

Facebook Account Performance Report 1 Jan 2021 — 31 Jan 2021

Pelle Med Spa (act_1266158117061762)

Key Performance Indicators



Impr
69,022
↑ 32%



Clicks
1,866
↓ 6%



Cost
\$1,033.13
↔ 0%



CTR
2.70%
↓ 29%



Fb Pixel Lead
45
↓ 13%

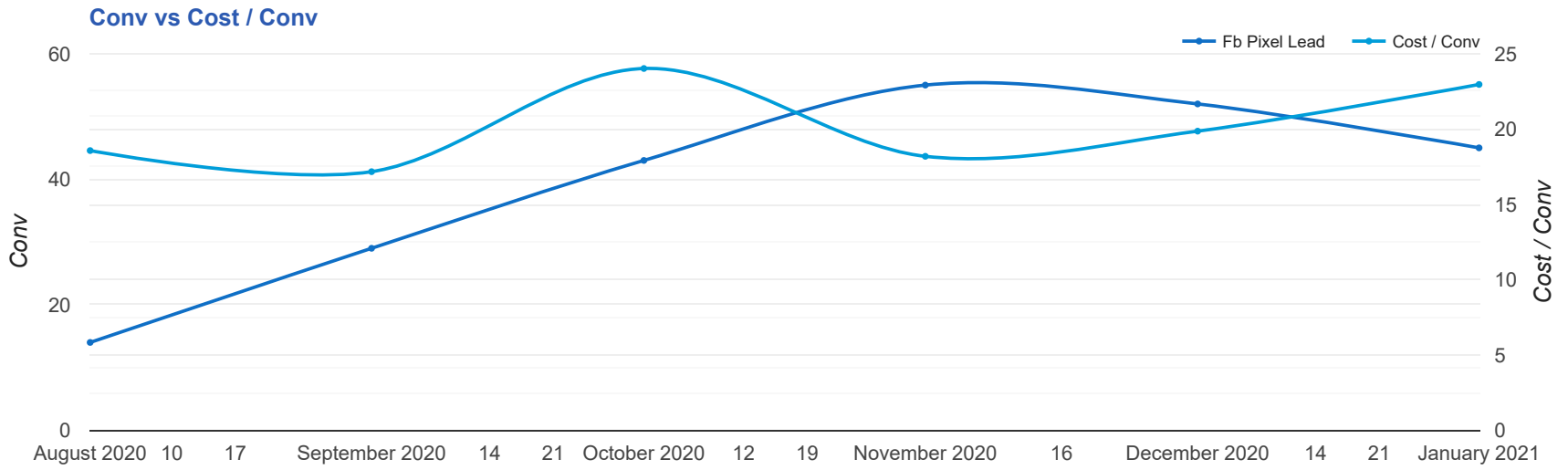


Cost / Conv
\$22.96
↑ 16%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	Jan, 2021	\$1,033.13	69,022	1,866	45	\$22.96

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	29	\$17.17
Pelle Med Spa	Oct, 2020	\$1,033.00	52,003	594	43	\$24.02
Pelle Med Spa	Nov, 2020	\$1,000.67	58,661	2,526	55	\$18.19
Pelle Med Spa	Dec, 2020	\$1,032.83	52,259	1,981	52	\$19.86
Pelle Med Spa	Jan, 2021	\$1,033.13	69,022	1,866	45	\$22.96

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,033.13	69,022	1,866	45	\$22.96

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Women - 25-55 - Not Dynamic	\$1,033.13	69,022	1,866	45	\$22.96

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - FB - CS - Women - Video 1 - All Placements	\$579.98	38,076	1,229	3.23%	28	\$20.71
2020-09 - CS - Women - Image 2	\$108.09	7,364	93	1.26%	5	\$21.62
2020-09 - CS - Women - Image 3	\$68.50	5,103	64	1.25%	5	\$13.70
2020-10 - FB - CS - Women - Video 2 - All Placements	\$199.51	13,080	380	2.91%	5	\$39.90
2020-09 - CS - Women - Image 4	\$18.38	1,641	11	0.67%	2	\$9.19
2021-01 - CS - New Video	\$58.67	3,758	89	2.37%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	25-34	female	\$379.76	31,160	733	2.35%	19	\$19.99
Pelle Med Spa	35-44	female	\$342.32	22,666	608	2.68%	16	\$21.39
Pelle Med Spa	45-54	female	\$286.56	14,109	479	3.39%	6	\$47.76
Pelle Med Spa	55-64	female	\$24.49	1,087	46	4.23%	4	\$6.12

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	mobile_app	\$995.02	66,509	1,844	2.77%	41	\$24.27
Pelle Med Spa	mobile_web	\$15.99	1,301	17	1.31%	3	\$5.33
Pelle Med Spa	desktop	\$22.11	1,212	5	0.41%	1	\$22.11