

Facebook Account Performance Report 1 Jan 2020 — 31 Jan 2020

Advanced Rejuvenation

Key Performance Indicators



Impr
82,134
↑ 40%



Clicks
798
↑ 65%



Cost
\$2,067.97
↑ 15%



CTR
0.97%
↑ 17%



Fb Pixel Lead
0
-

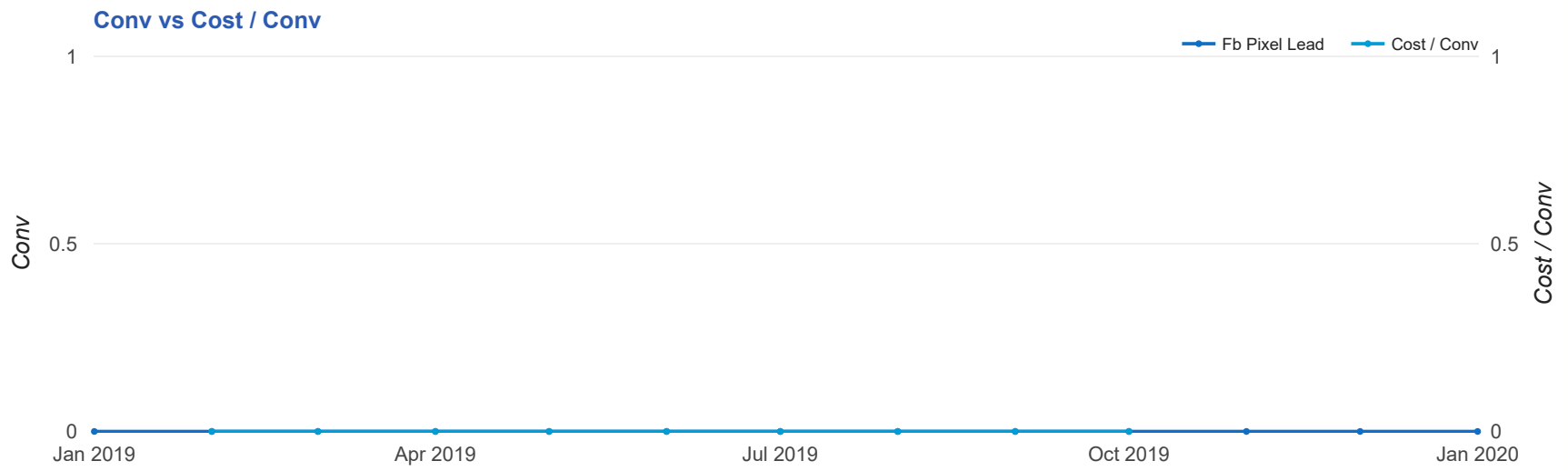


Cost / Conv
-
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Liviu B Saimovici	Jan, 2020	\$2,067.97	82,134	798	0	-

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Liviu B Saimovici	Jan, 2019	\$38.12	23,479	21	0	-
Liviu B Saimovici	Nov, 2019	\$257.72	11,796	82	0	-
Liviu B Saimovici	Dec, 2019	\$1,803.86	58,650	485	0	-
Liviu B Saimovici	Jan, 2020	\$2,067.97	82,134	798	0	-

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,033.68	47,019	355	0	-
Botox - Conversions	\$1,034.29	35,115	443	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$1,033.68	47,019	355	0	-
Botox - Women	\$1,034.29	35,115	443	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-11 - CS - Women - Image 2	\$607.49	28,909	193	0.67%	0	-
2019-11 - CS - Women - Image 1	\$252.52	11,699	81	0.69%	0	-
2019-12 Botox - Women	\$1,034.29	35,115	443	1.26%	0	-
2020-01 - CS - Women - Valentine Image 1	\$40.04	1,197	25	2.09%	0	-
2020-01 - CS - Women - Valentine Image 2	\$72.75	2,766	36	1.30%	0	-
2020-01 - CS - Women - Valentine Image 3	\$29.08	1,246	13	1.04%	0	-
2020-01 - CS - Women - Valentine Image 4	\$14.72	625	2	0.32%	0	-
2020-01 - CS - Women - Valentine Image 5	\$17.08	577	5	0.87%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Liviu B Saimovici	25-34	female	\$246.26	16,797	75	0.45%	0	-
Liviu B Saimovici	35-44	female	\$608.40	28,339	243	0.86%	0	-
Liviu B Saimovici	45-54	female	\$703.08	23,812	258	1.08%	0	-
Liviu B Saimovici	55-64	female	\$337.04	9,059	138	1.52%	0	-
Liviu B Saimovici	65+	female	\$173.19	4,127	84	2.04%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Liviu B Saimovici	desktop	\$51.99	1,969	9	0.46%	0	-
Liviu B Saimovici	mobile_app	\$1,937.45	77,212	760	0.98%	0	-
Liviu B Saimovici	mobile_web	\$78.53	2,953	29	0.98%	0	-