

Facebook Account Performance Report 1 Feb 2021 — 28 Feb 2021

Pelle Med Spa (act_1266158117061762)

Key Performance Indicators



Impr
59,680
↓ 14%



Clicks
1,542
↓ 17%



Cost
\$932.66
↓ 10%



CTR
2.58%
↓ 4%



Fb Pixel Lead
52
↑ 16%

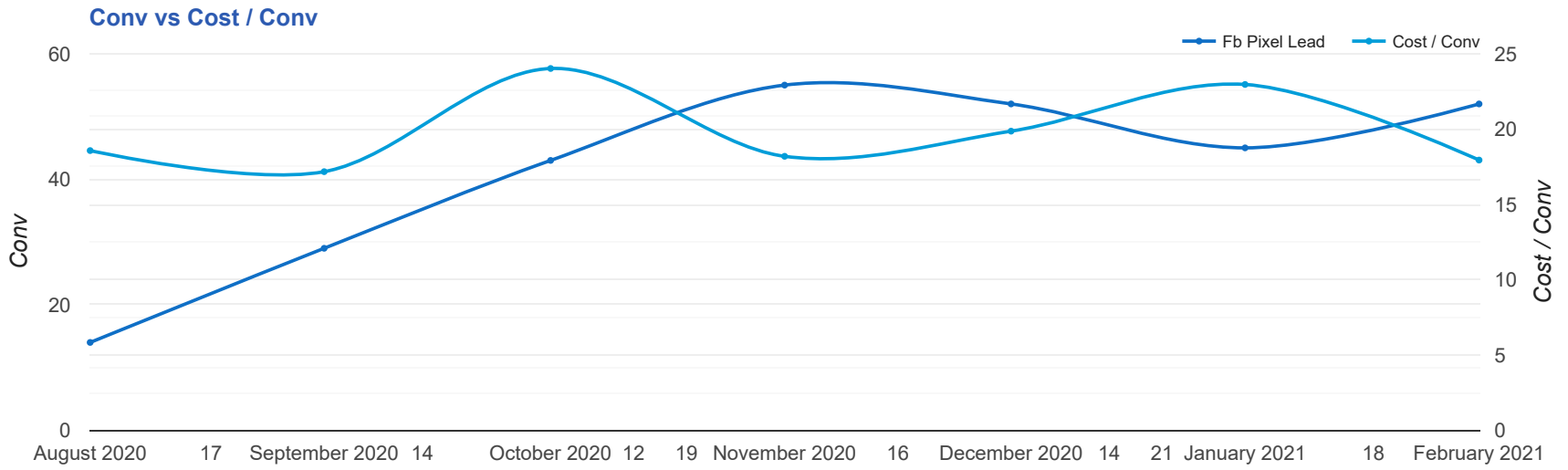


Cost / Conv
\$17.94
↓ 22%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	Feb, 2021	\$932.66	59,680	1,542	52	\$17.94

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	\$1,033.16	69,023	1,866	45	\$22.96
Pelle Med Spa	Feb, 2021	\$932.66	59,680	1,542	52	\$17.94

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$932.66	59,680	1,542	52	\$17.94

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Women - 25-55 - Not Dynamic	\$932.66	59,680	1,542	52	\$17.94

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - FB - CS - Women - Video 1 - All Placements	\$400.72	24,775	803	3.24%	17	\$23.57
2020-10 - FB - CS - Women - Video 2 - All Placements	\$219.16	13,201	428	3.24%	13	\$16.86
2020-09 - CS - Women - Image 2	\$89.65	6,327	78	1.23%	10	\$8.96
2020-09 - CS - Women - Image 3	\$90.66	6,808	83	1.22%	6	\$15.11
2021-01 - CS - New Video	\$111.75	6,727	138	2.05%	5	\$22.35
2020-09 - CS - Women - Image 4	\$20.72	1,842	12	0.65%	1	\$20.72

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	25-34	female	\$335.69	26,300	597	2.27%	24	\$13.99
Pelle Med Spa	35-44	female	\$307.14	19,890	495	2.49%	18	\$17.06
Pelle Med Spa	45-54	female	\$270.37	12,550	418	3.33%	8	\$33.80
Pelle Med Spa	55-64	female	\$19.45	938	32	3.41%	2	\$9.72
Pelle Med Spa	Unknown	unknown	\$0.01	2	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	mobile_app	\$901.00	57,383	1,517	2.64%	51	\$17.67
Pelle Med Spa	desktop	\$17.36	1,018	9	0.88%	1	\$17.36
Pelle Med Spa	mobile_web	\$14.30	1,279	16	1.25%	0	-