

Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021

Clinton Webster (act_1449370475387632) - Cool Aesthetics

Key Performance Indicators



Impr
1,466
↓ 49%



Clicks
15
↓ 91%



Cost
\$21.32
↓ 64%



CTR
1.02%
↓ 82%



Fb Pixel Lead
0
-

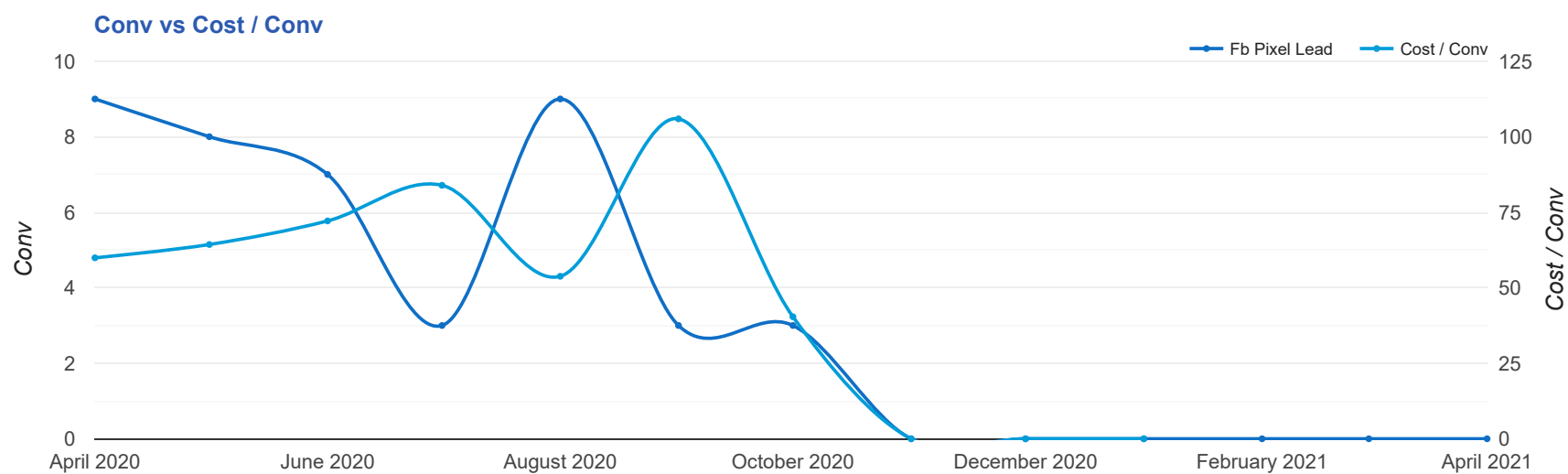


Cost / Conv
-
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Clinton Webster	Apr, 2021	\$21.32	1,466	15	0	-

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	9	\$53.79
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	-
Clinton Webster	Apr, 2021	\$21.32	1,466	15	0	-

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Post: "Body contouring and weight loss are not the same..."	\$15.00	1,376	10	0	-
Post: "Pay only \$10.50/unit instead of \$12 whenever you..."	\$6.32	90	5	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Post: "Body contouring and weight loss are not the same..."	\$15.00	1,376	10	0	-
Post: "Pay only \$10.50/unit instead of \$12 whenever you..."	\$6.32	90	5	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Post: "Body contouring and weight loss are not the same..."	\$15.00	1,376	10	0.73%	0	-
Post: "Pay only \$10.50/unit instead of \$12 whenever you..."	\$6.32	90	5	5.56%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	18-24	female	\$0.46	51	0	0.00%	0	-
Clinton Webster	18-24	male	\$0.56	95	0	0.00%	0	-
Clinton Webster	25-34	female	\$2.64	227	4	1.76%	0	-
Clinton Webster	25-34	male	\$2.09	358	1	0.28%	0	-
Clinton Webster	25-34	unknown	\$0.01	2	0	0.00%	0	-
Clinton Webster	35-44	female	\$2.98	216	3	1.39%	0	-
Clinton Webster	35-44	male	\$2.24	256	2	0.78%	0	-
Clinton Webster	35-44	unknown	\$0.07	3	0	0.00%	0	-
Clinton Webster	45-54	female	\$7.54	131	5	3.82%	0	-
Clinton Webster	45-54	male	\$1.42	101	0	0.00%	0	-
Clinton Webster	45-54	unknown	\$0.01	1	0	0.00%	0	-
Clinton Webster	55-64	female	\$0.94	20	0	0.00%	0	-
Clinton Webster	55-64	male	\$0.35	5	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Clinton Webster	mobile_app	\$21.32	1,466	15	1.02%	0	-