

Facebook Account Performance Report 1 Feb 2021 — 28 Feb 2021

Metro Laser (act_147428751)

Key Performance Indicators



Impr
145,622
↓ 10%



Clicks
3,423
↓ 14%



Cost
\$3,690.72
↓ 4%



CTR
2.35%
↓ 4%



Fb Pixel Lead
88
↓ 27%

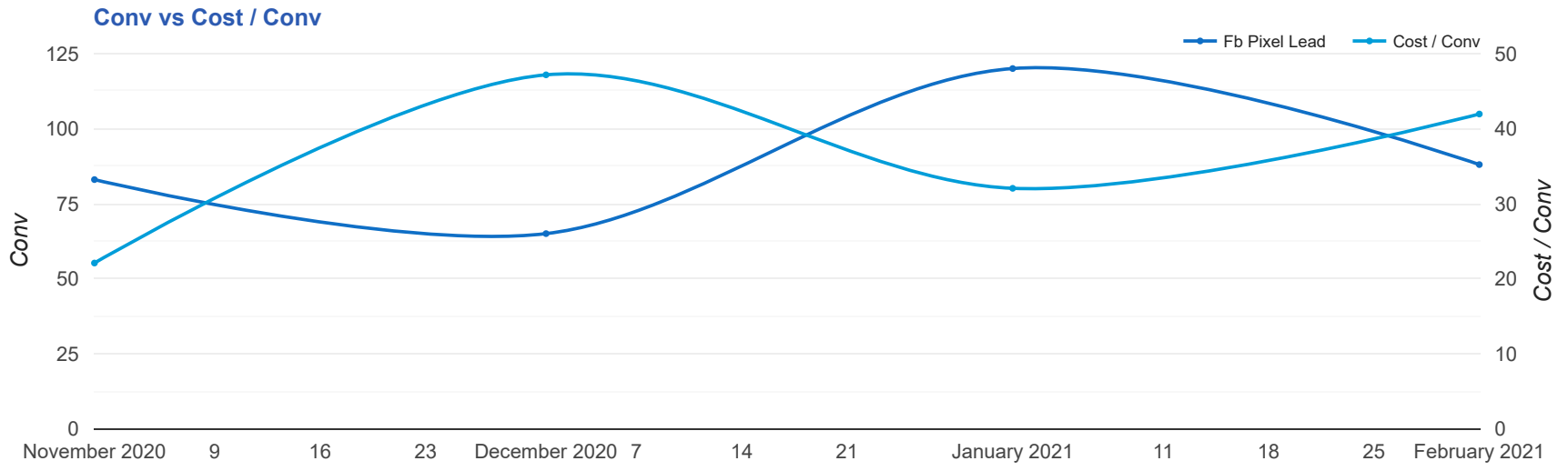


Cost / Conv
\$41.94
↑ 31%

Monthly Account Summary

| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-------------|-----------|------------|---------|--------|---------------|-------------|
| Metro Laser | Feb, 2021 | \$3,690.72 | 145,622 | 3,423 | 88 | \$41.94 |

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 | \$3,844.57 | 162,638 | 3,963 | 120 | \$32.04 |
| Metro Laser | Feb, 2021 | \$3,690.72 | 145,622 | 3,423 | 88 | \$41.94 |

Top Performing Campaigns

| CAMPAIGNS | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|----------------------------------|------------|--------|--------|---------------|-------------|
| Coolsculpting - Conversions | \$2,767.24 | 94,466 | 2,520 | 61 | \$45.36 |
| Laser Hair Removal - Conversions | \$923.48 | 51,156 | 903 | 27 | \$34.20 |

Top Performing Ad Sets

| ADSET | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|--|----------|--------|--------|---------------|-------------|
| CS Philadelphia - 5mi Radius - Interests - Women 25-65+ | \$921.40 | 29,712 | 1,145 | 30 | \$30.71 |
| Women - 5m Radius - Interests - Age 25- 55 - Top 25 Income | \$923.48 | 51,156 | 903 | 27 | \$34.20 |
| CS Plymouth - 5mi Radius - Interests - Women 25-65+ | \$924.25 | 31,214 | 741 | 17 | \$54.37 |
| CS Exton - 5mi Radius - Interests - Women 25-65+ | \$921.59 | 33,540 | 634 | 14 | \$65.83 |

Top Performing Ads

| AD | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|--|----------|--------|--------|-------|---------------|-------------|
| 2020-11 - Coolsculpting Video - UGC Standing | \$921.40 | 29,712 | 1,145 | 3.85% | 30 | \$30.71 |
| 2020-11 - Coolsculpting Video - UGC Standing | \$924.25 | 31,214 | 741 | 2.37% | 17 | \$54.37 |
| 2020-11 - Coolsculpting Video - UGC Standing | \$921.59 | 33,540 | 634 | 1.89% | 14 | \$65.83 |
| 2021- 01- Laser Hair Removal Video 2 - Ad Copy 1 | \$460.44 | 26,945 | 488 | 1.81% | 11 | \$41.86 |
| 2021- 01- Laser Hair Removal Video 2 - Ad Copy 2 | \$147.58 | 8,369 | 177 | 2.11% | 5 | \$29.52 |
| 2021- 01- Laser Hair Removal Video 3 - Ad Copy 1 | \$94.90 | 5,990 | 82 | 1.37% | 5 | \$18.98 |
| 2021- 01- Laser Hair Removal Video 1 - Ad Copy 1 | \$56.15 | 3,552 | 54 | 1.52% | 3 | \$18.72 |
| 2021- 01- Laser Hair Removal Video 4 - Ad Copy 1 | \$99.00 | 2,980 | 35 | 1.17% | 2 | \$49.50 |
| 2021- 01- Laser Hair Removal Video 3 - Ad Copy 2 | \$23.85 | 1,230 | 19 | 1.54% | 1 | \$23.85 |
| 2021- 01- Laser Hair Removal Video 4 - Ad Copy 2 | \$20.79 | 899 | 15 | 1.67% | 0 | - |
| 2021- 01- Laser Hair Removal Video 1 - Ad Copy 2 | \$20.77 | 1,191 | 33 | 2.77% | 0 | - |

Age & Gender Performance

| ACCOUNT | AGE | GENDER | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|-------------|-------|--------|------------|--------|--------|-------|---------------|-------------|
| Metro Laser | 25-34 | female | \$1,027.87 | 60,184 | 1,189 | 1.98% | 34 | \$30.23 |
| Metro Laser | 45-54 | female | \$881.15 | 26,330 | 694 | 2.64% | 21 | \$41.96 |
| Metro Laser | 55-64 | female | \$569.59 | 12,848 | 436 | 3.39% | 17 | \$33.51 |
| Metro Laser | 35-44 | female | \$915.72 | 39,914 | 843 | 2.11% | 14 | \$65.41 |
| Metro Laser | 65+ | female | \$296.39 | 6,346 | 261 | 4.11% | 2 | \$148.19 |

Performance By Device

| ACCOUNT | DEVICE | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|-------------|------------|------------|---------|--------|-------|---------------|-------------|
| Metro Laser | mobile_app | \$3,564.50 | 141,629 | 3,302 | 2.33% | 84 | \$42.43 |
| Metro Laser | mobile_web | \$97.85 | 3,322 | 114 | 3.43% | 4 | \$24.46 |
| Metro Laser | desktop | \$28.37 | 671 | 7 | 1.04% | 0 | - |