

Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021

Trilogy Med Spa (act_10202304515280623)

Key Performance Indicators



Impr
56,712
↑ 22%



Clicks
1,770
↑ 15%



Cost
\$989.47
↑ 9%



CTR
3.12%
↓ 6%



Fb Pixel Lead
84
↑ 4%

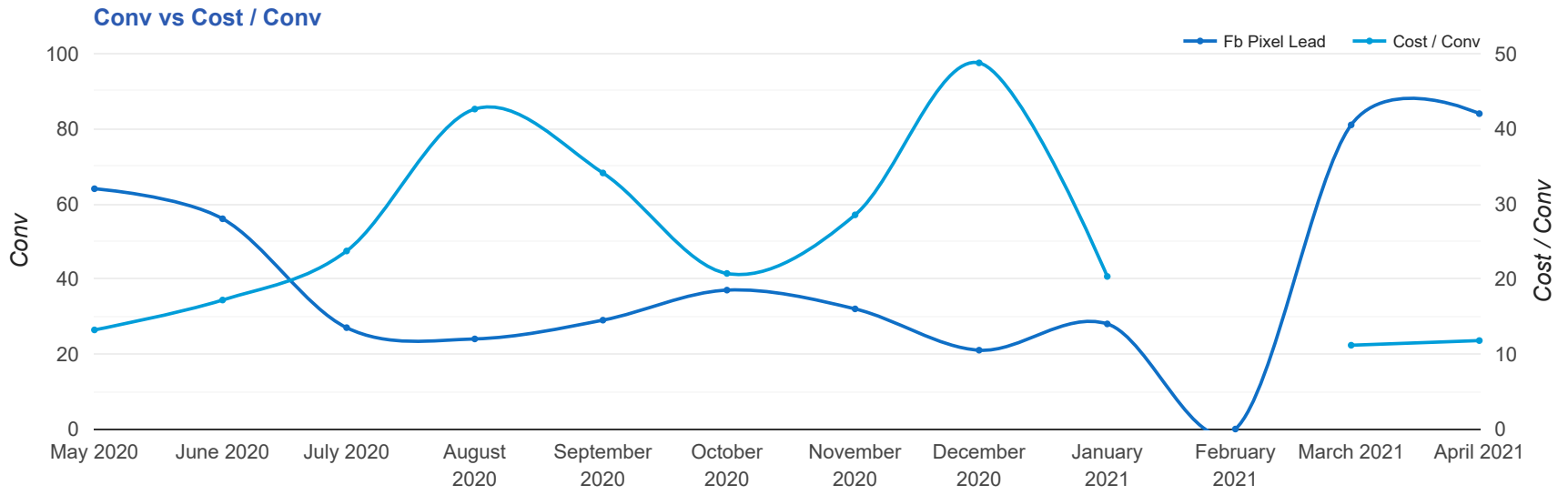


Cost / Conv
\$11.78
↑ 6%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	Apr, 2021	\$989.47	56,712	1,770	84	\$11.78

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	May, 2020	\$844.65	81,820	1,150	64	\$13.20
Trilogy Med Spa	Jun, 2020	\$962.14	94,910	1,161	56	\$17.18
Trilogy Med Spa	Jul, 2020	\$640.18	59,551	590	27	\$23.71
Trilogy Med Spa	Aug, 2020	\$1,022.58	77,267	654	24	\$42.61
Trilogy Med Spa	Sep, 2020	\$988.87	54,281	581	29	\$34.10
Trilogy Med Spa	Oct, 2020	\$766.70	48,334	881	37	\$20.72
Trilogy Med Spa	Nov, 2020	\$912.57	46,616	669	32	\$28.52
Trilogy Med Spa	Dec, 2020	\$1,023.93	41,052	501	21	\$48.76
Trilogy Med Spa	Jan, 2021	\$568.95	35,480	652	28	\$20.32
Trilogy Med Spa	Feb, 2021	\$8.66	324	12	0	-
Trilogy Med Spa	Mar, 2021	\$903.93	46,381	1,533	81	\$11.16
Trilogy Med Spa	Apr, 2021	\$989.47	56,712	1,770	84	\$11.78

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$989.47	56,712	1,770	84	\$11.78

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Lookalike - Women - 25-60	\$989.47	56,712	1,770	84	\$11.78

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021- 03 - Video - My Cool Journey	\$989.47	56,712	1,770	3.12%	84	\$11.78

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	25-34	female	\$345.75	24,691	611	2.47%	28	\$12.35
Trilogy Med Spa	45-54	female	\$221.19	10,030	423	4.22%	20	\$11.06
Trilogy Med Spa	35-44	female	\$339.55	19,328	604	3.13%	18	\$18.86
Trilogy Med Spa	Unknown	unknown	\$0.00	0	0	-%	11	\$0.00
Trilogy Med Spa	55-64	female	\$82.97	2,663	132	4.96%	7	\$11.85

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trilogy Med Spa	mobile_app	\$968.20	55,521	1,750	3.15%	72	\$13.45
Trilogy Med Spa	unknown	\$0.00	0	0	-%	11	\$0.00
Trilogy Med Spa	mobile_web	\$12.06	539	15	2.78%	1	\$12.06
Trilogy Med Spa	desktop	\$9.21	652	5	0.77%	0	-