

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

Pelle Med Spa (act_1266158117061762)

Key Performance Indicators



Impr
24,393
↑ 67%



Clicks
370
↑ 18%



Cost
\$497.67
↑ 91%



CTR
1.52%
↓ 29%



Fb Pixel Lead
29
↑ 107%

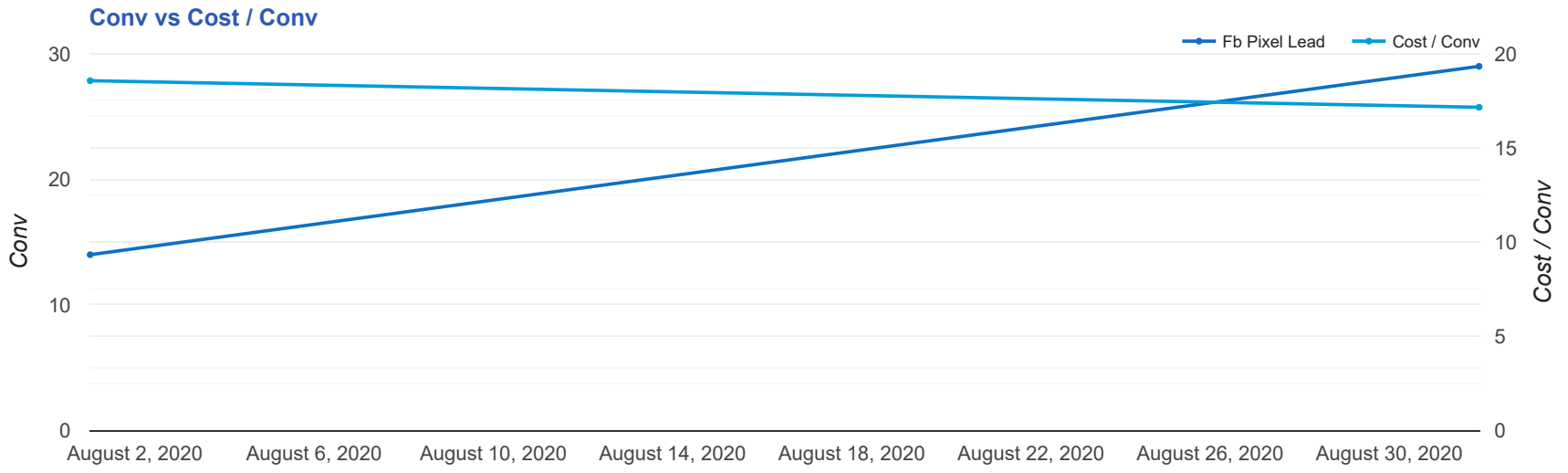


Cost / Conv
\$17.16
↓ 8%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	Sep, 2020	\$497.67	24,393	370	29	\$17.16

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	Aug, 2020	\$259.93	14,650	314	14	\$18.57
Pelle Med Spa	Sep, 2020	\$497.67	24,393	370	29	\$17.16

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$245.74	11,192	144	17	\$14.46
Pelle - CS 2020 - Conversions	\$251.93	13,201	226	12	\$20.99

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
25-55	\$245.74	11,192	144	17	\$14.46
Manchester - General Audience	\$251.93	13,201	226	12	\$20.99

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - CS - Women - Image 2	\$187.12	8,520	115	1.35%	16	\$11.70
CS250 2020 - Carousel	\$251.93	13,201	226	1.71%	12	\$20.99
2020-09 - CS - Women - Image 6	\$4.81	254	2	0.79%	1	\$4.81
2020-09 - CS - Women - Image 1	\$11.34	575	5	0.87%	0	-
2020-09 - CS - Women - Image 3	\$23.62	976	13	1.33%	0	-
2020-09 - CS - Women - Image 5	\$7.32	377	3	0.80%	0	-
2020-09 - CS - Women - Image 4	\$11.53	490	6	1.22%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	45-54	female	\$149.01	5,854	107	1.83%	12	\$12.42
Pelle Med Spa	25-34	female	\$107.47	7,104	70	0.99%	8	\$13.43
Pelle Med Spa	35-44	female	\$132.24	6,231	100	1.60%	4	\$33.06
Pelle Med Spa	55-64	female	\$62.65	1,663	57	3.43%	3	\$20.88
Pelle Med Spa	18-24	female	\$15.74	1,585	12	0.76%	1	\$15.74
Pelle Med Spa	35-44	male	\$8.80	445	7	1.57%	1	\$8.80
Pelle Med Spa	18-24	male	\$1.93	241	2	0.83%	0	-
Pelle Med Spa	18-24	unknown	\$0.03	7	0	0.00%	0	-
Pelle Med Spa	25-34	male	\$5.51	496	1	0.20%	0	-
Pelle Med Spa	25-34	unknown	\$0.23	22	0	0.00%	0	-
Pelle Med Spa	35-44	unknown	\$0.61	47	0	0.00%	0	-
Pelle Med Spa	45-54	male	\$7.28	424	10	2.36%	0	-
Pelle Med Spa	45-54	unknown	\$0.44	22	3	13.64%	0	-
Pelle Med Spa	55-64	male	\$5.26	224	1	0.45%	0	-
Pelle Med Spa	55-64	unknown	\$0.46	28	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	mobile_app	\$468.55	22,674	358	1.58%	25	\$18.74
Pelle Med Spa	desktop	\$13.54	867	4	0.46%	3	\$4.51
Pelle Med Spa	mobile_web	\$15.58	852	8	0.94%	1	\$15.58