

Facebook Account Performance Report 1 Jan 2021 — 31 Jan 2021

Trilogy Med Spa (act_10202304515280623)

Key Performance Indicators



Impr
35,480
↓ 14%



Clicks
652
↑ 30%



Cost
\$568.95
↓ 44%



CTR
1.84%
↑ 51%



Fb Pixel Lead
35
↓ 17%

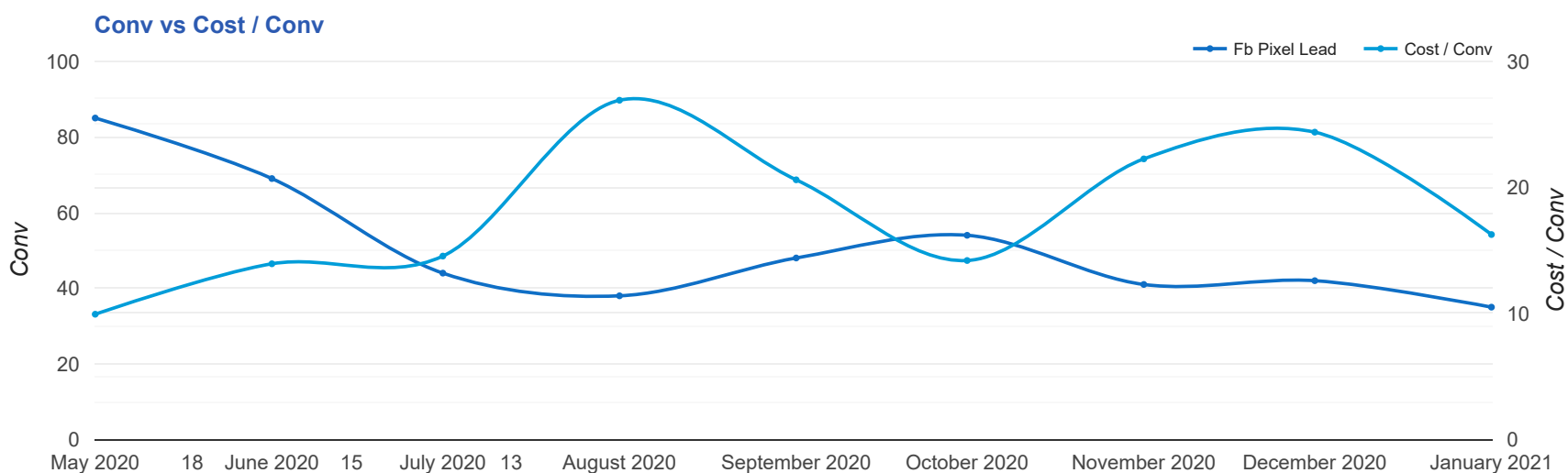


Cost / Conv
\$16.26
↓ 33%

Monthly Account Summary

| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------|-----------|----------|--------|--------|---------------|-------------|
| Trilogy Med Spa | Jan, 2021 | \$568.95 | 35,480 | 652 | 35 | \$16.26 |

Monthly Performance Trends



| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------|-----------|------------|--------|--------|---------------|-------------|
| Trilogy Med Spa | May, 2020 | \$844.65 | 81,820 | 1,150 | 85 | \$9.94 |
| Trilogy Med Spa | Jun, 2020 | \$962.14 | 94,910 | 1,161 | 69 | \$13.94 |
| Trilogy Med Spa | Jul, 2020 | \$640.18 | 59,551 | 590 | 44 | \$14.55 |
| Trilogy Med Spa | Aug, 2020 | \$1,022.58 | 77,267 | 654 | 38 | \$26.91 |
| Trilogy Med Spa | Sep, 2020 | \$988.87 | 54,281 | 581 | 48 | \$20.60 |
| Trilogy Med Spa | Oct, 2020 | \$766.70 | 48,334 | 881 | 54 | \$14.20 |
| Trilogy Med Spa | Nov, 2020 | \$912.57 | 46,616 | 669 | 41 | \$22.26 |
| Trilogy Med Spa | Dec, 2020 | \$1,023.93 | 41,052 | 501 | 42 | \$24.38 |
| Trilogy Med Spa | Jan, 2021 | \$568.95 | 35,480 | 652 | 35 | \$16.26 |

Top Performing Campaigns

| CAMPAIGNS | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------------------|----------|--------|--------|---------------|-------------|
| Coolsculpting - Conversions | \$568.95 | 35,480 | 652 | 35 | \$16.26 |

Top Performing Ad Sets

| ADSET | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|---------------------------|----------|--------|--------|---------------|-------------|
| Lookalike - Women - 25-60 | \$349.21 | 22,319 | 528 | 25 | \$13.97 |
| Dynamic Ads | \$219.74 | 13,161 | 124 | 10 | \$21.97 |

Top Performing Ads

| AD | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|-----------------------|----------|--------|--------|-------|---------------|-------------|
| 2021-01 - W - Video 5 | \$349.21 | 22,319 | 528 | 2.37% | 25 | \$13.97 |
| Dynamic | \$219.74 | 13,161 | 124 | 0.94% | 10 | \$21.97 |

Age & Gender Performance

| ACCOUNT | AGE | GENDER | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|-----------------|-------|---------|----------|--------|--------|--------|---------------|-------------|
| Trilogy Med Spa | 25-34 | female | \$198.42 | 15,233 | 249 | 1.63% | 14 | \$14.17 |
| Trilogy Med Spa | 35-44 | female | \$169.75 | 10,486 | 196 | 1.87% | 8 | \$21.22 |
| Trilogy Med Spa | 45-54 | female | \$95.31 | 4,307 | 105 | 2.44% | 7 | \$13.62 |
| Trilogy Med Spa | 18-24 | female | \$17.30 | 1,822 | 12 | 0.66% | 2 | \$8.65 |
| Trilogy Med Spa | 55-64 | female | \$40.99 | 1,235 | 50 | 4.05% | 2 | \$20.50 |
| Trilogy Med Spa | 25-34 | male | \$7.72 | 591 | 12 | 2.03% | 1 | \$7.72 |
| Trilogy Med Spa | 45-54 | male | \$10.12 | 430 | 11 | 2.56% | 1 | \$10.12 |
| Trilogy Med Spa | 18-24 | male | \$1.57 | 198 | 0 | 0.00% | 0 | - |
| Trilogy Med Spa | 18-24 | unknown | \$0.15 | 14 | 0 | 0.00% | 0 | - |
| Trilogy Med Spa | 25-34 | unknown | \$0.36 | 32 | 1 | 3.13% | 0 | - |
| Trilogy Med Spa | 35-44 | male | \$8.90 | 588 | 6 | 1.02% | 0 | - |
| Trilogy Med Spa | 35-44 | unknown | \$0.42 | 31 | 0 | 0.00% | 0 | - |
| Trilogy Med Spa | 45-54 | unknown | \$0.04 | 7 | 1 | 14.29% | 0 | - |
| Trilogy Med Spa | 55-64 | male | \$7.76 | 238 | 4 | 1.68% | 0 | - |
| Trilogy Med Spa | 55-64 | unknown | \$0.15 | 2 | 0 | 0.00% | 0 | - |

Performance By Device

| ACCOUNT | DEVICE | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|-----------------|------------|----------|--------|--------|-------|---------------|-------------|
| Trilogy Med Spa | mobile_app | \$551.52 | 34,303 | 642 | 1.87% | 33 | \$16.71 |
| Trilogy Med Spa | mobile_web | \$12.34 | 869 | 9 | 1.04% | 2 | \$6.17 |
| Trilogy Med Spa | desktop | \$5.09 | 308 | 1 | 0.32% | 0 | - |