

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

Trilogy Med Spa (act_10202304515280623)

Key Performance Indicators



Impr
54,278
↓ 30%



Clicks
581
↓ 11%



Cost
\$988.72
↓ 3%



CTR
1.07%
↑ 26%



Fb Pixel Lead
49
↑ 17%

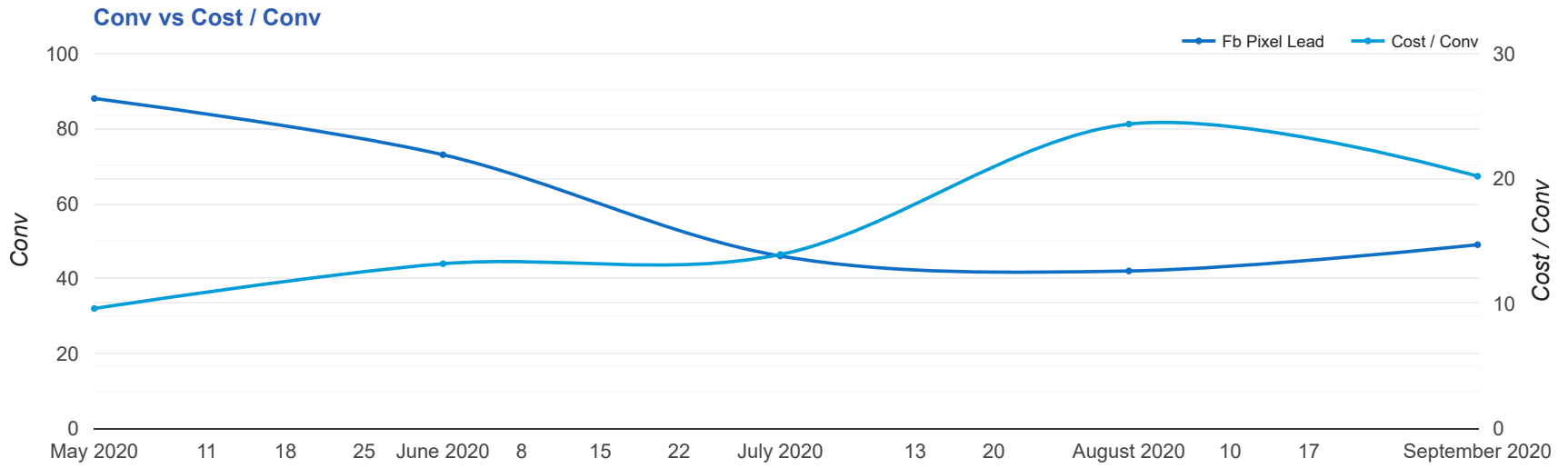


Cost / Conv
\$20.18
↓ 17%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	Sep, 2020	\$988.72	54,278	581	49	\$20.18

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	\$1,022.58	77,267	654	42	\$24.35
Trilogy Med Spa	Sep, 2020	\$988.72	54,278	581	49	\$20.18

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$988.72	54,278	581	49	\$20.18

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Dynamic Ads	\$970.59	53,248	545	49	\$19.81
Women - 25-60 - Not Dynamic	\$18.13	1,030	36	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Dynamic	\$970.59	53,248	545	1.02%	49	\$19.81
Not Dynamic	\$1.32	95	1	1.05%	0	-
2020-09 - W - Video 4	\$3.95	211	9	4.27%	0	-
2020-09 - W - Video 1	\$1.10	76	1	1.32%	0	-
2020-09 - W - Video 2	\$2.62	140	8	5.71%	0	-
2020-09 - W - Video 3	\$9.14	508	17	3.35%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	45-54	female	\$175.78	6,687	107	1.60%	13	\$13.52
Trilogy Med Spa	25-34	female	\$204.45	14,911	88	0.59%	10	\$20.45
Trilogy Med Spa	18-24	female	\$79.78	7,292	50	0.69%	9	\$8.86
Trilogy Med Spa	35-44	female	\$238.13	12,959	127	0.98%	9	\$26.46
Trilogy Med Spa	35-44	male	\$48.35	2,638	29	1.10%	2	\$24.18
Trilogy Med Spa	65+	male	\$7.58	288	5	1.74%	2	\$3.79
Trilogy Med Spa	25-34	male	\$36.23	2,687	35	1.30%	1	\$36.23
Trilogy Med Spa	55-64	female	\$97.91	2,088	63	3.02%	1	\$97.91
Trilogy Med Spa	55-64	male	\$16.73	641	16	2.50%	1	\$16.73
Trilogy Med Spa	65+	female	\$36.97	862	17	1.97%	1	\$36.97
Trilogy Med Spa	18-24	male	\$11.68	939	10	1.06%	0	-
Trilogy Med Spa	18-24	unknown	\$0.37	46	0	0.00%	0	-
Trilogy Med Spa	25-34	unknown	\$2.09	169	2	1.18%	0	-
Trilogy Med Spa	35-44	unknown	\$1.97	140	4	2.86%	0	-
Trilogy Med Spa	45-54	male	\$28.87	1,777	27	1.52%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	mobile_app	\$933.87	51,292	534	1.04%	47	\$19.87
Trilogy Med Spa	desktop	\$19.64	993	6	0.60%	1	\$19.64
Trilogy Med Spa	mobile_web	\$35.21	1,993	41	2.06%	1	\$35.21