

**Facebook Account Performance
Report
1 Dec 2020 — 31 Dec 2020**

COCAR (act_520884708317875)

Key Performance Indicators



Impr
20,792
↓ 55%



Clicks
703
↓ 61%



Cost
\$537.41
↓ 46%



CTR
3.38%
↓ 13%



Fb Pixel Lead
10
↓ 70%

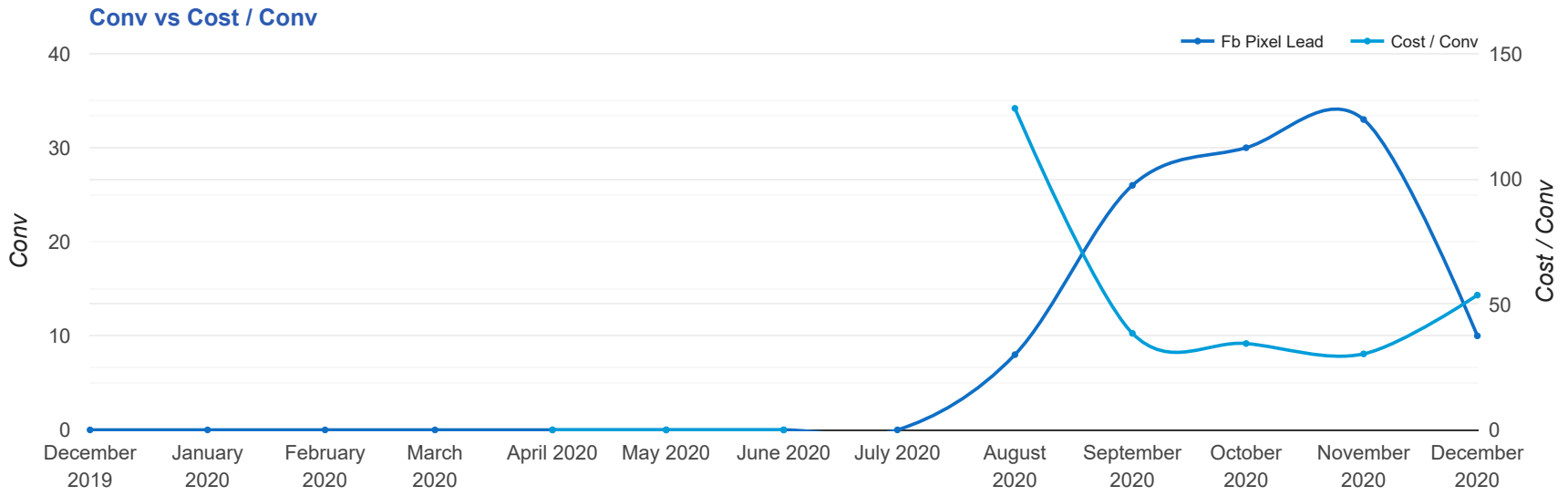


Cost / Conv
\$53.74
↑ 77%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COCAR	Dec, 2020	\$537.41	20,792	703	10	\$53.74

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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
COCAR	Nov, 2020	\$1,000.11	46,118	1,789	33	\$30.31
COCAR	Dec, 2020	\$537.41	20,792	703	10	\$53.74

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$523.41	19,232	650	10	\$52.34
Post: "The 12 Days of Christmas are here !! If you..."	\$14.00	1,560	53	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting - Interests - Women 25-64	\$523.41	19,232	650	10	\$52.34
Post: "The 12 Days of Christmas are here !! If you..."	\$14.00	1,560	53	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - Women - Video 1 - All Placements	\$400.94	14,813	518	3.50%	6	\$66.82
2020-10 - Women - Video 2 - All Placements	\$84.63	3,519	118	3.35%	3	\$28.21
2020-07 - Women - Video 1	\$37.84	900	14	1.56%	1	\$37.84
Post: "The 12 Days of Christmas are here !! If you..."	\$14.00	1,560	53	3.40%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COCAR	25-34	female	\$163.92	8,668	271	3.13%	3	\$54.64
COCAR	35-44	female	\$155.68	5,840	182	3.12%	3	\$51.89
COCAR	45-54	female	\$142.94	4,196	168	4.00%	3	\$47.65
COCAR	55-64	female	\$69.01	1,427	60	4.20%	1	\$69.01
COCAR	18-24	female	\$3.40	448	15	3.35%	0	-
COCAR	18-24	male	\$0.62	72	1	1.39%	0	-
COCAR	18-24	unknown	\$0.01	2	0	0.00%	0	-
COCAR	25-34	male	\$0.56	62	0	0.00%	0	-
COCAR	25-34	unknown	\$0.02	2	0	0.00%	0	-
COCAR	35-44	male	\$0.59	36	4	11.11%	0	-
COCAR	45-54	male	\$0.21	11	1	9.09%	0	-
COCAR	45-54	unknown	\$0.00	1	0	0.00%	0	-
COCAR	55-64	male	\$0.20	7	0	0.00%	0	-
COCAR	65+	female	\$0.22	14	0	0.00%	0	-
COCAR	65+	male	\$0.03	6	1	16.67%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COCAR	mobile_app	\$525.08	20,470	695	3.40%	10	\$52.51
COCAR	desktop	\$7.78	165	1	0.61%	0	-
COCAR	mobile_web	\$4.55	157	7	4.46%	0	-