

# **Facebook Account Performance Report 1 Feb 2020 — 29 Feb 2020**

Alla Dorfman (act\_347549345)

## Key Performance Indicators



Impr  
44,207  
↓ 18%



Clicks  
559  
↑ 1%



Cost  
\$724.63  
↓ 7%



CTR  
1.26%  
↑ 24%



Fb Pixel Lead  
19  
↓ 24%

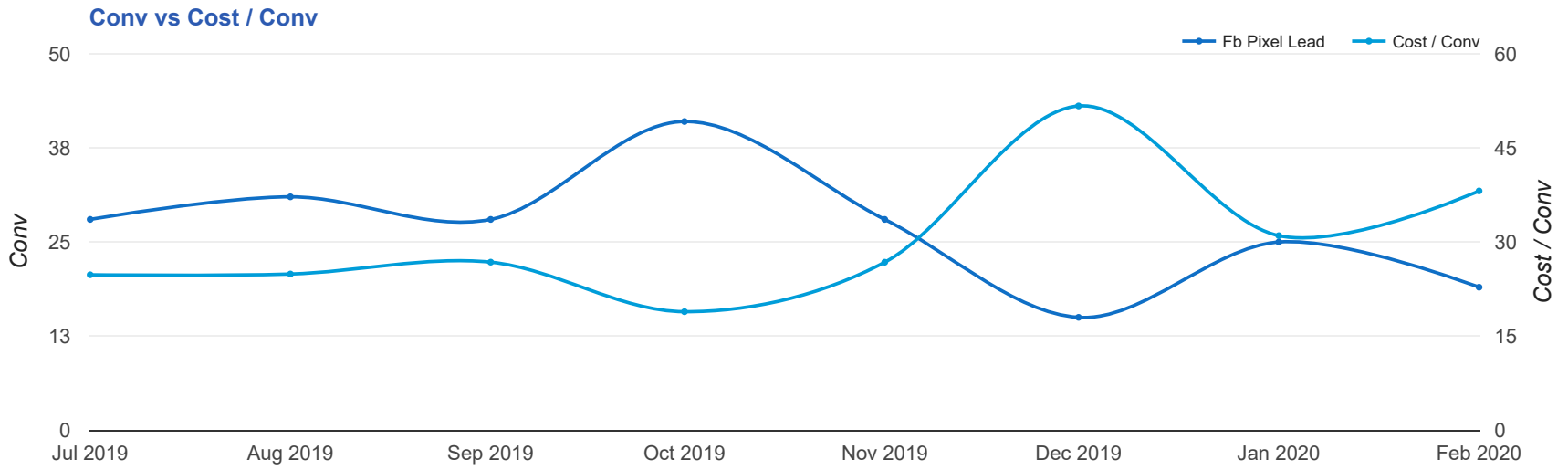


Cost / Conv  
\$38.14  
↑ 23%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Alla Dorfman	Feb, 2020	\$724.63	44,207	559	19	\$38.14

# 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	\$775.19	53,843	551	25	\$31.01
Alla Dorfman	Feb, 2020	\$724.63	44,207	559	19	\$38.14

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Invisalign - New	\$724.63	44,207	559	19	\$38.14

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Invisalign - General Population - Women	\$596.87	36,982	449	16	\$37.30
Invisalign - General Population - Men	\$127.76	7,225	110	3	\$42.59

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-07 - Invisalign - Static Image	\$596.87	36,982	449	1.21%	16	\$37.30
2019-07 - Invisalign - Static Image	\$127.76	7,225	110	1.52%	3	\$42.59

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Alla Dorfman	25-34	female	\$209.44	15,029	181	1.20%	4	\$52.36
Alla Dorfman	35-44	female	\$143.24	7,646	107	1.40%	4	\$35.81
Alla Dorfman	55-64	female	\$46.59	1,760	28	1.59%	4	\$11.65
Alla Dorfman	18-24	female	\$92.01	8,413	71	0.84%	2	\$46.01
Alla Dorfman	25-34	male	\$57.98	3,559	61	1.71%	2	\$28.99
Alla Dorfman	45-54	female	\$105.57	4,134	62	1.50%	2	\$52.78
Alla Dorfman	35-44	male	\$27.32	1,424	24	1.69%	1	\$27.32
Alla Dorfman	18-24	male	\$21.75	1,487	15	1.01%	0	-
Alla Dorfman	45-54	male	\$15.02	547	6	1.10%	0	-
Alla Dorfman	55-64	male	\$5.70	208	4	1.92%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Alla Dorfman	mobile_app	\$677.13	40,744	520	1.28%	18	\$37.62
Alla Dorfman	mobile_web	\$28.47	2,323	26	1.12%	1	\$28.47
Alla Dorfman	desktop	\$19.03	1,140	13	1.14%	0	-