

# **Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020**

Trilogy Med Spa (act\_10202304515280623)

## Key Performance Indicators



Impr  
59,551  
↓ 37%



Clicks  
590  
↓ 49%



Cost  
\$640.18  
↓ 33%



CTR  
0.99%  
↓ 19%



Fb Pixel Lead  
42  
↓ 42%

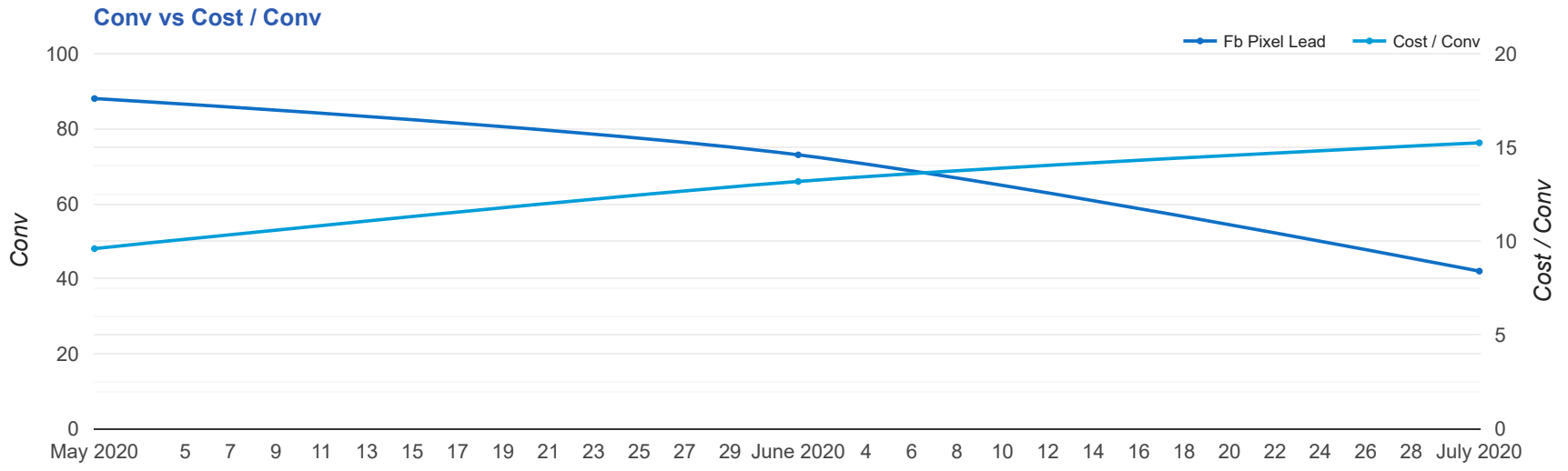


Cost / Conv  
\$15.24  
↑ 16%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	Jul, 2020	\$640.18	59,551	590	42	\$15.24

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	May, 2020	\$844.65	81,820	1,150	88	\$9.60
Trilogy Med Spa	Jun, 2020	\$962.14	94,910	1,161	73	\$13.18
Trilogy Med Spa	Jul, 2020	\$640.18	59,551	590	42	\$15.24

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$640.18	59,551	590	42	\$15.24

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Dynamic Ads	\$640.18	59,551	590	42	\$15.24

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Dynamic	\$640.18	59,551	590	0.99%	42	\$15.24

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	35-44	female	\$148.04	13,254	131	0.99%	12	\$12.34
Trilogy Med Spa	45-54	female	\$109.53	5,945	68	1.14%	9	\$12.17
Trilogy Med Spa	18-24	female	\$71.21	10,313	74	0.72%	7	\$10.17
Trilogy Med Spa	25-34	female	\$143.05	16,582	109	0.66%	3	\$47.68
Trilogy Med Spa	35-44	male	\$30.81	3,006	51	1.70%	3	\$10.27
Trilogy Med Spa	55-64	female	\$42.15	1,604	34	2.12%	3	\$14.05
Trilogy Med Spa	45-54	male	\$20.50	1,451	22	1.52%	2	\$10.25
Trilogy Med Spa	18-24	male	\$10.63	1,602	16	1.00%	1	\$10.63
Trilogy Med Spa	25-34	male	\$31.64	3,807	51	1.34%	1	\$31.64
Trilogy Med Spa	65+	male	\$2.88	200	2	1.00%	1	\$2.88
Trilogy Med Spa	18-24	unknown	\$0.71	65	0	0.00%	0	-
Trilogy Med Spa	25-34	unknown	\$1.30	142	0	0.00%	0	-
Trilogy Med Spa	35-44	unknown	\$1.16	155	2	1.29%	0	-
Trilogy Med Spa	45-54	unknown	\$0.71	56	0	0.00%	0	-
Trilogy Med Spa	55-64	male	\$7.78	420	6	1.43%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	mobile_app	\$601.72	56,053	557	0.99%	36	\$16.71
Trilogy Med Spa	mobile_web	\$25.83	2,369	23	0.97%	4	\$6.46
Trilogy Med Spa	desktop	\$12.63	1,129	10	0.89%	2	\$6.32