

Facebook Account Performance Report 1 Oct 2020 — 31 Oct 2020

KP Aesthetics (act_10200733899803322)

Key Performance Indicators



Impr
39,568
↑ 8%



Clicks
337
↓ 12%



Cost
\$1,022.34
↑ 3%



CTR
0.85%
↓ 19%



Fb Pixel Lead
16
↓ 45%

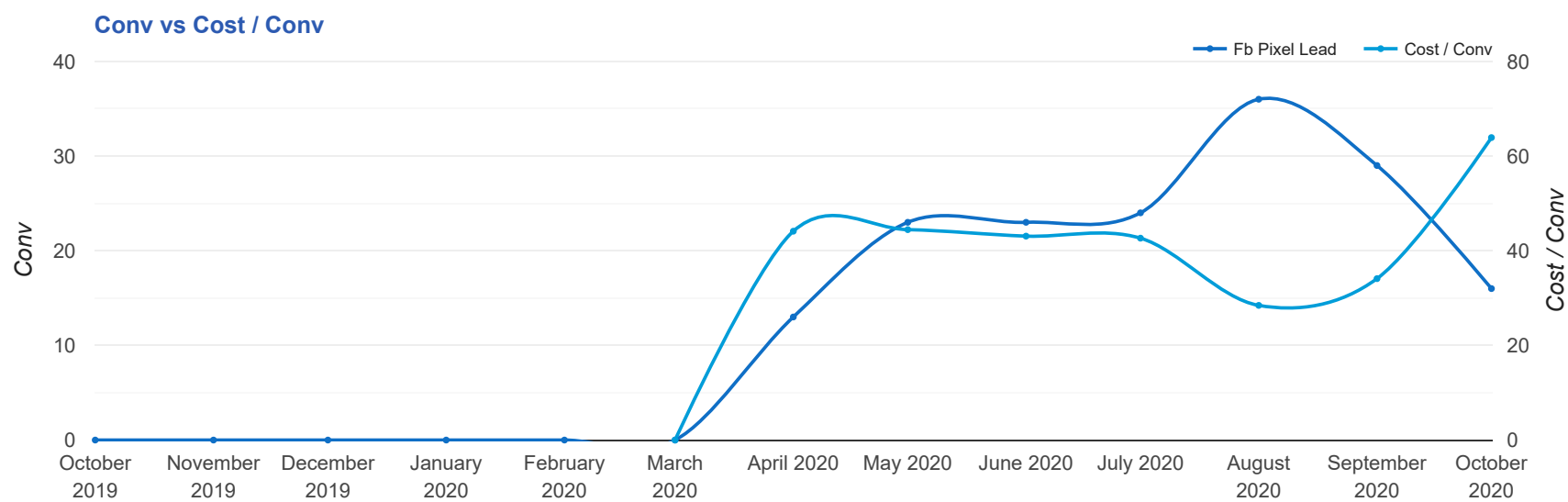


Cost / Conv
\$63.90
↑ 87%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
KP Aesthetics	Oct, 2020	\$1,022.34	39,568	337	16	\$63.90

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	\$988.97	36,470	382	29	\$34.10
KP Aesthetics	Oct, 2020	\$1,022.34	39,568	337	16	\$63.90

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cooltone - Conversions	\$1,022.34	39,568	337	16	\$63.90

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting	\$1,022.34	39,568	337	16	\$63.90

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Cooltone - Dynamic Ad	\$1,022.34	39,568	337	0.85%	16	\$63.90

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	45-54	female	\$246.62	6,154	60	0.97%	6	\$41.10
KP Aesthetics	35-44	female	\$193.71	8,881	49	0.55%	5	\$38.74
KP Aesthetics	65+	female	\$59.04	1,059	26	2.46%	2	\$29.52
KP Aesthetics	25-34	female	\$135.07	9,153	31	0.34%	1	\$135.07
KP Aesthetics	55-64	female	\$168.87	3,179	62	1.95%	1	\$168.87
KP Aesthetics	65+	male	\$37.35	748	11	1.47%	1	\$37.35
KP Aesthetics	18-24	female	\$44.15	3,971	13	0.33%	0	-
KP Aesthetics	18-24	male	\$4.99	572	3	0.52%	0	-
KP Aesthetics	18-24	unknown	\$0.05	26	0	0.00%	0	-
KP Aesthetics	25-34	male	\$17.80	1,246	4	0.32%	0	-
KP Aesthetics	25-34	unknown	\$1.59	201	0	0.00%	0	-
KP Aesthetics	35-44	male	\$21.40	1,274	11	0.86%	0	-
KP Aesthetics	35-44	unknown	\$2.00	187	2	1.07%	0	-
KP Aesthetics	45-54	male	\$39.77	1,457	17	1.17%	0	-
KP Aesthetics	45-54	unknown	\$1.01	120	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
KP Aesthetics	mobile_app	\$953.11	36,481	294	0.81%	15	\$63.54
KP Aesthetics	mobile_web	\$43.62	1,886	38	2.01%	1	\$43.62
KP Aesthetics	desktop	\$25.61	1,201	5	0.42%	0	-