

Facebook Account Performance Report 1 Jan 2021 — 31 Jan 2021

Spa Trouve (act_257151823)

Key Performance Indicators



Impr
276,868
↑ 59%



Clicks
14,604
↑ 47%



Cost
\$2,422.11
↔ 0%



CTR
5.27%
↓ 7%



Fb Pixel Lead
49
↑ 23%

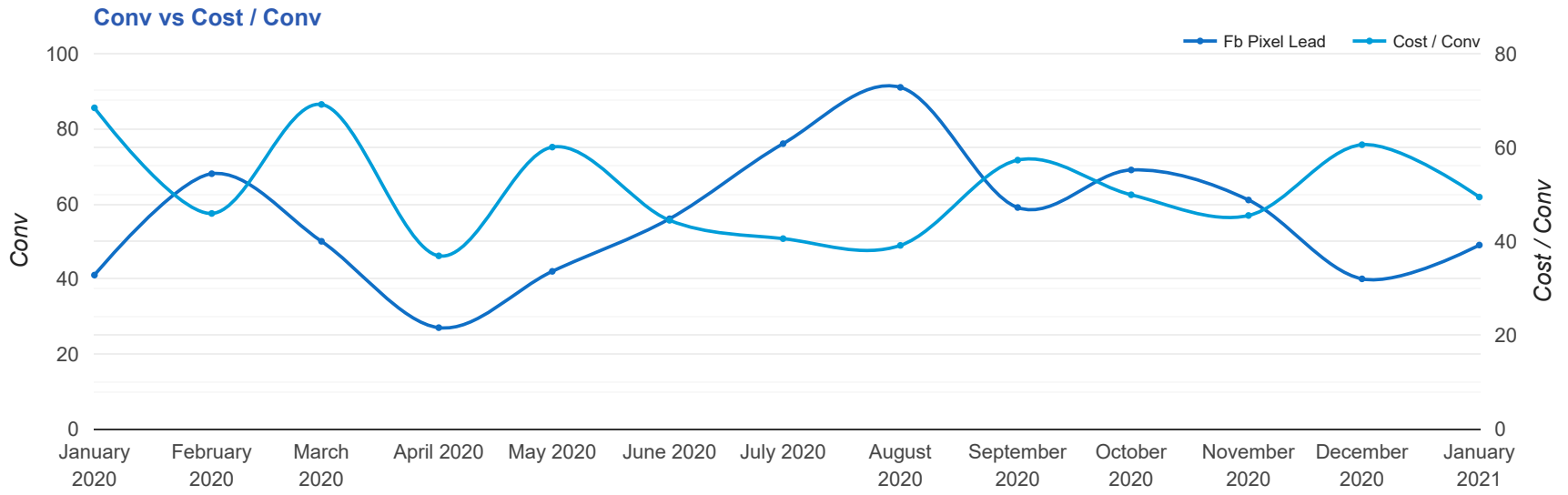


Cost / Conv
\$49.43
↓ 18%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Spa Trouve	Jan, 2021	\$2,422.11	276,868	14,604	49	\$49.43

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	68	\$45.93
Spa Trouve	Mar, 2020	\$3,458.18	359,068	15,837	50	\$69.16
Spa Trouve	Apr, 2020	\$996.21	85,935	1,007	27	\$36.90
Spa Trouve	May, 2020	\$2,522.92	299,539	15,736	42	\$60.07
Spa Trouve	Jun, 2020	\$2,490.21	330,813	15,390	56	\$44.47
Spa Trouve	Jul, 2020	\$3,083.07	368,884	14,231	76	\$40.57
Spa Trouve	Aug, 2020	\$3,561.15	316,039	11,826	91	\$39.13
Spa Trouve	Sep, 2020	\$3,380.78	244,287	9,358	59	\$57.30
Spa Trouve	Oct, 2020	\$3,444.06	272,917	10,526	69	\$49.91
Spa Trouve	Nov, 2020	\$2,775.74	205,792	12,949	61	\$45.50
Spa Trouve	Dec, 2020	\$2,423.33	174,478	9,929	40	\$60.58
Spa Trouve	Jan, 2021	\$2,422.11	276,868	14,604	49	\$49.43

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Salt Lake - Conversions	\$510.66	23,063	375	33	\$15.47
Coolsculpting - Orem - Conversions	\$511.47	27,579	334	11	\$46.50
January 2021	\$1,399.98	226,226	13,895	5	\$280.00

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - FB and IG - Salt Lake - Women	\$510.66	23,063	375	33	\$15.47
Coolsculpting - FB and IG - Orem - Women	\$511.47	27,579	334	11	\$46.50
Draper Women 18+	\$231.15	39,081	2,282	2	\$115.58
Orem Women 18+ - Copy 2	\$235.44	37,359	1,850	2	\$117.72
Highland Women 18+ - Copy 2	\$232.53	34,907	2,194	1	\$232.53
Retargeting + Lookalike	\$232.95	40,032	3,110	0	-
Mailchimp Lookalike 9-2-18	\$233.33	37,172	2,958	0	-
Draper Men 33+	\$234.58	37,675	1,501	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - FB - CS - Salt Lake Women - Video 1 - Temp	\$510.66	23,063	375	1.63%	33	\$15.47
2020-01 - FB - CS - Orem Women - Video 1 - Temp	\$511.47	27,579	334	1.21%	11	\$46.50
Facial CO - Copy	\$147.89	22,479	1,587	7.06%	1	\$147.89
This - That - Copy	\$0.96	83	6	7.23%	0	-
Silk Peel Facial - Copy 2	\$0.00	31	0	0.00%	0	-
Promo3 - Copy	\$0.21	10	1	10.00%	0	-
Hydro - Copy	\$0.00	2	0	0.00%	0	-
Promo Month - Copy	\$0.00	3	0	0.00%	0	-
Lashes - Copy 3	\$0.00	1	0	0.00%	0	-
New Year deals	\$0.00	11	0	0.00%	0	-
Cool 2 - Copy	\$0.00	1	0	0.00%	0	-
Cool - Copy	\$0.16	13	1	7.69%	0	-
CoolT - Poll - B	\$0.00	49	0	0.00%	0	-
LHR - Copy	\$3.08	383	22	5.74%	0	-
Promo 3 - Copy 3	\$0.45	93	5	5.38%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	25-34	female	\$628.13	64,885	2,847	4.39%	22	\$28.55
Spa Trouve	35-44	female	\$484.33	41,346	1,936	4.68%	13	\$37.26
Spa Trouve	45-54	female	\$344.26	25,721	1,180	4.59%	6	\$57.38
Spa Trouve	55-64	female	\$176.46	10,836	655	6.04%	5	\$35.29
Spa Trouve	18-24	female	\$213.04	37,681	2,091	5.55%	3	\$71.01
Spa Trouve	18-24	male	\$98.23	15,667	1,315	8.39%	0	-
Spa Trouve	18-24	unknown	\$0.30	54	9	16.67%	0	-
Spa Trouve	25-34	male	\$180.42	30,794	2,109	6.85%	0	-
Spa Trouve	25-34	unknown	\$0.33	112	6	5.36%	0	-
Spa Trouve	35-44	male	\$170.96	28,582	1,374	4.81%	0	-
Spa Trouve	35-44	unknown	\$0.51	85	4	4.71%	0	-
Spa Trouve	45-54	male	\$77.79	13,074	597	4.57%	0	-
Spa Trouve	45-54	unknown	\$0.19	42	5	11.90%	0	-
Spa Trouve	55-64	male	\$33.66	5,533	272	4.92%	0	-
Spa Trouve	55-64	unknown	\$0.09	22	1	4.55%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Spa Trouve	mobile_app	\$2,365.09	273,552	14,575	5.33%	46	\$51.42
Spa Trouve	mobile_web	\$41.59	2,428	27	1.11%	2	\$20.80
Spa Trouve	desktop	\$15.42	888	2	0.23%	1	\$15.42