

**Facebook Account Performance
Report
1 Mar 2021 — 31 Mar 2021**

Calista (act_3992198689415)

Key Performance Indicators



Impr
10,227
↑ 6,905%



Clicks
494
↑ 4,391%



Cost
\$329.20
↑ 12,963%



CTR
4.83%
↓ 36%



Fb Pixel Lead
0
-

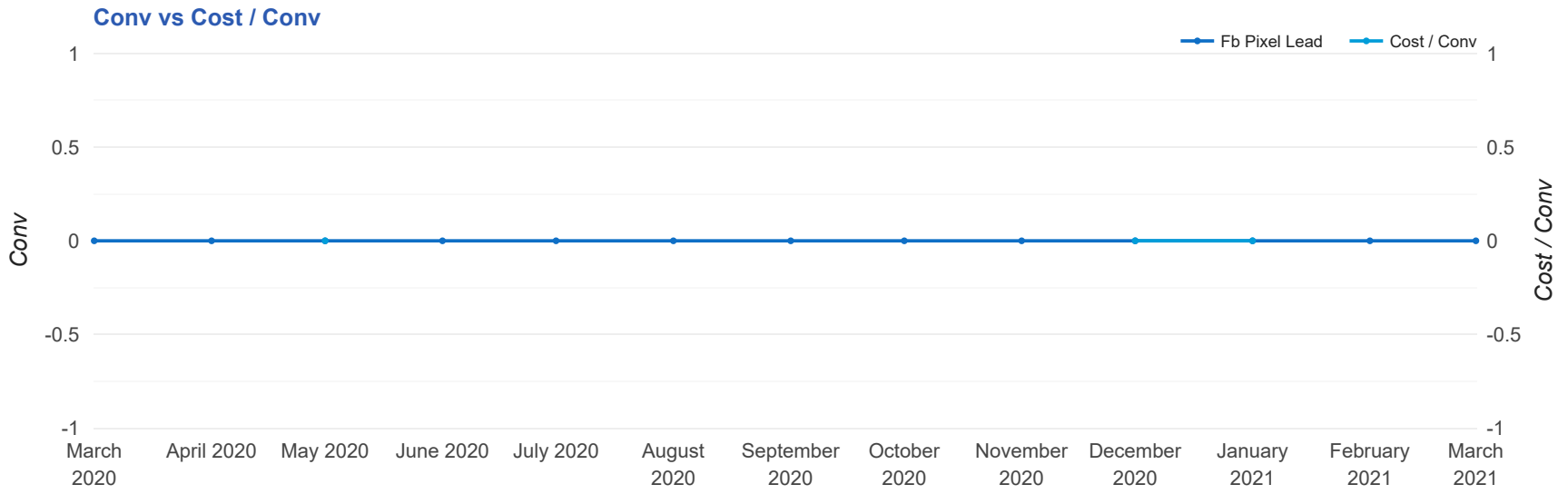


Cost / Conv
-
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Calista	Mar, 2021	\$329.20	10,227	494	0	-

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Calista	Mar, 2020	\$39.12	5,649	177	0	-
Calista	Apr, 2020	\$15.00	1,313	86	0	-
Calista	Jun, 2020	\$74.45	25,009	92	0	-
Calista	Jul, 2020	\$80.92	6,197	159	0	-
Calista	Aug, 2020	\$170.59	20,460	470	0	-
Calista	Sep, 2020	\$42.99	3,242	59	0	-
Calista	Oct, 2020	\$30.00	2,797	25	0	-
Calista	Nov, 2020	\$18.55	1,758	49	0	-
Calista	Feb, 2021	\$2.52	146	11	0	-
Calista	Mar, 2021	\$329.20	10,227	494	0	-

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$321.72	9,765	457	0	-
Post: "Fibroblast treatments are great for diminishing..."	\$7.48	462	37	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-64 - 10mi Radius	\$321.72	9,765	457	0	-
Post: "Fibroblast treatments are great for diminishing..."	\$7.48	462	37	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Post: "Fibroblast treatments are great for diminishing..."	\$7.48	462	37	8.01%	0	-
2021-03 - CS - UGC - Sitting	\$223.95	7,040	331	4.70%	0	-
2021-03 - CS - UGC - Standing	\$97.77	2,725	126	4.62%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Calista	18-24	female	\$0.16	11	0	0.00%	0	-
Calista	18-24	male	\$0.06	11	0	0.00%	0	-
Calista	25-34	female	\$69.38	2,757	98	3.55%	0	-
Calista	25-34	male	\$0.16	18	0	0.00%	0	-
Calista	35-44	female	\$79.79	2,943	122	4.15%	0	-
Calista	35-44	male	\$0.29	25	2	8.00%	0	-
Calista	35-44	unknown	\$0.02	2	1	50.00%	0	-
Calista	45-54	female	\$92.04	2,696	129	4.78%	0	-
Calista	45-54	male	\$0.18	16	0	0.00%	0	-
Calista	55-64	female	\$86.59	1,709	138	8.07%	0	-
Calista	55-64	male	\$0.10	5	0	0.00%	0	-
Calista	55-64	unknown	\$0.05	1	0	0.00%	0	-
Calista	65+	female	\$0.28	31	4	12.90%	0	-
Calista	65+	male	\$0.10	2	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Calista	desktop	\$5.65	109	2	1.83%	0	-
Calista	mobile_app	\$320.59	9,988	484	4.85%	0	-
Calista	mobile_web	\$2.96	130	8	6.15%	0	-