

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

Laser Skin (act_39445014)

Key Performance Indicators



Impr
45,891
↑ ∞



Clicks
458
↑ ∞



Cost
\$1,405.93
↑ ∞



CTR
1.00%
-



Fb Pixel Lead
13
↑ ∞

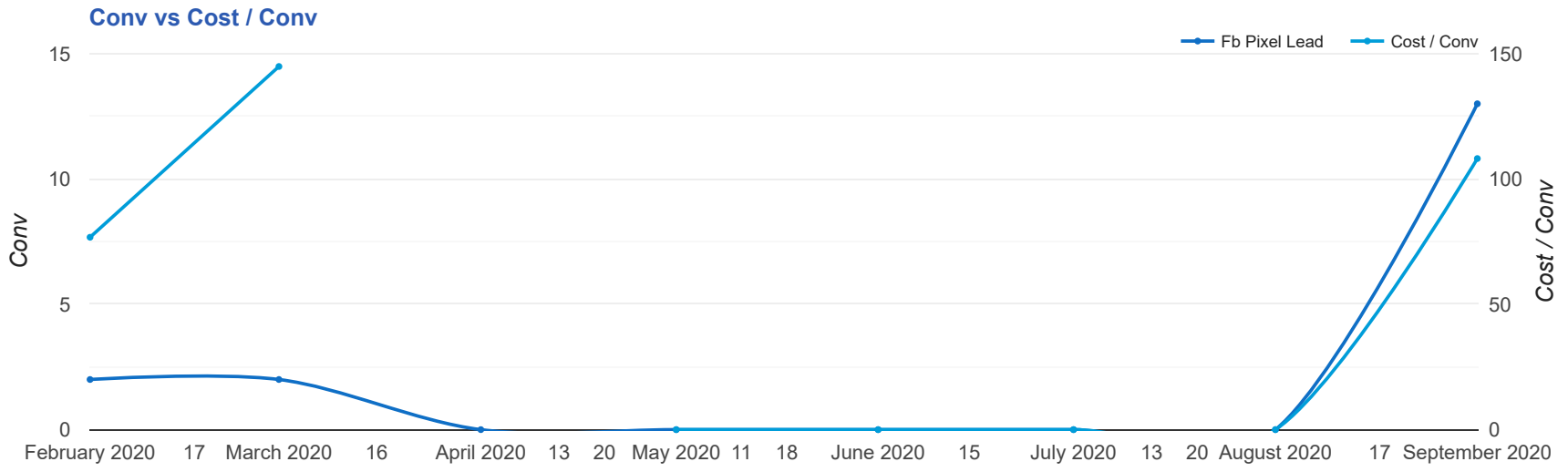


Cost / Conv
\$108.15
-

Monthly Account Summary

| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|------------|-----------|------------|--------|--------|---------------|-------------|
| Laser Skin | Sep, 2020 | \$1,405.93 | 45,891 | 458 | 13 | \$108.15 |

Monthly Performance Trends



| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|------------|-----------|------------|--------|--------|---------------|-------------|
| Laser Skin | Feb, 2020 | \$153.49 | 5,069 | 51 | 2 | \$76.75 |
| Laser Skin | Mar, 2020 | \$289.73 | 11,999 | 139 | 2 | \$144.87 |
| Laser Skin | Apr, 2020 | \$20.00 | 3,836 | 121 | 0 | - |
| Laser Skin | Sep, 2020 | \$1,405.93 | 45,891 | 458 | 13 | \$108.15 |

Top Performing Campaigns

| CAMPAIGNS | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------------------|------------|--------|--------|---------------|-------------|
| Coolsculpting - Conversions | \$1,405.93 | 45,891 | 458 | 13 | \$108.15 |

Top Performing Ad Sets

| ADSET | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------------|------------|--------|--------|---------------|-------------|
| Coolsculpting - Women | \$1,405.93 | 45,891 | 458 | 13 | \$108.15 |

Top Performing Ads

| AD | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|---|------------|--------|--------|-------|---------------|-------------|
| 2020-02 - Coolsculpting - Women - Img 1 | \$1,229.07 | 41,306 | 421 | 1.02% | 13 | \$94.54 |
| 2020-02 - Coolsculpting - Women - Img 2 | \$145.42 | 4,309 | 28 | 0.65% | 0 | - |
| 2020-09 - Coolsculpting - Women - Video 2 | \$1.32 | 13 | 0 | 0.00% | 0 | - |
| 2020-09 - Coolsculpting - Women - Video 3 | \$13.24 | 135 | 7 | 5.19% | 0 | - |
| 2020-09 - Coolsculpting - Women - Video 1 | \$0.40 | 7 | 0 | 0.00% | 0 | - |
| 2020-09 - Coolsculpting - Women - Video 4 | \$16.48 | 121 | 2 | 1.65% | 0 | - |

Age & Gender Performance

| ACCOUNT | AGE | GENDER | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|------------|-------|--------|----------|--------|--------|-------|---------------|-------------|
| Laser Skin | 55-64 | female | \$342.22 | 7,267 | 113 | 1.55% | 7 | \$48.89 |
| Laser Skin | 45-54 | female | \$506.35 | 15,288 | 175 | 1.14% | 3 | \$168.78 |
| Laser Skin | 25-34 | female | \$207.98 | 9,807 | 68 | 0.69% | 2 | \$103.99 |
| Laser Skin | 35-44 | female | \$349.38 | 13,529 | 102 | 0.75% | 1 | \$349.38 |

Performance By Device

| ACCOUNT | DEVICE | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|------------|------------|------------|--------|--------|-------|---------------|-------------|
| Laser Skin | mobile_app | \$1,318.59 | 40,487 | 436 | 1.08% | 13 | \$101.43 |
| Laser Skin | desktop | \$48.73 | 3,979 | 9 | 0.23% | 0 | - |
| Laser Skin | mobile_web | \$38.61 | 1,425 | 13 | 0.91% | 0 | - |