

# **Facebook Account Performance Report 1 Nov 2020 — 30 Nov 2020**

Dr Gambhir (act\_1391413944413807)

## Key Performance Indicators



Impr  
65,468  
↑ 13%



Clicks  
2,267  
↑ 22%



Cost  
\$1,961.27  
↓ 3%



CTR  
3.46%  
↑ 8%



Fb Pixel Lead  
230  
↓ 14%

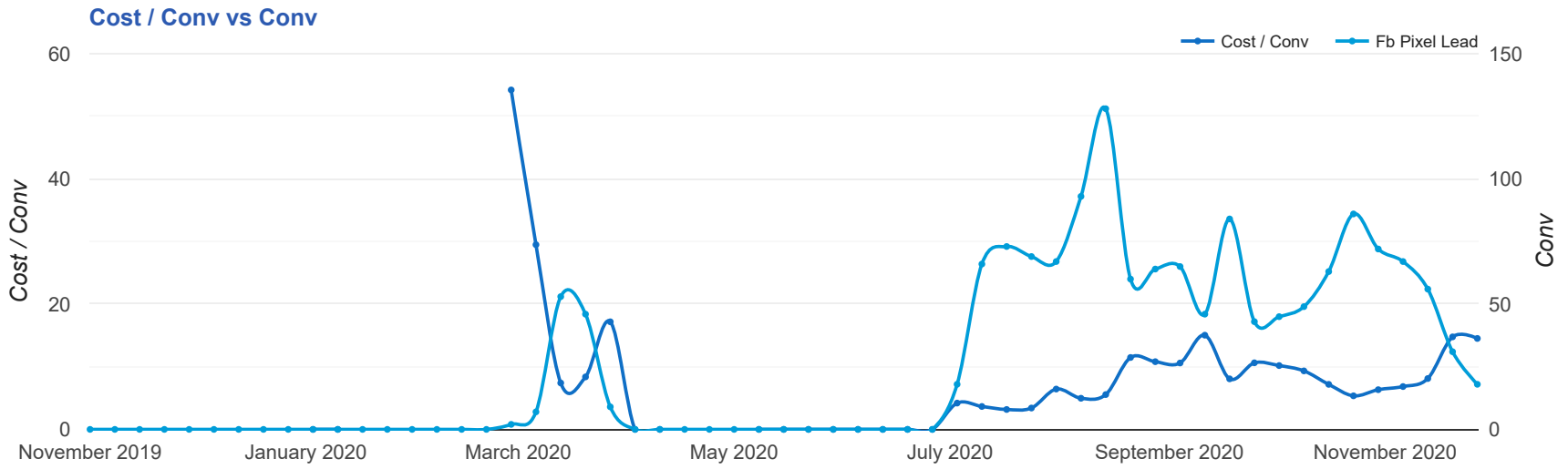


Cost / Conv  
\$8.53  
↑ 13%

## Weekly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
Dr Gambhir	Nov 22	\$457.31	11,733	412	27	-	\$16.94
Dr Gambhir	Nov 15	\$457.31	13,154	509	55	-	\$8.31
Dr Gambhir	Nov 08	\$457.31	16,881	604	65	-	\$7.04
Dr Gambhir	Nov 01	\$457.31	20,631	636	74	-	\$6.18
Dr Gambhir	Nov 29	\$132.03	3,069	106	9	-	\$14.67

# Weekly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
Dr Gambhir	Nov 01	\$217.69	66,207	98	0	-	-
Dr Gambhir	Nov 08	\$218.67	63,757	164	0	-	-
Dr Gambhir	Nov 15	\$217.48	60,193	141	0	-	-
Dr Gambhir	Nov 22	\$218.02	56,885	144	0	-	-
Dr Gambhir	Nov 29	\$217.73	52,416	105	0	-	-
Dr Gambhir	Dec 06	\$217.99	52,811	117	0	-	-
Dr Gambhir	Dec 13	\$217.46	53,153	129	0	-	-
Dr Gambhir	Dec 20	\$210.47	61,861	125	0	-	-
Dr Gambhir	Dec 27	\$156.53	55,481	85	0	-	-
Dr Gambhir	Jan 17	\$5.85	3,784	5	0	-	-
Dr Gambhir	Jan 24	\$145.04	42,395	271	0	-	-
Dr Gambhir	Jan 31	\$202.96	50,684	387	0	-	-
Dr Gambhir	Feb 07	\$154.67	41,717	277	0	-	-
Dr Gambhir	Feb 14	\$35.01	18,287	23	0	-	-
Dr Gambhir	Feb 21	\$34.99	17,219	22	0	-	-

## Month to Date

No data to show

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
Lip Fillers - Conversions	\$1,000.53	35,263	1,413	175	-	\$5.72
Botox - Conversions	\$960.74	30,205	854	55	-	\$17.47

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
United States: Exton (+25 mi) Pennsylvania - 25-60 - F - Oct2020	\$661.25	25,889	1,046	129	-	\$5.13
Prospecting - 1% LAL - 25mi - W	\$960.74	30,205	854	55	-	\$17.47
United States: Exton (+25 mi) Pennsylvania - 25-60 - F	\$339.28	9,374	367	46	-	\$7.38

# Top Performing Ads

AD	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
Dynamic - Conversions	\$661.25	25,889	1,046	129	-	\$5.13
Dynamic - Botox - Prospecting	\$960.74	30,205	854	55	-	\$17.47
Dynamic - Conversions	\$339.28	9,374	367	46	-	\$7.38