

**Facebook Account Performance
Report
1 Jul 2020 — 31 Jul 2020**

Bloom Health (act_298114377377033)

Key Performance Indicators



Impr
57,769
↓ 45%



Clicks
549
↓ 85%



Cost
\$1,024.56
↓ 15%



CTR
0.95%
↓ 73%



Fb Pixel Lead
19
↓ 60%

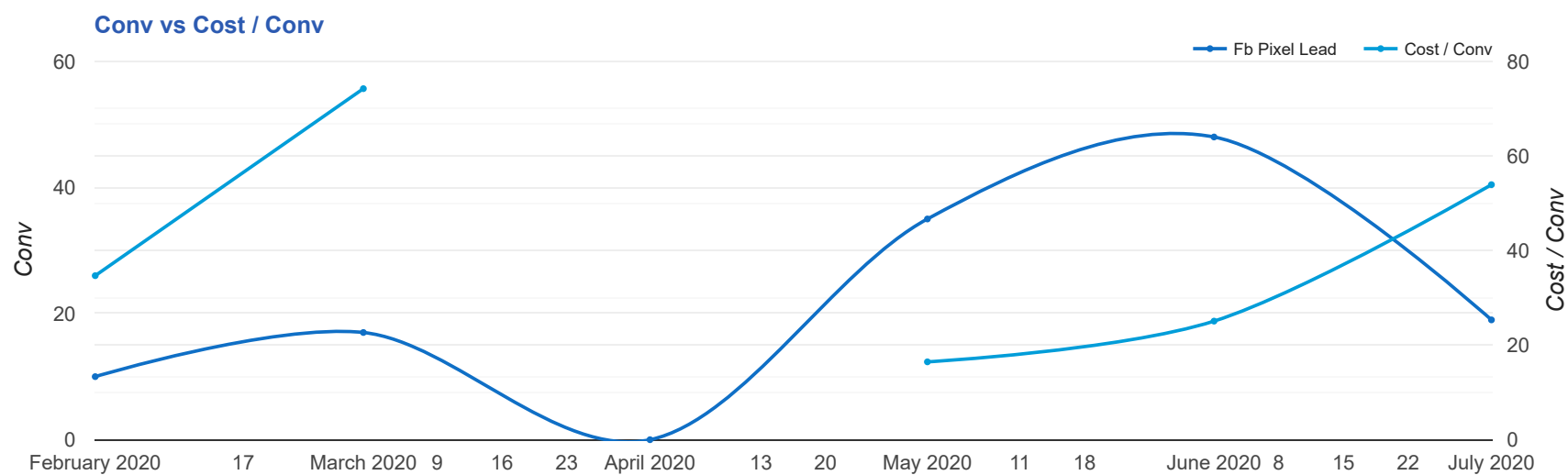


Cost / Conv
\$53.92
↑ 115%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Bloom Health	Jul, 2020	\$1,024.56	57,769	549	19	\$53.92

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
Bloom Health	Mar, 2020	\$1,261.74	77,058	674	17	\$74.22
Bloom Health	Apr, 2020	\$268.92	35,713	189	0	-
Bloom Health	May, 2020	\$575.99	49,272	2,603	35	\$16.46
Bloom Health	Jun, 2020	\$1,203.35	104,145	3,615	48	\$25.07
Bloom Health	Jul, 2020	\$1,024.56	57,769	549	19	\$53.92

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,024.56	57,769	549	19	\$53.92

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$1,024.56	57,769	549	19	\$53.92

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - CS - Women - Img 2	\$1,024.56	57,769	549	0.95%	19	\$53.92

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Bloom Health	45-54	female	\$375.95	15,742	173	1.10%	7	\$53.71
Bloom Health	25-34	female	\$198.99	17,539	117	0.67%	5	\$39.80
Bloom Health	55-64	female	\$154.49	5,919	81	1.37%	5	\$30.90
Bloom Health	35-44	female	\$295.13	18,569	178	0.96%	2	\$147.56

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Bloom Health	mobile_app	\$926.32	50,687	516	1.02%	17	\$54.49
Bloom Health	desktop	\$62.88	4,517	21	0.46%	2	\$31.44
Bloom Health	mobile_web	\$35.37	2,565	12	0.47%	0	-