

Facebook Account Performance Report 1 Aug 2020 — 31 Aug 2020

Clinton Webster (act_1449370475387632) - Cool Aesthetics

Key Performance Indicators



Impr
20,558
↑ 95%



Clicks
182
↑ 98%



Cost
\$484.15
↑ 92%



CTR
0.89%
↑ 2%



Fb Pixel Lead
14
↑ 367%

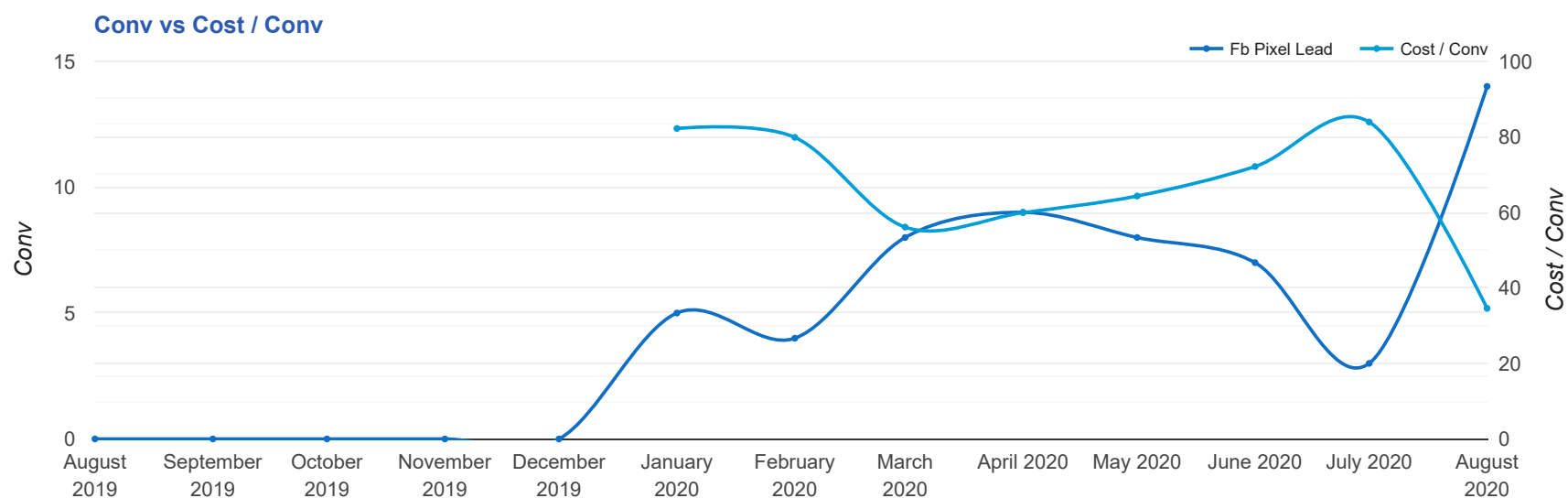


Cost / Conv
\$34.58
↓ 59%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Clinton Webster	Aug, 2020	\$484.15	20,558	182	14	\$34.58

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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
Clinton Webster	Aug, 2020	\$484.15	20,558	182	14	\$34.58

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$484.15	20,558	182	14	\$34.58

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$484.15	20,558	182	14	\$34.58

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - CS - Women - Image 2 - Temp	\$484.15	20,558	182	0.89%	14	\$34.58

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	25-34	female	\$96.78	6,743	41	0.61%	6	\$16.13
Clinton Webster	35-44	female	\$127.22	6,007	40	0.67%	6	\$21.20
Clinton Webster	45-54	female	\$170.91	5,511	66	1.20%	1	\$170.91
Clinton Webster	55-64	female	\$89.24	2,297	35	1.52%	1	\$89.24

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	mobile_app	\$451.70	18,892	169	0.89%	14	\$32.26
Clinton Webster	desktop	\$10.06	545	0	0.00%	0	-
Clinton Webster	mobile_web	\$22.39	1,121	13	1.16%	0	-