

Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021

Metro Laser (act_147428751)

Key Performance Indicators



Impr
161,224
↓ 3%



Clicks
4,151
↑ 6%



Cost
\$3,959.20
↓ 3%



CTR
2.57%
↑ 8%



Fb Pixel Lead
118
↓ 13%

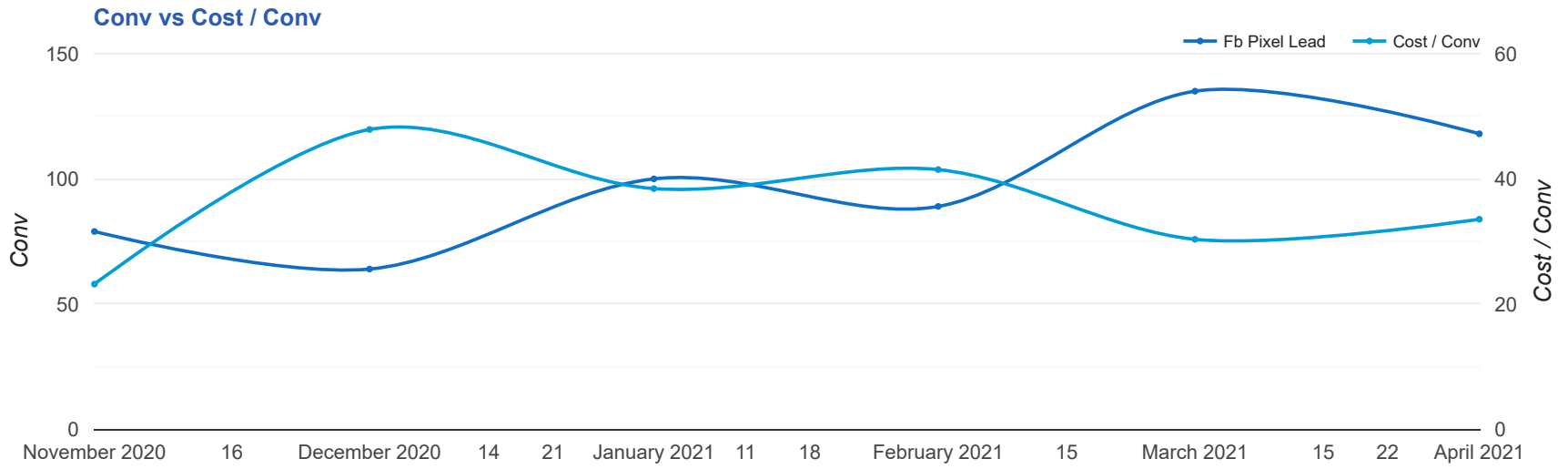


Cost / Conv
\$33.55
↑ 11%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Metro Laser	Apr, 2021	\$3,959.20	161,224	4,151	118	\$33.55

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Metro Laser	Nov, 2020	\$1,832.95	63,858	2,947	79	\$23.20
Metro Laser	Dec, 2020	\$3,065.14	95,379	3,107	64	\$47.89
Metro Laser	Jan, 2021	\$3,844.57	162,638	3,963	100	\$38.45
Metro Laser	Feb, 2021	\$3,691.48	145,637	3,423	89	\$41.48
Metro Laser	Mar, 2021	\$4,096.84	165,641	3,932	135	\$30.35
Metro Laser	Apr, 2021	\$3,959.20	161,224	4,151	118	\$33.55

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$2,969.39	100,678	3,052	88	\$33.74
Laser Hair Removal - Conversions	\$989.81	60,546	1,099	30	\$32.99

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS Philadelphia - 5mi Radius - Interests - Women 25-65+	\$989.75	31,010	1,315	53	\$18.67
Women - 5m Radius - Interests - Age 25- 55 - Top 25 Income	\$989.81	60,546	1,099	30	\$32.99
CS Plymouth - 5mi Radius - Interests - Women 25-65+	\$990.13	33,376	893	23	\$43.05
CS Exton - 5mi Radius - Interests - Women 25-65+	\$989.51	36,292	844	12	\$82.46

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Coolsculpting Video - UGC Standing	\$989.75	31,010	1,315	4.24%	53	\$18.67
2020-11 - Coolsculpting Video - UGC Standing	\$990.13	33,376	893	2.68%	23	\$43.05
2021- 01- Laser Hair Removal Video 2 - Ad Copy 2	\$446.74	29,609	539	1.82%	16	\$27.92
2020-11 - Coolsculpting Video - UGC Standing	\$989.51	36,292	844	2.33%	12	\$82.46
2021- 01- Laser Hair Removal Video 1 - Ad Copy 2	\$86.54	5,457	114	2.09%	5	\$17.31
2021- 01- Laser Hair Removal Video 2 - Ad Copy 1	\$227.22	12,781	232	1.82%	4	\$56.80
2021- 01- Laser Hair Removal Video 3 - Ad Copy 2	\$74.99	4,194	87	2.07%	3	\$25.00
2021- 01- Laser Hair Removal Video 1 - Ad Copy 1	\$56.97	3,309	53	1.60%	1	\$56.97
2021- 01- Laser Hair Removal Video 4 - Ad Copy 1	\$30.03	1,393	18	1.29%	1	\$30.03
2021- 01- Laser Hair Removal Video 4 - Ad Copy 2	\$34.86	1,921	27	1.41%	0	-
2021- 01- Laser Hair Removal Video 3 - Ad Copy 1	\$32.46	1,882	29	1.54%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Metro Laser	25-34	female	\$1,106.48	65,193	1,261	1.93%	36	\$30.74
Metro Laser	35-44	female	\$920.17	41,653	891	2.14%	22	\$41.83
Metro Laser	45-54	female	\$885.30	29,459	886	3.01%	20	\$44.27
Metro Laser	55-64	female	\$660.60	16,064	668	4.16%	19	\$34.77
Metro Laser	Unknown	unknown	\$0.06	10	0	0.00%	13	\$0.00
Metro Laser	65+	female	\$386.59	8,844	445	5.03%	8	\$48.32
Metro Laser	13-17	unknown	\$0.01	1	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Metro Laser	mobile_app	\$3,863.64	158,371	4,085	2.58%	105	\$36.80
Metro Laser	unknown	\$0.00	0	0	-%	13	\$0.00
Metro Laser	desktop	\$35.57	744	8	1.08%	0	-
Metro Laser	mobile_web	\$59.99	2,109	58	2.75%	0	-