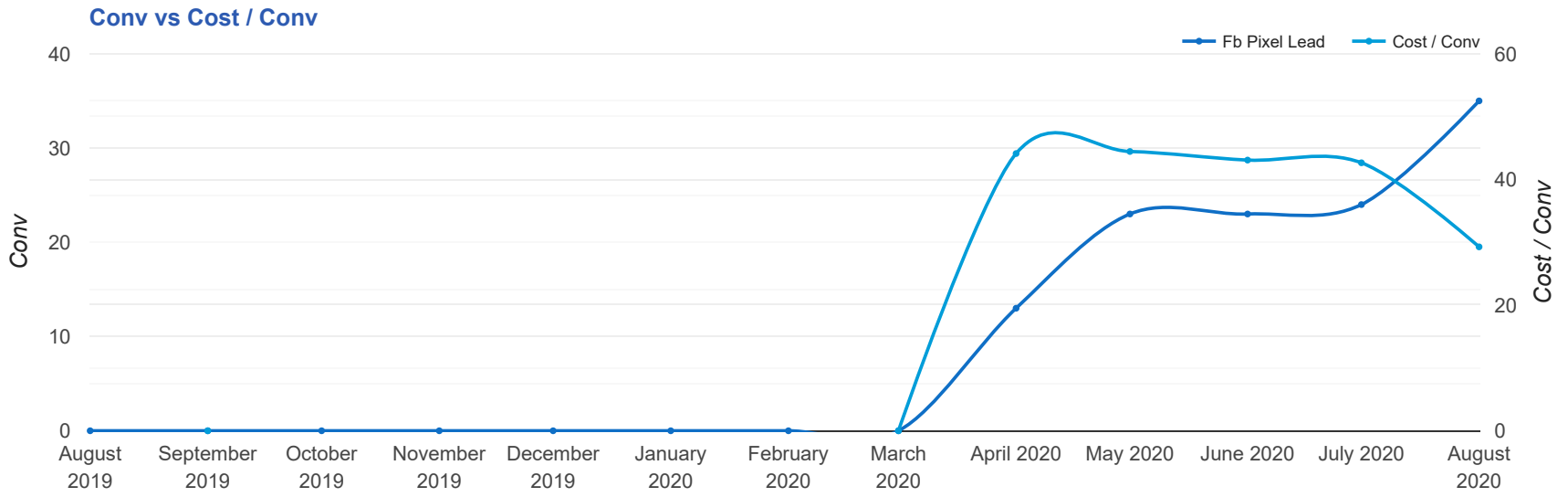


Cost / Conv
\$29.27
↓ 31%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
KP Aesthetics	Aug, 2020	\$1,024.33	42,529	444	35	\$29.27

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	24	\$42.65
KP Aesthetics	Aug, 2020	\$1,024.33	42,529	444	35	\$29.27

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cooltone - Conversions	\$1,024.33	42,529	444	35	\$29.27

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting	\$1,024.33	42,529	444	35	\$29.27

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Cooltone - Dynamic Ad	\$1,024.33	42,529	444	1.04%	35	\$29.27

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	35-44	female	\$165.05	7,807	61	0.78%	11	\$15.00
KP Aesthetics	45-54	female	\$220.34	5,734	91	1.59%	9	\$24.48
KP Aesthetics	25-34	female	\$126.82	9,500	57	0.60%	5	\$25.36
KP Aesthetics	55-64	female	\$192.93	3,500	69	1.97%	4	\$48.23
KP Aesthetics	35-44	male	\$21.62	1,351	6	0.44%	3	\$7.21
KP Aesthetics	18-24	female	\$58.45	5,821	27	0.46%	1	\$58.45
KP Aesthetics	45-54	male	\$42.20	1,786	15	0.84%	1	\$42.20
KP Aesthetics	65+	female	\$63.36	1,291	22	1.70%	1	\$63.36
KP Aesthetics	18-24	male	\$7.43	685	3	0.44%	0	-
KP Aesthetics	18-24	unknown	\$0.84	34	1	2.94%	0	-
KP Aesthetics	25-34	male	\$21.29	1,535	10	0.65%	0	-
KP Aesthetics	25-34	unknown	\$2.41	220	1	0.45%	0	-
KP Aesthetics	35-44	unknown	\$1.16	114	0	0.00%	0	-
KP Aesthetics	45-54	unknown	\$0.29	73	0	0.00%	0	-
KP Aesthetics	55-64	male	\$59.65	1,785	50	2.80%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	mobile_app	\$939.87	38,581	395	1.02%	33	\$28.48
KP Aesthetics	mobile_web	\$43.39	2,080	33	1.59%	2	\$21.70
KP Aesthetics	desktop	\$41.07	1,868	16	0.86%	0	-