

Facebook Account Performance Report 1 Oct 2020 — 31 Oct 2020

Spa Trouve (act_257151823)

Key Performance Indicators



Impr
272,907
↑ 12%



Clicks
10,525
↑ 12%



Cost
\$3,444.06
↑ 2%



CTR
3.86%
↑ 1%



Fb Pixel Lead
73
↑ 14%

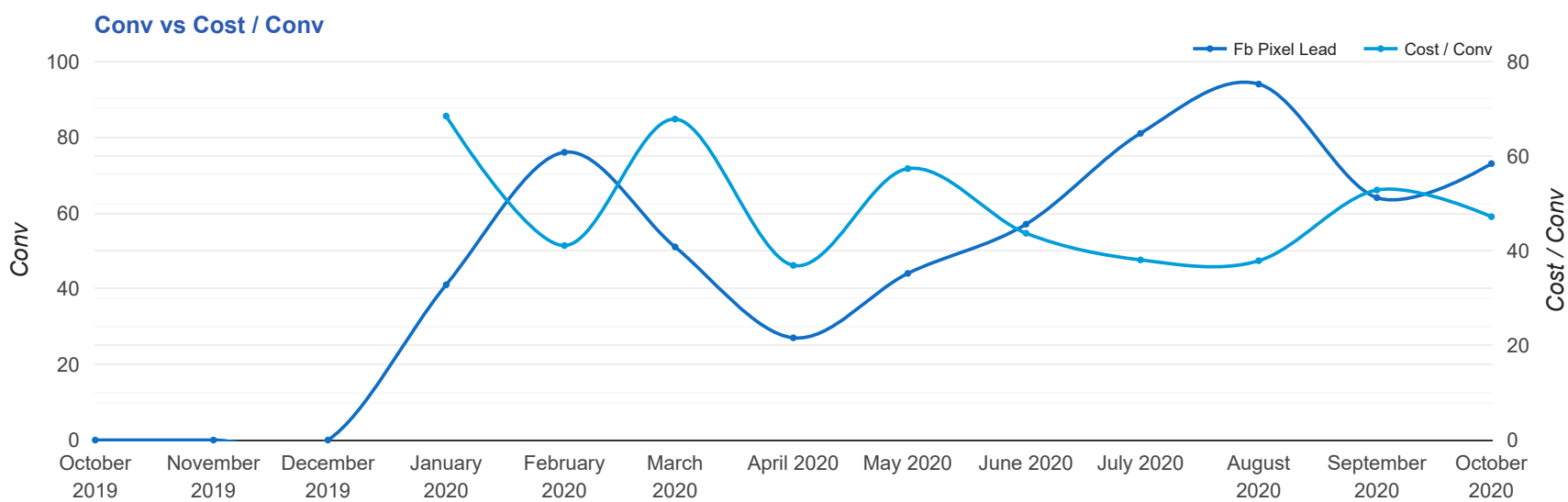


Cost / Conv
\$47.18
↓ 11%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Spa Trouve	Oct, 2020	\$3,444.06	272,907	10,525	73	\$47.18

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$3,380.78	244,287	9,358	64	\$52.82
Spa Trouve	Oct, 2020	\$3,444.06	272,907	10,525	73	\$47.18

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Salt Lake - Conversions	\$510.16	25,578	450	31	\$16.46
Coolsculpting - Orem - Conversions	\$510.88	28,673	372	12	\$42.57
October 2020	\$1,400.00	167,703	8,897	12	\$116.67
Coolsculpting - Draper - Conversions	\$511.37	25,520	367	11	\$46.49
Coolsculpting - Highland - Conversions	\$511.65	25,433	439	7	\$73.09

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - FB and IG - Salt Lake - Women	\$510.16	25,578	450	31	\$16.46
Coolsculpting - FB and IG - Orem - Women	\$510.88	28,673	372	12	\$42.57
Coolsculpting - FB and IG - Draper - Women	\$511.37	25,520	367	11	\$46.49
Coolsculpting - FB and IG - Highland - Women	\$511.65	25,433	439	7	\$73.09
Draper Women 18+	\$231.31	27,201	1,186	4	\$57.83
Retargeting + Lookalike	\$229.21	27,604	2,187	3	\$76.40
Highland Women 18+ - Copy 2	\$242.74	27,030	991	2	\$121.37
Mailchimp Lookalike 9-2-18	\$228.59	27,573	2,123	2	\$114.30
Orem Women 18+ - Copy 2	\$236.81	27,959	977	1	\$236.81
Draper Men 33+	\$231.34	30,336	1,433	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - FB - CS - Salt Lake Women - Video 1 - Temp	\$249.26	12,091	148	1.22%	17	\$14.66
2020-01 - FB - CS - Video 3 - Copy	\$260.90	13,487	302	2.24%	14	\$18.64
2020-01 - FB - CS - Video 3	\$308.89	17,412	250	1.44%	11	\$28.08
2020-01 - FB - CS - Video 3	\$511.37	25,520	367	1.44%	11	\$46.49
2020-01 - FB - CS - Video 3	\$511.65	25,433	439	1.73%	7	\$73.09
2020-01 - FB - CS - Orem Women - Video 1 - Temp	\$201.99	11,261	122	1.08%	1	\$201.99
CoolT - Poll - Copy	\$28.10	3,003	106	3.53%	1	\$28.10
CoolT - Poll - B	\$5.87	520	32	6.15%	1	\$5.87
CoolT - Poll - Copy	\$16.68	1,283	74	5.77%	1	\$16.68
Promo3 - Copy	\$0.74	12	2	16.67%	1	\$0.74
CoolT - Poll - B2	\$43.01	4,986	174	3.49%	1	\$43.01
CoolT - Poll - Copy	\$31.07	2,995	109	3.64%	1	\$31.07
CoolT - Poll - B2	\$92.62	11,678	904	7.74%	1	\$92.62
Cool - Copy	\$0.14	16	3	18.75%	1	\$0.14
March Only 3 - Copy 2	\$0.00	56	1	1.79%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	25-34	female	\$1,019.12	79,846	1,809	2.27%	38	\$26.82
Spa Trouve	35-44	female	\$752.58	45,897	1,028	2.24%	16	\$47.04
Spa Trouve	45-54	female	\$537.38	25,178	684	2.72%	6	\$89.56
Spa Trouve	55-64	female	\$198.53	8,504	282	3.32%	6	\$33.09
Spa Trouve	18-24	female	\$284.97	32,124	1,330	4.14%	5	\$56.99
Spa Trouve	25-34	male	\$193.74	23,916	1,729	7.23%	1	\$193.74
Spa Trouve	35-44	male	\$195.92	26,087	1,465	5.62%	1	\$195.92
Spa Trouve	18-24	male	\$107.26	10,637	987	9.28%	0	-
Spa Trouve	18-24	unknown	\$0.36	16	2	12.50%	0	-
Spa Trouve	25-34	unknown	\$0.53	67	4	5.97%	0	-
Spa Trouve	35-44	unknown	\$0.13	50	1	2.00%	0	-
Spa Trouve	45-54	male	\$102.17	13,669	777	5.68%	0	-
Spa Trouve	45-54	unknown	\$0.35	35	4	11.43%	0	-
Spa Trouve	55-64	male	\$38.03	5,284	289	5.47%	0	-
Spa Trouve	55-64	unknown	\$0.25	33	3	9.09%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	mobile_app	\$3,357.53	268,266	10,452	3.90%	72	\$46.63
Spa Trouve	mobile_web	\$67.25	3,576	70	1.96%	1	\$67.25
Spa Trouve	desktop	\$19.28	1,065	3	0.28%	0	-