

**Facebook Account Performance  
Report  
1 Jan 2021 — 31 Jan 2021**

Laser Skin (act\_39445014)

## Key Performance Indicators



Impr  
58,929  
↑ 52%



Clicks  
858  
↑ 9%



Cost  
\$2,068.18  
↔ 0%



CTR  
1.46%  
↓ 28%



Fb Pixel Lead  
32  
↓ 11%

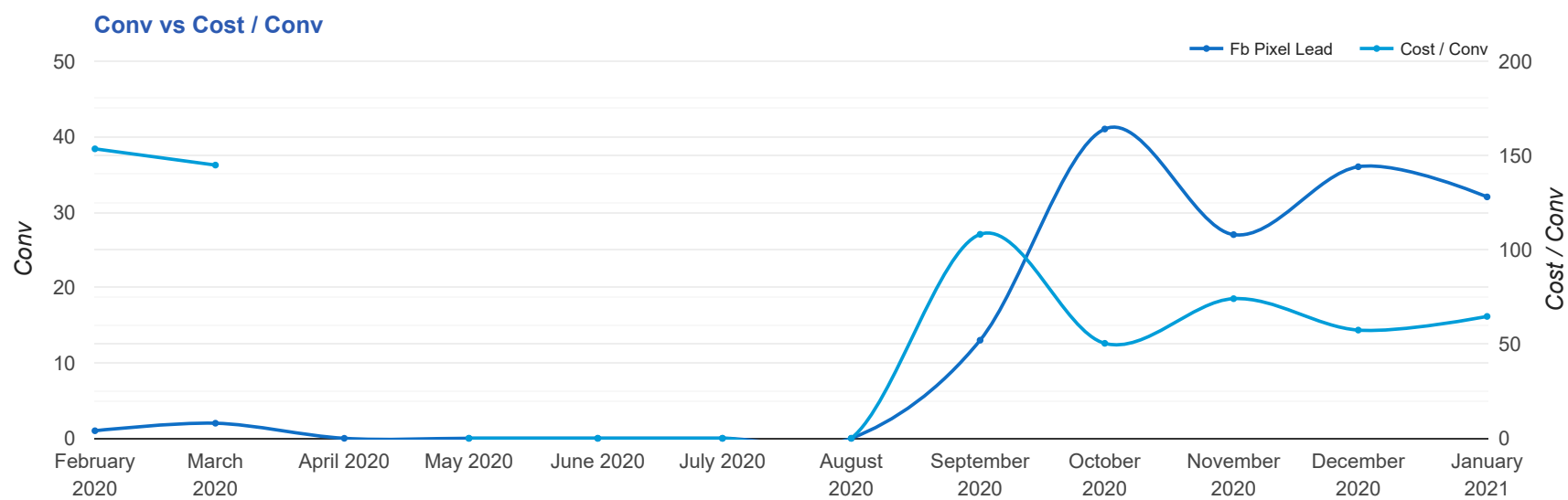


Cost / Conv  
\$64.63  
↑ 13%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Skin	Jan, 2021	\$2,068.18	58,929	858	32	\$64.63

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Skin	Feb, 2020	\$153.49	5,069	51	1	\$153.49
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	\$1,406.05	45,892	458	13	\$108.16
Laser Skin	Oct, 2020	\$2,064.58	35,722	841	41	\$50.36
Laser Skin	Nov, 2020	\$1,999.14	36,159	757	27	\$74.04
Laser Skin	Dec, 2020	\$2,065.59	38,698	790	36	\$57.38
Laser Skin	Jan, 2021	\$2,068.18	58,929	858	32	\$64.63

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$2,068.18	58,929	858	32	\$64.63

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting - Lookalike - Women 25-64	\$2,068.18	58,929	858	32	\$64.63

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - Coolsculpting - Women - Video - All Placements	\$1,751.95	43,360	784	1.81%	27	\$64.89
2020-02 - Coolsculpting - Women - Img 2	\$155.41	9,854	45	0.46%	3	\$51.80
2020-02 - Coolsculpting - Women - Img 1	\$160.82	5,715	29	0.51%	2	\$80.41

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Laser Skin	25-34	female	\$621.65	24,147	277	1.15%	13	\$47.82
Laser Skin	35-44	female	\$657.31	19,101	254	1.33%	9	\$73.03
Laser Skin	45-54	female	\$566.38	11,477	233	2.03%	6	\$94.40
Laser Skin	55-64	female	\$222.80	4,203	94	2.24%	4	\$55.70
Laser Skin	Unknown	unknown	\$0.04	1	0	0.00%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Laser Skin	mobile_app	\$2,043.77	58,554	849	1.45%	32	\$63.87
Laser Skin	desktop	\$8.79	199	1	0.50%	0	-
Laser Skin	mobile_web	\$15.62	176	8	4.55%	0	-