

Facebook Account Performance Report

1 Jan 2021 — 31 Jan 2021

CRMC (act_10204837800962240)

Key Performance Indicators



Impr
30,157
↑ 3,339%



Clicks
806
↑ 2,779%



Cost
\$776.13
↑ 3,021%



CTR
2.67%
↓ 16%



Fb Pixel Lead
36
↑ 3,500%

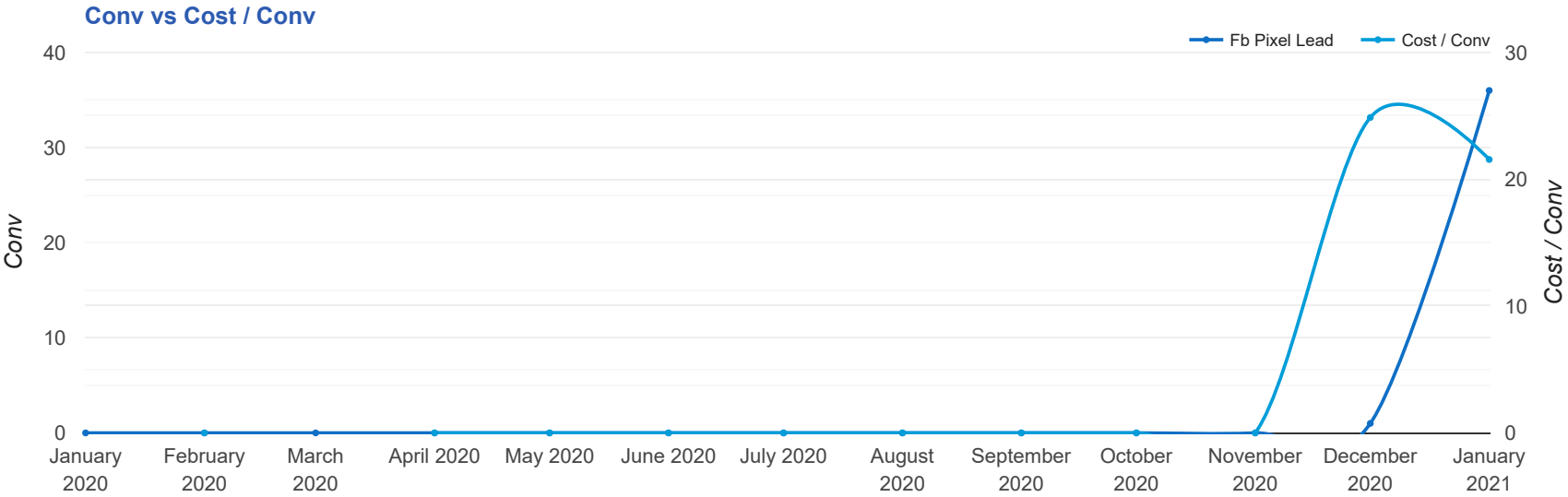


Cost / Conv
\$21.56
↓ 13%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CRMC	Jan, 2021	\$776.13	30,157	806	36	\$21.56

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CRMC	Jan, 2020	\$12.00	1,724	75	0	-
CRMC	Mar, 2020	\$22.31	714	10	0	-
CRMC	Dec, 2020	\$24.87	877	28	1	\$24.87
CRMC	Jan, 2021	\$776.13	30,157	806	36	\$21.56

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Ketamine - Conversions	\$776.13	30,157	806	36	\$21.56

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting	\$776.13	30,157	806	36	\$21.56

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020- 12 - Video - Autumn Forest - Ad Copy 2	\$488.66	20,562	558	2.71%	25	\$19.55
2020- 12 - Video - Autumn Forest - Ad Copy 1	\$225.98	7,331	181	2.47%	8	\$28.25
2020- 12 - Video - Woman - Ad Copy 2	\$20.89	825	31	3.76%	3	\$6.96
2020- 12 - Video - Elderly Couple - Ad Copy 2	\$10.32	316	6	1.90%	0	-
2020- 12 - Video - Flower - Ad Copy 2	\$12.17	510	15	2.94%	0	-
2020- 12 - Video - Elderly Couple - Ad Copy 1	\$6.13	189	4	2.12%	0	-
2020- 12 - Video - Woman - Ad Copy 1	\$6.70	217	5	2.30%	0	-
2020- 12 - Video - Flower - Ad Copy 1	\$5.28	207	6	2.90%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
CRMC	25-34	male	\$90.25	5,699	108	1.90%	8	\$11.28
CRMC	35-44	female	\$127.59	4,586	132	2.88%	6	\$21.27
CRMC	25-34	female	\$162.38	7,824	169	2.16%	5	\$32.48
CRMC	65+	female	\$52.66	1,164	56	4.81%	5	\$10.53
CRMC	35-44	male	\$63.92	3,038	71	2.34%	4	\$15.98
CRMC	45-54	male	\$49.78	1,870	53	2.83%	4	\$12.45
CRMC	45-54	female	\$100.32	2,637	87	3.30%	2	\$50.16
CRMC	55-64	female	\$66.30	1,461	69	4.72%	1	\$66.30
CRMC	65+	male	\$20.60	563	19	3.37%	1	\$20.60
CRMC	25-34	unknown	\$2.98	176	5	2.84%	0	-
CRMC	35-44	unknown	\$2.12	80	1	1.25%	0	-
CRMC	45-54	unknown	\$0.83	59	1	1.69%	0	-
CRMC	55-64	male	\$36.08	966	34	3.52%	0	-
CRMC	55-64	unknown	\$0.10	9	0	0.00%	0	-
CRMC	65+	unknown	\$0.22	24	1	4.17%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
CRMC	mobile_app	\$737.65	28,985	771	2.66%	34	\$21.70
CRMC	desktop	\$19.47	446	13	2.91%	1	\$19.47
CRMC	mobile_web	\$19.02	726	22	3.03%	1	\$19.02