

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

Rejuvenation Medical Aesthetics (act\_137799568158566)

## Key Performance Indicators



Impr  
5,239  
↓ 35%



Clicks  
173  
↓ 29%



Cost  
\$746.41  
↑ 12%



CTR  
3.30%  
↑ 9%



Fb Pixel Lead  
14  
↑ 56%

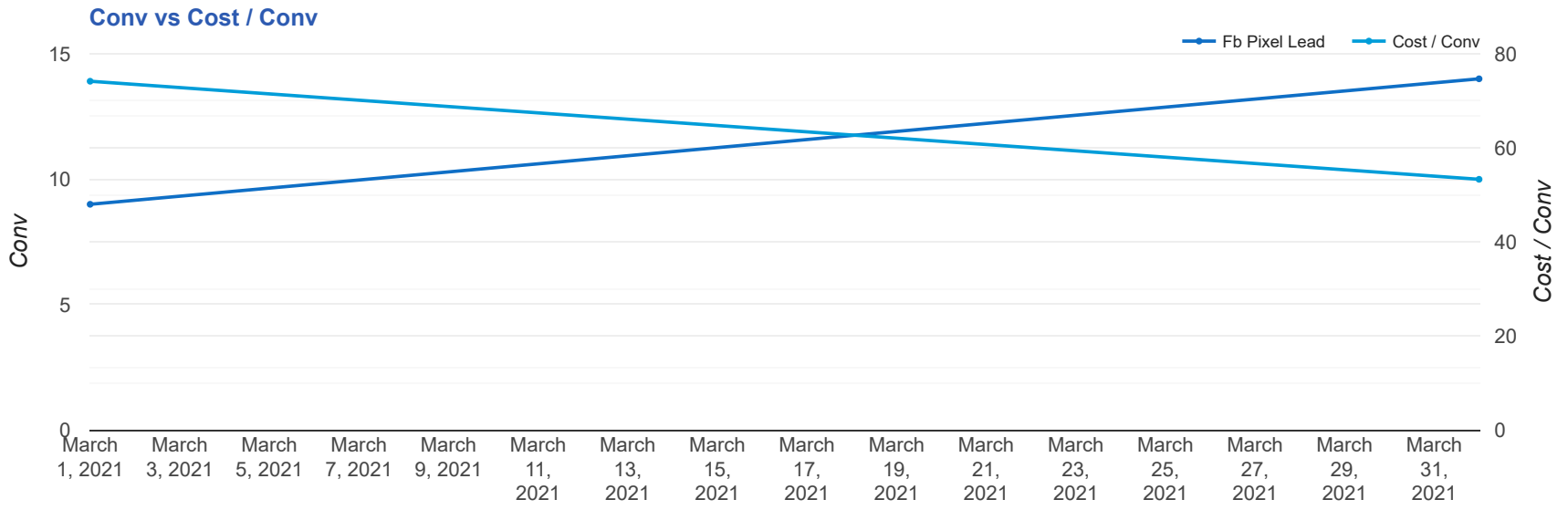


Cost / Conv  
\$53.31  
↓ 28%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Rejuvenation Medical Aesthetics	Apr, 2021	\$746.41	5,239	173	14	\$53.31

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Rejuvenation Medical Aesthetics	Mar, 2021	\$667.33	8,115	245	9	\$74.15
Rejuvenation Medical Aesthetics	Apr, 2021	\$746.41	5,239	173	14	\$53.31

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$746.41	5,239	173	14	\$53.31

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - Age 25-65 ++ - Top 25% Income - 5 mile radius	\$746.41	5,239	173	14	\$53.31

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021 - 03 - CS - Video	\$746.41	5,239	173	3.30%	14	\$53.31

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Rejuvenation Medical Aesthetics	35-44	female	\$214.08	1,804	54	2.99%	7	\$30.58
Rejuvenation Medical Aesthetics	25-34	female	\$156.38	1,335	23	1.72%	3	\$52.13
Rejuvenation Medical Aesthetics	55-64	female	\$131.16	620	39	6.29%	2	\$65.58
Rejuvenation Medical Aesthetics	Unknown	unknown	\$0.00	0	0	-%	2	\$0.00
Rejuvenation Medical Aesthetics	45-54	female	\$173.22	1,096	41	3.74%	0	-
Rejuvenation Medical Aesthetics	65+	female	\$71.57	384	16	4.17%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Rejuvenation Medical Aesthetics	mobile_app	\$719.31	5,123	170	3.32%	12	\$59.94
Rejuvenation Medical Aesthetics	unknown	\$0.00	0	0	-%	2	\$0.00
Rejuvenation Medical Aesthetics	desktop	\$22.72	89	2	2.25%	0	-
Rejuvenation Medical Aesthetics	mobile_web	\$4.37	27	1	3.70%	0	-