

Facebook Account Performance Report 1 Apr 2020 — 30 Apr 2020

Medstar Clients (act_573434636544781) - Body Morph

Key Performance Indicators



Impr
45,666
↓ 14%



Clicks
1,381
↓ 29%



Cost
\$1,240.90
↓ 3%



CTR
3.02%
↓ 17%



Fb Pixel Lead
50
↓ 23%

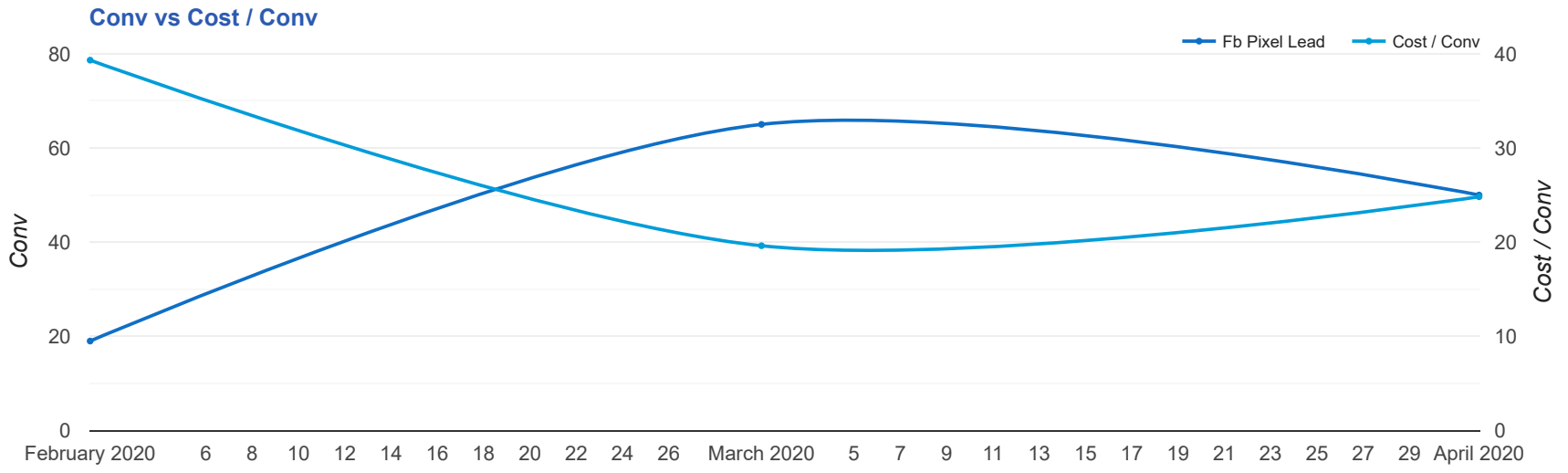


Cost / Conv
\$24.82
↑ 27%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Medstar Clients	Apr, 2020	\$1,240.90	45,666	1,381	50	\$24.82

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Medstar Clients	Feb, 2020	\$747.03	23,133	312	19	\$39.32
Medstar Clients	Mar, 2020	\$1,275.45	53,219	1,939	65	\$19.62
Medstar Clients	Apr, 2020	\$1,240.90	45,666	1,381	50	\$24.82

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Body Morph - Emsculpt	\$1,240.90	45,666	1,381	50	\$24.82

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Body Morph - Emsculpt - Women	\$1,239.11	45,574	1,379	50	\$24.78
Body Morph - Emsculpt - Women - 550 mamaroneck 5 miles	\$1.79	92	2	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - Emsclpt - J-lo Video - Temp	\$1,239.11	45,574	1,379	3.03%	50	\$24.78
2020-02 - Emsclpt - J-lo Video - Temp	\$1.79	92	2	2.17%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Medstar Clients	35-44	female	\$351.27	14,267	396	2.78%	19	\$18.49
Medstar Clients	45-54	female	\$466.14	14,111	498	3.53%	13	\$35.86
Medstar Clients	55-64	female	\$207.84	5,854	245	4.19%	12	\$17.32
Medstar Clients	25-34	female	\$215.65	11,434	242	2.12%	6	\$35.94

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Medstar Clients	mobile_app	\$1,206.92	44,626	1,312	2.94%	48	\$25.14
Medstar Clients	mobile_web	\$30.01	900	68	7.56%	2	\$15.01
Medstar Clients	desktop	\$3.97	140	1	0.71%	0	-