

Facebook Account Performance Report 1 Dec 2020 — 31 Dec 2020

Dr Gambhir (act_1391413944413807)

Key Performance Indicators



Impr
60,333
↓ 8%



Clicks
2,375
↑ 5%



Cost
\$2,025.54
↑ 3%



CTR
3.94%
↑ 14%



Fb Pixel Lead
168
↓ 34%

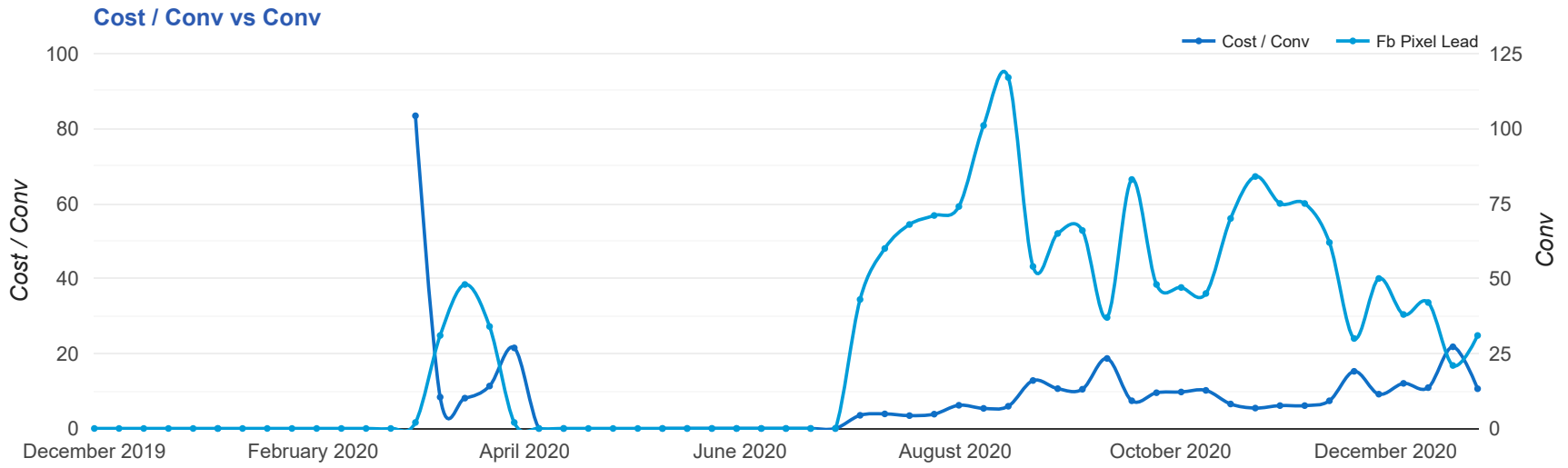


Cost / Conv
\$12.06
↑ 57%

Weekly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
Dr Gambhir	Dec 15	\$458.97	13,149	540	39	-	\$11.77
Dr Gambhir	Dec 01	\$457.92	11,784	418	42	-	\$10.90
Dr Gambhir	Dec 22	\$456.90	15,348	674	36	-	\$12.69
Dr Gambhir	Dec 08	\$455.59	12,677	456	40	-	\$11.39
Dr Gambhir	Dec 29	\$196.16	7,375	287	11	-	\$17.83

Weekly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
Dr Gambhir	Dec 01	\$217.84	52,154	121	0	-	-
Dr Gambhir	Dec 08	\$217.84	53,086	110	0	-	-
Dr Gambhir	Dec 15	\$215.51	53,333	135	0	-	-
Dr Gambhir	Dec 22	\$210.00	66,053	126	0	-	-
Dr Gambhir	Dec 29	\$96.89	36,340	45	0	-	-
Dr Gambhir	Jan 12	\$0.13	230	0	0	-	-
Dr Gambhir	Jan 19	\$35.29	13,598	42	0	-	-
Dr Gambhir	Jan 26	\$173.13	45,390	348	0	-	-
Dr Gambhir	Feb 02	\$203.00	52,309	369	0	-	-
Dr Gambhir	Feb 09	\$107.00	32,342	187	0	-	-
Dr Gambhir	Feb 16	\$35.00	17,811	25	0	-	-
Dr Gambhir	Feb 23	\$30.28	14,955	18	0	-	-
Dr Gambhir	Mar 01	\$166.79	26,304	165	2	-	\$83.39
Dr Gambhir	Mar 08	\$259.02	50,314	601	31	-	\$8.36
Dr Gambhir	Mar 15	\$388.45	99,776	1,226	48	-	\$8.09

Month to Date

No data to show

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
Lip Fillers - Conversions	\$1,033.61	28,933	1,127	108	-	\$9.57
Botox - Conversions	\$991.93	31,400	1,248	60	-	\$16.53

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	\$532.65	17,760	649	64	-	\$8.32
Prospecting - 1% LAL - 25mi - W	\$991.93	31,400	1,248	60	-	\$16.53
United States: Exton (+25 mi) Pennsylvania - 25-60 - F	\$500.96	11,173	478	44	-	\$11.39

Top Performing Ads

AD	COST	IMPR	CLICKS	FB PIXEL LEAD	WEBSITE ROAS	COST / CONV
Dynamic - Conversions	\$532.65	17,760	649	64	-	\$8.32
Dynamic - Botox - Prospecting	\$991.93	31,400	1,248	60	-	\$16.53
Dynamic - Conversions	\$500.96	11,173	478	44	-	\$11.39