

Facebook Account Performance Report 1 Dec 2020 — 31 Dec 2020

Spa Trouve (act_257151823)

Key Performance Indicators



Impr
174,473
↓ 15%



Clicks
9,928
↓ 23%



Cost
\$2,423.29
↓ 13%



CTR
5.69%
↓ 10%



Fb Pixel Lead
42
↓ 39%

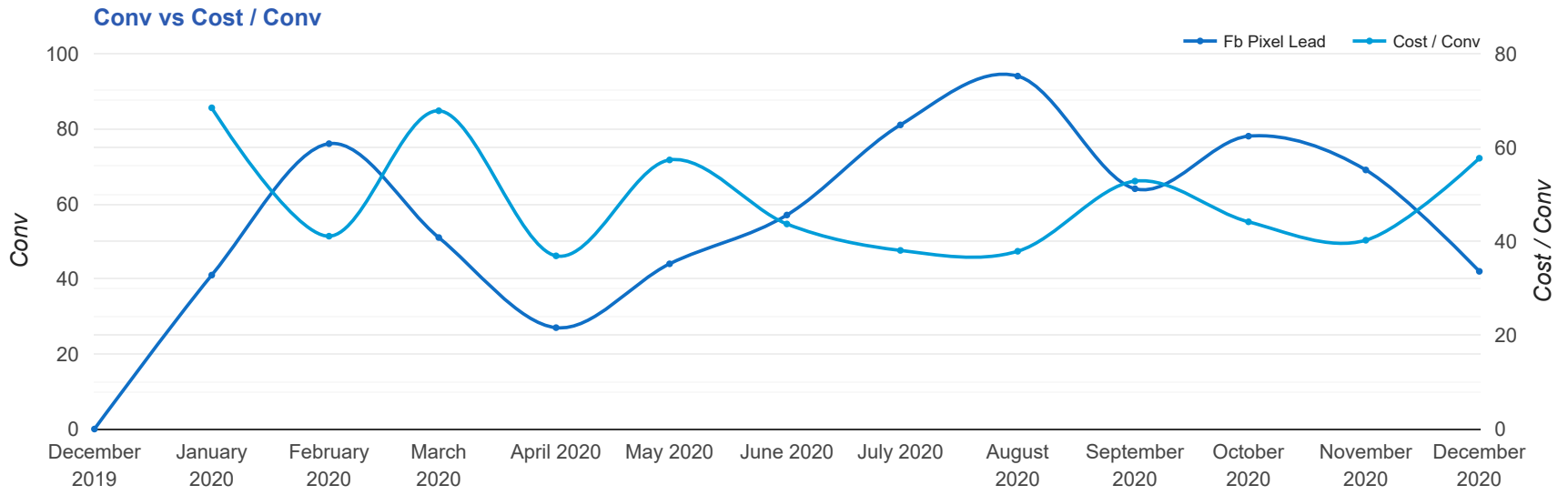


Cost / Conv
\$57.70
↑ 43%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Spa Trouve	Dec, 2020	\$2,423.29	174,473	9,928	42	\$57.70

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$2,775.74	205,792	12,949	69	\$40.23
Spa Trouve	Dec, 2020	\$2,423.29	174,473	9,928	42	\$57.70

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Salt Lake - Conversions	\$512.03	17,562	288	18	\$28.45
Coolsculpting - Orem - Conversions	\$511.26	21,403	250	13	\$39.33
December 2020	\$1,400.00	135,508	9,390	11	\$127.27

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - FB and IG - Salt Lake - Women	\$512.03	17,562	288	18	\$28.45
Coolsculpting - FB and IG - Orem - Women	\$511.26	21,403	250	13	\$39.33
Orem Women 18+ - Copy 2	\$233.06	23,478	1,469	5	\$46.61
Retargeting + Lookalike	\$231.31	22,581	1,886	3	\$77.10
Draper Women 18+	\$234.30	24,209	1,586	2	\$117.15
Draper Men 33+	\$234.66	22,477	1,026	1	\$234.66
Highland Women 18+ - Copy 2	\$235.15	22,807	1,497	0	-
Mailchimp Lookalike 9-2-18	\$231.52	19,956	1,926	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - FB - CS - Salt Lake Women - Video 1 - Temp	\$512.03	17,562	288	1.64%	18	\$28.45
2020-01 - FB - CS - Orem Women - Video 1 - Temp	\$511.26	21,403	250	1.17%	13	\$39.33
Facial CO - Copy	\$178.09	17,687	1,232	6.97%	3	\$59.36
Video Template 4	\$70.66	7,462	468	6.27%	3	\$23.55
Video Template 4	\$2.54	274	12	4.38%	2	\$1.27
Facial CO - Copy	\$171.74	17,300	1,281	7.40%	1	\$171.74
July Laser - Copy 2	\$20.81	2,426	87	3.59%	1	\$20.81
Video Template 4	\$11.52	2,082	47	2.26%	1	\$11.52
Units - Copy	\$0.00	2	0	0.00%	0	-
Diamond Facial - Copy	\$5.22	640	36	5.63%	0	-
Lashes - Copy 3	\$0.00	1	0	0.00%	0	-
CoolT - Poll - B2	\$9.62	1,192	37	3.10%	0	-
Promo3 - Copy	\$0.00	8	0	0.00%	0	-
Open	\$0.00	4	0	0.00%	0	-
New Year deals	\$0.00	3	0	0.00%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	25-34	female	\$686.06	44,652	2,008	4.50%	19	\$36.11
Spa Trouve	35-44	female	\$424.68	24,244	1,053	4.34%	10	\$42.47
Spa Trouve	45-54	female	\$298.22	14,130	643	4.55%	8	\$37.28
Spa Trouve	55-64	female	\$124.44	5,467	308	5.63%	3	\$41.48
Spa Trouve	35-44	male	\$172.82	16,376	910	5.56%	1	\$172.82
Spa Trouve	45-54	male	\$74.80	8,455	429	5.07%	1	\$74.80
Spa Trouve	18-24	female	\$282.00	28,872	1,942	6.73%	0	-
Spa Trouve	18-24	male	\$115.10	9,835	947	9.63%	0	-
Spa Trouve	18-24	unknown	\$0.30	52	3	5.77%	0	-
Spa Trouve	25-34	male	\$188.59	17,383	1,354	7.79%	0	-
Spa Trouve	25-34	unknown	\$0.79	74	7	9.46%	0	-
Spa Trouve	35-44	unknown	\$0.14	29	1	3.45%	0	-
Spa Trouve	45-54	unknown	\$0.11	25	2	8.00%	0	-
Spa Trouve	55-64	male	\$45.12	3,766	226	6.00%	0	-
Spa Trouve	55-64	unknown	\$0.00	16	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	mobile_app	\$2,356.61	171,840	9,896	5.76%	40	\$58.92
Spa Trouve	desktop	\$19.89	552	3	0.54%	1	\$19.89
Spa Trouve	mobile_web	\$46.79	2,081	29	1.39%	1	\$46.79