

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

Clinton Webster (act_1449370475387632) - Cool Aesthetics

Key Performance Indicators



Impr
9,731
↓ 53%



Clicks
71
↓ 61%



Cost
\$317.48
↓ 34%



CTR
0.73%
↓ 18%



Fb Pixel Lead
3
↓ 79%

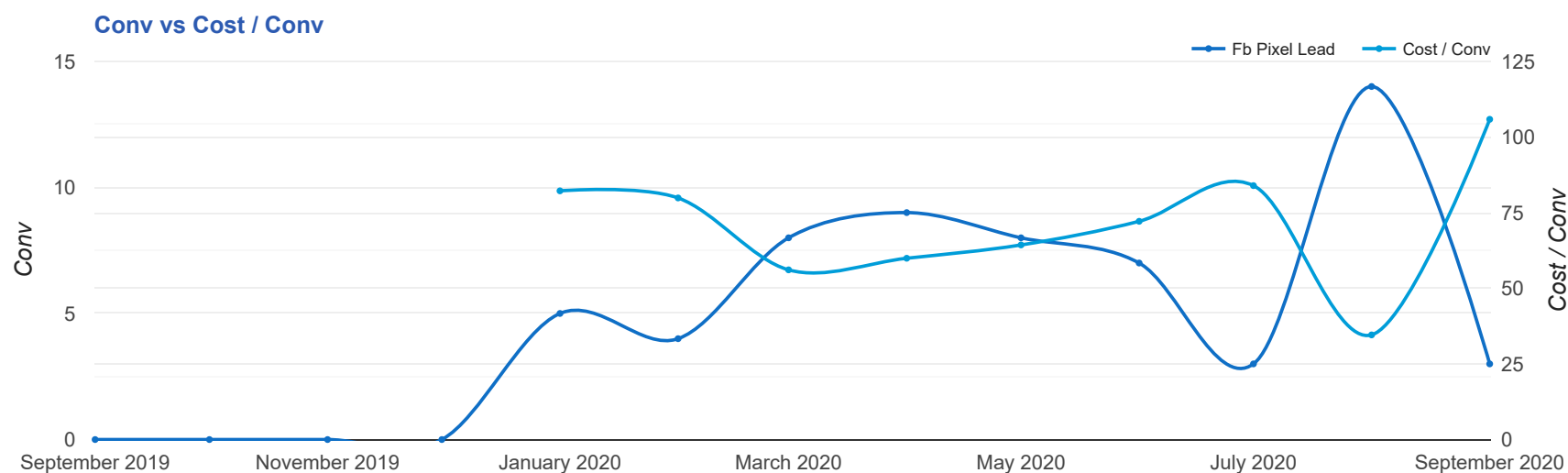


Cost / Conv
\$105.83
↑ 206%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Clinton Webster	Sep, 2020	\$317.48	9,731	71	3	\$105.83

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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
Clinton Webster	Sep, 2020	\$317.48	9,731	71	3	\$105.83

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$317.48	9,731	71	3	\$105.83

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$317.48	9,731	71	3	\$105.83

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - CS - Women - Image 2 - Temp	\$317.48	9,731	71	0.73%	3	\$105.83

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	45-54	female	\$108.22	2,575	25	0.97%	2	\$54.11
Clinton Webster	55-64	female	\$57.42	1,136	13	1.14%	1	\$57.42
Clinton Webster	25-34	female	\$64.39	3,183	17	0.53%	0	-
Clinton Webster	35-44	female	\$87.46	2,837	16	0.56%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	mobile_app	\$296.87	9,091	67	0.74%	3	\$98.96
Clinton Webster	desktop	\$5.43	183	0	0.00%	0	-
Clinton Webster	mobile_web	\$15.18	457	4	0.88%	0	-