

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

KP Aesthetics (act_10200733899803322)

Key Performance Indicators



Impr
36,468
↓ 14%



Clicks
380
↓ 14%



Cost
\$988.91
↑ 3%



CTR
1.04%
↔ 0%



Fb Pixel Lead
24
↓ 33%

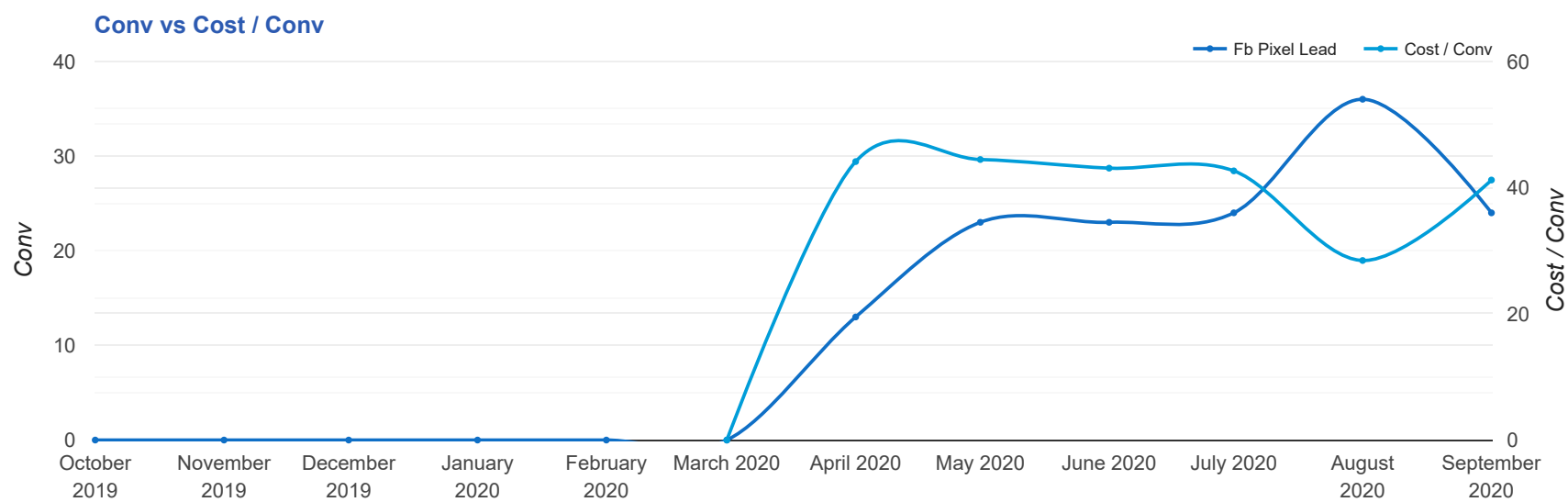


Cost / Conv
\$41.20
↑ 45%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
KP Aesthetics	Sep, 2020	\$988.91	36,468	380	24	\$41.20

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	36	\$28.45
KP Aesthetics	Sep, 2020	\$988.91	36,468	380	24	\$41.20

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cooltone - Conversions	\$988.91	36,468	380	24	\$41.20

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting	\$988.91	36,468	380	24	\$41.20

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Cooltone - Dynamic Ad	\$988.91	36,468	380	1.04%	24	\$41.20

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	45-54	female	\$241.28	6,011	83	1.38%	10	\$24.13
KP Aesthetics	25-34	female	\$119.54	8,499	30	0.35%	9	\$13.28
KP Aesthetics	35-44	female	\$175.18	7,536	60	0.80%	4	\$43.80
KP Aesthetics	18-24	male	\$6.78	542	1	0.18%	1	\$6.78
KP Aesthetics	18-24	female	\$38.71	3,767	8	0.21%	0	-
KP Aesthetics	18-24	unknown	\$0.01	17	0	0.00%	0	-
KP Aesthetics	25-34	male	\$16.99	1,175	5	0.43%	0	-
KP Aesthetics	25-34	unknown	\$1.27	142	0	0.00%	0	-
KP Aesthetics	35-44	male	\$15.35	1,011	9	0.89%	0	-
KP Aesthetics	35-44	unknown	\$1.91	141	0	0.00%	0	-
KP Aesthetics	45-54	male	\$38.40	1,378	15	1.09%	0	-
KP Aesthetics	45-54	unknown	\$1.20	137	0	0.00%	0	-
KP Aesthetics	55-64	female	\$198.57	3,173	75	2.36%	0	-
KP Aesthetics	55-64	male	\$49.11	1,200	53	4.42%	0	-
KP Aesthetics	55-64	unknown	\$1.18	21	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	mobile_app	\$916.72	33,160	318	0.96%	23	\$39.86
KP Aesthetics	mobile_web	\$48.54	1,949	55	2.82%	1	\$48.54
KP Aesthetics	desktop	\$23.65	1,359	7	0.52%	0	-