

# **Facebook Account Performance Report 1 Jan 2020 — 31 Jan 2020**

Alla Dorfman (act\_347549345)

## Key Performance Indicators



Impr  
53,839  
↑ 41%



Clicks  
551  
↑ 27%



Cost  
\$775.15  
↔ 0%



CTR  
1.02%  
↓ 11%



Fb Pixel Lead  
25  
↑ 67%

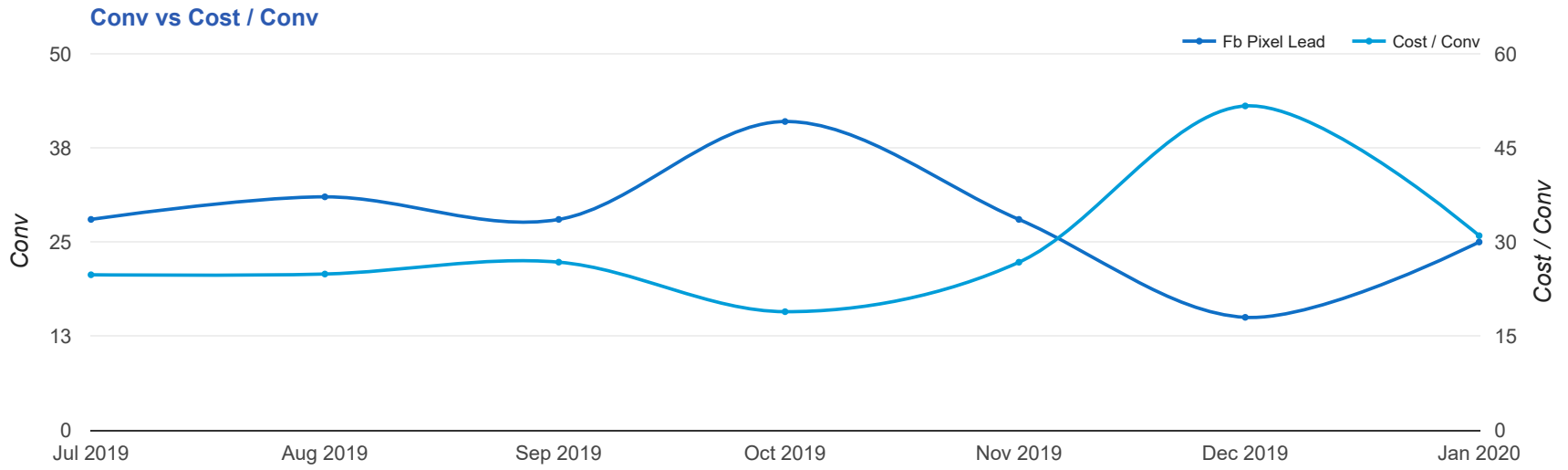


Cost / Conv  
\$31.01  
↓ 40%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Alla Dorfman	Jan, 2020	\$775.15	53,839	551	25	\$31.01

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Alla Dorfman	Jul, 2019	\$693.95	51,118	531	28	\$24.78
Alla Dorfman	Aug, 2019	\$771.96	53,943	572	31	\$24.90
Alla Dorfman	Sep, 2019	\$750.24	48,562	469	28	\$26.79
Alla Dorfman	Oct, 2019	\$774.83	54,002	657	41	\$18.90
Alla Dorfman	Nov, 2019	\$749.93	42,423	487	28	\$26.78
Alla Dorfman	Dec, 2019	\$775.18	38,212	435	15	\$51.68
Alla Dorfman	Jan, 2020	\$775.15	53,839	551	25	\$31.01

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Invisalign - New	\$775.15	53,839	551	25	\$31.01

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Invisalign - General Population - Women	\$587.84	40,891	401	19	\$30.94
Invisalign - General Population - Men	\$187.31	12,948	150	6	\$31.22

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-07 - Invisalign - Static Image	\$587.84	40,891	401	0.98%	19	\$30.94
2019-07 - Invisalign - Static Image	\$187.31	12,948	150	1.16%	6	\$31.22

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Alla Dorfman	25-34	female	\$232.72	17,320	175	1.01%	10	\$23.27
Alla Dorfman	45-54	female	\$68.21	2,749	34	1.24%	4	\$17.05
Alla Dorfman	25-34	male	\$82.90	6,044	75	1.24%	3	\$27.63
Alla Dorfman	18-24	male	\$40.38	3,485	25	0.72%	2	\$20.19
Alla Dorfman	35-44	female	\$130.47	6,966	83	1.19%	2	\$65.23
Alla Dorfman	55-64	female	\$29.82	1,022	19	1.86%	2	\$14.91
Alla Dorfman	18-24	female	\$126.62	12,834	90	0.70%	1	\$126.62
Alla Dorfman	35-44	male	\$36.68	2,334	33	1.41%	1	\$36.68
Alla Dorfman	45-54	male	\$18.53	769	13	1.69%	0	-
Alla Dorfman	55-64	male	\$8.82	316	4	1.27%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Alla Dorfman	mobile_app	\$722.89	50,351	513	1.02%	24	\$30.12
Alla Dorfman	mobile_web	\$27.92	2,073	20	0.96%	1	\$27.92
Alla Dorfman	desktop	\$24.34	1,415	18	1.27%	0	-