

Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020

Medstar Clients (act_573434636544781) - Body Morph

Key Performance Indicators



Impr
32,597
↓ 27%



Clicks
911
↓ 22%



Cost
\$908.66
↓ 26%



CTR
2.79%
↑ 6%



Fb Pixel Lead
47
↓ 22%

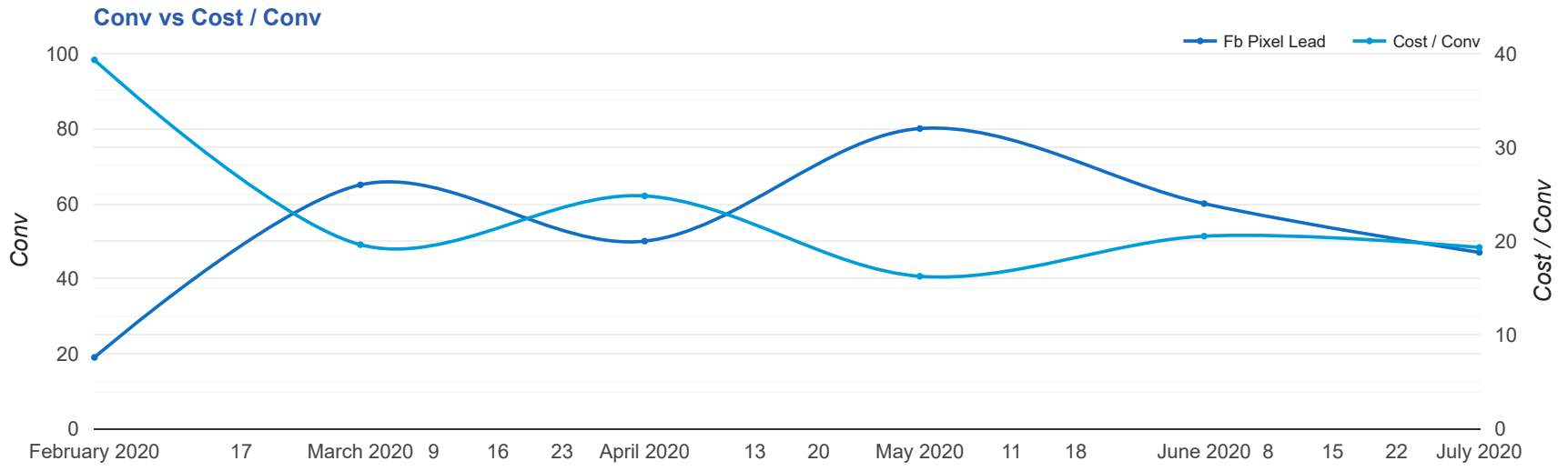


Cost / Conv
\$19.33
↓ 6%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Medstar Clients	Jul, 2020	\$908.66	32,597	911	47	\$19.33

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
Medstar Clients	May, 2020	\$1,300.20	56,108	1,299	80	\$16.25
Medstar Clients	Jun, 2020	\$1,231.99	44,643	1,168	60	\$20.53
Medstar Clients	Jul, 2020	\$908.66	32,597	911	47	\$19.33

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Body Morph - Emsculpt	\$908.66	32,597	911	47	\$19.33

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Body Morph - Emsculpt - Women	\$908.04	32,569	909	47	\$19.32
Body Morph - Emsculpt - Women - 550 mamaroneck 5 miles	\$0.62	28	2	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - Emsclpt - J-lo Video - Temp	\$908.04	32,569	909	2.79%	47	\$19.32
2020-02 - Emsclpt - J-lo Video - Temp	\$0.62	28	2	7.14%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Medstar Clients	45-54	female	\$323.16	9,512	326	3.43%	16	\$20.20
Medstar Clients	25-34	female	\$160.99	8,978	165	1.84%	12	\$13.42
Medstar Clients	55-64	female	\$178.49	4,491	191	4.25%	11	\$16.23
Medstar Clients	35-44	female	\$246.02	9,616	229	2.38%	8	\$30.75

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Medstar Clients	mobile_app	\$885.92	31,902	849	2.66%	45	\$19.69
Medstar Clients	desktop	\$5.65	71	6	8.45%	1	\$5.65
Medstar Clients	mobile_web	\$17.09	624	56	8.97%	1	\$17.09