

Facebook Account Performance Report 1 Dec 2020 — 31 Dec 2020

Trilogy Med Spa (act_10202304515280623)

Key Performance Indicators



Impr
41,043
↓ 12%



Clicks
500
↓ 25%



Cost
\$1,023.74
↑ 12%



CTR
1.22%
↓ 15%



Fb Pixel Lead
42
↓ 5%

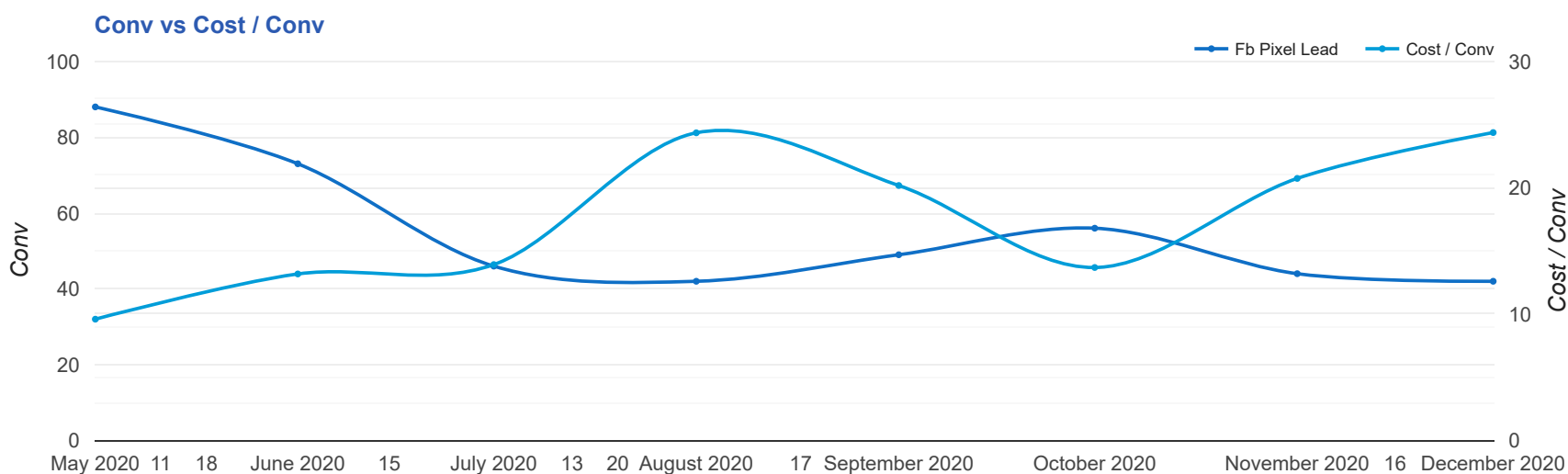


Cost / Conv
\$24.37
↑ 18%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	Dec, 2020	\$1,023.74	41,043	500	42	\$24.37

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	\$912.57	46,616	669	44	\$20.74
Trilogy Med Spa	Dec, 2020	\$1,023.74	41,043	500	42	\$24.37

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,023.74	41,043	500	42	\$24.37

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Dynamic Ads	\$1,023.74	41,043	500	42	\$24.37

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Dynamic	\$1,023.74	41,043	500	1.22%	42	\$24.37

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	25-34	female	\$221.16	11,763	83	0.71%	16	\$13.82
Trilogy Med Spa	35-44	female	\$250.19	10,019	109	1.09%	11	\$22.74
Trilogy Med Spa	45-54	female	\$185.50	5,653	74	1.31%	5	\$37.10
Trilogy Med Spa	45-54	male	\$27.90	1,029	24	2.33%	3	\$9.30
Trilogy Med Spa	55-64	female	\$110.70	2,352	83	3.53%	3	\$36.90
Trilogy Med Spa	18-24	female	\$70.23	5,067	43	0.85%	1	\$70.23
Trilogy Med Spa	25-34	male	\$26.77	1,393	17	1.22%	1	\$26.77
Trilogy Med Spa	35-44	male	\$32.77	1,375	15	1.09%	1	\$32.77
Trilogy Med Spa	55-64	male	\$24.98	667	12	1.80%	1	\$24.98
Trilogy Med Spa	18-24	male	\$5.87	386	6	1.55%	0	-
Trilogy Med Spa	18-24	unknown	\$0.16	14	0	0.00%	0	-
Trilogy Med Spa	25-34	unknown	\$2.61	100	1	1.00%	0	-
Trilogy Med Spa	35-44	unknown	\$1.43	83	0	0.00%	0	-
Trilogy Med Spa	45-54	unknown	\$1.22	30	0	0.00%	0	-
Trilogy Med Spa	55-64	unknown	\$0.30	8	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	mobile_app	\$953.04	38,570	462	1.20%	32	\$29.78
Trilogy Med Spa	mobile_web	\$44.65	1,751	35	2.00%	10	\$4.46
Trilogy Med Spa	desktop	\$26.05	722	3	0.42%	0	-