

**Facebook Account Performance  
Report  
1 Mar 2021 — 31 Mar 2021**

CRMC (act\_10204837800962240)

## Key Performance Indicators



Impr  
138  
↓ 99%



Clicks  
12  
↓ 98%



Cost  
\$6.36  
↓ 99%



CTR  
8.70%  
↑ 149%



Fb Pixel Lead  
1  
↓ 96%

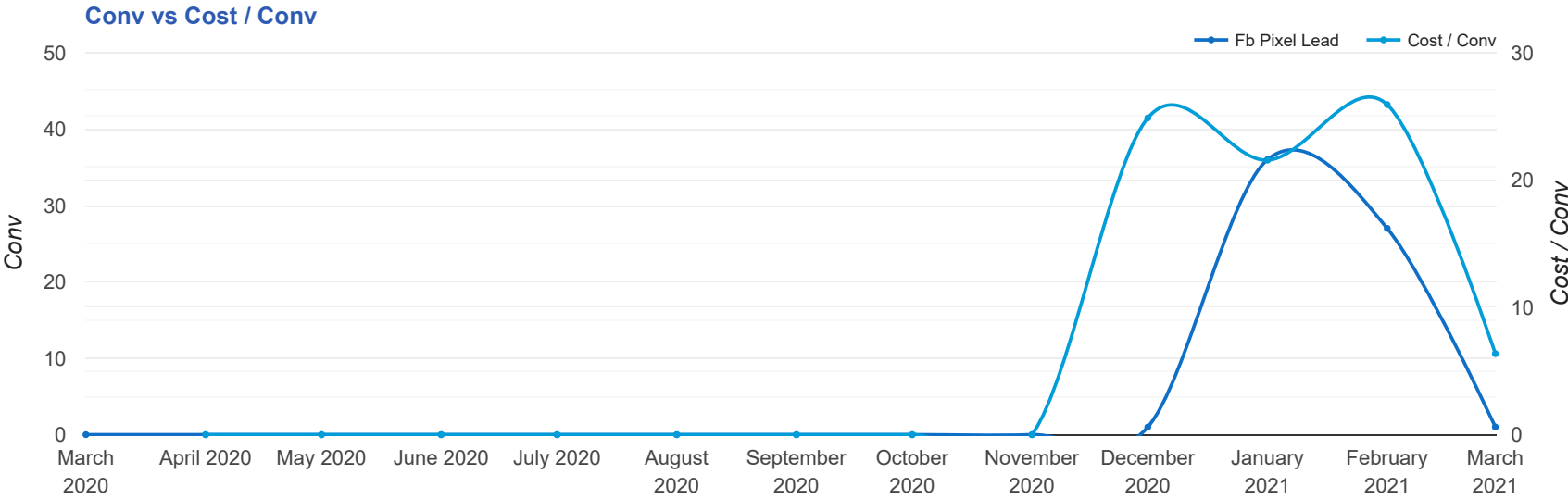


Cost / Conv  
\$6.36  
↓ 75%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CRMC	Mar, 2021	\$6.36	138	12	1	\$6.36

# 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
CRMC	Mar, 2021	\$6.36	138	12	1	\$6.36

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Ketamine - Conversions	\$6.36	138	12	1	\$6.36

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting	\$6.36	138	12	1	\$6.36

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020- 12 - Video - Flower - Ad Copy 2	\$1.39	39	5	12.82%	1	\$1.39
2020- 12 - Video - Autumn Forest - Ad Copy 2	\$1.40	17	0	0.00%	0	-
2020- 12 - Video - Woman - Ad Copy 2	\$1.13	23	0	0.00%	0	-
2020- 12 - Video - Woman - Ad Copy 1	\$0.03	2	0	0.00%	0	-
2020- 12 - Video - Flower - Ad Copy 1	\$2.01	50	7	14.00%	0	-
2020- 12 - Video - Autumn Forest - Ad Copy 1	\$0.40	7	0	0.00%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
CRMC	25-34	male	\$0.30	14	3	21.43%	1	\$0.30
CRMC	25-34	female	\$1.22	21	3	14.29%	0	-
CRMC	35-44	female	\$0.91	20	2	10.00%	0	-
CRMC	35-44	male	\$0.95	23	0	0.00%	0	-
CRMC	45-54	female	\$0.72	11	1	9.09%	0	-
CRMC	45-54	male	\$0.86	11	0	0.00%	0	-
CRMC	45-54	unknown	\$0.00	1	0	0.00%	0	-
CRMC	55-64	female	\$0.44	8	1	12.50%	0	-
CRMC	55-64	male	\$0.34	9	1	11.11%	0	-
CRMC	65+	female	\$0.26	14	1	7.14%	0	-
CRMC	65+	male	\$0.36	6	0	0.00%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
CRMC	mobile_app	\$6.14	129	12	9.30%	1	\$6.14
CRMC	desktop	\$0.06	4	0	0.00%	0	-
CRMC	mobile_web	\$0.16	5	0	0.00%	0	-