

Facebook Account Performance Report 1 Feb 2020 — 29 Feb 2020

Bloom Health (act_298114377377033)

Key Performance Indicators



Impr
11,728
↑ ∞



Clicks
235
↑ ∞



Cost
\$346.77
↑ ∞



CTR
2.00%
-



Fb Pixel Lead
10
↑ ∞

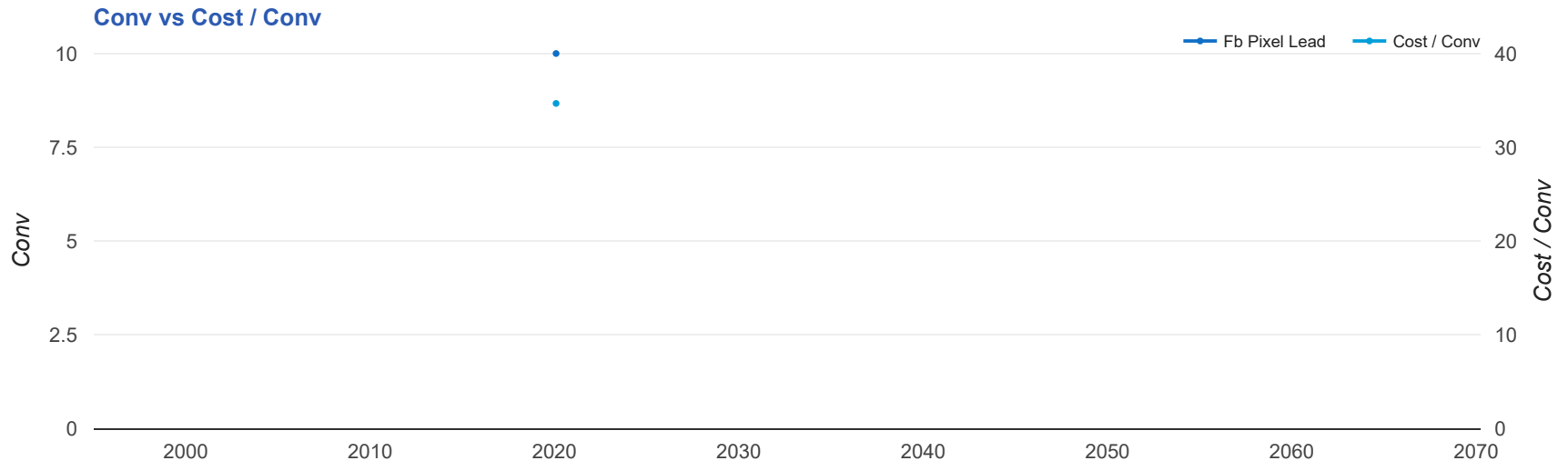


Cost / Conv
\$34.68
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Bloom Health	Feb, 2020	\$346.77	11,728	235	10	\$34.68

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Bloom Health	Feb, 2020	\$346.77	11,728	235	10	\$34.68

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$212.57	6,764	130	10	\$21.26
Botox - Conversions	\$134.20	4,964	105	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$212.57	6,764	130	10	\$21.26
Botox - Women	\$134.20	4,964	105	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - CS - Women - Img 2	\$212.57	6,764	130	1.92%	10	\$21.26
2020-02 - Botox - Women - Img 1	\$55.59	2,164	47	2.17%	0	-
2020-02 - Botox - Women - Img 2	\$78.61	2,800	58	2.07%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Bloom Health	45-54	female	\$116.51	3,348	86	2.57%	6	\$19.42
Bloom Health	55-64	female	\$63.78	1,655	30	1.81%	2	\$31.89
Bloom Health	25-34	female	\$50.51	2,570	36	1.40%	1	\$50.51
Bloom Health	35-44	female	\$85.25	3,337	52	1.56%	1	\$85.25
Bloom Health	65+	female	\$30.71	818	31	3.79%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Bloom Health	mobile_app	\$323.52	10,829	233	2.15%	10	\$32.35
Bloom Health	desktop	\$9.21	365	1	0.27%	0	-
Bloom Health	mobile_web	\$14.04	534	1	0.19%	0	-