

Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020

La Fleur Medical Spa (act_159463457489246)

Key Performance Indicators



Impr
102,027
↑ 6%



Clicks
556
↓ 2%



Cost
\$1,108.97
↑ 2%



CTR
0.54%
↓ 8%



Fb Pixel Lead
15
↓ 50%

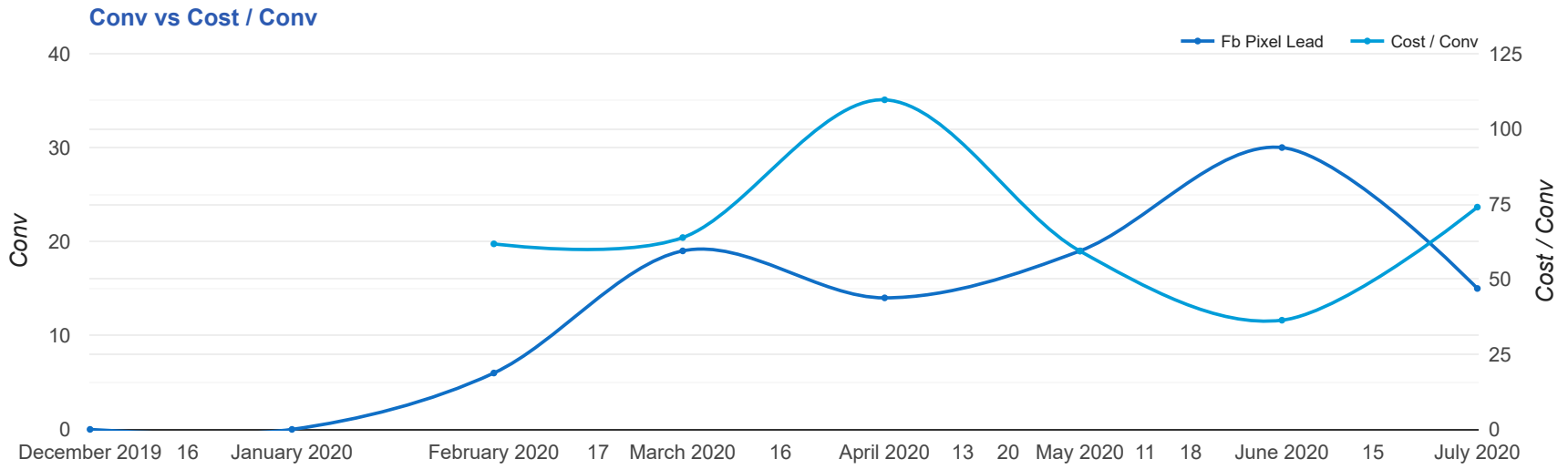


Cost / Conv
\$73.93
↑ 104%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
La Fleur Medical Spa	Jul, 2020	\$1,108.97	102,027	556	15	\$73.93

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$1,534.83	124,965	1,035	14	\$109.63
La Fleur Medical Spa	May, 2020	\$1,126.61	84,769	564	19	\$59.30
La Fleur Medical Spa	Jun, 2020	\$1,089.51	95,842	568	30	\$36.32
La Fleur Medical Spa	Jul, 2020	\$1,108.97	102,027	556	15	\$73.93

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$1,015.98	40,479	488	15	\$67.73
Ongoing Local Business Promotion La Fleur Medical Spa & Aesthetics	\$92.99	61,548	68	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Women	\$1,015.98	40,479	488	15	\$67.73
Ongoing Local Business Promotion La Fleur Medical Spa & Aesthetics	\$92.99	61,548	68	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - Emsulpt - Women - Img 1 - Temp	\$1,004.36	39,927	467	1.17%	14	\$71.74
2020-07 - Emsulpt - Women - J-lo	\$11.62	552	21	3.80%	1	\$11.62
Ongoing Local Business Promotion Ad	\$11.58	7,664	5	0.07%	0	-
Ongoing Local Business Promotion Ad	\$42.07	27,961	31	0.11%	0	-
Ongoing Local Business Promotion Ad	\$18.42	12,119	9	0.07%	0	-
Ongoing Local Business Promotion Ad	\$9.25	6,094	9	0.15%	0	-
Ongoing Local Business Promotion Ad	\$11.67	7,710	14	0.18%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
La Fleur Medical Spa	25-34	female	\$167.91	19,036	99	0.52%	4	\$41.98
La Fleur Medical Spa	45-54	female	\$264.95	9,717	111	1.14%	3	\$88.32
La Fleur Medical Spa	55-64	female	\$185.75	4,823	71	1.47%	3	\$61.92
La Fleur Medical Spa	18-24	female	\$45.84	9,759	33	0.34%	2	\$22.92
La Fleur Medical Spa	35-44	female	\$238.13	16,154	126	0.78%	2	\$119.06
La Fleur Medical Spa	55-64	male	\$36.59	1,825	18	0.99%	1	\$36.59
La Fleur Medical Spa	18-24	male	\$16.85	9,466	12	0.13%	0	-
La Fleur Medical Spa	18-24	unknown	\$0.11	77	0	0.00%	0	-
La Fleur Medical Spa	25-34	male	\$30.24	16,019	21	0.13%	0	-
La Fleur Medical Spa	25-34	unknown	\$1.22	184	0	0.00%	0	-
La Fleur Medical Spa	35-44	male	\$27.54	8,283	8	0.10%	0	-
La Fleur Medical Spa	35-44	unknown	\$1.44	166	3	1.81%	0	-
La Fleur Medical Spa	45-54	male	\$24.75	4,042	16	0.40%	0	-
La Fleur Medical Spa	45-54	unknown	\$3.09	151	1	0.66%	0	-
La Fleur Medical Spa	55-64	unknown	\$0.41	12	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
La Fleur Medical Spa	mobile_app	\$1,042.95	98,895	522	0.53%	12	\$86.91
La Fleur Medical Spa	mobile_web	\$50.33	2,324	29	1.25%	2	\$25.16
La Fleur Medical Spa	desktop	\$15.69	808	5	0.62%	1	\$15.69