

**Facebook Account Performance  
Report  
19 Apr 2021 — 25 Apr 2021**

COCAR (act\_520884708317875)

## Key Performance Indicators



Impr  
8,283  
↑ 4%



Clicks  
395  
↑ 25%



Cost  
\$231.56  
↔ 0%



CTR  
4.77%  
↑ 20%



Fb Pixel Lead  
0  
-

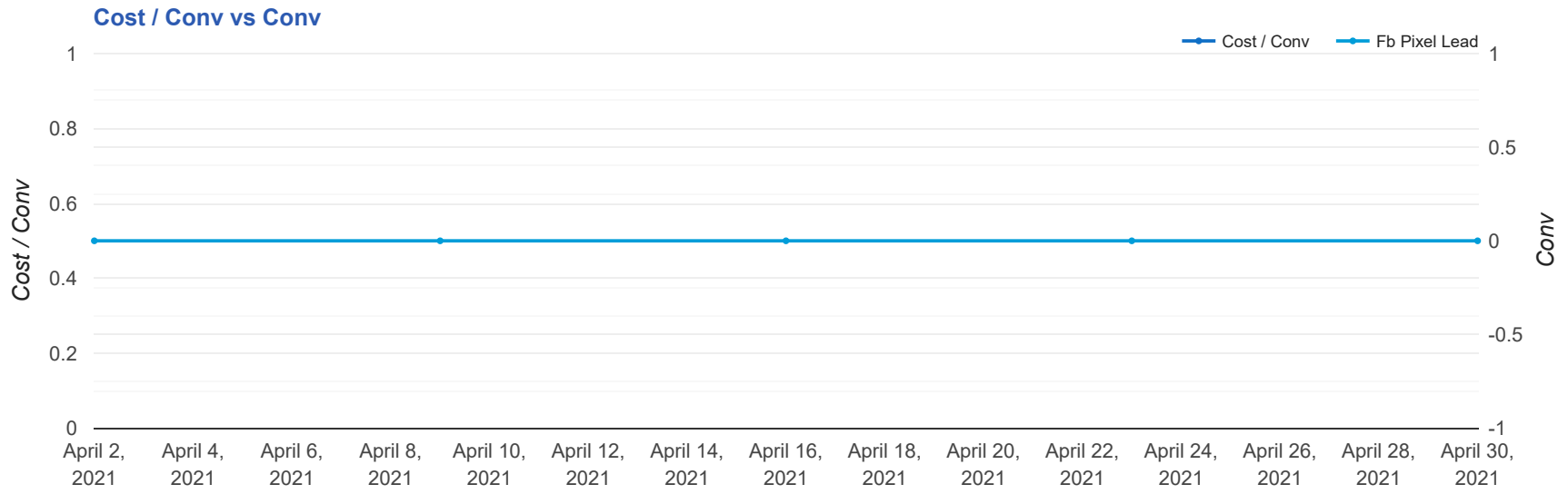


Cost / Conv  
-  
-

## Weekly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
COCAR	Apr 19	\$231.56	8,283	395	0	-	-

# Weekly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
COCAR	Apr 02	\$230.08	7,410	283	0	-	-
COCAR	Apr 09	\$231.20	8,076	286	0	-	-
COCAR	Apr 16	\$230.87	7,441	347	0	-	-
COCAR	Apr 23	\$231.04	10,386	424	0	-	-
COCAR	Apr 30	\$65.76	2,981	97	0	-	-

## Month to Date

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
COCAR	May, 2021	\$65.16	3,045	113	1	-	\$65.16

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
Coolsculpting - Conversions	\$231.56	8,283	395	0	-	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
Prospecting - Interests - Women 25-64	\$231.56	8,283	395	0	-	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
2020-07 - Women - Video 1	\$13.31	292	6	0	-	-
2020-10 - Women - Video 2 - All Placements	\$128.97	4,304	230	0	-	-
2020-10 - Women - Video 1 - All Placements	\$89.28	3,687	159	0	-	-