

Facebook Account Performance Report

23 Nov 2020 — 29 Nov 2020

My Spa Society (act_228100561239966)

Key Performance Indicators



Impr
8,350
↓ 14%



Clicks
191
↓ 38%



Cost
\$174.83
↔ 0%



CTR
2.29%
↓ 28%



Fb Pixel Lead
10
↑ 11%

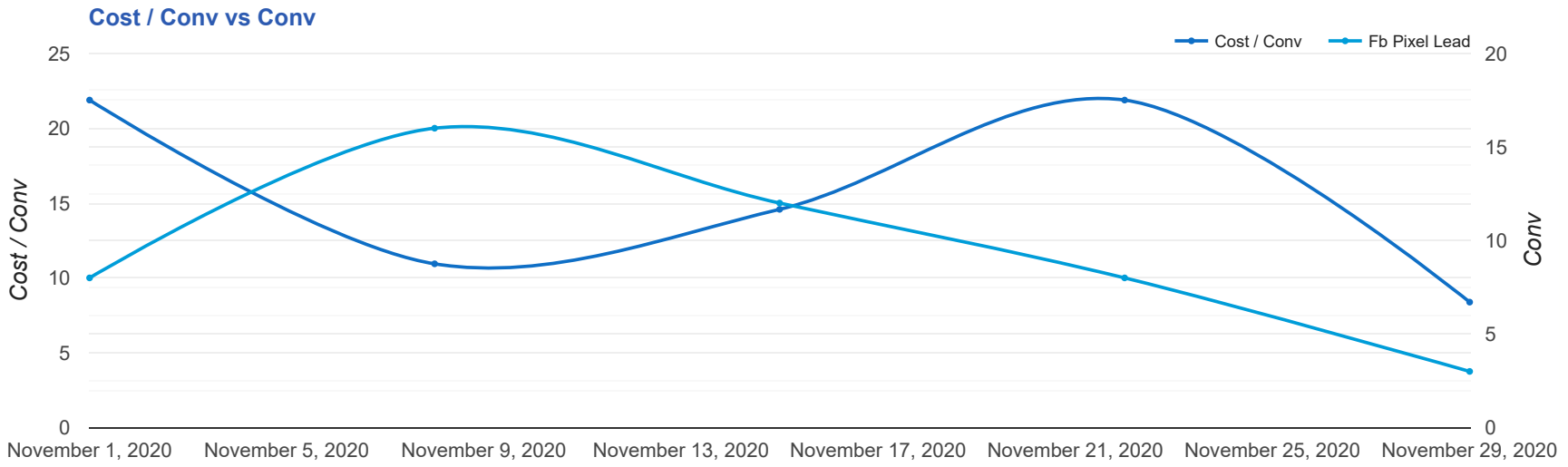


Cost / Conv
\$17.48
↓ 10%

Weekly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
My Spa Society	Nov 23	\$174.83	8,350	191	10	-	\$17.48

Weekly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
My Spa Society	Nov 01	\$175.00	10,340	419	8	-	\$21.88
My Spa Society	Nov 08	\$175.00	10,377	361	16	-	\$10.94
My Spa Society	Nov 15	\$175.00	10,049	334	12	-	\$14.58
My Spa Society	Nov 22	\$175.00	8,493	201	8	-	\$21.88
My Spa Society	Nov 29	\$25.13	1,124	22	3	-	\$8.38

Month to Date

No data to show

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
Coolsculpting - Conversions	\$174.83	8,350	191	10	-	\$17.48

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
Women - 25-60 - Broad - Not Dynamic	\$174.83	8,350	191	10	-	\$17.48

Top Performing Ads

AD	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
2020-10 - Women - Video 1	\$166.79	8,078	184	10	-	\$16.68
2020-07 - Women - Image 1	\$8.04	272	7	0	-	-