

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

La Fleur Medical Spa (act\_159463457489246)

## Key Performance Indicators



Impr  
124,963  
↑ 26%



Clicks  
1,035  
↑ 37%



Cost  
\$1,534.62  
↑ 27%



CTR  
0.83%  
↑ 9%



Fb Pixel Lead  
14  
↓ 26%

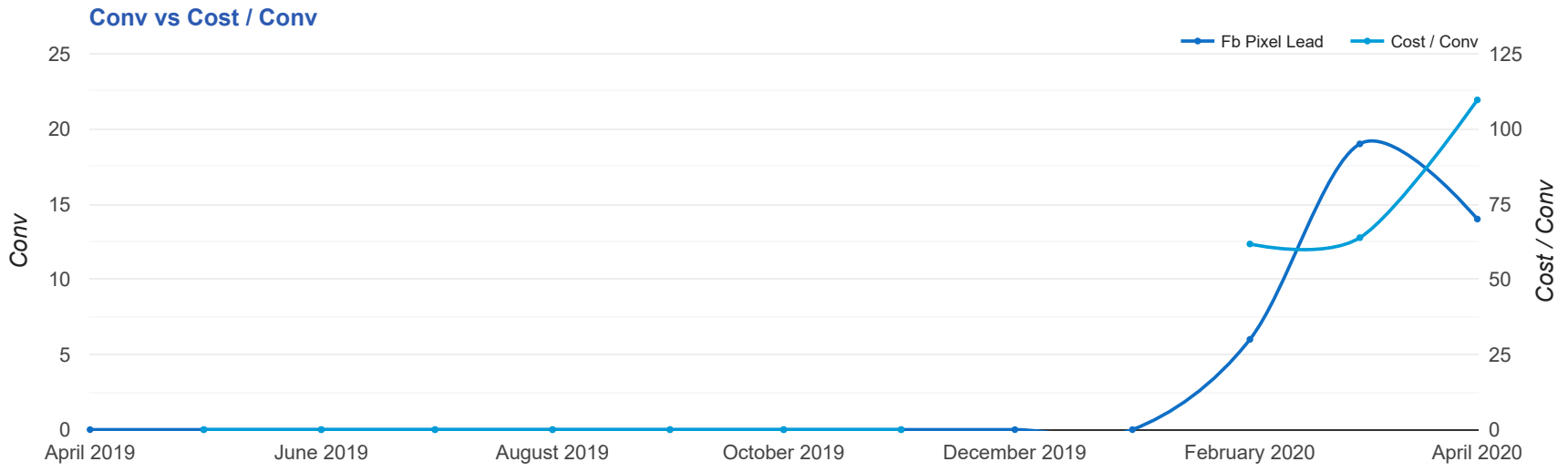


Cost / Conv  
\$109.62  
↑ 72%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
La Fleur Medical Spa	Apr, 2020	\$1,534.62	124,963	1,035	14	\$109.62

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
La Fleur Medical Spa	Apr, 2019	\$50.00	1,753	15	0	-
La Fleur Medical Spa	Dec, 2019	\$19.99	5,292	6	0	-
La Fleur Medical Spa	Jan, 2020	\$30.01	22,396	23	0	-
La Fleur Medical Spa	Feb, 2020	\$370.34	43,512	249	6	\$61.72
La Fleur Medical Spa	Mar, 2020	\$1,212.30	99,236	758	19	\$63.81
La Fleur Medical Spa	Apr, 2020	\$1,534.62	124,963	1,035	14	\$109.62

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$999.68	41,571	437	14	\$71.41
Ongoing Local Business Promotion La Fleur Medical Spa & Aesthetics	\$89.95	51,399	69	0	-
[03/30/2020] Promoting Send Message	\$444.99	31,993	529	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Women	\$999.68	41,571	437	14	\$71.41
Ongoing Local Business Promotion La Fleur Medical Spa & Aesthetics	\$89.95	51,399	69	0	-
[03/30/2020] Promoting Send Message	\$444.99	31,993	529	0	-

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - Emsulpt - Women - Img 1 - Temp	\$999.68	41,571	437	1.05%	14	\$71.41
Ongoing Local Business Promotion Ad	\$9.73	5,648	4	0.07%	0	-
Ongoing Local Business Promotion Ad	\$25.58	14,696	15	0.10%	0	-
Ongoing Local Business Promotion Ad	\$40.62	23,219	33	0.14%	0	-
Ongoing Local Business Promotion Ad	\$1.66	956	2	0.21%	0	-
Ongoing Local Business Promotion Ad	\$12.36	6,880	15	0.22%	0	-
Promoting Call-to-action: Send Message	\$444.99	31,993	529	1.65%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
La Fleur Medical Spa	35-44	female	\$302.44	21,980	180	0.82%	4	\$75.61
La Fleur Medical Spa	45-54	female	\$485.72	20,427	281	1.38%	4	\$121.43
La Fleur Medical Spa	55-64	female	\$306.42	11,988	248	2.07%	2	\$153.21
La Fleur Medical Spa	65+	male	\$14.35	1,387	15	1.08%	2	\$7.17
La Fleur Medical Spa	18-24	female	\$24.64	7,616	27	0.35%	1	\$24.64
La Fleur Medical Spa	25-34	female	\$199.75	21,359	101	0.47%	1	\$199.75
La Fleur Medical Spa	18-24	male	\$20.63	7,112	26	0.37%	0	-
La Fleur Medical Spa	18-24	unknown	\$0.13	67	0	0.00%	0	-
La Fleur Medical Spa	25-34	male	\$38.21	14,486	33	0.23%	0	-
La Fleur Medical Spa	25-34	unknown	\$0.55	123	0	0.00%	0	-
La Fleur Medical Spa	35-44	male	\$28.43	7,976	16	0.20%	0	-
La Fleur Medical Spa	35-44	unknown	\$0.86	169	2	1.18%	0	-
La Fleur Medical Spa	45-54	male	\$20.86	4,737	12	0.25%	0	-
La Fleur Medical Spa	45-54	unknown	\$1.53	138	1	0.72%	0	-
La Fleur Medical Spa	55-64	male	\$24.20	2,465	17	0.69%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
La Fleur Medical Spa	mobile_app	\$1,416.86	116,534	974	0.84%	13	\$108.99
La Fleur Medical Spa	mobile_web	\$67.60	3,532	40	1.13%	1	\$67.60
La Fleur Medical Spa	desktop	\$50.16	4,897	21	0.43%	0	-