

# **Facebook Account Performance Report 1 Jun 2020 — 30 Jun 2020**

Clinton Webster (act\_1449370475387632) - Cool Aesthetics

## Key Performance Indicators



Impr  
24,487  
↔ 0%



Clicks  
375  
↑ 92%



Cost  
\$504.82  
↓ 2%



CTR  
1.53%  
↑ 91%



Fb Pixel Lead  
7  
↓ 12%

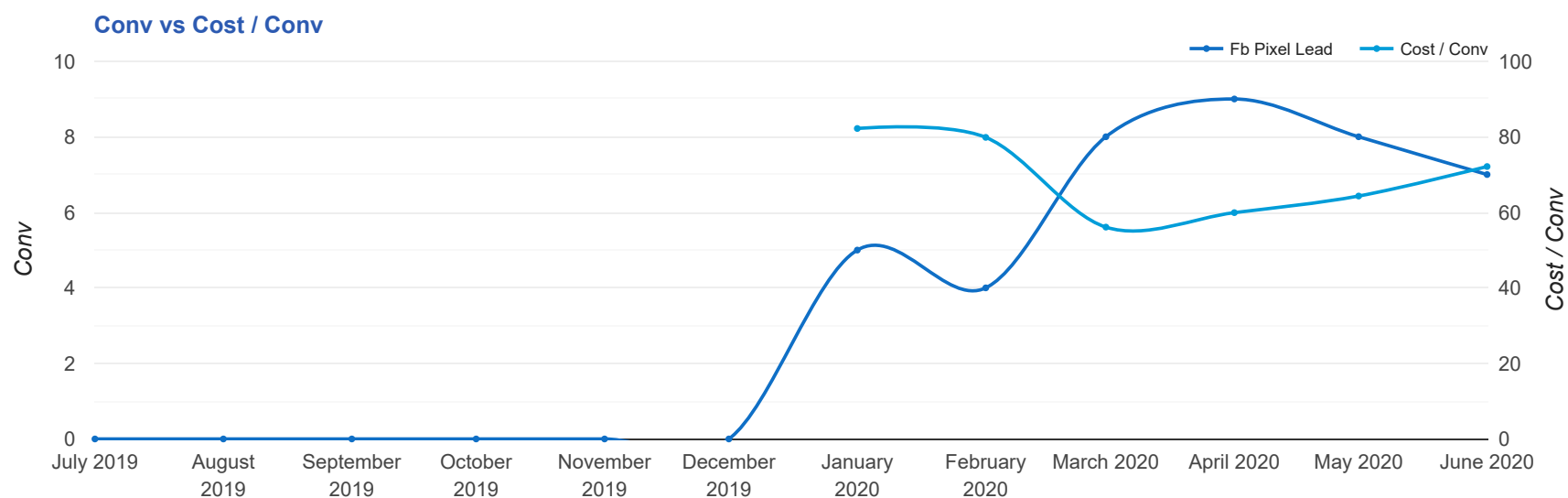


Cost / Conv  
\$72.12  
↑ 12%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Clinton Webster	Jun, 2020	\$504.82	24,487	375	7	\$72.12

# 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

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$472.82	20,484	187	7	\$67.55
Post: "Independence Day is less than a month away...."	\$18.00	2,038	54	0	-
Post: "Independence Day is less than a month away...."	\$14.00	1,965	134	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$472.82	20,484	187	7	\$67.55
Post: "Independence Day is less than a month away...."	\$18.00	2,038	54	0	-
Post: "Independence Day is less than a month away...."	\$14.00	1,965	134	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - CS - Women - Image 2 - Temp	\$472.82	20,484	187	0.91%	7	\$67.55
Post: "Independence Day is less than a month away...."	\$18.00	2,038	54	2.65%	0	-
Post: "Independence Day is less than a month away...."	\$14.00	1,965	134	6.82%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	35-44	female	\$143.34	7,302	105	1.44%	5	\$28.67
Clinton Webster	55-64	female	\$96.14	2,775	52	1.87%	2	\$48.07
Clinton Webster	18-24	female	\$1.52	261	11	4.21%	0	-
Clinton Webster	18-24	male	\$0.44	81	2	2.47%	0	-
Clinton Webster	25-34	female	\$86.07	6,220	59	0.95%	0	-
Clinton Webster	25-34	male	\$2.58	346	14	4.05%	0	-
Clinton Webster	25-34	unknown	\$0.01	5	0	0.00%	0	-
Clinton Webster	35-44	male	\$2.55	447	22	4.92%	0	-
Clinton Webster	35-44	unknown	\$0.09	8	1	12.50%	0	-
Clinton Webster	45-54	female	\$169.28	6,664	89	1.34%	0	-
Clinton Webster	45-54	male	\$1.32	188	8	4.26%	0	-
Clinton Webster	45-54	unknown	\$0.01	6	0	0.00%	0	-
Clinton Webster	55-64	male	\$0.73	82	8	9.76%	0	-
Clinton Webster	65+	female	\$0.51	62	3	4.84%	0	-
Clinton Webster	65+	male	\$0.23	39	1	2.56%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	mobile_app	\$469.65	22,444	357	1.59%	7	\$67.09
Clinton Webster	desktop	\$7.86	616	3	0.49%	0	-
Clinton Webster	mobile_web	\$27.31	1,427	15	1.05%	0	-