

Facebook Account Performance Report 1 Jan 2021 — 31 Jan 2021

Metro Laser (act_147428751)

Key Performance Indicators



Impr
162,622
↑ 71%



Clicks
3,963
↑ 28%



Cost
\$3,844.34
↑ 25%



CTR
2.44%
↓ 25%



Fb Pixel Lead
112
↑ 72%

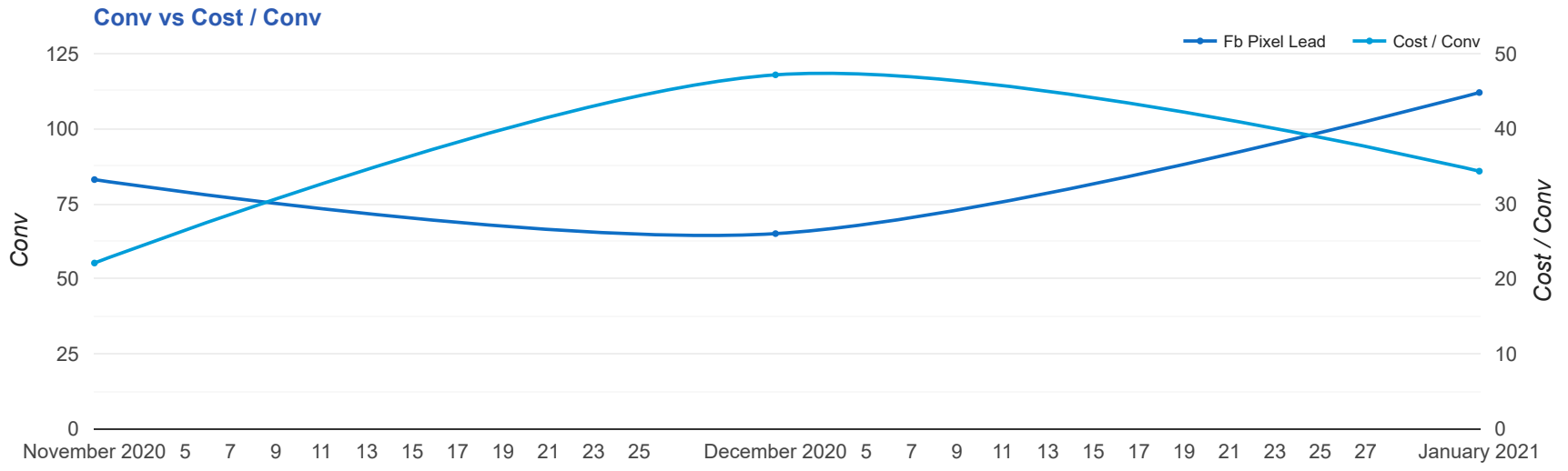


Cost / Conv
\$34.32
↓ 27%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Metro Laser	Jan, 2021	\$3,844.34	162,622	3,963	112	\$34.32

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Metro Laser	Nov, 2020	\$1,832.95	63,858	2,947	83	\$22.08
Metro Laser	Dec, 2020	\$3,065.14	95,379	3,107	65	\$47.16
Metro Laser	Jan, 2021	\$3,844.34	162,622	3,963	112	\$34.32

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$3,073.98	117,434	3,180	81	\$37.95
Laser Hair Removal - Conversions	\$770.36	45,188	783	31	\$24.85

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS Philadelphia - 5mi Radius - Interests - Women 25-65+	\$1,025.41	39,771	1,339	49	\$20.93
Women - 5m Radius - Interests - Age 25- 55 - Top 25 Income	\$770.36	45,188	783	31	\$24.85
CS Exton - 5mi Radius - Interests - Women 25-65+	\$1,025.11	40,693	962	18	\$56.95
CS Plymouth - 5mi Radius - Interests - Women 25-65+	\$1,023.46	36,970	879	14	\$73.10

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Coolsculpting Video - UGC Standing	\$1,025.41	39,771	1,339	3.37%	49	\$20.93
2020-11 - Coolsculpting Video - UGC Standing	\$1,025.11	40,693	962	2.36%	18	\$56.95
2021- 01- Laser Hair Removal Video 2 - Ad Copy 1	\$252.10	13,925	255	1.83%	15	\$16.81
2020-11 - Coolsculpting Video - UGC Standing	\$1,023.46	36,970	879	2.38%	14	\$73.10
2021- 01- Laser Hair Removal Video 2 - Ad Copy 2	\$263.77	15,791	265	1.68%	9	\$29.31
2021- 01- Laser Hair Removal Video 3 - Ad Copy 2	\$31.87	2,141	31	1.45%	3	\$10.62
2021- 01- Laser Hair Removal Video 4 - Ad Copy 1	\$47.95	1,588	32	2.02%	2	\$23.98
2021- 01- Laser Hair Removal Video 1 - Ad Copy 1	\$55.70	3,782	53	1.40%	1	\$55.70
2021- 01- Laser Hair Removal Video 3 - Ad Copy 1	\$44.46	3,280	54	1.65%	1	\$44.46
2021- 01- Laser Hair Removal Video 4 - Ad Copy 2	\$21.55	1,060	15	1.42%	0	-
2021- 01- Laser Hair Removal Video 1 - Ad Copy 2	\$52.96	3,621	78	2.15%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Metro Laser	35-44	female	\$920.17	43,877	990	2.26%	35	\$26.29
Metro Laser	25-34	female	\$976.88	62,655	1,248	1.99%	29	\$33.69
Metro Laser	45-54	female	\$923.66	30,398	768	2.53%	23	\$40.16
Metro Laser	55-64	female	\$652.03	16,806	547	3.25%	17	\$38.35
Metro Laser	65+	female	\$371.60	8,884	410	4.62%	8	\$46.45
Metro Laser	Unknown	unknown	\$0.01	2	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Metro Laser	mobile_app	\$3,723.58	158,103	3,829	2.42%	109	\$34.16
Metro Laser	mobile_web	\$83.55	3,645	124	3.40%	3	\$27.85
Metro Laser	desktop	\$37.21	874	10	1.14%	0	-