

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

Spa Trouve (act\_257151823)

## Key Performance Indicators



Impr  
205,791  
↓ 25%



Clicks  
12,949  
↑ 23%



Cost  
\$2,775.71  
↓ 19%



CTR  
6.29%  
↑ 63%



Fb Pixel Lead  
66  
↓ 15%

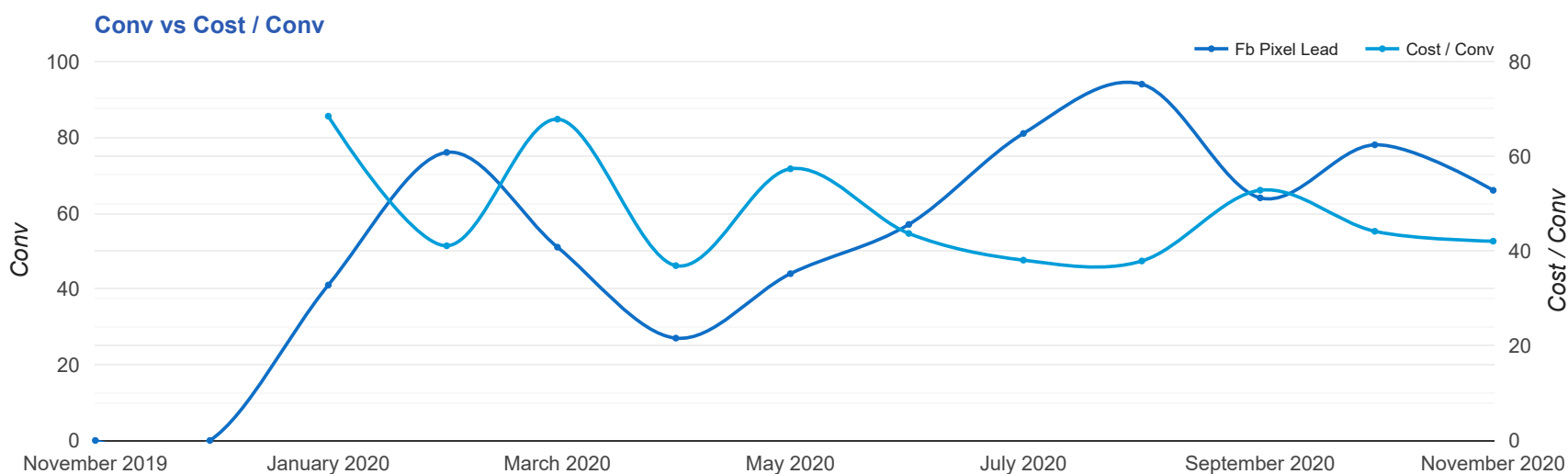


Cost / Conv  
\$42.06  
↓ 5%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Spa Trouve	Nov, 2020	\$2,775.71	205,791	12,949	66	\$42.06

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	272,917	10,526	78	\$44.15
Spa Trouve	Nov, 2020	\$2,775.71	205,791	12,949	66	\$42.06

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Salt Lake - Conversions	\$495.06	23,239	549	28	\$17.68
Coolsculpting - Orem - Conversions	\$495.11	24,704	434	14	\$35.37
Coolsculpting - Draper - Conversions	\$192.80	11,443	264	12	\$16.07
Coolsculpting - Highland - Conversions	\$192.74	10,507	231	7	\$27.53
November 2020	\$1,400.00	135,898	11,471	5	\$280.00

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - FB and IG - Salt Lake - Women	\$495.06	23,239	549	28	\$17.68
Coolsculpting - FB and IG - Orem - Women	\$495.11	24,704	434	14	\$35.37
Coolsculpting - FB and IG - Draper - Women	\$192.80	11,443	264	12	\$16.07
Coolsculpting - FB and IG - Highland - Women	\$192.74	10,507	231	7	\$27.53
Mailchimp Lookalike 9-2-18	\$231.75	21,444	2,220	2	\$115.88
Retargeting + Lookalike	\$231.11	21,857	2,294	1	\$231.11
Draper Women 18+	\$234.39	23,742	2,094	1	\$234.39
Highland Women 18+ - Copy 2	\$231.03	22,737	1,978	1	\$231.03
Orem Women 18+ - Copy 2	\$235.05	23,110	1,893	0	-
Draper Men 33+	\$236.67	23,008	992	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - FB - CS - Salt Lake Women - Video 1 - Temp	\$331.61	12,910	187	1.45%	16	\$20.73
2020-10 - FB - CS - Salt Lake Women - Video 2 - All Placements	\$119.64	7,820	266	3.40%	11	\$10.88
2020-01 - FB - CS - Video 3	\$70.34	3,986	79	1.98%	7	\$10.05
2020-10 - FB - CS - Orem Women - Video 2 - All Placements	\$123.41	7,455	243	3.26%	7	\$17.63
2020-01 - FB - CS - Orem Women - Video 1 - Temp	\$318.68	13,865	138	1.00%	5	\$63.74
2020-10 - FB - CS - Draper Women - Video 2 - All Placements	\$122.46	7,457	185	2.48%	5	\$24.49
2020-01 - FB - CS - Video 3	\$64.59	3,575	49	1.37%	4	\$16.15
2020-10 - FB - CS - Women - Video 2 - All Placements	\$128.15	6,932	182	2.63%	3	\$42.72
2020-01 - FB - CS - Video 3	\$53.02	3,384	53	1.57%	2	\$26.51
2020-01 - FB - CS - Video 3 - Copy	\$43.81	2,509	96	3.83%	1	\$43.81
Video Template 4	\$32.28	3,715	239	6.43%	1	\$32.28
Video Template 4	\$11.54	1,585	40	2.52%	1	\$11.54
This - That - Copy	\$0.88	73	2	2.74%	0	-
Dermaplane - Copy 2	\$0.00	12	0	0.00%	0	-
Open - Copy	\$0.00	2	0	0.00%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	25-34	female	\$914.13	65,285	3,461	5.30%	35	\$26.12
Spa Trouve	35-44	female	\$578.77	36,082	1,840	5.10%	13	\$44.52
Spa Trouve	45-54	female	\$342.85	18,311	1,003	5.48%	13	\$26.37
Spa Trouve	55-64	female	\$142.41	6,617	420	6.35%	3	\$47.47
Spa Trouve	18-24	female	\$257.28	27,472	2,454	8.93%	1	\$257.28
Spa Trouve	35-44	male	\$146.92	15,939	815	5.11%	1	\$146.92
Spa Trouve	18-24	male	\$87.09	7,190	842	11.71%	0	-
Spa Trouve	18-24	unknown	\$0.32	47	5	10.64%	0	-
Spa Trouve	25-34	male	\$162.73	15,584	1,319	8.46%	0	-
Spa Trouve	25-34	unknown	\$1.35	79	10	12.66%	0	-
Spa Trouve	35-44	unknown	\$0.60	43	5	11.63%	0	-
Spa Trouve	45-54	male	\$90.01	8,625	446	5.17%	0	-
Spa Trouve	45-54	unknown	\$0.35	20	3	15.00%	0	-
Spa Trouve	55-64	male	\$33.56	3,324	171	5.14%	0	-
Spa Trouve	55-64	unknown	\$0.00	12	0	0.00%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	mobile_app	\$2,715.69	202,603	12,907	6.37%	66	\$41.15
Spa Trouve	desktop	\$17.87	839	9	1.07%	0	-
Spa Trouve	mobile_web	\$42.15	2,349	33	1.40%	0	-