

Facebook Account Performance Report 1 Feb 2020 — 29 Feb 2020

Parakh Plastic Surgery

Key Performance Indicators



Impr
17,067
↑ 40%



Clicks
291
↑ 71%



Cost
\$1,274.62
↑ 23%



CTR
1.71%
↑ 22%



Total Custom Conversions
15
↑ 150%

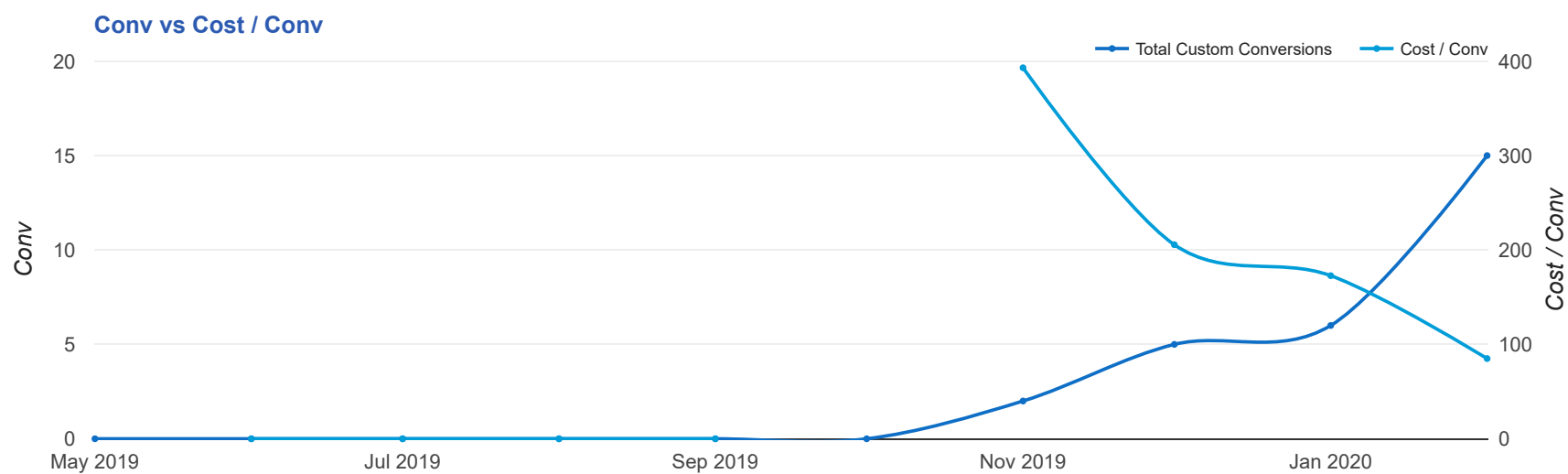


Cost / Conv
\$84.97
↓ 51%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Parakh Plastic Surgery Natasha Bianca	Feb, 2020	\$1,274.62	17,067	291	15	\$84.97

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Parakh Plastic Surgery Natasha Bianca	May, 2019	\$9.73	248	1	0	-
Parakh Plastic Surgery Natasha Bianca	Oct, 2019	\$200.00	2,432	82	0	-
Parakh Plastic Surgery Natasha Bianca	Nov, 2019	\$786.09	13,940	121	2	\$393.05
Parakh Plastic Surgery Natasha Bianca	Dec, 2019	\$1,027.90	9,460	126	5	\$205.58
Parakh Plastic Surgery Natasha Bianca	Jan, 2020	\$1,036.69	12,152	170	6	\$172.78
Parakh Plastic Surgery Natasha Bianca	Feb, 2020	\$1,274.62	17,067	291	15	\$84.97

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Emsculpt - Conversions	\$792.89	11,134	205	15	\$52.86
Coolsculpting - Conversion	\$481.73	5,933	86	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Emsculpt Conversions - Women	\$792.89	11,134	205	15	\$52.86
Coolsculpting - Women	\$481.73	5,933	86	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2020-01 - Emsculpt - Women V2 - Image 3	\$489.30	7,158	137	1.91%	10	\$48.93
2020-01 - Emsculpt - Women - V1- Image 3	\$67.56	1,084	15	1.38%	2	\$33.78
2020-01 - Emsculpt - Women - V2 - Image 1	\$68.75	894	28	3.13%	2	\$34.38
2020-01 - Emsculpt - Women - V1 Image 2	\$13.14	199	2	1.01%	1	\$13.14
2019-12 - Coolsculpting - Women - Image 6 Version 1	\$118.67	1,306	19	1.45%	0	-
2019-11 - Emsculpt - Women - V1 Image 4	\$35.96	455	4	0.88%	0	-
2019-11 - Emsculpt - Women - Version 2 - Image 4	\$69.79	706	7	0.99%	0	-
2019-11 - Emsculpt - Women - Version 1 - Image 2	\$3.97	48	1	2.08%	0	-
2019-12 - Coolsculpting - Women - Image 5	\$134.97	2,038	19	0.93%	0	-
2020-01 - Emsculpt - Women - V1 Image 1	\$7.87	161	1	0.62%	0	-
2020-01 - Emsculpt - Women - V2 - Image 2	\$36.55	429	10	2.33%	0	-
2020-01 - Coolsculpting - Women - Valentine Img 1	\$55.82	656	22	3.35%	0	-
2020-01 - Coolsculpting - Women - Valentine Img 2	\$20.91	174	0	0.00%	0	-
2020-01 - Coolsculpting - Women - Valentine Img 3	\$151.36	1,759	26	1.48%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Parakh Plastic Surgery Natasha Bianca	25-34	female	\$242.15	5,197	64	1.23%	5	\$48.43
Parakh Plastic Surgery Natasha Bianca	35-44	female	\$513.69	7,352	115	1.56%	5	\$102.74
Parakh Plastic Surgery Natasha Bianca	45-54	female	\$405.89	3,549	79	2.23%	4	\$101.47
Parakh Plastic Surgery Natasha Bianca	55-64	female	\$112.88	969	33	3.41%	1	\$112.88

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Parakh Plastic Surgery Natasha Bianca	mobile_app	\$1,240.55	16,609	286	1.72%	14	\$88.61
Parakh Plastic Surgery Natasha Bianca	desktop	\$10.75	174	1	0.57%	1	\$10.75
Parakh Plastic Surgery Natasha Bianca	mobile_web	\$23.32	284	4	1.41%	0	-