

Facebook Account Performance Report

1 Mar 2021 — 31 Mar 2021

COCAR (act_520884708317875)

Key Performance Indicators



Impr
16,817
↓ 6%



Clicks
548
↓ 10%



Cost
\$563.02
↑ 34%



CTR
3.26%
↓ 4%



Fb Pixel Lead
5
↑ 67%

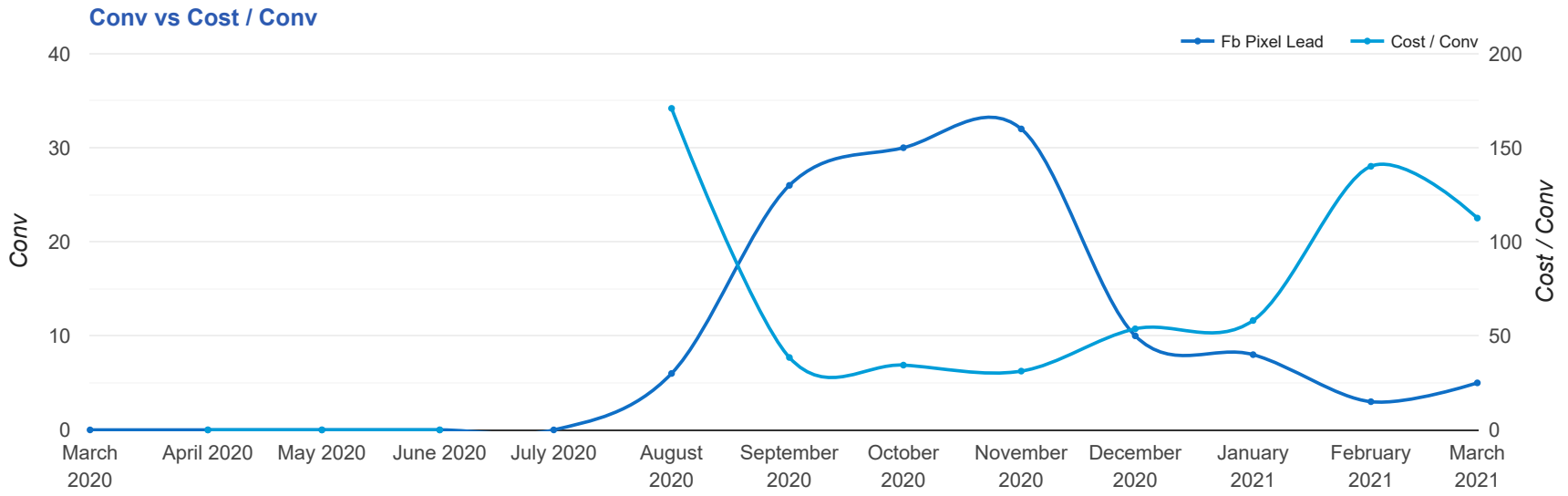


Cost / Conv
\$112.60
↓ 20%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COCAR	Mar, 2021	\$563.02	16,817	548	5	\$112.60

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	6	\$170.93
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	32	\$31.25
COCAR	Dec, 2020	\$537.42	20,793	703	10	\$53.74
COCAR	Jan, 2021	\$465.30	22,959	727	8	\$58.16
COCAR	Feb, 2021	\$420.39	17,816	608	3	\$140.13
COCAR	Mar, 2021	\$563.02	16,817	548	5	\$112.60

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$563.02	16,817	548	5	\$112.60

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting - Interests - Women 25-64	\$563.02	16,817	548	5	\$112.60

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - Women - Video 1 - All Placements	\$275.98	9,382	309	3.29%	4	\$69.00
2020-07 - Women - Video 1	\$99.00	1,841	28	1.52%	1	\$99.00
2020-10 - Women - Video 2 - All Placements	\$188.04	5,594	211	3.77%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COCAR	25-34	female	\$164.68	6,771	201	2.97%	2	\$82.34
COCAR	45-54	female	\$169.81	3,905	133	3.41%	2	\$84.91
COCAR	55-64	female	\$73.69	1,539	58	3.77%	1	\$73.69
COCAR	35-44	female	\$154.83	4,602	156	3.39%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COCAR	mobile_app	\$536.00	16,187	536	3.31%	5	\$107.20
COCAR	desktop	\$18.07	391	6	1.53%	0	-
COCAR	mobile_web	\$8.95	239	6	2.51%	0	-