

Facebook Account Performance Report 1 May 2020 — 31 May 2020

Clinton Webster (act_1449370475387632) - Cool Aesthetics

Key Performance Indicators



Impr
24,405
↓ 7%



Clicks
195
↓ 70%



Cost
\$514.46
↓ 5%



CTR
0.80%
↓ 67%



Fb Pixel Lead
8
↓ 11%

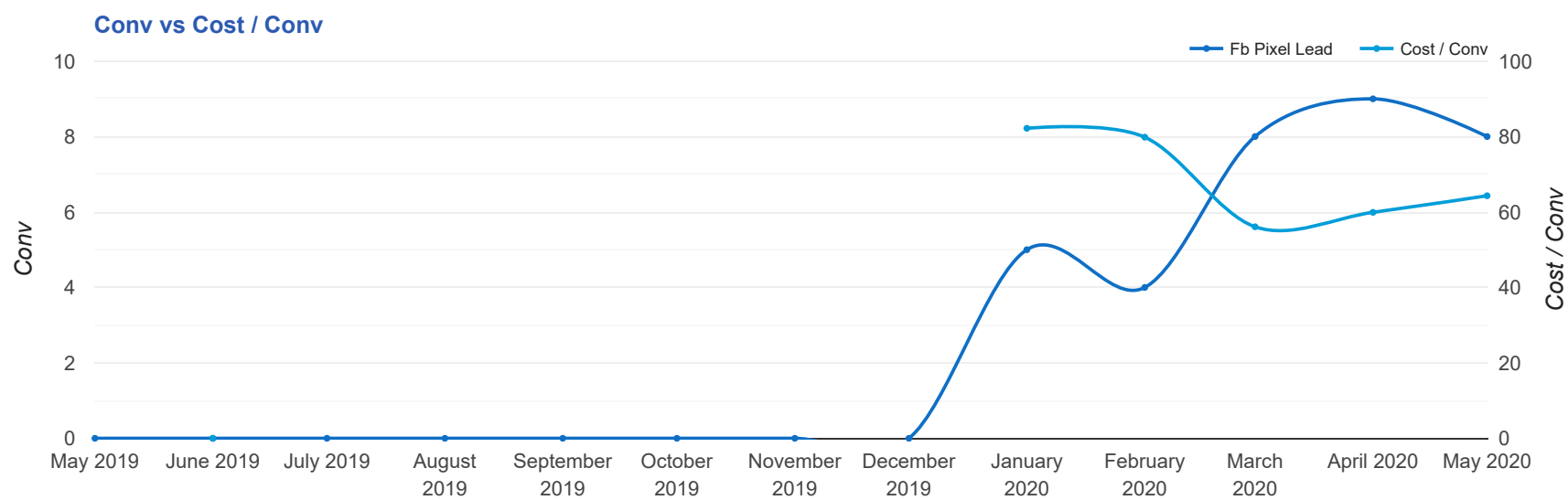


Cost / Conv
\$64.31
↑ 7%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Clinton Webster	May, 2020	\$514.46	24,405	195	8	\$64.31

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Clinton Webster	May, 2019	\$117.95	7,891	147	0	-
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	24,405	195	8	\$64.31

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$514.46	24,405	195	8	\$64.31

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$514.46	24,405	195	8	\$64.31

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - CS - Women - Image 2 - Temp	\$514.46	24,405	195	0.80%	8	\$64.31

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	45-54	female	\$159.95	6,276	58	0.92%	3	\$53.32
Clinton Webster	55-64	female	\$99.25	2,876	42	1.46%	3	\$33.08
Clinton Webster	25-34	female	\$111.73	8,205	39	0.48%	2	\$55.87
Clinton Webster	35-44	female	\$143.53	7,048	56	0.79%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	mobile_app	\$470.22	21,569	176	0.82%	8	\$58.78
Clinton Webster	desktop	\$12.50	1,516	5	0.33%	0	-
Clinton Webster	mobile_web	\$31.74	1,320	14	1.06%	0	-