

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

Trilogy Med Spa (act\_10202304515280623)

## Key Performance Indicators



Impr  
48,329  
↓ 11%



Clicks  
881  
↑ 52%



Cost  
\$766.70  
↓ 22%



CTR  
1.82%  
↑ 70%



Fb Pixel Lead  
55  
↑ 12%

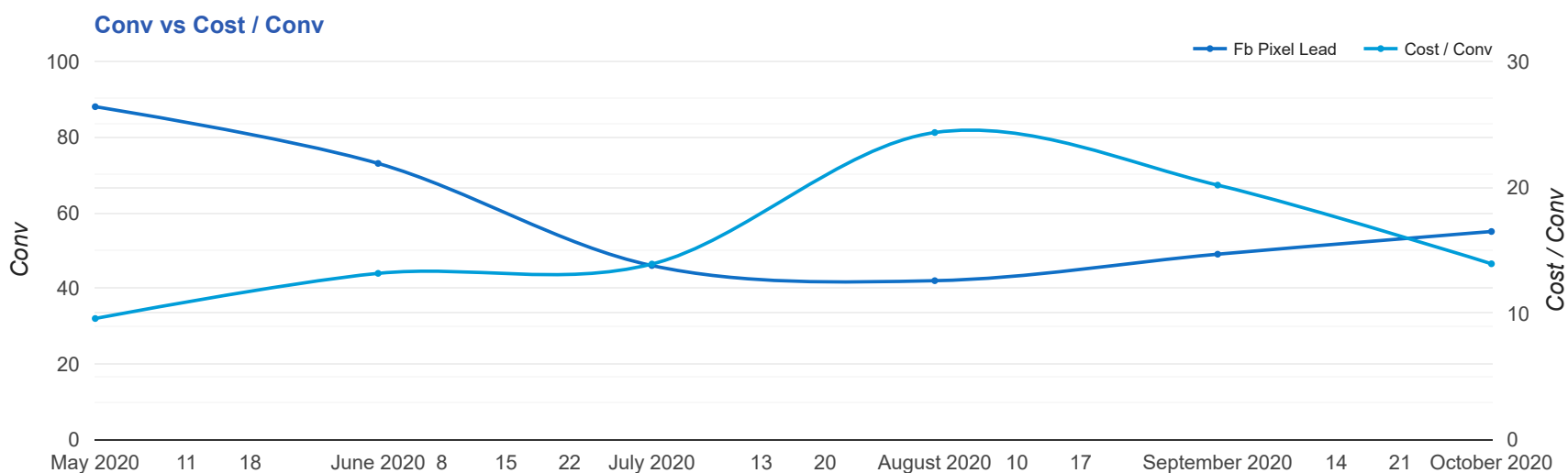


Cost / Conv  
\$13.94  
↓ 31%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	Oct, 2020	\$766.70	48,329	881	55	\$13.94

# 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	\$988.87	54,281	581	49	\$20.18
Trilogy Med Spa	Oct, 2020	\$766.70	48,329	881	55	\$13.94

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$542.92	30,861	724	55	\$9.87
Instagram Post: SIGNATURE FACIAL GIVEAWAY!!! Win...	\$23.99	2,338	32	0	-
Instagram Post: We are thrilled to announce that...	\$199.79	15,130	125	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Women - 25-60 - Not Dynamic	\$234.77	16,248	553	32	\$7.34
Dynamic Ads	\$308.15	14,613	171	23	\$13.40
Instagram Post: SIGNATURE FACIAL GIVEAWAY!!! Win...	\$23.99	2,338	32	0	-
Instagram Post: We are thrilled to announce that...	\$199.79	15,130	125	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Dynamic	\$308.15	14,613	171	1.17%	23	\$13.40
2020-09 - W - Video 3	\$140.49	10,067	418	4.15%	21	\$6.69
2020-09 - W - Video 4	\$50.17	3,243	77	2.37%	7	\$7.17
2020-09 - W - Video 2	\$16.79	1,078	33	3.06%	4	\$4.20
Not Dynamic	\$20.18	1,407	14	1.00%	0	-
2020-09 - W - Video 1	\$7.14	453	11	2.43%	0	-
Instagram Post: SIGNATURE FACIAL GIVEAWAY!!! Win...	\$23.99	2,338	32	1.37%	0	-
Instagram Post: We are thrilled to announce that...	\$199.79	15,130	125	0.83%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	25-34	female	\$211.07	16,968	334	1.97%	21	\$10.05
Trilogy Med Spa	35-44	female	\$195.40	11,550	210	1.82%	14	\$13.96
Trilogy Med Spa	45-54	female	\$145.06	6,481	186	2.87%	12	\$12.09
Trilogy Med Spa	18-24	female	\$60.90	6,488	40	0.62%	3	\$20.30
Trilogy Med Spa	55-64	female	\$63.24	1,849	55	2.97%	2	\$31.62
Trilogy Med Spa	65+	female	\$17.30	378	14	3.70%	2	\$8.65
Trilogy Med Spa	18-24	male	\$11.28	1,129	2	0.18%	1	\$11.28
Trilogy Med Spa	18-24	unknown	\$0.29	29	1	3.45%	0	-
Trilogy Med Spa	25-34	male	\$20.42	1,563	16	1.02%	0	-
Trilogy Med Spa	25-34	unknown	\$1.17	89	3	3.37%	0	-
Trilogy Med Spa	35-44	male	\$16.58	830	7	0.84%	0	-
Trilogy Med Spa	35-44	unknown	\$1.34	71	1	1.41%	0	-
Trilogy Med Spa	45-54	male	\$13.96	577	6	1.04%	0	-
Trilogy Med Spa	45-54	unknown	\$0.24	15	0	0.00%	0	-
Trilogy Med Spa	55-64	male	\$6.05	233	2	0.86%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	mobile_app	\$744.81	47,155	842	1.79%	54	\$13.79
Trilogy Med Spa	mobile_web	\$15.56	833	32	3.84%	1	\$15.56
Trilogy Med Spa	desktop	\$6.33	341	7	2.05%	0	-