

# **Facebook Account Performance Report 1 Feb 2021 — 28 Feb 2021**

Body Morph (act\_801674203588112) - Body Morph

## Key Performance Indicators



Impr  
10,348  
↓ 74%



Clicks  
345  
↓ 64%



Cost  
\$283.25  
↓ 35%



CTR  
3.33%  
↑ 39%



Fb Pixel Lead  
14  
↑ ∞

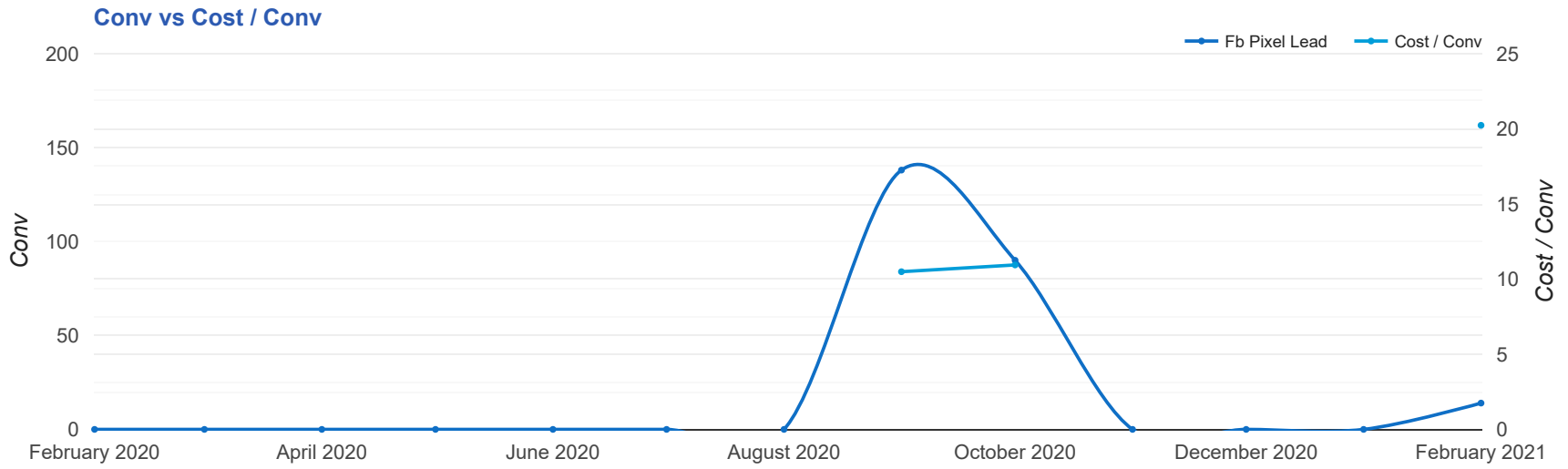


Cost / Conv  
\$20.23  
-

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Body Morph	Feb, 2021	\$283.25	10,348	345	14	\$20.23

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	138	\$10.49
Body Morph	Oct, 2020	\$984.17	29,150	847	90	\$10.94
Body Morph	Nov, 2020	\$135.24	3,342	75	0	-
Body Morph	Dec, 2020	\$456.11	26,418	801	0	-
Body Morph	Jan, 2021	\$434.48	40,219	965	0	-
Body Morph	Feb, 2021	\$283.25	10,348	345	14	\$20.23

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$150.47	5,470	175	14	\$10.75
Instagram Post: Orbera @bodymorphmd resets your...	\$12.79	461	11	0	-
Instagram Post: EMTONE at BodyMorph Medical...	\$49.99	758	50	0	-
Instagram Post: Beet salad with Goat cheese in...	\$35.00	2,557	71	0	-
Instagram Post: IV HAIR NOURISHMENT @bodymorphmd...	\$35.00	1,102	38	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Body Morph - Emsculpt - Women	\$123.69	4,297	134	13	\$9.51
Body Morph - Emsculpt - Women - Copy	\$21.33	1,025	39	1	\$21.33
Body Morph - Emsculpt - Women	\$5.45	148	2	0	-
Instagram Post	\$12.79	461	11	0	-
Instagram Post	\$49.99	758	50	0	-
Instagram Post	\$35.00	2,557	71	0	-
Instagram Post	\$35.00	1,102	38	0	-

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Emsculpt - Women - Video 1	\$123.69	4,297	134	3.12%	13	\$9.51
2020-11 - Emsculpt - Women - Video 2	\$21.33	1,025	39	3.80%	1	\$21.33
2020-09 - Emsclpt - J-lo Video	\$5.45	148	2	1.35%	0	-
Instagram Post: Orbera @bodemorphmd resets your...	\$12.79	461	11	2.39%	0	-
Instagram Post: EMTONE at BodyMorph Medical...	\$49.99	758	50	6.60%	0	-
Instagram Post: Beet salad with Goat cheese in...	\$35.00	2,557	71	2.78%	0	-
Instagram Post: IV HAIR NOURISHMENT @bodemorphmd...	\$35.00	1,102	38	3.45%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Body Morph	45-54	female	\$81.09	2,540	93	3.66%	5	\$16.22
Body Morph	55-64	female	\$41.56	1,388	53	3.82%	4	\$10.39
Body Morph	35-44	female	\$72.87	2,825	79	2.80%	3	\$24.29
Body Morph	25-34	female	\$43.25	1,861	54	2.90%	2	\$21.63
Body Morph	13-17	unknown	\$0.10	1	0	0.00%	0	-
Body Morph	18-24	female	\$4.64	239	4	1.67%	0	-
Body Morph	18-24	male	\$2.10	126	2	1.59%	0	-
Body Morph	18-24	unknown	\$0.00	1	0	0.00%	0	-
Body Morph	25-34	male	\$4.27	241	5	2.07%	0	-
Body Morph	25-34	unknown	\$0.15	12	0	0.00%	0	-
Body Morph	35-44	male	\$6.79	242	13	5.37%	0	-
Body Morph	35-44	unknown	\$0.38	19	1	5.26%	0	-
Body Morph	45-54	male	\$6.66	223	8	3.59%	0	-
Body Morph	45-54	unknown	\$0.19	21	0	0.00%	0	-
Body Morph	55-64	male	\$6.16	179	14	7.82%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Body Morph	mobile_app	\$281.77	10,296	343	3.33%	14	\$20.13
Body Morph	desktop	\$0.34	8	0	0.00%	0	-
Body Morph	mobile_web	\$1.14	44	2	4.55%	0	-