

# **Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020**

Medstar Clients (act\_573434636544781) - Cliffside Skin

## Key Performance Indicators



Impr  
68,581  
↑ 5%



Clicks  
1,187  
↓ 9%



Cost  
\$1,860.96  
↑ 5%



CTR  
1.73%  
↓ 14%



Fb Pixel Lead  
20  
↓ 9%

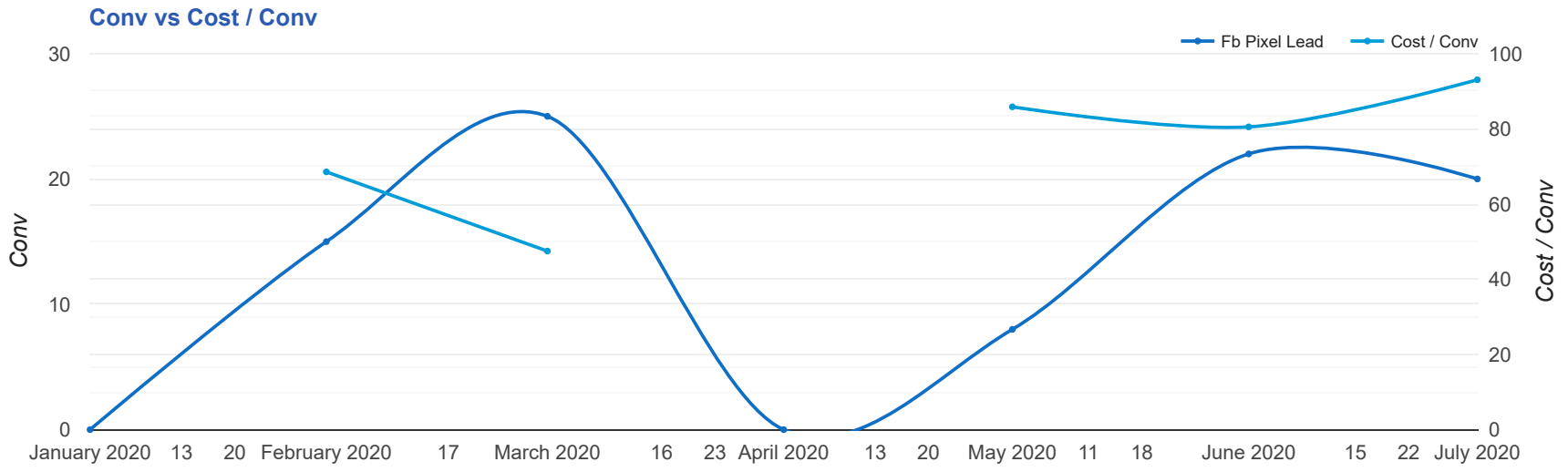


Cost / Conv  
\$93.05  
↑ 16%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Medstar Clients	Jul, 2020	\$1,860.96	68,581	1,187	20	\$93.05

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Medstar Clients	Jan, 2020	\$23.30	871	9	0	-
Medstar Clients	Feb, 2020	\$1,028.47	34,076	465	15	\$68.56
Medstar Clients	Mar, 2020	\$1,187.14	54,146	1,447	25	\$47.49
Medstar Clients	Apr, 2020	\$243.73	9,397	208	0	-
Medstar Clients	May, 2020	\$686.78	25,957	577	8	\$85.85
Medstar Clients	Jun, 2020	\$1,771.34	65,073	1,306	22	\$80.52
Medstar Clients	Jul, 2020	\$1,860.96	68,581	1,187	20	\$93.05

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cliffside - Emsculpt	\$1,860.96	68,581	1,187	20	\$93.05

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cliffside - Emsculpt - Women	\$1,860.96	68,581	1,187	20	\$93.05

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - Cliffside - ES - J-Lo Video 1 - Temp	\$1,860.96	68,581	1,187	1.73%	20	\$93.05

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Medstar Clients	45-54	female	\$656.65	19,214	431	2.24%	14	\$46.90
Medstar Clients	35-44	female	\$530.21	21,862	345	1.58%	3	\$176.74
Medstar Clients	25-34	female	\$366.19	19,816	222	1.12%	2	\$183.09
Medstar Clients	55-64	female	\$307.91	7,689	189	2.46%	1	\$307.91

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Medstar Clients	mobile_app	\$1,798.33	66,202	1,124	1.70%	20	\$89.92
Medstar Clients	desktop	\$19.65	476	4	0.84%	0	-
Medstar Clients	mobile_web	\$42.99	1,903	59	3.10%	0	-