

**Facebook Account Performance  
Report  
1 Sep 2019 — 30 Sep 2019**

Vio Med Spa

## Key Performance Indicators



Impr  
18,589  
↑ 176%



Clicks  
241  
↑ 110%



Cost  
\$420.74  
↑ 275%



CTR  
1.30%  
↓ 24%



Fb Pixel Lead  
0  
↓ 100%

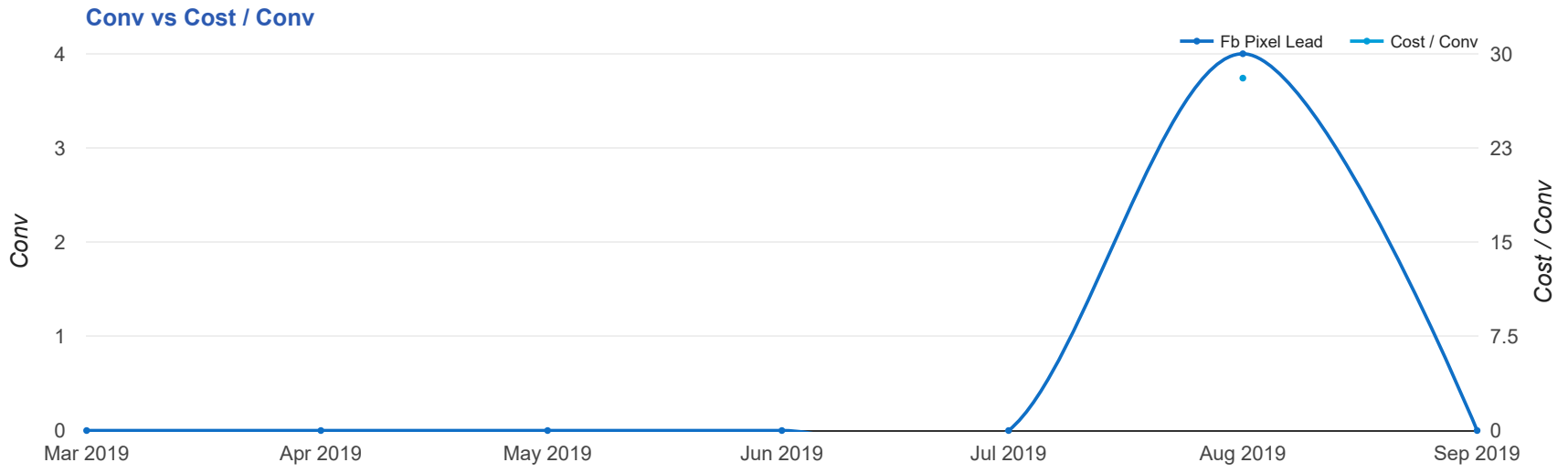


Cost / Conv  
-  
↓ 100%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Beverly Perri	Sep, 2019	\$420.74	18,589	241	0	-

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Beverly Perri	Mar, 2019	\$146.28	10,363	649	0	-
Beverly Perri	Apr, 2019	\$195.44	19,369	404	0	-
Beverly Perri	May, 2019	\$246.65	27,519	444	0	-
Beverly Perri	Jun, 2019	\$113.35	13,092	123	0	-
Beverly Perri	Jul, 2019	\$180.00	15,151	69	0	-
Beverly Perri	Aug, 2019	\$112.24	6,728	115	4	\$28.06
Beverly Perri	Sep, 2019	\$420.74	18,589	241	0	-

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting	\$405.36	17,911	210	0	-
Instagram Post: Grand Opening Social Media...	\$7.56	410	9	0	-
Event: Grand Opening Event	\$1.82	164	22	0	-
Post: "Happy Saturday VIO Beauties!"	\$6.00	104	0	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
General Population	\$405.36	17,911	210	0	-
Instagram Post: Grand Opening Social Media...	\$7.56	410	9	0	-
Event: Grand Opening Event	\$1.82	164	22	0	-
Post: "Happy Saturday VIO Beauties!"	\$6.00	104	0	0	-

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Dynamic Ads	\$405.36	17,911	210	1.17%	0	-
Instagram Post: Grand Opening Social Media...	\$7.56	410	9	2.20%	0	-
Event: Grand Opening Event	\$1.82	164	22	13.41%	0	-
Post: "Happy Saturday VIO Beauties!"	\$6.00	104	0	0.00%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Beverly Perri	18-24	female	\$1.33	56	1	1.79%	0	-
Beverly Perri	18-24	male	\$2.94	67	0	0.00%	0	-
Beverly Perri	25-34	female	\$97.96	6,812	43	0.63%	0	-
Beverly Perri	25-34	male	\$2.12	79	0	0.00%	0	-
Beverly Perri	25-34	unknown	\$0.01	1	0	0.00%	0	-
Beverly Perri	35-44	female	\$126.62	6,469	77	1.19%	0	-
Beverly Perri	35-44	male	\$1.14	35	0	0.00%	0	-
Beverly Perri	35-44	unknown	\$0.02	2	0	0.00%	0	-
Beverly Perri	45-54	female	\$163.09	4,578	104	2.27%	0	-
Beverly Perri	45-54	male	\$0.68	30	0	0.00%	0	-
Beverly Perri	45-54	unknown	\$0.00	1	0	0.00%	0	-
Beverly Perri	55-64	female	\$23.08	415	14	3.37%	0	-
Beverly Perri	55-64	male	\$0.74	17	1	5.88%	0	-
Beverly Perri	65+	female	\$0.65	16	0	0.00%	0	-
Beverly Perri	65+	male	\$0.36	11	1	9.09%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Beverly Perri	desktop	\$5.04	275	5	1.82%	0	-
Beverly Perri	mobile	\$415.70	18,314	236	1.29%	0	-