

Facebook Account Performance Report 1 Jan 2020 — 31 Jan 2020

Spa Trouve (act_257151823)

Key Performance Indicators



Impr
311,291
↑ 96%



Clicks
6,953
↑ 40%



Cost
\$2,806.18
↑ 134%



CTR
2.23%
↓ 29%



Fb Pixel Lead
40
↑ ∞

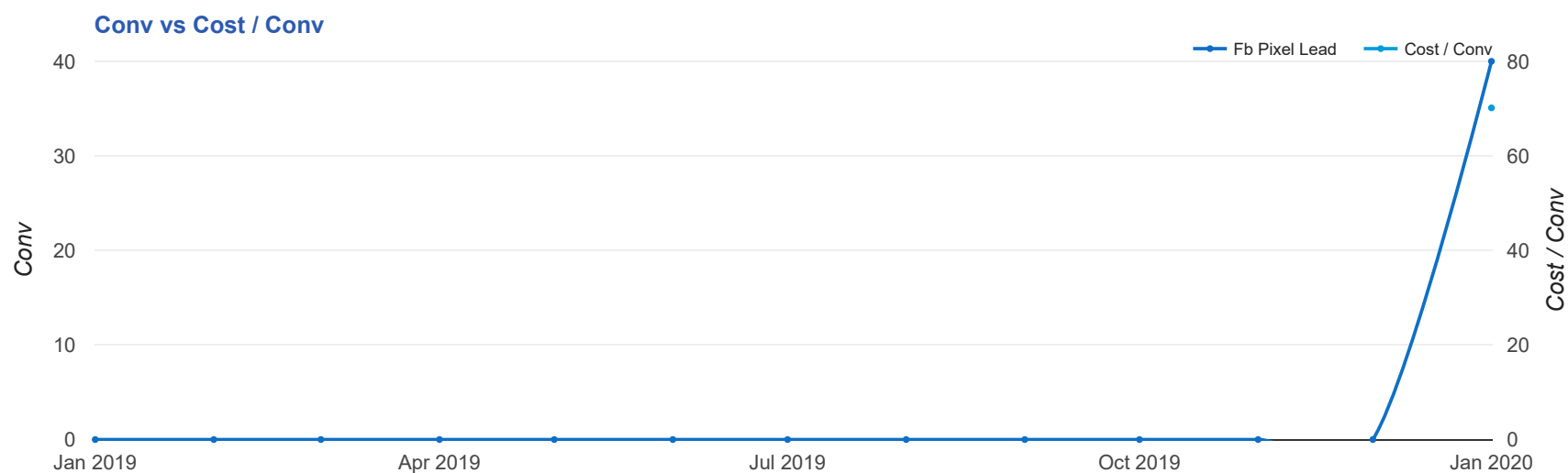


Cost / Conv
\$70.15
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Spa Trouve	Jan, 2020	\$2,806.18	311,291	6,953	40	\$70.15

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Spa Trouve	Jan, 2019	\$1,200.00	144,950	7,542	0	-
Spa Trouve	Feb, 2019	\$1,183.16	134,580	7,474	0	-
Spa Trouve	Mar, 2019	\$1,206.25	143,394	7,942	0	-
Spa Trouve	Apr, 2019	\$1,200.00	129,586	5,276	0	-
Spa Trouve	May, 2019	\$1,261.05	149,096	6,109	0	-
Spa Trouve	Jun, 2019	\$1,592.11	196,851	16,992	0	-
Spa Trouve	Jul, 2019	\$1,714.62	255,941	14,676	0	-
Spa Trouve	Aug, 2019	\$1,731.61	243,244	10,420	0	-
Spa Trouve	Sep, 2019	\$1,615.27	216,166	9,891	0	-
Spa Trouve	Oct, 2019	\$1,736.25	243,906	10,799	0	-
Spa Trouve	Nov, 2019	\$1,216.08	162,237	6,684	0	-
Spa Trouve	Dec, 2019	\$1,200.00	159,058	4,962	0	-
Spa Trouve	Jan, 2020	\$2,806.18	311,291	6,953	40	\$70.15

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Salt Lake - Conversions	\$397.90	27,622	322	13	\$30.61
Coolsculpting - Highland - Conversions	\$397.02	28,872	218	9	\$44.11
Coolsculpting - Orem - Conversions	\$397.05	31,835	243	8	\$49.63
Coolsculpting - Draper - Conversions	\$414.42	28,036	260	7	\$59.20
January 2019	\$1,199.79	194,926	5,910	3	\$399.93

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - FB and IG - Salt Lake - Women	\$239.29	16,961	252	10	\$23.93
Coolsculpting - FB and IG - Orem - Women	\$237.97	19,234	171	7	\$34.00
Coolsculpting - FB and IG - Highland - Women	\$154.66	11,087	137	7	\$22.09
Coolsculpting - FB and IG - Draper - Women	\$241.02	16,594	180	6	\$40.17
Coolsculpting - FB - Salt Lake Women	\$80.28	4,632	43	2	\$40.14
CS - Highland - IG - Women	\$96.75	8,310	13	1	\$96.75
CS - Highland - FB - Women	\$145.61	9,475	68	1	\$145.61
Coolsculpting - IG - Salt Lake - Women	\$78.33	6,029	27	1	\$78.33
Coolsculpting - IG - Orem - Women	\$78.39	6,738	33	1	\$78.39
Coolsculpting - FB - Draper - Women	\$86.88	4,793	51	1	\$86.88
Highland Women 18+ - Copy 2	\$200.31	37,986	895	1	\$200.31
Mailchimp Lookalike 9-2-18	\$200.58	29,576	1,205	1	\$200.58
Draper Women 18+	\$199.97	33,856	932	1	\$199.97
Coolsculpting - FB - Orem - Women	\$80.69	5,863	39	0	-
Coolsculpting - IG - Draper - Women	\$86.52	6,649	29	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - FB - CS - Women - Image 7	\$37.06	1,994	16	0.80%	2	\$18.53
2019-12 - FB - CS - Women - Image 7 - Copy	\$44.86	2,611	24	0.92%	1	\$44.86
2019-12 - IG - CS - Women - Image 7	\$39.77	3,566	22	0.62%	1	\$39.77
2019-12 - IG - CS - Women - Image 7	\$40.10	3,393	12	0.35%	1	\$40.10
2019-12 - IG - CS - Women - Image 8	\$38.45	2,873	4	0.14%	1	\$38.45
2019-12 - FB - CS - Women - Image 7	\$88.97	5,783	47	0.81%	1	\$88.97
Video Template 4	\$172.98	25,748	1,040	4.04%	1	\$172.98
March Only 3 - Copy 2	\$26.54	3,082	97	3.15%	1	\$26.54
2019-12 - IG - CS - Women - Image 7	\$42.10	3,387	16	0.47%	0	-
2019-12 - IG - CS - Women - Image 8	\$44.42	3,262	13	0.40%	0	-
2019-12 - FB - CS - Women - Image 8 - Copy	\$42.02	2,182	27	1.24%	0	-
2019-12 - IG - CS - Women - Image 8	\$38.62	3,172	11	0.35%	0	-
2019-12 - FB - CS - Women - Image 8	\$44.67	3,128	26	0.83%	0	-
2019-12 - FB - CS - Women - Image 7	\$36.02	2,735	13	0.48%	0	-
2019-12 - IG - CS - Women - Image 8	\$38.23	2,636	15	0.57%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	25-34	female	\$833.56	94,162	1,373	1.46%	15	\$55.57
Spa Trouve	45-54	female	\$470.29	34,420	801	2.33%	12	\$39.19
Spa Trouve	35-44	female	\$640.23	59,777	989	1.65%	8	\$80.03
Spa Trouve	55-64	female	\$187.14	13,382	412	3.08%	4	\$46.78
Spa Trouve	18-24	female	\$175.06	37,343	861	2.31%	1	\$175.06
Spa Trouve	18-24	male	\$46.83	7,002	275	3.93%	0	-
Spa Trouve	18-24	unknown	\$0.20	31	1	3.23%	0	-
Spa Trouve	25-34	male	\$114.32	18,341	636	3.47%	0	-
Spa Trouve	25-34	unknown	\$0.39	68	2	2.94%	0	-
Spa Trouve	35-44	male	\$145.39	23,679	694	2.93%	0	-
Spa Trouve	35-44	unknown	\$1.05	87	6	6.90%	0	-
Spa Trouve	45-54	male	\$111.28	14,670	507	3.46%	0	-
Spa Trouve	45-54	unknown	\$0.90	51	4	7.84%	0	-
Spa Trouve	55-64	male	\$60.56	6,669	293	4.39%	0	-
Spa Trouve	55-64	unknown	\$0.18	20	1	5.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	mobile_app	\$2,693.10	303,236	6,886	2.27%	39	\$69.05
Spa Trouve	mobile_web	\$54.16	3,943	28	0.71%	1	\$54.16
Spa Trouve	desktop	\$58.92	4,112	39	0.95%	0	-