

# **Facebook Account Performance Report 1 Oct 2020 — 31 Oct 2020**

Pelle Med Spa (act\_1266158117061762)

## Key Performance Indicators



Impr  
51,999  
↑ 113%



Clicks  
594  
↑ 61%



Cost  
\$1,033.00  
↑ 107%



CTR  
1.14%  
↓ 25%



Fb Pixel Lead  
46  
↑ 48%

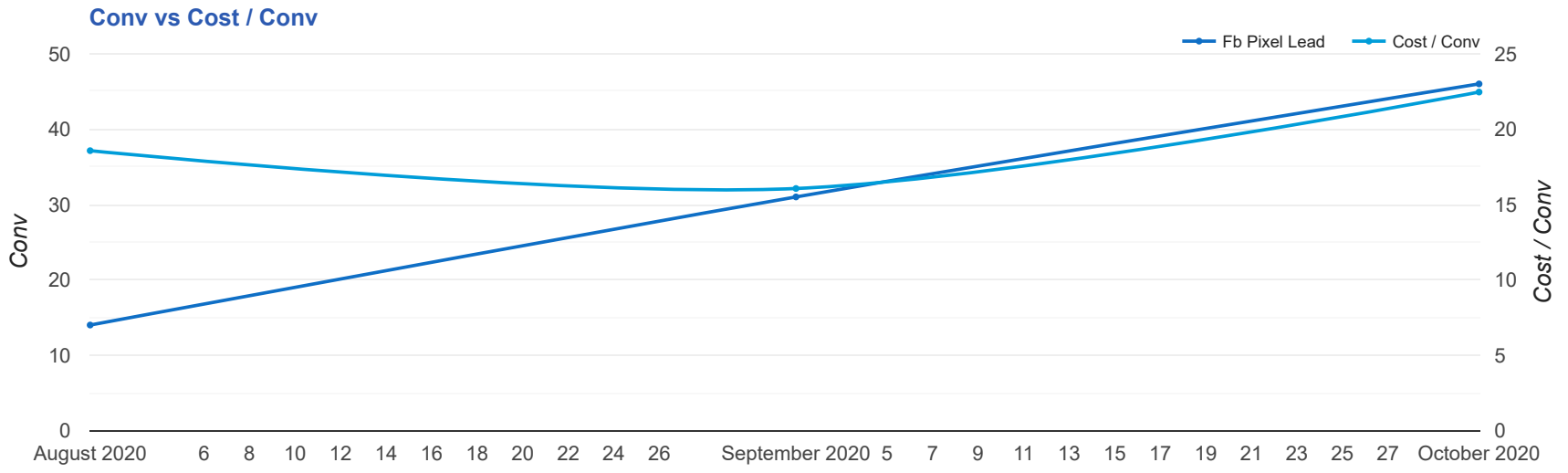


Cost / Conv  
\$22.46  
↑ 40%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	Oct, 2020	\$1,033.00	51,999	594	46	\$22.46

# 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	\$497.93	24,400	370	31	\$16.06
Pelle Med Spa	Oct, 2020	\$1,033.00	51,999	594	46	\$22.46

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,033.00	51,999	594	46	\$22.46

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
25-55	\$1,033.00	51,999	594	46	\$22.46

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - CS - Women - Image 2	\$794.13	40,170	487	1.21%	36	\$22.06
2020-09 - CS - Women - Image 3	\$88.29	3,847	44	1.14%	4	\$22.07
2020-09 - CS - Women - Image 4	\$41.63	1,976	11	0.56%	4	\$10.41
2020-09 - CS - Women - Image 6	\$26.15	1,380	14	1.01%	1	\$26.15
2020-09 - CS - Women - Image 5	\$24.35	1,502	9	0.60%	1	\$24.35
2020-09 - CS - Women - Image 1	\$58.45	3,124	29	0.93%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	35-44	female	\$325.77	16,906	192	1.14%	19	\$17.15
Pelle Med Spa	45-54	female	\$381.53	14,289	226	1.58%	17	\$22.44
Pelle Med Spa	25-34	female	\$286.50	19,614	154	0.79%	10	\$28.65
Pelle Med Spa	55-64	female	\$39.19	1,190	22	1.85%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	mobile_app	\$960.84	47,930	559	1.17%	44	\$21.84
Pelle Med Spa	desktop	\$29.39	1,510	7	0.46%	1	\$29.39
Pelle Med Spa	mobile_web	\$42.77	2,559	28	1.09%	1	\$42.77