

# **Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021**

Body Morph (act\_801674203588112) - Body Morph

## Key Performance Indicators



Impr  
74,696  
↑ 34%



Clicks  
2,864  
↑ 78%



Cost  
\$1,281.03  
↓ 3%



CTR  
3.83%  
↑ 33%



Fb Pixel Lead  
35  
↓ 26%

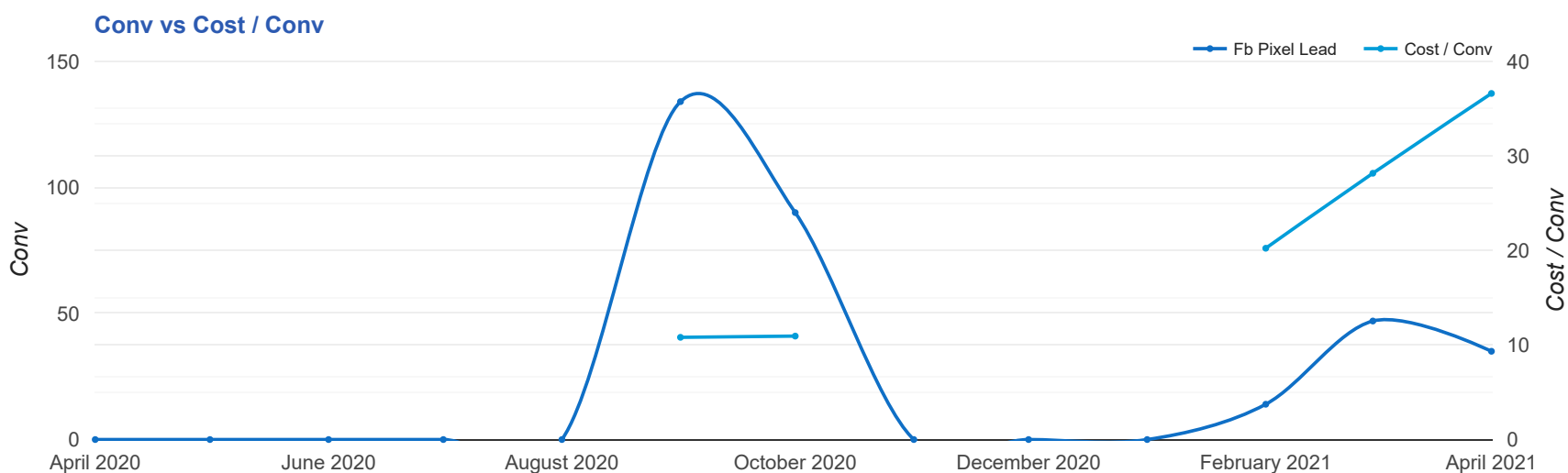


Cost / Conv  
\$36.60  
↑ 30%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Body Morph	Apr, 2021	\$1,281.03	74,696	2,864	35	\$36.60

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	134	\$10.81
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	\$283.28	10,350	346	14	\$20.23
Body Morph	Mar, 2021	\$1,323.50	55,929	1,610	47	\$28.16
Body Morph	Apr, 2021	\$1,281.03	74,696	2,864	35	\$36.60

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$750.14	27,539	826	35	\$21.43
Instagram Post: No pain,no gain. I had to run 8...	\$49.84	7,712	305	0	-
Instagram Post: Happy National Doctors Day @...	\$32.81	2,730	42	0	-
Instagram Post: Pork Osso Buco from the...	\$50.00	7,017	243	0	-
Instagram Post: EMTONE INNER THIGHS. 7 NY minutes...	\$36.00	2,817	197	0	-
Instagram Post: A great day today @bodymorphmd...	\$30.00	5,467	29	0	-
Instagram Post: EMTONE BOOSTER @bodymorphmd. Rome...	\$30.00	1,789	96	0	-
Instagram Post: An EMTONE toned skin is tight,...	\$50.00	6,227	501	0	-
Instagram Post: EMTONE+EMSCULPT = Bikini season...	\$0.46	27	1	0	-
Instagram Post: EMTONE for Upper Arms aka BAT...	\$69.24	3,267	160	0	-
Instagram Post: EMSCULPT for brides to be is the...	\$35.00	1,552	80	0	-
Instagram Post: COMBO of EMsculpt & EMTONE after...	\$35.00	1,495	67	0	-
Instagram Post: COMBO of EMsculpt & EMTONE after...	\$21.50	1,147	47	0	-
Instagram Post: A breath of fresh air abounds...	\$30.00	1,354	32	0	-
Instagram Post: EMTONE INNER THIGHS. 7 NY minutes...	\$36.00	2,889	209	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Body Morph - Emsculpt - Women	\$464.59	17,983	515	21	\$22.12
Body Morph - Emsculpt - Women - Copy	\$236.81	7,964	250	13	\$18.22
Body Morph - Emsculpt - Women	\$48.74	1,592	61	1	\$48.74
Instagram Post	\$49.84	7,712	305	0	-
Instagram Post	\$32.81	2,730	42	0	-
Instagram Post	\$50.00	7,017	243	0	-
Instagram Post	\$36.00	2,817	197	0	-
Instagram Post	\$30.00	5,467	29	0	-
Instagram Post	\$30.00	1,789	96	0	-
Instagram Post	\$50.00	6,227	501	0	-
Instagram Post	\$0.46	27	1	0	-
Instagram Post	\$69.24	3,267	160	0	-
Instagram Post	\$35.00	1,552	80	0	-
Instagram Post	\$35.00	1,495	67	0	-
Instagram Post	\$21.50	1,147	47	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Emsculpt - Women - Video 1	\$464.59	17,983	515	2.86%	21	\$22.12
2020-11 - Emsculpt - Women - Video 2	\$236.81	7,964	250	3.14%	13	\$18.22
2020-09 - Emsclpt - J-lo Video	\$48.74	1,592	61	3.83%	1	\$48.74
Instagram Post: No pain,no gain. I had to run 8...	\$49.84	7,712	305	3.95%	0	-
Instagram Post: Happy National Doctors Day @...	\$32.81	2,730	42	1.54%	0	-
Instagram Post: Pork Osso Buco from the...	\$50.00	7,017	243	3.46%	0	-
Instagram Post: EMTONE INNER THIGHS. 7 NY minutes...	\$36.00	2,817	197	6.99%	0	-
Instagram Post: A great day today @bodymorphmd...	\$30.00	5,467	29	0.53%	0	-
Instagram Post: EMTONE BOOSTER @bodymorphmd. Rome...	\$30.00	1,789	96	5.37%	0	-
Instagram Post: An EMTONE toned skin is tight,...	\$50.00	6,227	501	8.05%	0	-
Instagram Post: EMTONE+EMSCULPT = Bikini season...	\$0.46	27	1	3.70%	0	-
Instagram Post: EMTONE for Upper Arms aka BAT...	\$69.24	3,267	160	4.90%	0	-
Instagram Post: EMSCULPT for brides to be is the...	\$35.00	1,552	80	5.15%	0	-
Instagram Post: COMBO of EMsculpt & EMTONE after...	\$35.00	1,495	67	4.48%	0	-
Instagram Post: COMBO of EMsculpt & EMTONE after...	\$21.50	1,147	47	4.10%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Body Morph	35-44	female	\$291.19	16,042	584	3.64%	12	\$24.27
Body Morph	45-54	female	\$422.93	18,238	875	4.80%	9	\$46.99
Body Morph	25-34	female	\$147.51	9,735	274	2.81%	6	\$24.58
Body Morph	55-64	female	\$231.41	9,337	457	4.89%	5	\$46.28
Body Morph	Unknown	unknown	\$0.41	16	1	6.25%	3	\$0.14
Body Morph	13-17	unknown	\$0.08	7	0	0.00%	0	-
Body Morph	18-24	female	\$11.81	1,671	66	3.95%	0	-
Body Morph	18-24	male	\$13.16	2,490	85	3.41%	0	-
Body Morph	18-24	unknown	\$0.11	14	1	7.14%	0	-
Body Morph	25-34	male	\$26.91	4,701	155	3.30%	0	-
Body Morph	25-34	unknown	\$0.75	100	2	2.00%	0	-
Body Morph	35-44	male	\$20.68	2,889	82	2.84%	0	-
Body Morph	35-44	unknown	\$1.60	179	5	2.79%	0	-
Body Morph	45-54	male	\$22.59	2,350	64	2.72%	0	-
Body Morph	45-54	unknown	\$2.50	197	10	5.08%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Body Morph	mobile_app	\$1,268.15	74,219	2,849	3.84%	30	\$42.27
Body Morph	unknown	\$0.00	0	0	-%	3	\$0.00
Body Morph	mobile_web	\$10.36	402	15	3.73%	2	\$5.18
Body Morph	desktop	\$2.52	75	0	0.00%	0	-