

Facebook Account Performance Report 1 Feb 2020 — 29 Feb 2020

Advanced Rejuvenation

Key Performance Indicators



Impr
64,098
↓ 22%



Clicks
773
↓ 3%



Cost
\$1,930.33
↓ 7%



CTR
1.21%
↑ 25%



Total Custom Conversions
25
↓ 26%

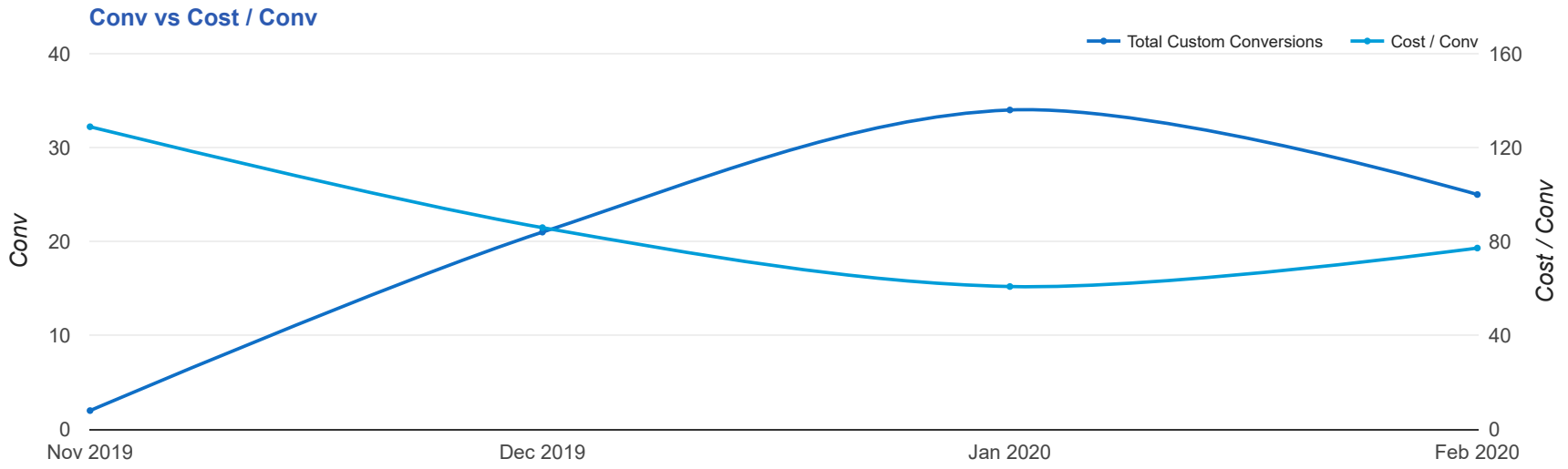


Cost / Conv
\$77.21
↑ 27%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Liviu B Saimovici	Feb, 2020	\$1,930.33	64,098	773	25	\$77.21

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Liviu B Saimovici	Nov, 2019	\$257.72	11,796	82	2	\$128.86
Liviu B Saimovici	Dec, 2019	\$1,803.86	58,650	485	21	\$85.90
Liviu B Saimovici	Jan, 2020	\$2,068.08	82,139	798	34	\$60.83
Liviu B Saimovici	Feb, 2020	\$1,930.33	64,098	773	25	\$77.21

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Conversions	\$965.45	35,412	380	16	\$60.34
Botox - Conversions	\$964.88	28,686	393	9	\$107.21

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Women	\$965.45	35,412	380	16	\$60.34
Botox - Women	\$964.88	28,686	393	9	\$107.21

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2019-12 Botox - Women	\$964.88	28,686	393	1.37%	9	\$107.21
2020-02 - CS - Women - Image 3	\$209.04	7,813	85	1.09%	5	\$41.81
2020-01 - CS - Women - Valentine Image 4	\$128.28	5,189	57	1.10%	4	\$32.07
2020-02 - CS - Women - Image 2	\$216.73	7,720	69	0.89%	3	\$72.24
2020-01 - CS - Women - Valentine Image 2	\$152.74	5,746	62	1.08%	2	\$76.37
2020-01 - CS - Women - Valentine Image 1	\$69.76	2,309	32	1.39%	1	\$69.76
2020-01 - CS - Women - Valentine Image 3	\$58.16	2,048	19	0.93%	1	\$58.16
2020-02 - CS - Women - Image 1	\$81.52	2,811	32	1.14%	0	-
2020-01 - CS - Women - Valentine Image 5	\$49.22	1,776	24	1.35%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Liviu B Saimovici	45-54	female	\$615.49	18,651	244	1.31%	8	\$76.94
Liviu B Saimovici	55-64	female	\$412.11	9,835	144	1.46%	8	\$51.51
Liviu B Saimovici	35-44	female	\$520.19	20,508	227	1.11%	7	\$74.31
Liviu B Saimovici	25-34	female	\$189.35	11,048	71	0.64%	1	\$189.35
Liviu B Saimovici	65+	female	\$193.19	4,056	87	2.14%	1	\$193.19

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Liviu B Saimovici	mobile_app	\$1,807.41	60,123	726	1.21%	25	\$72.30
Liviu B Saimovici	desktop	\$52.88	1,630	13	0.80%	0	-
Liviu B Saimovici	mobile_web	\$70.04	2,345	34	1.45%	0	-