

Facebook Account Performance Report 1 Aug 2020 — 31 Aug 2020

Trilogy Med Spa (act_10202304515280623)

Key Performance Indicators



Impr
77,266
↑ 30%



Clicks
654
↑ 11%



Cost
\$1,022.57
↑ 60%



CTR
0.85%
↓ 14%



Fb Pixel Lead
36
↓ 22%

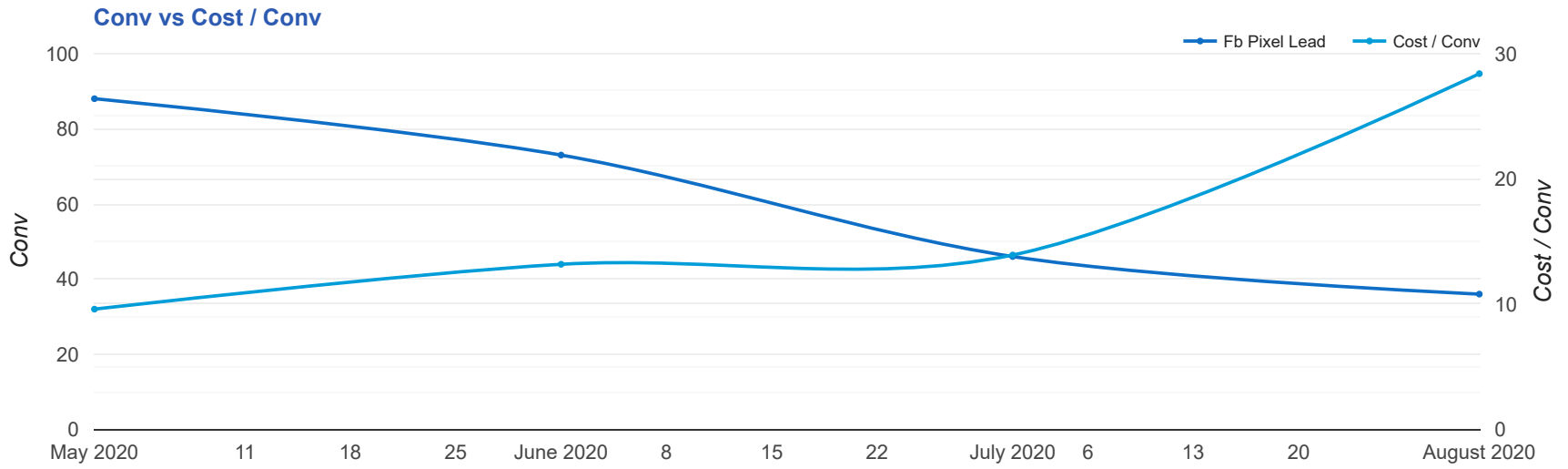


Cost / Conv
\$28.40
↑ 104%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	Aug, 2020	\$1,022.57	77,266	654	36	\$28.40

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	46	\$13.92
Trilogy Med Spa	Aug, 2020	\$1,022.57	77,266	654	36	\$28.40

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,022.57	77,266	654	36	\$28.40

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Dynamic Ads	\$1,022.57	77,266	654	36	\$28.40

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Dynamic	\$1,022.57	77,266	654	0.85%	36	\$28.40

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	35-44	female	\$244.64	17,724	121	0.68%	9	\$27.18
Trilogy Med Spa	18-24	female	\$95.35	11,498	64	0.56%	8	\$11.92
Trilogy Med Spa	25-34	female	\$240.31	23,057	142	0.62%	7	\$34.33
Trilogy Med Spa	45-54	female	\$180.20	8,703	100	1.15%	4	\$45.05
Trilogy Med Spa	35-44	male	\$49.08	3,710	45	1.21%	3	\$16.36
Trilogy Med Spa	55-64	female	\$74.24	2,460	48	1.95%	2	\$37.12
Trilogy Med Spa	18-24	male	\$12.32	1,382	19	1.37%	1	\$12.32
Trilogy Med Spa	45-54	male	\$30.90	2,275	34	1.49%	1	\$30.90
Trilogy Med Spa	65+	female	\$27.86	1,179	17	1.44%	1	\$27.86
Trilogy Med Spa	18-24	unknown	\$0.40	50	1	2.00%	0	-
Trilogy Med Spa	25-34	male	\$40.11	3,677	48	1.31%	0	-
Trilogy Med Spa	25-34	unknown	\$2.06	183	3	1.64%	0	-
Trilogy Med Spa	35-44	unknown	\$3.44	222	5	2.25%	0	-
Trilogy Med Spa	45-54	unknown	\$1.24	97	0	0.00%	0	-
Trilogy Med Spa	55-64	male	\$14.51	708	7	0.99%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	mobile_app	\$979.34	74,240	625	0.84%	36	\$27.20
Trilogy Med Spa	desktop	\$18.98	1,168	4	0.34%	0	-
Trilogy Med Spa	mobile_web	\$24.25	1,858	25	1.35%	0	-