

Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021

Studio Medspa (act_374137312649758)

Key Performance Indicators



Impr
31,593
↓ 8%



Clicks
279
↓ 1%



Cost
\$989.88
↓ 3%



CTR
0.88%
↑ 7%



Fb Pixel Lead
6
↑ 200%

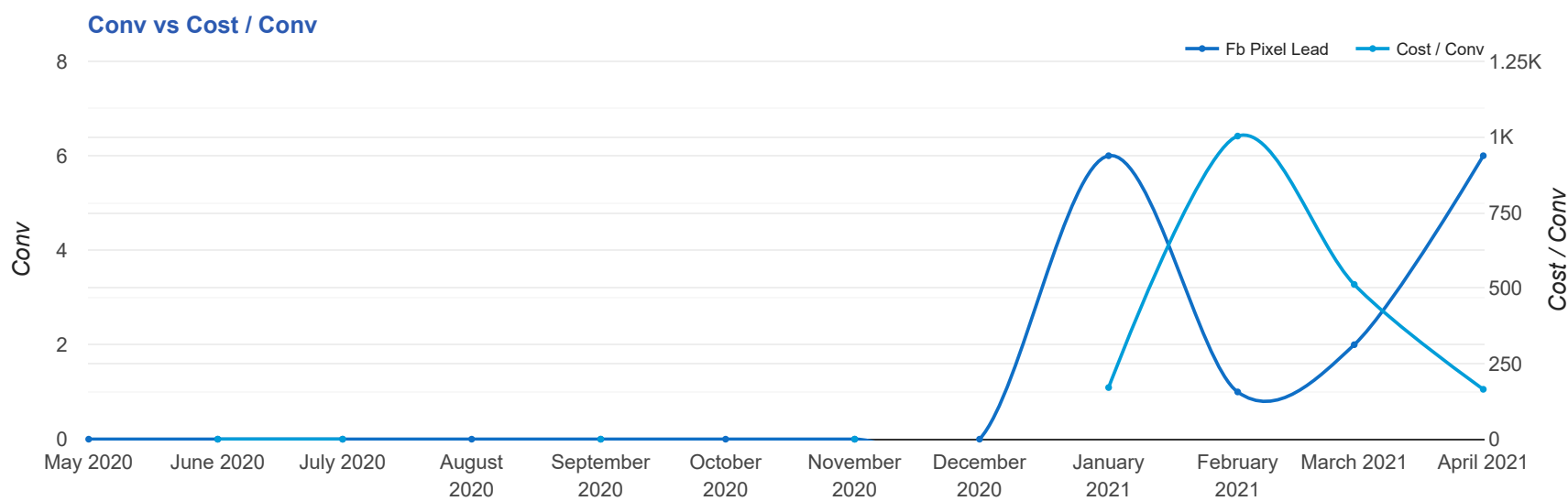


Cost / Conv
\$164.98
↓ 68%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Studio Medspa	Apr, 2021	\$989.88	31,593	279	6	\$164.98

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Studio Medspa	May, 2020	\$100.00	12,898	136	0	-
Studio Medspa	Aug, 2020	\$113.98	10,702	234	0	-
Studio Medspa	Oct, 2020	\$40.82	2,357	8	0	-
Studio Medspa	Dec, 2020	\$380.99	13,671	128	0	-
Studio Medspa	Jan, 2021	\$1,024.51	37,588	356	6	\$170.75
Studio Medspa	Feb, 2021	\$1,002.54	39,933	1,017	1	\$1,002.54
Studio Medspa	Mar, 2021	\$1,023.58	34,493	282	2	\$511.79
Studio Medspa	Apr, 2021	\$989.88	31,593	279	6	\$164.98

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal - Conversions	\$989.88	31,593	279	6	\$164.98

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Women - Age 25 - 45 - 8mi Radius - Top 25% Income	\$989.88	31,593	279	6	\$164.98

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020- 12 - Video - Laser Hair removal	\$989.88	31,593	279	0.88%	6	\$164.98

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Studio Medspa	25-34	female	\$389.87	13,931	111	0.80%	3	\$129.96
Studio Medspa	35-44	female	\$552.00	16,346	153	0.94%	2	\$276.00
Studio Medspa	Unknown	unknown	\$0.00	0	0	-%	1	\$0.00
Studio Medspa	45-54	female	\$48.01	1,316	15	1.14%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Studio Medspa	mobile_app	\$935.53	30,052	273	0.91%	4	\$233.88
Studio Medspa	desktop	\$34.76	852	4	0.47%	1	\$34.76
Studio Medspa	unknown	\$0.00	0	0	-%	1	\$0.00
Studio Medspa	mobile_web	\$19.59	689	2	0.29%	0	-