

Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020

Clinton Webster (act_1449370475387632) - Cool Aesthetics

Key Performance Indicators



Impr
10,548
↓ 57%



Clicks
92
↓ 75%



Cost
\$251.73
↓ 50%



CTR
0.87%
↓ 43%



Fb Pixel Lead
3
↓ 57%

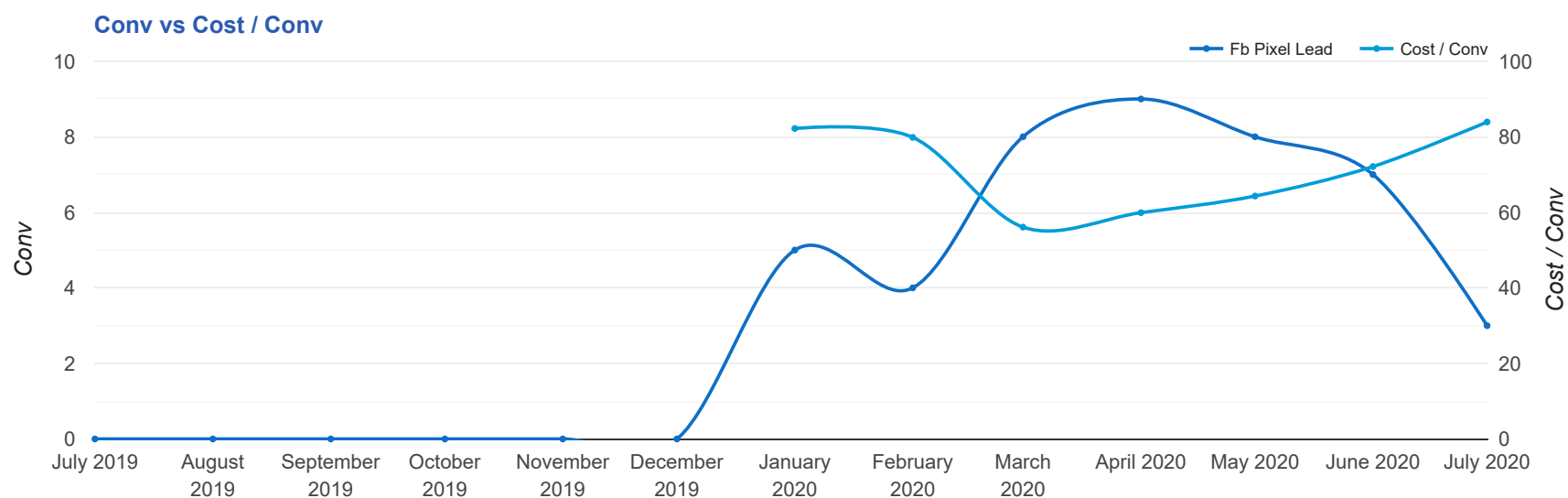


Cost / Conv
\$83.91
↑ 16%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Clinton Webster	Jul, 2020	\$251.73	10,548	92	3	\$83.91

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Clinton Webster	Jul, 2019	\$320.00	38,523	1,954	0	-
Clinton Webster	Aug, 2019	\$223.72	12,714	363	0	-
Clinton Webster	Sep, 2019	\$19.89	713	47	0	-
Clinton Webster	Oct, 2019	\$27.79	545	10	0	-
Clinton Webster	Nov, 2019	\$116.17	2,493	175	0	-
Clinton Webster	Dec, 2019	\$9.59	151	16	0	-
Clinton Webster	Jan, 2020	\$410.95	16,784	272	5	\$82.19
Clinton Webster	Feb, 2020	\$319.37	11,199	84	4	\$79.84
Clinton Webster	Mar, 2020	\$448.61	20,445	216	8	\$56.08
Clinton Webster	Apr, 2020	\$539.17	26,307	642	9	\$59.91
Clinton Webster	May, 2020	\$514.46	24,406	195	8	\$64.31
Clinton Webster	Jun, 2020	\$504.82	24,487	375	7	\$72.12
Clinton Webster	Jul, 2020	\$251.73	10,548	92	3	\$83.91

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$251.73	10,548	92	3	\$83.91

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$251.73	10,548	92	3	\$83.91

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - CS - Women - Image 2 - Temp	\$251.73	10,548	92	0.87%	3	\$83.91

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	35-44	female	\$68.35	3,283	23	0.70%	2	\$34.17
Clinton Webster	45-54	female	\$87.63	3,086	40	1.30%	1	\$87.63
Clinton Webster	25-34	female	\$45.32	2,800	11	0.39%	0	-
Clinton Webster	55-64	female	\$50.43	1,379	18	1.31%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	mobile_app	\$233.14	9,651	83	0.86%	2	\$116.57
Clinton Webster	mobile_web	\$12.49	603	5	0.83%	1	\$12.49
Clinton Webster	desktop	\$6.10	294	4	1.36%	0	-