

Facebook Account Performance Report

1 Feb 2021 — 28 Feb 2021

CRMC (act_10204837800962240)

Key Performance Indicators



Impr
15,509
↓ 49%



Clicks
541
↓ 33%



Cost
\$699.96
↓ 10%



CTR
3.49%
↑ 31%



Fb Pixel Lead
27
↓ 25%

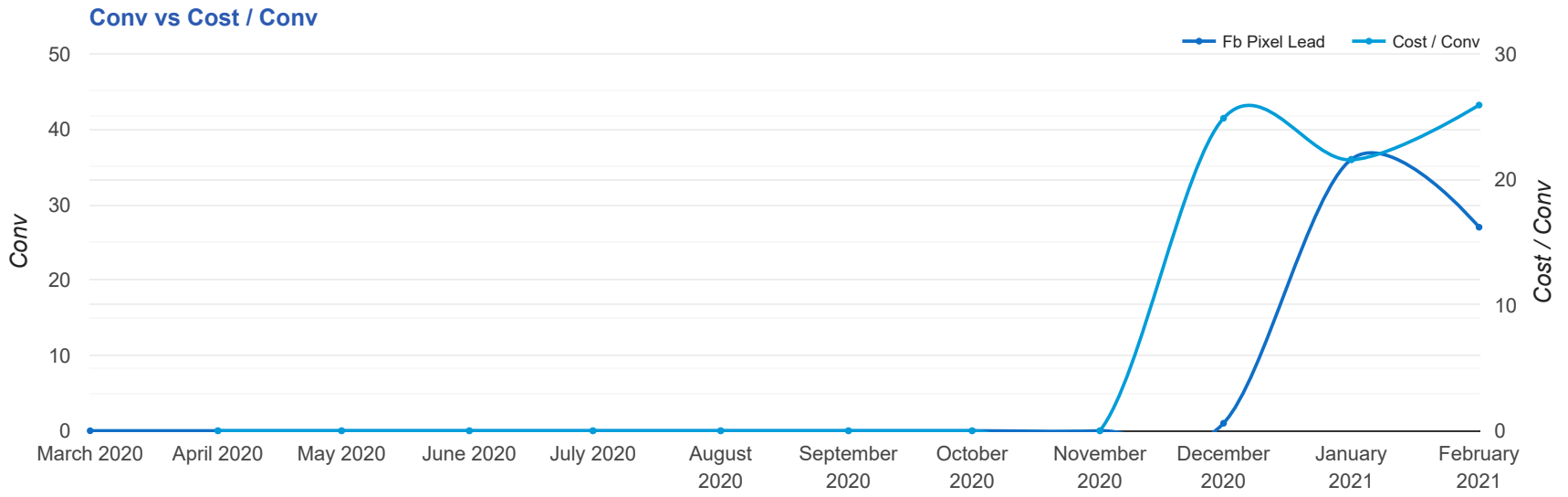


Cost / Conv
\$25.92
↑ 20%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CRMC	Feb, 2021	\$699.96	15,509	541	27	\$25.92

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CRMC	Mar, 2020	\$22.31	714	10	0	-
CRMC	Dec, 2020	\$24.87	877	28	1	\$24.87
CRMC	Jan, 2021	\$776.14	30,158	806	36	\$21.56
CRMC	Feb, 2021	\$699.96	15,509	541	27	\$25.92

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Ketamine - Conversions	\$699.96	15,509	541	27	\$25.92

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting	\$699.96	15,509	541	27	\$25.92

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020- 12 - Video - Autumn Forest - Ad Copy 1	\$252.93	5,715	116	2.03%	9	\$28.10
2020- 12 - Video - Autumn Forest - Ad Copy 2	\$231.84	4,661	198	4.25%	7	\$33.12
2020- 12 - Video - Woman - Ad Copy 2	\$138.14	3,512	136	3.87%	5	\$27.63
2020- 12 - Video - Flower - Ad Copy 2	\$28.72	624	34	5.45%	4	\$7.18
2020- 12 - Video - Flower - Ad Copy 1	\$23.20	516	37	7.17%	2	\$11.60
2020- 12 - Video - Elderly Couple - Ad Copy 2	\$10.73	208	12	5.77%	0	-
2020- 12 - Video - Elderly Couple - Ad Copy 1	\$10.23	152	6	3.95%	0	-
2020- 12 - Video - Woman - Ad Copy 1	\$4.17	121	2	1.65%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
CRMC	25-34	female	\$93.01	2,703	81	3.00%	10	\$9.30
CRMC	35-44	male	\$68.42	1,920	53	2.76%	7	\$9.77
CRMC	35-44	female	\$100.66	2,020	61	3.02%	3	\$33.55
CRMC	55-64	male	\$49.50	743	24	3.23%	3	\$16.50
CRMC	25-34	male	\$76.10	2,972	102	3.43%	1	\$76.10
CRMC	45-54	female	\$92.12	1,558	67	4.30%	1	\$92.12
CRMC	55-64	female	\$75.98	934	51	5.46%	1	\$75.98
CRMC	65+	male	\$28.86	410	21	5.12%	1	\$28.86
CRMC	25-34	unknown	\$1.68	94	2	2.13%	0	-
CRMC	35-44	unknown	\$2.62	75	4	5.33%	0	-
CRMC	45-54	male	\$58.02	1,296	47	3.63%	0	-
CRMC	45-54	unknown	\$0.82	34	0	0.00%	0	-
CRMC	55-64	unknown	\$0.25	8	1	12.50%	0	-
CRMC	65+	female	\$51.79	732	27	3.69%	0	-
CRMC	65+	unknown	\$0.13	10	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
CRMC	mobile_app	\$663.69	14,622	525	3.59%	27	\$24.58
CRMC	desktop	\$12.96	329	3	0.91%	0	-
CRMC	mobile_web	\$23.31	558	13	2.33%	0	-