

Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021

New Beauty Wellness (act_1257021957687437)

Key Performance Indicators



Impr
24,838
↓ 16%



Clicks
390
↔ 0%



Cost
\$749.70
↓ 3%



CTR
1.57%
↑ 19%



Fb Pixel Lead
8
↓ 11%

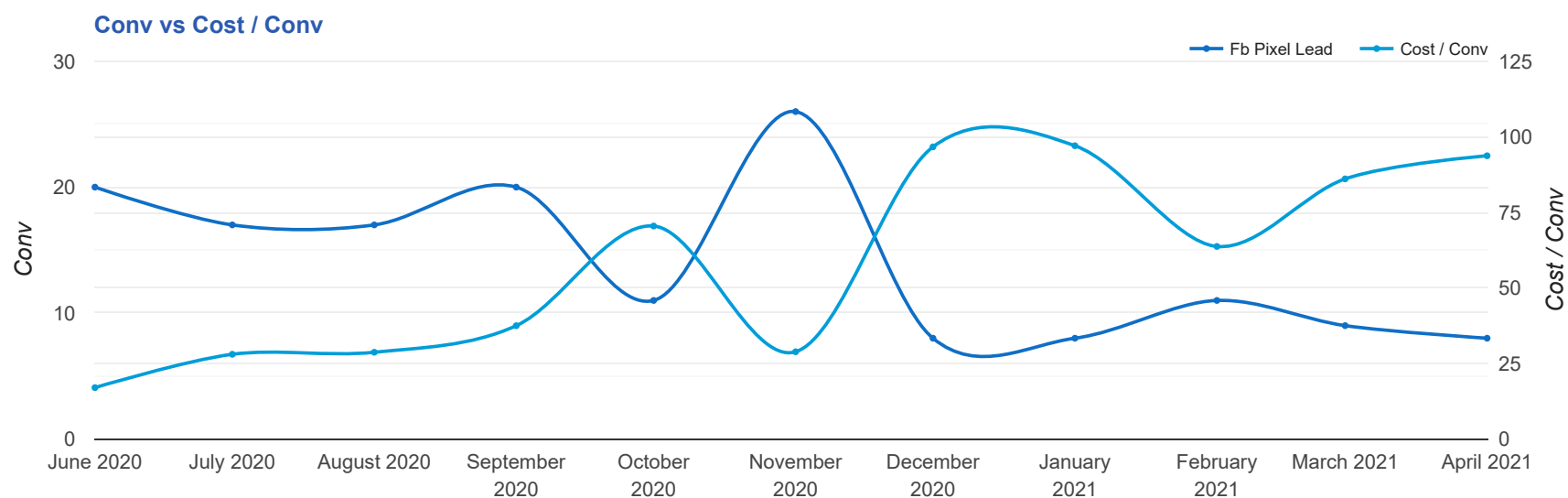


Cost / Conv
\$93.71
↑ 9%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
New Beauty Wellness	Apr, 2021	\$749.70	24,838	390	8	\$93.71

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
New Beauty Wellness	Jun, 2020	\$339.67	20,318	365	20	\$16.98
New Beauty Wellness	Jul, 2020	\$476.32	33,771	422	17	\$28.02
New Beauty Wellness	Aug, 2020	\$487.76	20,425	318	17	\$28.69
New Beauty Wellness	Sep, 2020	\$749.61	25,876	501	20	\$37.48
New Beauty Wellness	Oct, 2020	\$775.03	25,206	428	11	\$70.46
New Beauty Wellness	Nov, 2020	\$749.98	27,316	453	26	\$28.85
New Beauty Wellness	Dec, 2020	\$773.21	24,322	374	8	\$96.65
New Beauty Wellness	Jan, 2021	\$776.26	29,664	377	8	\$97.03
New Beauty Wellness	Feb, 2021	\$700.77	28,887	335	11	\$63.71
New Beauty Wellness	Mar, 2021	\$774.50	29,595	390	9	\$86.06
New Beauty Wellness	Apr, 2021	\$749.70	24,838	390	8	\$93.71

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox - Conversions	\$749.70	24,838	390	8	\$93.71

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox - Prospecting - Women - Dynamic	\$749.70	24,838	390	8	\$93.71

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-03 - Botox - Women -	\$749.70	24,838	390	1.57%	8	\$93.71

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
New Beauty Wellness	45-54	female	\$236.36	7,177	112	1.56%	4	\$59.09
New Beauty Wellness	25-34	female	\$139.01	5,977	65	1.09%	2	\$69.50
New Beauty Wellness	35-44	female	\$231.04	8,178	138	1.69%	2	\$115.52
New Beauty Wellness	55-64	female	\$143.29	3,506	75	2.14%	0	-
New Beauty Wellness	Unknown	unknown	\$0.00	0	0	-%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
New Beauty Wellness	mobile_app	\$707.37	22,783	380	1.67%	8	\$88.42
New Beauty Wellness	desktop	\$26.03	1,365	6	0.44%	0	-
New Beauty Wellness	mobile_web	\$16.30	690	4	0.58%	0	-
New Beauty Wellness	unknown	\$0.00	0	0	-%	0	-