

Facebook Account Performance Report 1 Aug 2020 — 31 Aug 2020

Spa Trouve (act_257151823)

Key Performance Indicators



Impr
316,038
↓ 14%



Clicks
11,826
↓ 17%



Cost
\$3,561.14
↑ 16%



CTR
3.74%
↓ 3%



Fb Pixel Lead
90
↑ 11%

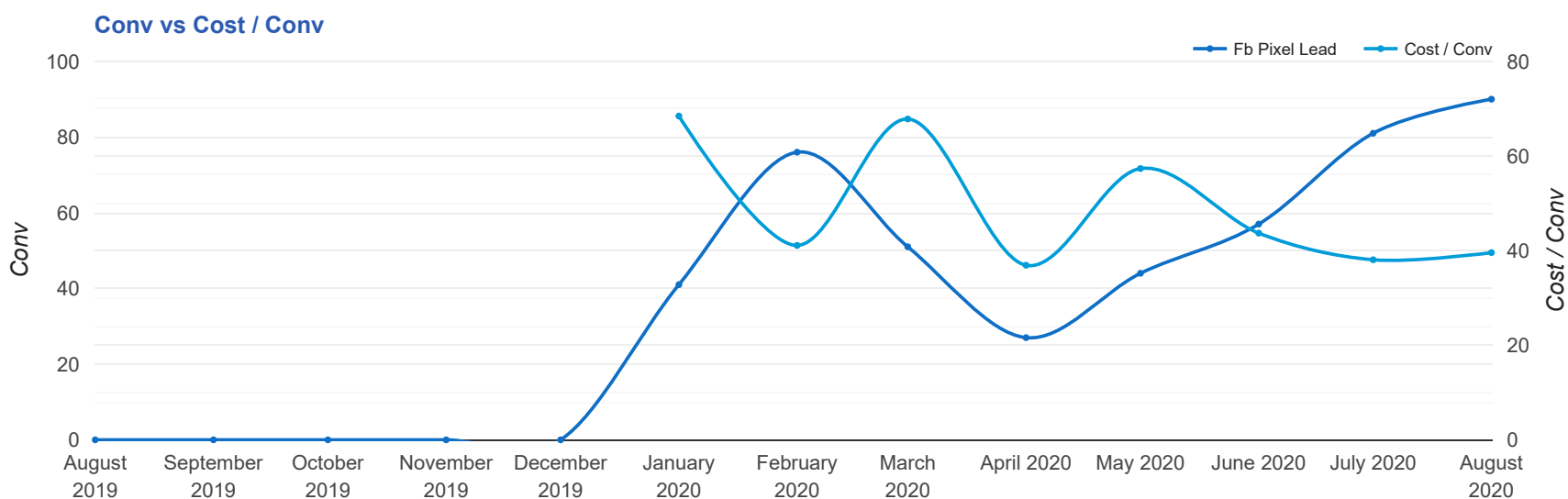


Cost / Conv
\$39.57
↑ 4%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Spa Trouve	Aug, 2020	\$3,561.14	316,038	11,826	90	\$39.57

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$3,083.07	368,884	14,231	81	\$38.06
Spa Trouve	Aug, 2020	\$3,561.14	316,038	11,826	90	\$39.57

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
August 2020	\$1,400.00	184,455	9,828	30	\$46.67
Coolsculpting - Salt Lake - Conversions	\$511.06	33,381	548	20	\$25.55
Coolsculpting - Draper - Conversions	\$511.72	29,135	468	18	\$28.43
Coolsculpting - Orem - Conversions	\$511.27	31,669	432	16	\$31.95
Coolsculpting - Highland - Conversions	\$512.50	25,927	383	6	\$85.42
Post: "It's the last week in July and our SUMMER..."	\$114.59	11,471	167	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - FB and IG - Salt Lake - Women	\$511.06	33,381	548	20	\$25.55
Coolsculpting - FB and IG - Draper - Women	\$511.72	29,135	468	18	\$28.43
Coolsculpting - FB and IG - Orem - Women	\$511.27	31,669	432	16	\$31.95
Draper Women 18+	\$235.42	35,163	1,235	10	\$23.54
Highland Women 18+ - Copy 2	\$235.22	30,980	1,203	9	\$26.14
Coolsculpting - FB and IG - Highland - Women	\$512.50	25,927	383	6	\$85.42
Orem Women 18+ - Copy 2	\$235.56	33,157	986	6	\$39.26
Retargeting + Lookalike	\$230.62	30,269	2,471	3	\$76.87
Mailchimp Lookalike 9-2-18	\$231.51	26,916	2,380	2	\$115.75
Post: "It's the last week in July and our SUMMER..."	\$114.59	11,471	167	0	-
Draper Men 33+	\$231.67	27,970	1,553	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - FB - CS - Video 3	\$511.72	29,135	468	1.61%	18	\$28.43
2020-01 - FB - CS - Salt Lake Women - Video 1 - Temp	\$348.64	23,493	315	1.34%	13	\$26.82
2020-01 - FB - CS - Orem Women - Video 1 - Temp	\$301.20	18,582	240	1.29%	11	\$27.38
Video Template 4	\$157.52	25,813	851	3.30%	9	\$17.50
2020-01 - FB - CS - Video 3 - Copy	\$162.42	9,888	233	2.36%	7	\$23.20
2020-01 - FB - CS - Video 3	\$512.50	25,927	383	1.48%	6	\$85.42
2020-01 - FB - CS - Video 3	\$210.07	13,087	192	1.47%	5	\$42.01
Video Template 4	\$81.17	13,056	459	3.52%	5	\$16.23
Video Template 4	\$45.96	5,910	168	2.84%	5	\$9.19
Promo 3 - Copy 3	\$0.39	115	2	1.74%	2	\$0.20
Video Template 4	\$158.61	22,276	1,631	7.32%	2	\$79.31
CoolT - Poll - B	\$62.14	6,181	298	4.82%	1	\$62.14
This - That - Copy	\$10.71	1,441	47	3.26%	1	\$10.71
CoolT - Poll - B2	\$37.85	4,349	185	4.25%	1	\$37.85
This - That - Copy	\$23.79	3,574	100	2.80%	1	\$23.79

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	35-44	female	\$772.15	59,800	1,217	2.04%	23	\$33.57
Spa Trouve	25-34	female	\$832.25	81,789	1,732	2.12%	21	\$39.63
Spa Trouve	45-54	female	\$703.12	38,956	1,012	2.60%	21	\$33.48
Spa Trouve	18-24	female	\$265.98	38,934	1,225	3.15%	11	\$24.18
Spa Trouve	55-64	female	\$316.96	14,231	481	3.38%	9	\$35.22
Spa Trouve	25-34	male	\$217.26	25,821	2,196	8.50%	3	\$72.42
Spa Trouve	45-54	male	\$109.42	12,690	864	6.81%	2	\$54.71
Spa Trouve	18-24	male	\$93.27	11,698	1,004	8.58%	0	-
Spa Trouve	18-24	unknown	\$0.11	13	1	7.69%	0	-
Spa Trouve	25-34	unknown	\$0.33	74	8	10.81%	0	-
Spa Trouve	35-44	male	\$200.12	25,693	1,654	6.44%	0	-
Spa Trouve	35-44	unknown	\$0.25	46	3	6.52%	0	-
Spa Trouve	45-54	unknown	\$0.00	16	0	0.00%	0	-
Spa Trouve	55-64	male	\$36.29	5,003	289	5.78%	0	-
Spa Trouve	55-64	unknown	\$0.00	11	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	mobile_app	\$3,480.54	311,240	11,729	3.77%	89	\$39.11
Spa Trouve	desktop	\$23.00	1,549	14	0.90%	1	\$23.00
Spa Trouve	mobile_web	\$57.60	3,249	83	2.55%	0	-