

Facebook Account Performance Report 1 Oct 2020 — 31 Oct 2020

Body Morph (act_801674203588112) - Body Morph

Key Performance Indicators



Impr
29,150
↓ 34%



Clicks
847
↓ 48%



Cost
\$984.17
↓ 32%



CTR
2.91%
↓ 21%



Fb Pixel Lead
90
↓ 35%

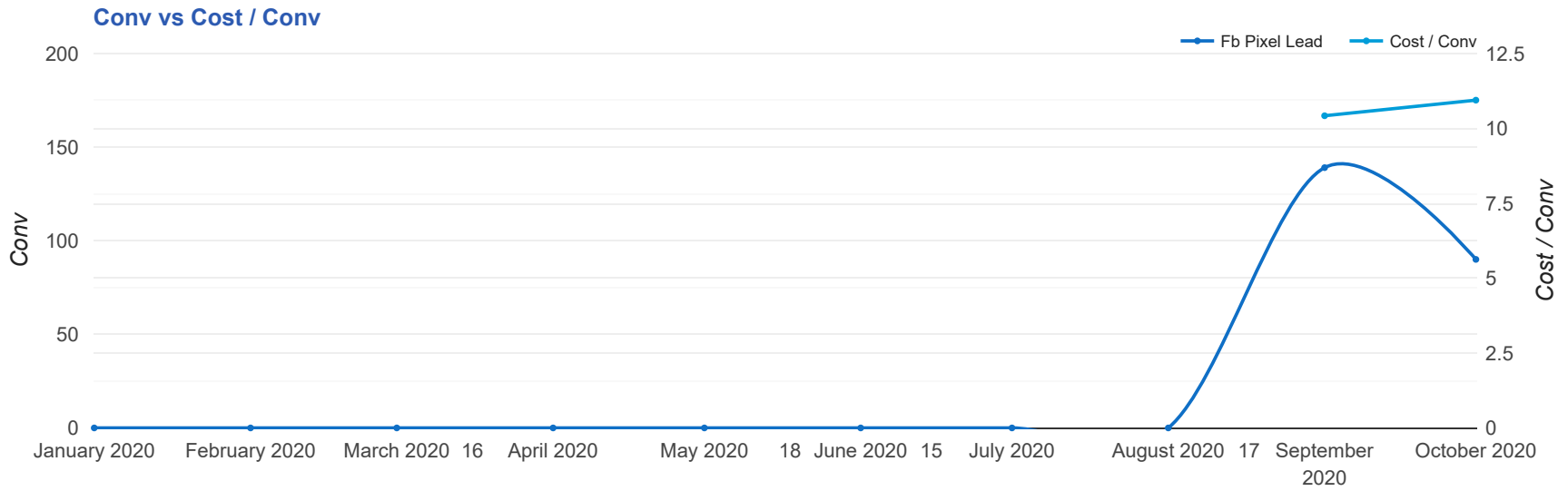


Cost / Conv
\$10.94
↑ 5%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Body Morph	Oct, 2020	\$984.17	29,150	847	90	\$10.94

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	\$1,448.16	44,316	1,638	139	\$10.42
Body Morph	Oct, 2020	\$984.17	29,150	847	90	\$10.94

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$851.90	20,152	741	90	\$9.47
Instagram Post: IV GLUTATHIONE. From An MD To...	\$7.43	715	10	0	-
Instagram Post: IV GLUTATHIONE. Its ANTIOXIDANT...	\$7.30	794	10	0	-
Instagram Post: EMSCULPT for CORE STRENGTH....	\$26.44	1,102	12	0	-
Instagram Post: EMSCULPT and POWER OF VOICE....	\$35.00	5,081	57	0	-
Instagram Post: THE EMSCULPT EXPERIENCE...	\$35.00	879	13	0	-
Instagram Post: EMTONE EFFECT@bodymorphMD....	\$0.78	140	0	0	-
Instagram Post: COMING SOON! EMSCULPT NEO. SIMPLY...	\$19.53	274	4	0	-
Instagram Post: Good Morning BODYMORPHMD! Get in...	\$0.79	13	0	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Body Morph - Emsculpt - Women	\$851.90	20,152	741	90	\$9.47
Instagram Post: IV GLUTATHIONE. From An MD To...	\$5.95	548	10	0	-
Instagram Post: IV GLUTATHIONE. From An MD To...	\$1.48	167	0	0	-
Instagram Post: IV GLUTATHIONE. Its ANTIOXIDANT...	\$1.45	309	0	0	-
Instagram Post: IV GLUTATHIONE. Its ANTIOXIDANT...	\$5.85	485	10	0	-
Instagram Post: EMSCULPT for CORE STRENGTH....	\$21.36	924	11	0	-
Instagram Post: EMSCULPT for CORE STRENGTH....	\$5.08	178	1	0	-
Instagram Post: EMSCULPT and POWER OF VOICE....	\$7.00	1,076	2	0	-
Instagram Post: EMSCULPT and POWER OF VOICE....	\$28.00	4,005	55	0	-
Instagram Post: THE EMSCULPT EXPERIENCE...	\$28.00	655	12	0	-
Instagram Post: THE EMSCULPT EXPERIENCE...	\$7.00	224	1	0	-
Instagram Post: EMTONE EFFECT@bodymorphMD....	\$0.78	140	0	0	-
Instagram Post: COMING SOON! EMSCULPT NEO. SIMPLY...	\$6.00	113	0	0	-
Instagram Post: COMING SOON! EMSCULPT NEO. SIMPLY...	\$13.53	161	4	0	-
Instagram Post: Good Morning BODYMORPHMD! Get in...	\$0.68	11	0	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - Emscplt - J-lo Video	\$851.90	20,152	741	3.68%	90	\$9.47
Instagram Post: IV GLUTATHIONE. From An MD To...	\$5.95	548	10	1.82%	0	-
Instagram Post: IV GLUTATHIONE. From An MD To...	\$1.48	167	0	0.00%	0	-
Instagram Post: IV GLUTATHIONE. Its ANTIOXIDANT...	\$5.85	485	10	2.06%	0	-
Instagram Post: IV GLUTATHIONE. Its ANTIOXIDANT...	\$1.45	309	0	0.00%	0	-
Instagram Post: EMSCULPT for CORE STRENGTH...	\$5.08	178	1	0.56%	0	-
Instagram Post: EMSCULPT for CORE STRENGTH...	\$21.36	924	11	1.19%	0	-
Instagram Post: EMSCULPT and POWER OF VOICE...	\$28.00	4,005	55	1.37%	0	-
Instagram Post: EMSCULPT and POWER OF VOICE...	\$7.00	1,076	2	0.19%	0	-
Instagram Post: THE EMSCULPT EXPERIENCE...	\$28.00	655	12	1.83%	0	-
Instagram Post: THE EMSCULPT EXPERIENCE...	\$7.00	224	1	0.45%	0	-
Instagram Post: EMTONE EFFECT@bodymorphMD...	\$0.78	140	0	0.00%	0	-
Instagram Post: COMING SOON! EMSCULPT NEO. SIMPLY...	\$13.53	161	4	2.48%	0	-
Instagram Post: COMING SOON! EMSCULPT NEO. SIMPLY...	\$6.00	113	0	0.00%	0	-
Instagram Post: Good Morning BODYMORPHMD! Get in...	\$0.11	2	0	0.00%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Body Morph	45-54	female	\$359.16	8,013	320	3.99%	43	\$8.35
Body Morph	35-44	female	\$200.51	5,678	173	3.05%	21	\$9.55
Body Morph	55-64	female	\$228.83	4,718	205	4.35%	15	\$15.26
Body Morph	25-34	female	\$110.85	3,650	88	2.41%	11	\$10.08
Body Morph	18-24	female	\$13.49	1,695	12	0.71%	0	-
Body Morph	18-24	male	\$17.73	2,243	13	0.58%	0	-
Body Morph	18-24	unknown	\$0.11	29	0	0.00%	0	-
Body Morph	25-34	male	\$17.04	1,245	10	0.80%	0	-
Body Morph	25-34	unknown	\$0.21	17	0	0.00%	0	-
Body Morph	35-44	male	\$11.93	648	4	0.62%	0	-
Body Morph	35-44	unknown	\$0.17	10	0	0.00%	0	-
Body Morph	45-54	male	\$6.81	368	9	2.45%	0	-
Body Morph	45-54	unknown	\$0.42	13	0	0.00%	0	-
Body Morph	55-64	male	\$6.95	308	4	1.30%	0	-
Body Morph	55-64	unknown	\$0.14	9	1	11.11%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Body Morph	mobile_app	\$965.91	28,703	810	2.82%	88	\$10.98
Body Morph	mobile_web	\$16.24	406	36	8.87%	2	\$8.12
Body Morph	desktop	\$2.02	41	1	2.44%	0	-