

Facebook Account Performance Report 1 Mar 2021 — 31 Mar 2021

Pelle Med Spa (act_1266158117061762)

Key Performance Indicators



Impr
59,826
↔ 0%



Clicks
1,629
↑ 6%



Cost
\$1,033.75
↑ 11%



CTR
2.72%
↑ 5%



Fb Pixel Lead
81
↑ 50%

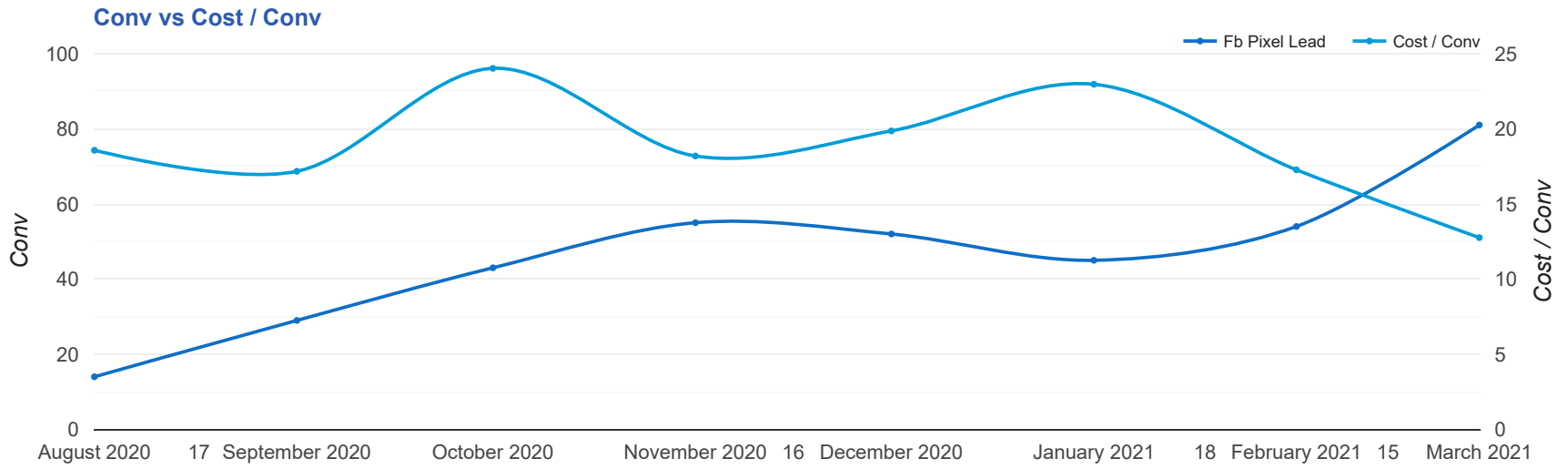


Cost / Conv
\$12.76
↓ 26%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	Mar, 2021	\$1,033.75	59,826	1,629	81	\$12.76

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	\$932.69	59,681	1,542	54	\$17.27
Pelle Med Spa	Mar, 2021	\$1,033.75	59,826	1,629	81	\$12.76

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,033.75	59,826	1,629	81	\$12.76

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Women - 25-55 - Not Dynamic	\$1,033.75	59,826	1,629	81	\$12.76

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - FB - CS - Women - Video 1 - All Placements	\$416.30	21,683	788	3.63%	29	\$14.36
2021-01 - CS - New Video	\$267.84	15,813	396	2.50%	22	\$12.17
2020-09 - CS - Women - Image 3	\$82.00	5,842	62	1.06%	10	\$8.20
2020-10 - FB - CS - Women - Video 2 - All Placements	\$174.67	9,835	335	3.41%	10	\$17.47
2020-09 - CS - Women - Image 2	\$64.57	4,488	35	0.78%	6	\$10.76
2020-09 - CS - Women - Image 4	\$28.37	2,165	13	0.60%	4	\$7.09

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	25-34	female	\$406.75	27,365	634	2.32%	35	\$11.62
Pelle Med Spa	35-44	female	\$343.51	19,599	571	2.91%	27	\$12.72
Pelle Med Spa	45-54	female	\$268.10	12,254	398	3.25%	19	\$14.11
Pelle Med Spa	55-64	female	\$15.39	607	26	4.28%	0	-
Pelle Med Spa	Unknown	unknown	\$0.00	1	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	mobile_app	\$1,004.24	58,060	1,616	2.78%	78	\$12.87
Pelle Med Spa	mobile_web	\$17.47	1,187	10	0.84%	2	\$8.73
Pelle Med Spa	desktop	\$12.04	579	3	0.52%	1	\$12.04