

# **Facebook Account Performance Report 1 Apr 2020 — 30 Apr 2020**

Spa Trouve (act\_257151823)

## Key Performance Indicators



Impr  
85,933  
↓ 76%



Clicks  
1,007  
↓ 94%



Cost  
\$996.21  
↓ 71%



CTR  
1.17%  
↓ 73%



Fb Pixel Lead  
26  
↓ 49%

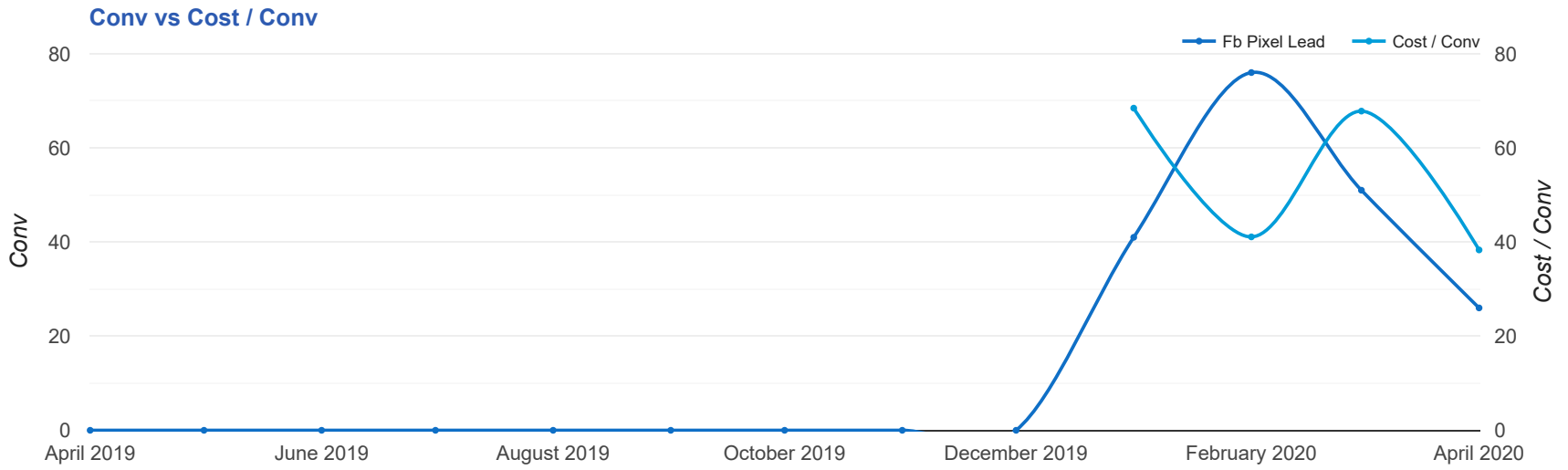


Cost / Conv  
\$38.32  
↓ 43%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Spa Trouve	Apr, 2020	\$996.21	85,933	1,007	26	\$38.32

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$2,806.20	311,293	6,955	41	\$68.44
Spa Trouve	Feb, 2020	\$3,123.12	304,054	8,881	76	\$41.09
Spa Trouve	Mar, 2020	\$3,458.18	359,068	15,837	51	\$67.81
Spa Trouve	Apr, 2020	\$996.21	85,933	1,007	26	\$38.32

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Salt Lake - Conversions	\$249.63	26,433	259	13	\$19.20
Coolsculpting - Draper - Conversions	\$249.02	18,229	240	7	\$35.57
Coolsculpting - Highland - Conversions	\$248.57	17,516	250	4	\$62.14
Coolsculpting - Orem - Conversions	\$248.99	23,755	258	2	\$124.50

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - FB and IG - Salt Lake - Women	\$249.63	26,433	259	13	\$19.20
Coolsculpting - FB and IG - Draper - Women	\$249.02	18,229	240	7	\$35.57
Coolsculpting - FB and IG - Highland - Women	\$248.57	17,516	250	4	\$62.14
Coolsculpting - FB and IG - Orem - Women	\$248.99	23,755	258	2	\$124.50

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - FB - CS - Salt Lake Women - Video 1 - Temp	\$249.63	26,433	259	0.98%	13	\$19.20
2020-01 - FB - CS - Draper Women - Video 2 - Temp	\$249.02	18,229	240	1.32%	7	\$35.57
2020-01 - FB - CS - Salt Lake Women - Video 2 - Temp	\$248.57	17,516	250	1.43%	4	\$62.14
2020-01 - FB - CS - Orem Women - Video 1 - Temp	\$248.99	23,755	258	1.09%	2	\$124.50

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	35-44	female	\$323.94	27,057	329	1.22%	10	\$32.39
Spa Trouve	25-34	female	\$359.80	41,940	385	0.92%	8	\$44.98
Spa Trouve	45-54	female	\$221.80	13,326	211	1.58%	6	\$36.97
Spa Trouve	55-64	female	\$90.67	3,610	82	2.27%	2	\$45.34

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	mobile_app	\$951.21	82,703	939	1.14%	25	\$38.05
Spa Trouve	mobile_web	\$30.18	2,408	61	2.53%	1	\$30.18
Spa Trouve	desktop	\$14.82	822	7	0.85%	0	-