

Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020

Spa Trouve (act_257151823)

Key Performance Indicators



Impr
368,881
↑ 12%



Clicks
14,231
↓ 8%



Cost
\$3,083.06
↑ 24%



CTR
3.86%
↓ 17%



Fb Pixel Lead
76
↑ 33%

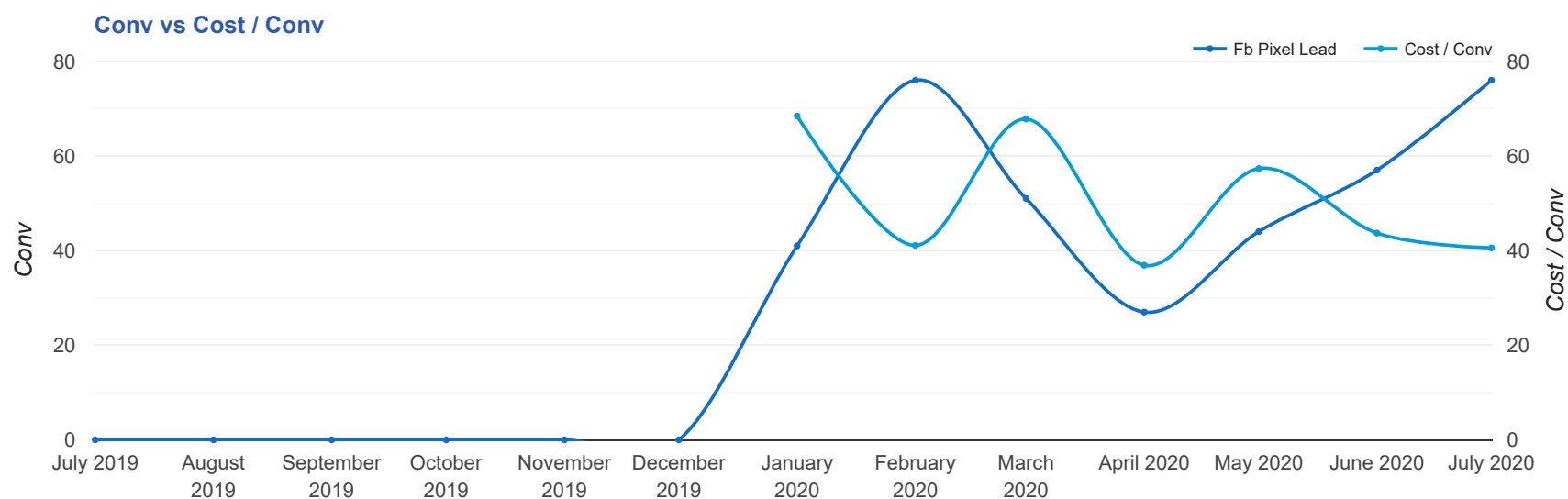


Cost / Conv
\$40.57
↓ 7%

Monthly Account Summary

| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|------------|-----------|------------|---------|--------|---------------|-------------|
| Spa Trouve | Jul, 2020 | \$3,083.06 | 368,881 | 14,231 | 76 | \$40.57 |

Monthly Performance Trends



| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|------------|-----------|------------|---------|--------|---------------|-------------|
| 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 | 85,935 | 1,007 | 27 | \$36.90 |
| Spa Trouve | May, 2020 | \$2,522.92 | 299,539 | 15,736 | 44 | \$57.34 |
| Spa Trouve | Jun, 2020 | \$2,490.21 | 330,813 | 15,390 | 57 | \$43.69 |
| Spa Trouve | Jul, 2020 | \$3,083.06 | 368,881 | 14,231 | 76 | \$40.57 |

Top Performing Campaigns

| CAMPAIGNS | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|--|------------|---------|--------|---------------|-------------|
| Coolsculpting - Salt Lake - Conversions | \$399.71 | 34,724 | 590 | 25 | \$15.99 |
| Coolsculpting - Orem - Conversions | \$399.06 | 32,775 | 536 | 19 | \$21.00 |
| Coolsculpting - Highland - Conversions | \$399.02 | 26,784 | 477 | 12 | \$33.25 |
| Coolsculpting - Draper - Conversions | \$399.87 | 28,171 | 599 | 12 | \$33.32 |
| July 2020 | \$1,400.00 | 237,303 | 11,874 | 8 | \$175.00 |
| Post: "It's the last week in July and our SUMMER..." | \$85.40 | 9,124 | 155 | 0 | - |

Top Performing Ad Sets

| ADSET | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|--|----------|--------|--------|---------------|-------------|
| Coolsculpting - FB and IG - Salt Lake - Women | \$399.71 | 34,724 | 590 | 25 | \$15.99 |
| Coolsculpting - FB and IG - Orem - Women | \$399.06 | 32,775 | 536 | 19 | \$21.00 |
| Coolsculpting - FB and IG - Draper - Women | \$399.87 | 28,171 | 599 | 12 | \$33.32 |
| Coolsculpting - FB and IG - Highland - Women | \$399.02 | 26,784 | 477 | 12 | \$33.25 |
| Highland Women 18+ - Copy 2 | \$234.75 | 41,421 | 1,412 | 3 | \$78.25 |
| Draper Women 18+ | \$235.42 | 47,817 | 1,464 | 1 | \$235.42 |
| Retargeting + Lookalike | \$231.07 | 37,948 | 3,018 | 1 | \$231.07 |
| Orem Women 18+ - Copy 2 | \$236.41 | 41,352 | 1,138 | 1 | \$236.41 |
| Mailchimp Lookalike 9-2-18 | \$230.18 | 35,409 | 2,912 | 1 | \$230.18 |
| Draper Men 33+ | \$232.17 | 33,356 | 1,930 | 1 | \$232.17 |
| Post: "It's the last week in July and our SUMMER..." | \$85.40 | 9,124 | 155 | 0 | - |

Top Performing Ads

| AD | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|--|----------|--------|--------|--------|---------------|-------------|
| 2020-01 - FB - CS - Salt Lake Women - Video 1 - Temp | \$288.45 | 25,753 | 344 | 1.34% | 16 | \$18.03 |
| 2020-01 - FB - CS - Orem Women - Video 1 - Temp | \$216.58 | 18,362 | 254 | 1.38% | 13 | \$16.66 |
| 2020-01 - FB - CS - Salt Lake Women - Video 2 - Temp | \$111.93 | 7,975 | 156 | 1.96% | 1 | \$111.93 |
| CoolT - Poll - B2 | \$80.02 | 13,908 | 425 | 3.06% | 1 | \$80.02 |
| CoolT - Poll - B | \$21.54 | 3,605 | 142 | 3.94% | 1 | \$21.54 |
| Video Template 4 | \$9.01 | 2,921 | 106 | 3.63% | 1 | \$9.01 |
| CoolT - Poll - B2 | \$220.79 | 30,664 | 1,844 | 6.01% | 1 | \$220.79 |
| CoolT - Poll - B2 | \$80.80 | 10,514 | 1,146 | 10.90% | 1 | \$80.80 |
| CoolT - Poll - B2 | \$49.63 | 8,066 | 295 | 3.66% | 1 | \$49.63 |
| 2020-01 - FB - CS - Draper Women - Video 2 - Temp | \$111.38 | 7,198 | 183 | 2.54% | 0 | - |
| Promo 3 - Copy 3 | \$1.81 | 343 | 9 | 2.62% | 0 | - |
| Video Template 4 | \$46.62 | 8,005 | 191 | 2.39% | 0 | - |
| Silk Peel Facial - Copy 2 | \$0.00 | 27 | 1 | 3.70% | 0 | - |
| This or That 2 - Copy | \$1.35 | 169 | 6 | 3.55% | 0 | - |
| Promo Month - 2 | \$0.00 | 12 | 0 | 0.00% | 0 | - |

Age & Gender Performance

| ACCOUNT | AGE | GENDER | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|------------|-------|---------|----------|--------|--------|--------|---------------|-------------|
| Spa Trouve | 35-44 | female | \$645.69 | 66,911 | 1,490 | 2.23% | 28 | \$23.06 |
| Spa Trouve | 25-34 | female | \$731.93 | 96,404 | 2,021 | 2.10% | 18 | \$40.66 |
| Spa Trouve | 45-54 | female | \$543.26 | 40,976 | 1,259 | 3.07% | 17 | \$31.96 |
| Spa Trouve | 55-64 | female | \$244.91 | 15,213 | 534 | 3.51% | 10 | \$24.49 |
| Spa Trouve | 18-24 | female | \$240.92 | 46,075 | 1,303 | 2.83% | 1 | \$240.92 |
| Spa Trouve | 25-34 | male | \$214.34 | 34,035 | 2,656 | 7.80% | 1 | \$214.34 |
| Spa Trouve | 35-44 | male | \$207.73 | 32,232 | 2,115 | 6.56% | 1 | \$207.73 |
| Spa Trouve | 18-24 | male | \$92.97 | 14,304 | 1,234 | 8.63% | 0 | - |
| Spa Trouve | 18-24 | unknown | \$0.43 | 33 | 7 | 21.21% | 0 | - |
| Spa Trouve | 25-34 | unknown | \$0.93 | 76 | 10 | 13.16% | 0 | - |
| Spa Trouve | 35-44 | unknown | \$0.31 | 48 | 4 | 8.33% | 0 | - |
| Spa Trouve | 45-54 | male | \$105.11 | 15,135 | 1,015 | 6.71% | 0 | - |
| Spa Trouve | 45-54 | unknown | \$0.19 | 27 | 2 | 7.41% | 0 | - |
| Spa Trouve | 55-64 | male | \$41.48 | 5,737 | 416 | 7.25% | 0 | - |
| Spa Trouve | 55-64 | unknown | \$0.08 | 17 | 1 | 5.88% | 0 | - |

Performance By Device

| ACCOUNT | DEVICE | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|------------|------------|------------|---------|--------|-------|---------------|-------------|
| Spa Trouve | mobile_app | \$3,011.91 | 363,011 | 14,080 | 3.88% | 72 | \$41.83 |
| Spa Trouve | mobile_web | \$51.70 | 4,210 | 134 | 3.18% | 4 | \$12.93 |
| Spa Trouve | desktop | \$19.45 | 1,660 | 17 | 1.02% | 0 | - |