

**Facebook Account Performance  
Report  
1 Feb 2020 — 29 Feb 2020**

Sight of Beauty

## Key Performance Indicators



Impr  
43,403  
↑ 17%



Clicks  
529  
↓ 11%



Cost  
\$1,083.72  
↑ 13%



CTR  
1.22%  
↓ 24%



Fb Pixel Lead  
9  
↓ 10%

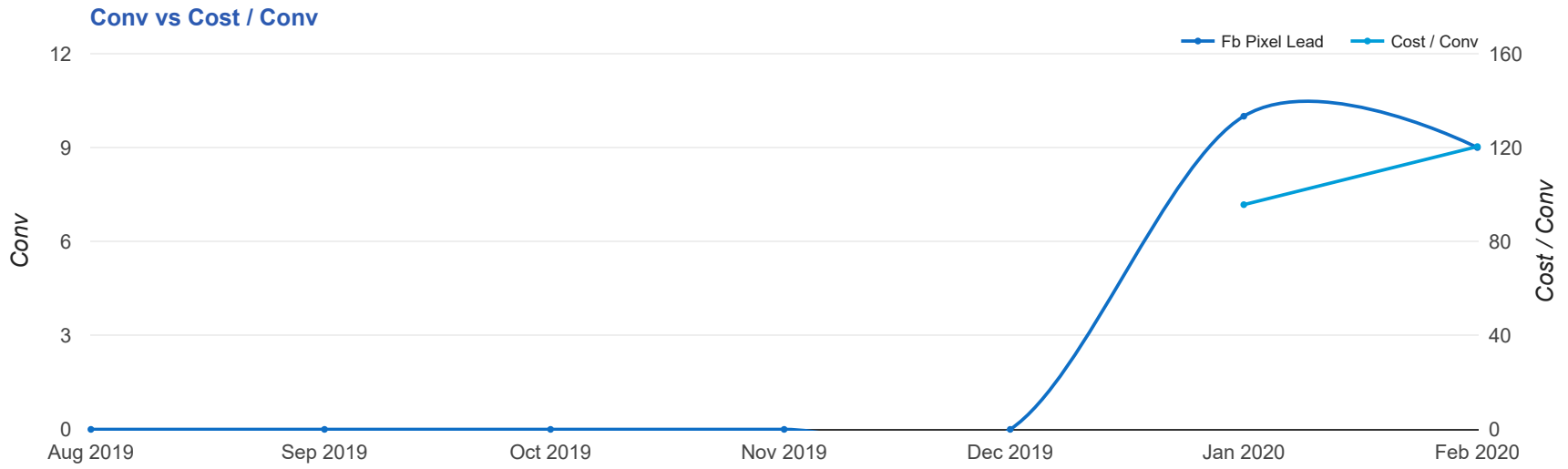


Cost / Conv  
\$120.41  
↑ 26%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Susan Bellini	Feb, 2020	\$1,083.72	43,403	529	9	\$120.41

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Susan Bellini	Aug, 2019	\$14.99	1,115	14	0	-
Susan Bellini	Sep, 2019	\$6.00	289	0	0	-
Susan Bellini	Oct, 2019	\$69.00	7,615	111	0	-
Susan Bellini	Nov, 2019	\$136.64	4,936	136	0	-
Susan Bellini	Dec, 2019	\$626.64	19,584	367	0	-
Susan Bellini	Jan, 2020	\$956.83	37,175	596	10	\$95.68
Susan Bellini	Feb, 2020	\$1,083.72	43,403	529	9	\$120.41

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox	\$478.25	18,013	188	8	\$59.78
Coolsculpting - Conversions	\$389.49	14,069	167	1	\$389.49
Instagram Post: VALENTINES DAY CHOCOLATE FACIAL...	\$14.30	1,203	64	0	-
Instagram Post: You would be surprised by how...	\$27.56	1,106	21	0	-
Instagram Post: IPL Scar Treatment results after...	\$24.00	955	14	0	-
Instagram Post: One stop shopping this Valentines...	\$30.00	2,119	15	0	-
Instagram Post: Hi. The sight of Beauty MedSpa &...	\$56.00	3,366	15	0	-
Instagram Post: VALENTINES DAY CHOCOLATE FACIAL...	\$20.99	1,069	8	0	-
Instagram Post	\$14.18	427	19	0	-
Instagram Post: Charging you Tesla in Country...	\$28.95	1,076	18	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox - Women	\$478.25	18,013	188	8	\$59.78
Coolsculpting - Women	\$389.49	14,069	167	1	\$389.49
Instagram Post: VALENTINES DAY CHOCOLATE FACIAL...	\$11.44	934	63	0	-
Instagram Post: VALENTINES DAY CHOCOLATE FACIAL...	\$2.86	269	1	0	-
Instagram Post: You would be surprised by how...	\$22.05	647	20	0	-
Instagram Post: You would be surprised by how...	\$5.51	459	1	0	-
Instagram Post: IPL Scar Treatment results after...	\$24.00	955	14	0	-
Instagram Post: One stop shopping this Valentines...	\$24.00	1,895	11	0	-
Instagram Post: One stop shopping this Valentines...	\$6.00	224	4	0	-
Instagram Post: Hi. The sight of Beauty MedSpa &...	\$56.00	3,366	15	0	-
Instagram Post: VALENTINES DAY CHOCOLATE FACIAL...	\$2.99	91	1	0	-
Instagram Post: VALENTINES DAY CHOCOLATE FACIAL...	\$18.00	978	7	0	-
Instagram Post	\$12.00	389	18	0	-
Instagram Post	\$2.18	38	1	0	-
Instagram Post: Charging you Tesla in Country...	\$24.00	958	14	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Botox - Women - Image 2	\$318.48	12,128	120	0.99%	4	\$79.62
Botox - Women - Image 4	\$111.34	3,914	48	1.23%	2	\$55.67
Botox - Women - Image 3	\$14.02	748	8	1.07%	1	\$14.02
Botox - Women - Image 1	\$34.41	1,223	12	0.98%	1	\$34.41
2020-01 - CS - Women - Valentine Img 1	\$212.89	7,212	80	1.11%	1	\$212.89
2020-01 - CS - Women - Valentine Img 2	\$107.61	3,600	36	1.00%	0	-
2020-01 - CS - Women - Valentine Img 3	\$28.14	1,218	13	1.07%	0	-
2020-01 - CS - Women - Valentine Img 4	\$40.85	2,039	38	1.86%	0	-
Instagram Post: VALENTINES DAY CHOCOLATE FACIAL...	\$2.86	269	1	0.37%	0	-
Instagram Post: VALENTINES DAY CHOCOLATE FACIAL...	\$11.44	934	63	6.75%	0	-
Instagram Post: You would be surprised by how...	\$5.51	459	1	0.22%	0	-
Instagram Post: You would be surprised by how...	\$22.05	647	20	3.09%	0	-
Instagram Post: IPL Scar Treatment results after...	\$24.00	955	14	1.47%	0	-
Instagram Post: One stop shopping this Valentines...	\$6.00	224	4	1.79%	0	-
Instagram Post: One stop shopping this Valentines...	\$24.00	1,895	11	0.58%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Susan Bellini	55-64	female	\$285.58	8,980	125	1.39%	3	\$95.19
Susan Bellini	65+	female	\$133.28	3,614	83	2.30%	3	\$44.43
Susan Bellini	35-44	female	\$186.62	9,038	83	0.92%	2	\$93.31
Susan Bellini	25-34	female	\$95.57	5,727	50	0.87%	1	\$95.57
Susan Bellini	18-24	female	\$28.22	1,934	28	1.45%	0	-
Susan Bellini	18-24	male	\$0.72	59	3	5.08%	0	-
Susan Bellini	18-24	unknown	\$0.04	2	0	0.00%	0	-
Susan Bellini	25-34	male	\$9.08	634	13	2.05%	0	-
Susan Bellini	25-34	unknown	\$0.97	40	0	0.00%	0	-
Susan Bellini	35-44	male	\$10.17	573	10	1.75%	0	-
Susan Bellini	35-44	unknown	\$0.39	34	0	0.00%	0	-
Susan Bellini	45-54	female	\$312.51	11,858	124	1.05%	0	-
Susan Bellini	45-54	male	\$10.31	478	6	1.26%	0	-
Susan Bellini	45-54	unknown	\$0.21	13	0	0.00%	0	-
Susan Bellini	55-64	male	\$5.92	255	2	0.78%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Susan Bellini	mobile_app	\$1,042.14	41,671	518	1.24%	8	\$130.27
Susan Bellini	mobile_web	\$22.84	842	7	0.83%	1	\$22.84
Susan Bellini	desktop	\$18.74	890	4	0.45%	0	-