

Facebook Account Performance Report 1 Mar 2021 — 31 Mar 2021

Clinton Webster (act_1449370475387632) - Cool Aesthetics

Key Performance Indicators



Impr
2,890
↓ 44%



Clicks
163
↓ 33%



Cost
\$59.34
↓ 32%



CTR
5.64%
↑ 21%



Fb Pixel Lead
0
-

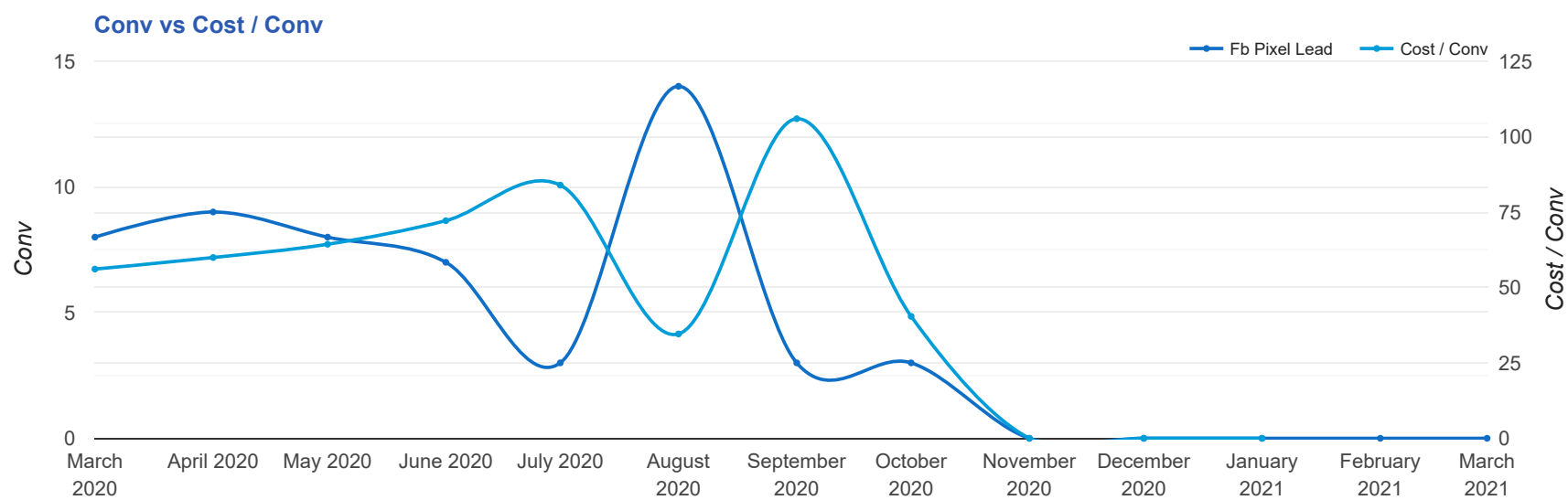


Cost / Conv
-
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Clinton Webster	Mar, 2021	\$59.34	2,890	163	0	-

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$317.73	9,732	71	3	\$105.91
Clinton Webster	Oct, 2020	\$121.20	3,915	37	3	\$40.40
Clinton Webster	Feb, 2021	\$87.57	5,207	243	0	-
Clinton Webster	Mar, 2021	\$59.34	2,890	163	0	-

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Event: Spring Event	\$59.34	2,890	163	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Event: Spring Event	\$59.34	2,890	163	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Event: Spring Event	\$59.34	2,890	163	5.64%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	18-24	female	\$0.47	56	0	0.00%	0	-
Clinton Webster	25-34	female	\$15.67	861	42	4.88%	0	-
Clinton Webster	35-44	female	\$22.09	1,131	58	5.13%	0	-
Clinton Webster	45-54	female	\$17.63	667	57	8.55%	0	-
Clinton Webster	55-64	female	\$3.48	175	6	3.43%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	desktop	\$2.53	308	9	2.92%	0	-
Clinton Webster	mobile_app	\$56.81	2,582	154	5.96%	0	-