

Facebook Account Performance Report 1 Dec 2020 — 31 Dec 2020

CRMC (act_10204837800962240)

Key Performance Indicators



Impr
876
↑ ∞



Clicks
28
↑ ∞



Cost
\$24.86
↑ ∞



CTR
3.20%
-



Fb Pixel Lead
1
↑ ∞

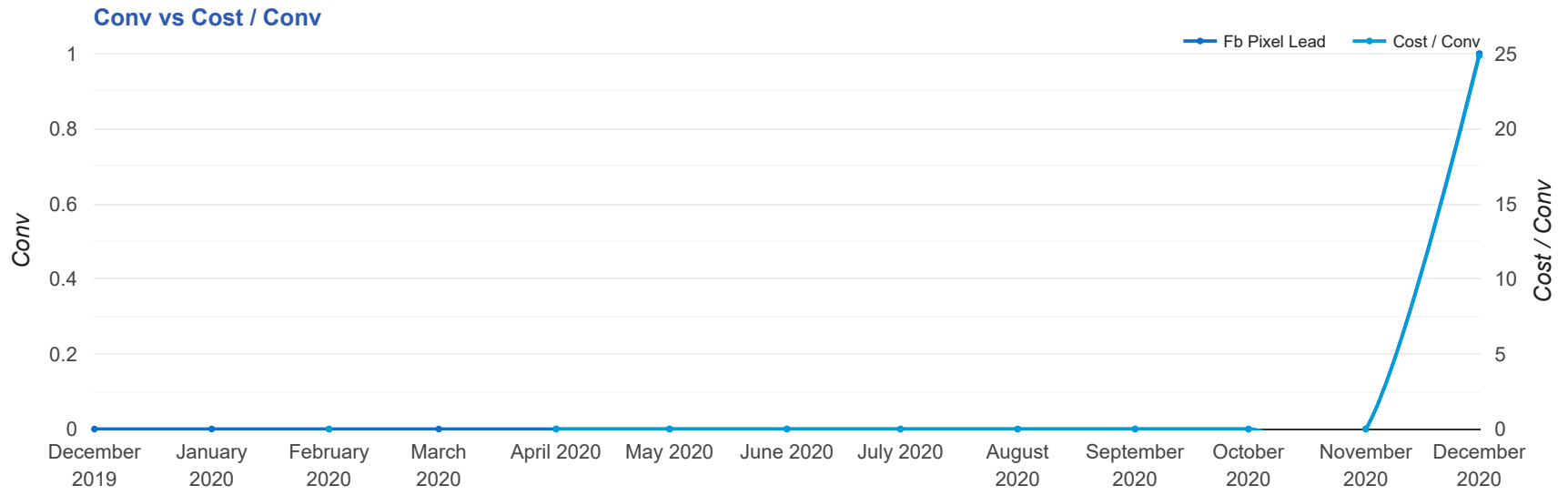


Cost / Conv
\$24.86
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CRMC	Dec, 2020	\$24.86	876	28	1	\$24.86

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CRMC	Dec, 2019	\$53.00	5,077	188	0	-
CRMC	Jan, 2020	\$12.00	1,724	75	0	-
CRMC	Mar, 2020	\$22.31	714	10	0	-
CRMC	Dec, 2020	\$24.86	876	28	1	\$24.86

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Ketamine - Conversions	\$24.86	876	28	1	\$24.86

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting	\$24.86	876	28	1	\$24.86

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020- 12 - Video - Autumn Forest	\$11.36	334	17	5.09%	1	\$11.36
2020- 12 - Video - Elderly Couple	\$2.12	59	1	1.69%	0	-
2020- 12 - Video - Flower	\$3.21	186	5	2.69%	0	-
2020- 12 - Video - Woman	\$8.17	297	5	1.68%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
CRMC	35-44	female	\$3.34	157	5	3.18%	1	\$3.34
CRMC	25-34	female	\$4.17	160	3	1.88%	0	-
CRMC	25-34	male	\$2.09	110	2	1.82%	0	-
CRMC	25-34	unknown	\$0.12	7	0	0.00%	0	-
CRMC	35-44	male	\$1.60	75	0	0.00%	0	-
CRMC	35-44	unknown	\$0.03	2	0	0.00%	0	-
CRMC	45-54	female	\$3.59	101	3	2.97%	0	-
CRMC	45-54	male	\$1.68	54	1	1.85%	0	-
CRMC	45-54	unknown	\$0.03	5	0	0.00%	0	-
CRMC	55-64	female	\$3.54	83	4	4.82%	0	-
CRMC	55-64	male	\$0.92	40	1	2.50%	0	-
CRMC	55-64	unknown	\$0.04	1	0	0.00%	0	-
CRMC	65+	female	\$3.20	59	9	15.25%	0	-
CRMC	65+	male	\$0.51	22	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
CRMC	mobile_app	\$21.58	789	27	3.42%	1	\$21.58
CRMC	desktop	\$0.60	26	1	3.85%	0	-
CRMC	mobile_web	\$2.68	61	0	0.00%	0	-