

Facebook Account Performance Report 1 Feb 2021 — 28 Feb 2021

Laser Skin (act_39445014)

Key Performance Indicators



Impr
56,051
↓ 5%



Clicks
893
↑ 4%



Cost
\$1,867.78
↓ 10%



CTR
1.59%
↑ 9%



Fb Pixel Lead
28
↓ 12%

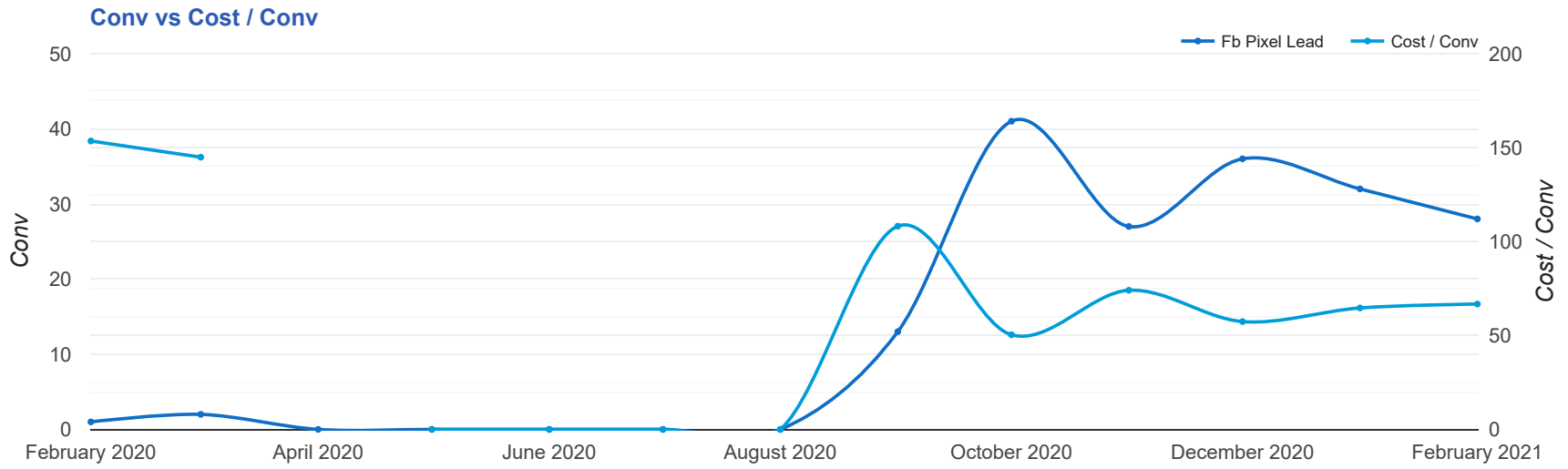


Cost / Conv
\$66.71
↑ 3%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Skin	Feb, 2021	\$1,867.78	56,051	893	28	\$66.71

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	\$2,068.20	58,931	858	32	\$64.63
Laser Skin	Feb, 2021	\$1,867.78	56,051	893	28	\$66.71

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,867.78	56,051	893	28	\$66.71

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting - Lookalike - Women 25-64	\$1,867.78	56,051	893	28	\$66.71

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - Coolsculpting - Women - Video - All Placements	\$1,213.12	25,791	524	2.03%	22	\$55.14
2020-02 - Coolsculpting - Women - Img 2	\$551.74	27,006	347	1.28%	5	\$110.35
2020-02 - Coolsculpting - Women - Img 1	\$102.92	3,254	22	0.68%	1	\$102.92

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Laser Skin	45-54	female	\$549.46	14,611	277	1.90%	11	\$49.95
Laser Skin	25-34	female	\$510.43	17,282	255	1.48%	8	\$63.80
Laser Skin	35-44	female	\$528.99	17,316	226	1.31%	8	\$66.12
Laser Skin	55-64	female	\$278.84	6,841	135	1.97%	1	\$278.84
Laser Skin	13-17	unknown	\$0.06	1	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Laser Skin	mobile_app	\$1,858.08	55,875	889	1.59%	28	\$66.36
Laser Skin	desktop	\$5.33	108	0	0.00%	0	-
Laser Skin	mobile_web	\$4.37	68	4	5.88%	0	-