

Facebook Account Performance Report 1 Oct 2020 — 31 Oct 2020

COCAR (act_520884708317875)

Key Performance Indicators



Impr
26,821
↑ 1%



Clicks
343
↑ 1%



Cost
\$1,033.17
↑ 3%



CTR
1.28%
↓ 1%



Fb Pixel Lead
30
↑ 15%

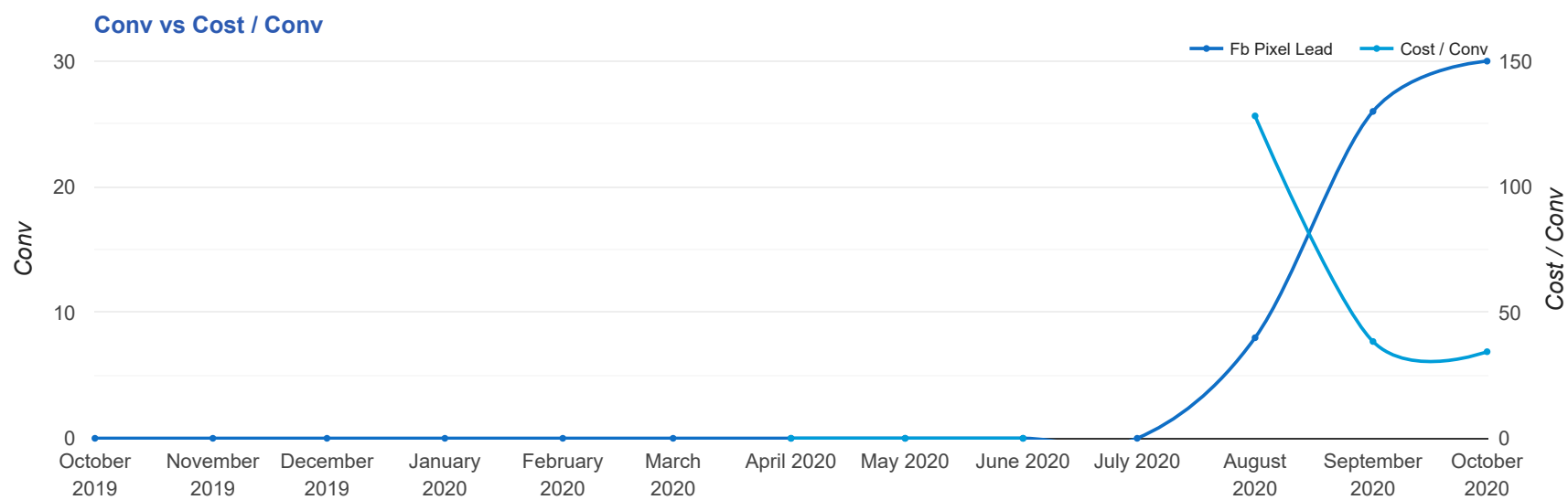


Cost / Conv
\$34.44
↓ 11%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COCAR	Oct, 2020	\$1,033.17	26,821	343	30	\$34.44

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COCAR	Oct, 2019	\$9.91	871	7	0	-
COCAR	Nov, 2019	\$958.27	58,364	1,899	0	-
COCAR	Dec, 2019	\$475.84	42,253	758	0	-
COCAR	Jan, 2020	\$109.32	19,875	138	0	-
COCAR	Feb, 2020	\$1,314.33	51,544	1,001	0	-
COCAR	Mar, 2020	\$225.43	12,773	200	0	-
COCAR	Jul, 2020	\$10.00	903	28	0	-
COCAR	Aug, 2020	\$1,025.61	33,596	402	8	\$128.20
COCAR	Sep, 2020	\$1,001.03	26,520	341	26	\$38.50
COCAR	Oct, 2020	\$1,033.17	26,821	343	30	\$34.44

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,033.17	26,821	343	30	\$34.44

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Prospecting - Women	\$1,033.17	26,821	343	30	\$34.44

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Dynamic Ad 1	\$1,033.17	26,821	343	1.28%	30	\$34.44

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COCAR	45-54	female	\$374.14	7,428	120	1.62%	11	\$34.01
COCAR	25-34	female	\$173.81	7,645	48	0.63%	7	\$24.83
COCAR	55-64	female	\$201.34	3,003	65	2.16%	7	\$28.76
COCAR	35-44	female	\$283.88	8,745	110	1.26%	5	\$56.78

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COCAR	mobile_app	\$1,005.64	25,972	332	1.28%	30	\$33.52
COCAR	desktop	\$9.78	217	1	0.46%	0	-
COCAR	mobile_web	\$17.75	632	10	1.58%	0	-