

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

Spa Trouve (act_257151823)

Key Performance Indicators



Impr
244,281
↓ 23%



Clicks
9,358
↓ 21%



Cost
\$3,380.62
↓ 5%



CTR
3.83%
↑ 2%



Fb Pixel Lead
59
↓ 37%

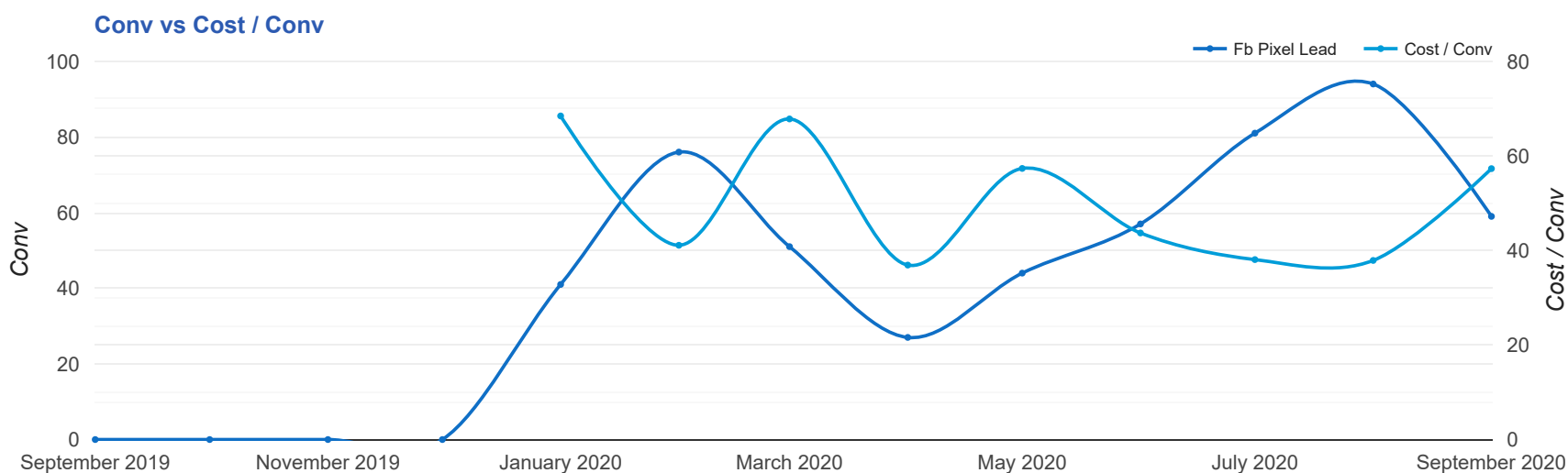


Cost / Conv
\$57.30
↑ 51%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Spa Trouve	Sep, 2020	\$3,380.62	244,281	9,358	59	\$57.30

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$3,561.15	316,039	11,826	94	\$37.88
Spa Trouve	Sep, 2020	\$3,380.62	244,281	9,358	59	\$57.30

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Salt Lake - Conversions	\$495.97	25,257	456	25	\$19.84
Coolsculpting - Orem - Conversions	\$495.85	25,888	349	12	\$41.32
September 2020	\$1,399.98	146,203	7,849	11	\$127.27
Coolsculpting - Draper - Conversions	\$494.54	23,977	358	6	\$82.42
Coolsculpting - Highland - Conversions	\$494.28	22,956	346	5	\$98.86

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - FB and IG - Salt Lake - Women	\$495.97	25,257	456	25	\$19.84
Coolsculpting - FB and IG - Orem - Women	\$495.85	25,888	349	12	\$41.32
Coolsculpting - FB and IG - Draper - Women	\$494.54	23,977	358	6	\$82.42
Coolsculpting - FB and IG - Highland - Women	\$494.28	22,956	346	5	\$98.86
Orem Women 18+ - Copy 2	\$237.94	26,300	835	5	\$47.59
Highland Women 18+ - Copy 2	\$238.71	25,095	935	2	\$119.36
Draper Women 18+	\$234.79	27,498	954	2	\$117.39
Retargeting + Lookalike	\$231.10	24,073	2,107	1	\$231.10
Mailchimp Lookalike 9-2-18	\$228.40	20,645	1,764	1	\$228.40
Draper Men 33+	\$229.04	22,592	1,254	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - FB - CS - Video 3 - Copy	\$263.65	13,233	298	2.25%	20	\$13.18
2020-01 - FB - CS - Video 3	\$246.24	12,871	175	1.36%	10	\$24.62
2020-01 - FB - CS - Video 3	\$494.54	23,977	358	1.49%	6	\$82.42
2020-01 - FB - CS - Salt Lake Women - Video 1 - Temp	\$232.32	12,024	158	1.31%	5	\$46.46
2020-01 - FB - CS - Video 3	\$494.28	22,956	346	1.51%	5	\$98.86
2020-01 - FB - CS - Orem Women - Video 1 - Temp	\$249.61	13,017	174	1.34%	2	\$124.81
CoolT - Poll - B2	\$182.21	15,627	1,428	9.14%	1	\$182.21
This - That - Copy	\$3.87	536	14	2.61%	1	\$3.87
Promo 3 - Copy 3	\$3.88	327	12	3.67%	1	\$3.88
CoolT - Poll - B	\$60.78	4,949	202	4.08%	1	\$60.78
Video Template 4	\$136.52	19,385	632	3.26%	1	\$136.52
LHR - Copy	\$0.14	25	1	4.00%	0	-
Promo Month - Copy	\$0.00	1	0	0.00%	0	-
Video Template 4	\$3.18	462	28	6.06%	0	-
Promo Month - 2	\$0.00	1	0	0.00%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	35-44	female	\$770.30	47,219	1,064	2.25%	21	\$36.68
Spa Trouve	25-34	female	\$825.24	65,413	1,315	2.01%	20	\$41.26
Spa Trouve	55-64	female	\$268.75	10,884	391	3.59%	7	\$38.39
Spa Trouve	45-54	female	\$646.23	29,503	853	2.89%	5	\$129.25
Spa Trouve	18-24	female	\$214.67	26,865	834	3.10%	4	\$53.67
Spa Trouve	18-24	male	\$78.59	7,421	677	9.12%	1	\$78.59
Spa Trouve	65+	male	\$10.19	1,026	101	9.84%	1	\$10.19
Spa Trouve	18-24	unknown	\$0.20	20	2	10.00%	0	-
Spa Trouve	25-34	male	\$202.90	19,516	1,617	8.29%	0	-
Spa Trouve	25-34	unknown	\$0.53	70	4	5.71%	0	-
Spa Trouve	35-44	male	\$193.90	20,720	1,353	6.53%	0	-
Spa Trouve	35-44	unknown	\$0.75	45	8	17.78%	0	-
Spa Trouve	45-54	male	\$112.40	10,989	747	6.80%	0	-
Spa Trouve	45-54	unknown	\$0.62	24	5	20.83%	0	-
Spa Trouve	55-64	male	\$53.25	4,422	365	8.25%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	mobile_app	\$3,296.48	240,323	9,269	3.86%	57	\$57.83
Spa Trouve	mobile_web	\$62.98	2,975	78	2.62%	2	\$31.49
Spa Trouve	desktop	\$21.16	983	11	1.12%	0	-