

Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021

Calista (act_3992198689415)

Key Performance Indicators



Impr
34,850
↑ 241%



Clicks
1,402
↑ 184%



Cost
\$991.17
↑ 201%



CTR
4.02%
↓ 17%



Fb Pixel Lead
56
↑ ∞

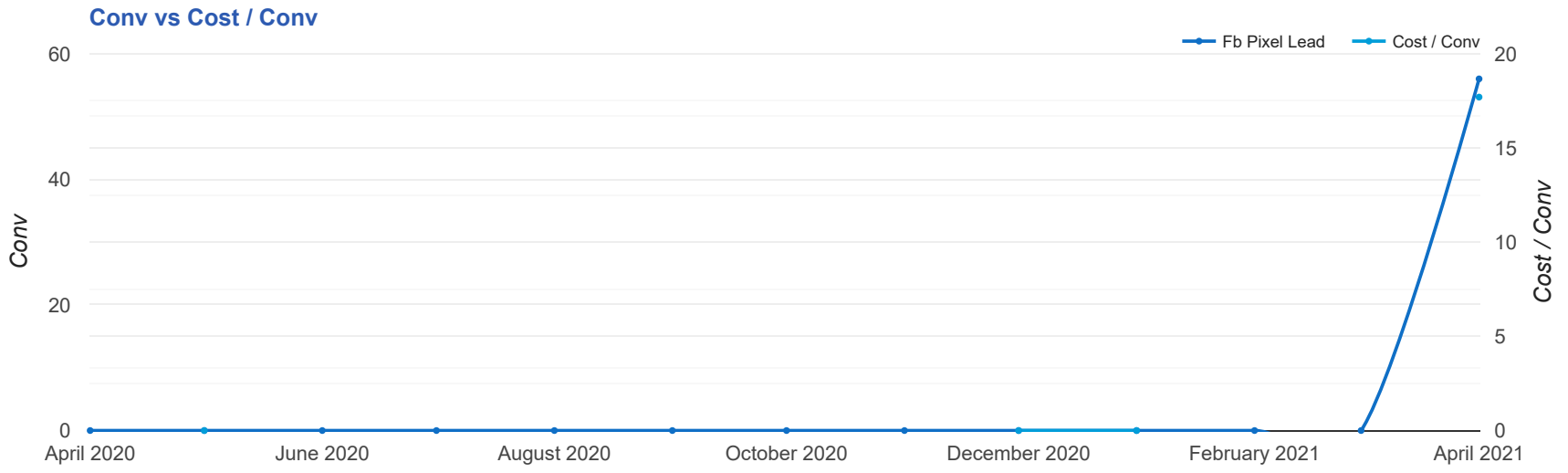


Cost / Conv
\$17.70
-

Monthly Account Summary

| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|---------|-----------|----------|--------|--------|---------------|-------------|
| Calista | Apr, 2021 | \$991.17 | 34,850 | 1,402 | 56 | \$17.70 |

Monthly Performance Trends



| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|---------|-----------|----------|--------|--------|---------------|-------------|
| 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 | \$329.22 | 10,230 | 494 | 0 | - |
| Calista | Apr, 2021 | \$991.17 | 34,850 | 1,402 | 56 | \$17.70 |

Top Performing Campaigns

| CAMPAIGNS | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------------------|----------|--------|--------|---------------|-------------|
| Coolsculpting - Conversions | \$991.17 | 34,850 | 1,402 | 56 | \$17.70 |

Top Performing Ad Sets

| ADSET | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|---|----------|--------|--------|---------------|-------------|
| Interests - Women - 25-64 - 10mi Radius | \$991.17 | 34,850 | 1,402 | 56 | \$17.70 |

Top Performing Ads

| AD | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|-------------------------------|----------|--------|--------|-------|---------------|-------------|
| 2021-03 - CS - UGC - Standing | \$671.25 | 23,778 | 1,066 | 4.48% | 46 | \$14.59 |
| 2021-03 - CS - UGC - Sitting | \$319.92 | 11,072 | 336 | 3.03% | 10 | \$31.99 |

Age & Gender Performance

| ACCOUNT | AGE | GENDER | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|---------|---------|---------|----------|--------|--------|-------|---------------|-------------|
| Calista | 45-54 | female | \$325.83 | 10,027 | 458 | 4.57% | 20 | \$16.29 |
| Calista | 55-64 | female | \$254.79 | 6,600 | 323 | 4.89% | 16 | \$15.92 |
| Calista | 35-44 | female | \$224.93 | 9,431 | 321 | 3.40% | 9 | \$24.99 |
| Calista | Unknown | unknown | \$0.00 | 0 | 0 | -% | 7 | \$0.00 |
| Calista | 25-34 | female | \$185.63 | 8,792 | 300 | 3.41% | 4 | \$46.41 |

Performance By Device

| ACCOUNT | DEVICE | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|---------|------------|----------|--------|--------|-------|---------------|-------------|
| Calista | mobile_app | \$967.67 | 34,178 | 1,383 | 4.05% | 49 | \$19.75 |
| Calista | unknown | \$0.00 | 0 | 0 | -% | 7 | \$0.00 |
| Calista | desktop | \$13.31 | 271 | 3 | 1.11% | 0 | - |
| Calista | mobile_web | \$10.18 | 401 | 16 | 3.99% | 0 | - |