

**Facebook Account Performance
Report
1 Nov 2020 — 30 Nov 2020**

Trilogy Med Spa (act_10202304515280623)

Key Performance Indicators



Impr
46,612
↓ 4%



Clicks
669
↓ 24%



Cost
\$912.42
↑ 19%



CTR
1.44%
↓ 21%



Fb Pixel Lead
42
↓ 25%

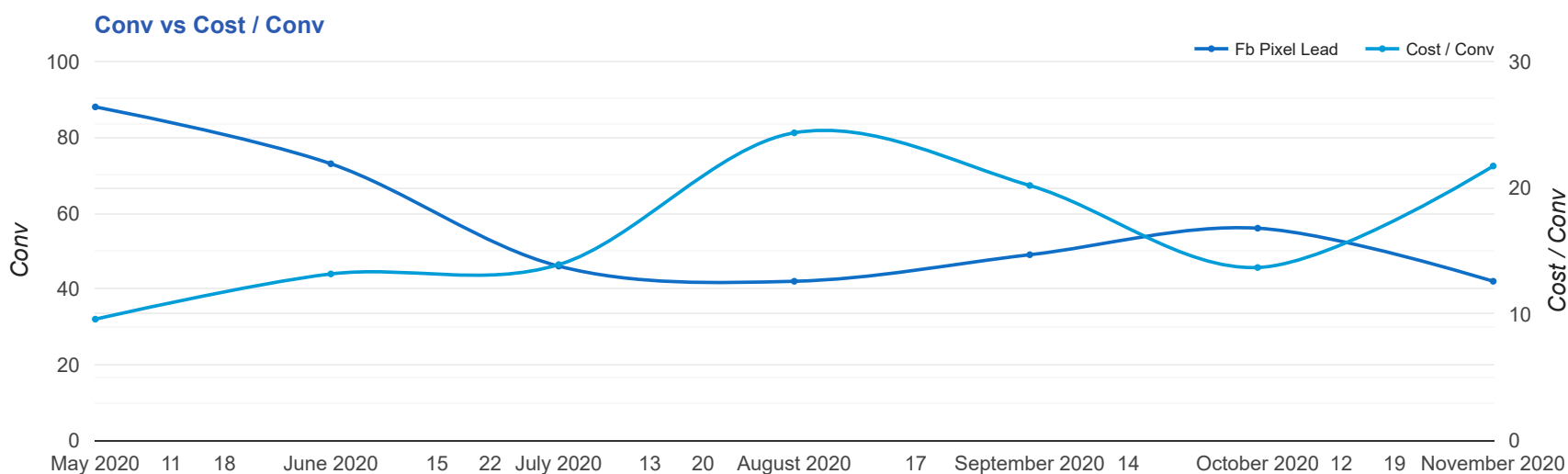


Cost / Conv
\$21.72
↑ 59%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	Nov, 2020	\$912.42	46,612	669	42	\$21.72

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	48,334	881	56	\$13.69
Trilogy Med Spa	Nov, 2020	\$912.42	46,612	669	42	\$21.72

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$912.42	46,612	669	42	\$21.72

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Dynamic Ads	\$804.56	40,031	375	31	\$25.95
Lookalike - Women - 25-60	\$107.86	6,581	294	11	\$9.81

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Dynamic	\$804.56	40,031	375	0.94%	31	\$25.95
2020-09 - W - Video 4	\$52.41	3,152	154	4.89%	6	\$8.73
2020-09 - W - Video 1	\$5.99	406	16	3.94%	3	\$2.00
2020-09 - W - Video 3	\$35.86	2,214	98	4.43%	2	\$17.93
2020-09 - W - Video 2	\$13.60	809	26	3.21%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	25-34	female	\$245.04	15,810	219	1.39%	16	\$15.31
Trilogy Med Spa	35-44	female	\$243.86	12,169	164	1.35%	12	\$20.32
Trilogy Med Spa	55-64	female	\$73.03	1,790	55	3.07%	4	\$18.26
Trilogy Med Spa	18-24	female	\$62.75	5,096	31	0.61%	3	\$20.92
Trilogy Med Spa	65+	female	\$43.25	648	20	3.09%	3	\$14.42
Trilogy Med Spa	45-54	female	\$157.65	6,404	119	1.86%	2	\$78.83
Trilogy Med Spa	25-34	male	\$23.09	1,475	20	1.36%	1	\$23.09
Trilogy Med Spa	45-54	male	\$16.01	850	11	1.29%	1	\$16.01
Trilogy Med Spa	18-24	male	\$6.54	427	6	1.41%	0	-
Trilogy Med Spa	18-24	unknown	\$0.26	26	0	0.00%	0	-
Trilogy Med Spa	25-34	unknown	\$1.12	98	0	0.00%	0	-
Trilogy Med Spa	35-44	male	\$21.36	1,167	16	1.37%	0	-
Trilogy Med Spa	35-44	unknown	\$1.35	79	1	1.27%	0	-
Trilogy Med Spa	45-54	unknown	\$0.50	24	0	0.00%	0	-
Trilogy Med Spa	55-64	male	\$11.92	400	7	1.75%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	mobile_app	\$871.32	44,659	646	1.45%	40	\$21.78
Trilogy Med Spa	desktop	\$14.17	475	5	1.05%	1	\$14.17
Trilogy Med Spa	mobile_web	\$26.93	1,478	18	1.22%	1	\$26.93