

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

Body Morph (act_801674203588112) - Body Morph

Key Performance Indicators



Impr
44,315
↑ 314%



Clicks
1,638
↑ 597%



Cost
\$1,448.12
↑ 721%



CTR
3.70%
↑ 69%



Fb Pixel Lead
138
↑ ∞

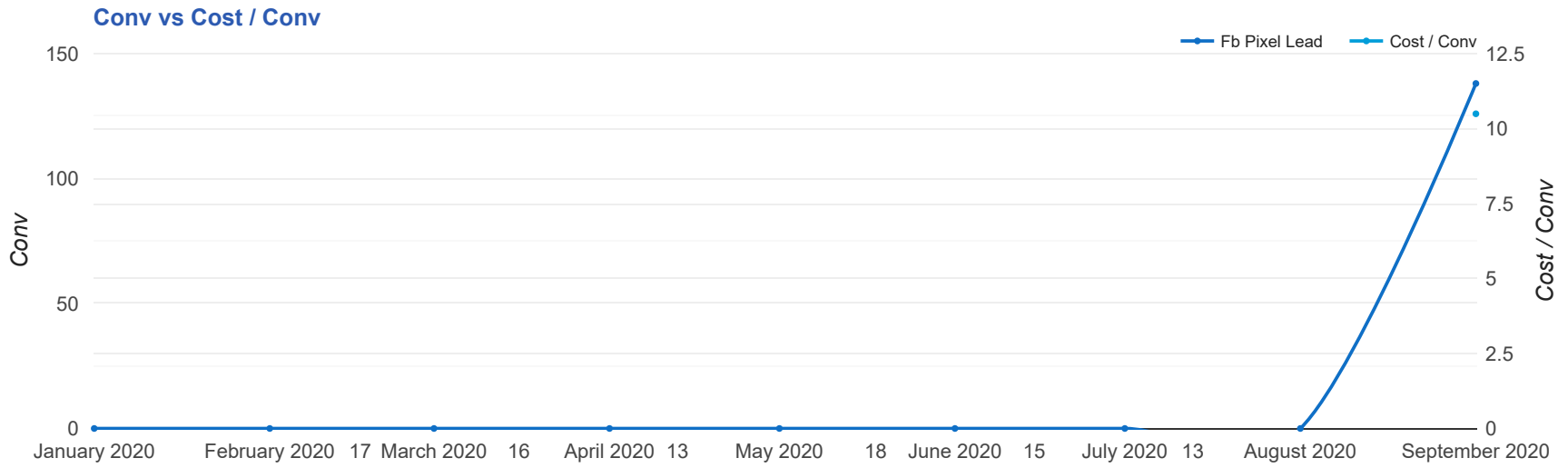


Cost / Conv
\$10.49
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Body Morph	Sep, 2020	\$1,448.12	44,315	1,638	138	\$10.49

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Body Morph	Jan, 2020	\$2.00	198	1	0	-
Body Morph	Feb, 2020	\$1,238.73	120,750	3,197	0	-
Body Morph	Mar, 2020	\$5,938.06	859,598	21,858	0	-
Body Morph	Apr, 2020	\$3,535.79	726,683	10,223	0	-
Body Morph	May, 2020	\$252.64	15,187	165	0	-
Body Morph	Jun, 2020	\$218.23	17,722	132	0	-
Body Morph	Jul, 2020	\$235.83	22,924	229	0	-
Body Morph	Aug, 2020	\$176.39	10,715	235	0	-
Body Morph	Sep, 2020	\$1,448.12	44,315	1,638	138	\$10.49

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$1,138.42	31,969	1,381	138	\$8.25
Instagram Post: Where there's a muscle, EMSCULPT...	\$20.89	473	9	0	-
Instagram Post: As seen on Westchester Magazine....	\$35.00	520	8	0	-
Instagram Post: EMTONE in RED. SPONTANEOUS COLOR...	\$30.00	362	27	0	-
Instagram Post: Emsculpt & GLUTE LIFT for FALL....	\$30.00	557	31	0	-
Instagram Post: Iron IV THERAPY for Iron...	\$35.00	3,220	52	0	-
Instagram Post: EMSCULPT.EMTONE.A QUICK...	\$30.00	1,170	5	0	-
Instagram Post: Emsculpt. When work gets tough....	\$34.98	649	4	0	-
Instagram Post: BodyMORPH MD Medical Weight Loss...	\$30.00	664	9	0	-
Instagram Post: IV GLUTATHIONE. From An MD To...	\$27.57	2,002	37	0	-
Instagram Post: IV GLUTATHIONE. Its ANTIOXIDANT...	\$27.70	2,350	71	0	-
Instagram Post: EMSCULPT for CORE STRENGTH....	\$8.56	379	4	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Body Morph - Emsculpt - Women	\$1,138.42	31,969	1,381	138	\$8.25
Instagram Post: Where there's a muscle, EMSCULPT...	\$16.92	386	9	0	-
Instagram Post: Where there's a muscle, EMSCULPT...	\$3.97	87	0	0	-
Instagram Post: As seen on Westchester Magazine....	\$28.00	368	8	0	-
Instagram Post: As seen on Westchester Magazine....	\$7.00	152	0	0	-
Instagram Post: EMTONE in RED. SPONTANEOUS COLOR...	\$24.00	292	26	0	-
Instagram Post: EMTONE in RED. SPONTANEOUS COLOR...	\$6.00	70	1	0	-
Instagram Post: Emsculpt & GLUTE LIFT for FALL....	\$24.00	455	29	0	-
Instagram Post: Emsculpt & GLUTE LIFT for FALL....	\$6.00	102	2	0	-
Instagram Post: Iron IV THERAPY for Iron...	\$7.00	921	0	0	-
Instagram Post: Iron IV THERAPY for Iron...	\$28.00	2,299	52	0	-
Instagram Post: EMSCULPT.EMTONE.A QUICK...	\$24.00	984	5	0	-
Instagram Post: EMSCULPT.EMTONE.A QUICK...	\$6.00	186	0	0	-
Instagram Post: Emsculpt. When work gets tough....	\$7.00	104	0	0	-
Instagram Post: Emsculpt. When work gets tough....	\$27.98	545	4	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - Emscplt - J-lo Video	\$1,138.42	31,969	1,381	4.32%	138	\$8.25
Instagram Post: Where there's a muscle, EMSCULPT...	\$3.97	87	0	0.00%	0	-
Instagram Post: Where there's a muscle, EMSCULPT...	\$16.92	386	9	2.33%	0	-
Instagram Post: As seen on Westchester Magazine....	\$7.00	152	0	0.00%	0	-
Instagram Post: As seen on Westchester Magazine....	\$28.00	368	8	2.17%	0	-
Instagram Post: EMTONE in RED. SPONTANEOUS COLOR...	\$24.00	292	26	8.90%	0	-
Instagram Post: EMTONE in RED. SPONTANEOUS COLOR...	\$6.00	70	1	1.43%	0	-
Instagram Post: Emsculpt & GLUTE LIFT for FALL....	\$6.00	102	2	1.96%	0	-
Instagram Post: Emsculpt & GLUTE LIFT for FALL....	\$24.00	455	29	6.37%	0	-
Instagram Post: Iron IV THERAPY for Iron...	\$7.00	921	0	0.00%	0	-
Instagram Post: Iron IV THERAPY for Iron...	\$28.00	2,299	52	2.26%	0	-
Instagram Post: EMSCULPT.EMTONE.A QUICK...	\$24.00	984	5	0.51%	0	-
Instagram Post: EMSCULPT.EMTONE.A QUICK...	\$6.00	186	0	0.00%	0	-
Instagram Post: Emsculpt. When work gets tough....	\$27.98	545	4	0.73%	0	-
Instagram Post: Emsculpt. When work gets tough....	\$7.00	104	0	0.00%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Body Morph	45-54	female	\$506.88	13,249	594	4.48%	63	\$8.05
Body Morph	55-64	female	\$300.78	7,118	393	5.52%	34	\$8.85
Body Morph	35-44	female	\$306.34	10,013	342	3.42%	29	\$10.56
Body Morph	25-34	female	\$180.99	6,470	164	2.53%	12	\$15.08
Body Morph	18-24	female	\$25.51	1,290	10	0.78%	0	-
Body Morph	18-24	male	\$22.07	1,460	16	1.10%	0	-
Body Morph	18-24	unknown	\$0.43	15	0	0.00%	0	-
Body Morph	25-34	male	\$32.00	1,652	39	2.36%	0	-
Body Morph	25-34	unknown	\$0.41	33	0	0.00%	0	-
Body Morph	35-44	male	\$21.58	1,010	27	2.67%	0	-
Body Morph	35-44	unknown	\$0.33	22	1	4.55%	0	-
Body Morph	45-54	male	\$18.09	658	22	3.34%	0	-
Body Morph	45-54	unknown	\$0.53	26	0	0.00%	0	-
Body Morph	55-64	male	\$12.13	441	19	4.31%	0	-
Body Morph	55-64	unknown	\$0.17	14	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Body Morph	mobile_app	\$1,424.58	43,648	1,592	3.65%	133	\$10.71
Body Morph	mobile_web	\$19.34	550	41	7.45%	5	\$3.87
Body Morph	desktop	\$4.20	117	5	4.27%	0	-