

# **Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021**

Pelle Med Spa (act\_1266158117061762)

## Key Performance Indicators



Impr  
59,489  
↓ 1%



Clicks  
1,706  
↑ 5%



Cost  
\$998.77  
↓ 3%



CTR  
2.87%  
↑ 6%



Fb Pixel Lead  
49  
↓ 2%

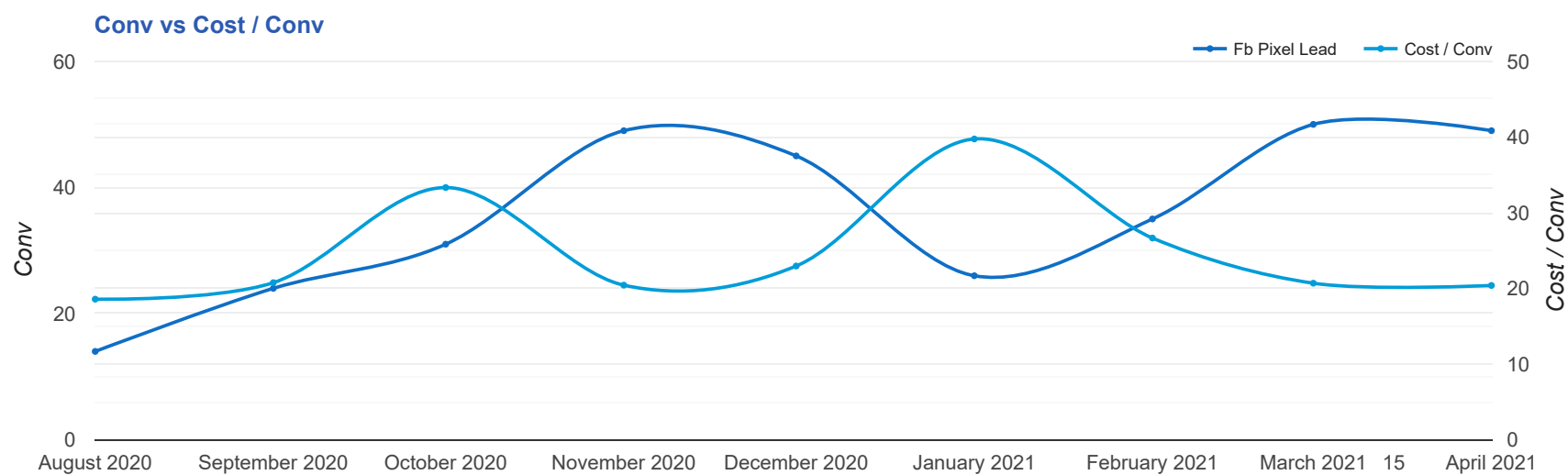


Cost / Conv  
\$20.38  
↓ 1%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	Apr, 2021	\$998.77	59,489	1,706	49	\$20.38

# 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	24	\$20.75
Pelle Med Spa	Oct, 2020	\$1,033.00	52,003	594	31	\$33.32
Pelle Med Spa	Nov, 2020	\$1,000.67	58,661	2,526	49	\$20.42
Pelle Med Spa	Dec, 2020	\$1,032.83	52,259	1,981	45	\$22.95
Pelle Med Spa	Jan, 2021	\$1,033.16	69,023	1,866	26	\$39.74
Pelle Med Spa	Feb, 2021	\$932.69	59,681	1,542	35	\$26.65
Pelle Med Spa	Mar, 2021	\$1,034.01	59,835	1,629	50	\$20.68
Pelle Med Spa	Apr, 2021	\$998.77	59,489	1,706	49	\$20.38

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$998.77	59,489	1,706	49	\$20.38

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Women - 25-55 - Not Dynamic	\$998.77	59,489	1,706	49	\$20.38

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - FB - CS - Women - Video 1 - All Placements	\$368.81	21,263	770	3.62%	20	\$18.44
2021-01 - CS - New Video	\$231.43	13,476	310	2.30%	12	\$19.29
2020-10 - FB - CS - Women - Video 2 - All Placements	\$250.87	14,673	487	3.32%	9	\$27.87
2020-09 - CS - Women - Image 2	\$75.35	4,722	83	1.76%	4	\$18.84
2020-09 - CS - Women - Image 3	\$46.26	3,157	38	1.20%	2	\$23.13
2020-09 - CS - Women - Image 4	\$26.05	2,198	18	0.82%	2	\$13.03

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	25-34	female	\$367.17	26,098	656	2.51%	19	\$19.32
Pelle Med Spa	35-44	female	\$322.67	19,216	559	2.91%	17	\$18.98
Pelle Med Spa	45-54	female	\$285.36	13,344	450	3.37%	7	\$40.77
Pelle Med Spa	Unknown	unknown	\$0.00	0	0	-%	5	\$0.00
Pelle Med Spa	55-64	female	\$23.57	831	41	4.93%	1	\$23.57

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Pelle Med Spa	mobile_app	\$966.43	57,570	1,668	2.90%	43	\$22.48
Pelle Med Spa	unknown	\$0.00	0	0	-%	5	\$0.00
Pelle Med Spa	mobile_web	\$17.03	1,140	30	2.63%	1	\$17.03
Pelle Med Spa	desktop	\$15.31	779	8	1.03%	0	-