

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

17669586 (act\_17669586)

## Key Performance Indicators



Impr  
28,107  
↓ 63%



Clicks  
517  
↓ 34%



Cost  
\$714.28  
↓ 30%



CTR  
1.84%  
↑ 80%



Fb Pixel Lead  
31  
↑ 107%

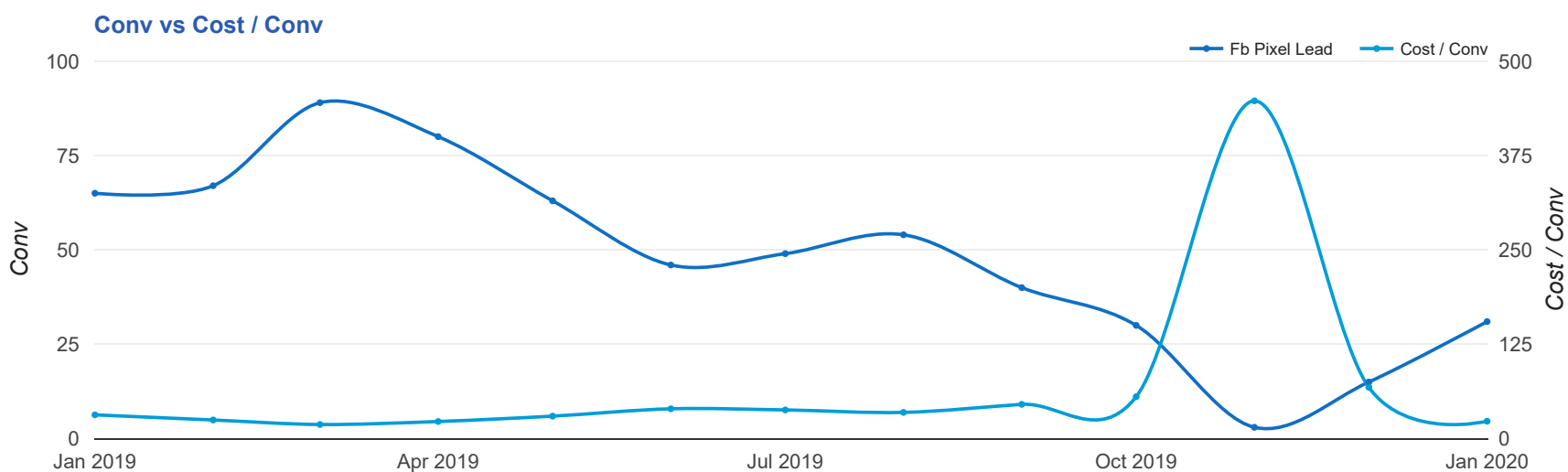


Cost / Conv  
\$23.04  
↓ 66%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586, USD	Jan, 2020	\$714.28	28,107	517	31	\$23.04

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586, USD	Jan, 2019	\$2,046.82	86,181	1,438	65	\$31.49
17669586, USD	Feb, 2019	\$1,653.05	74,890	1,250	67	\$24.67
17669586, USD	Mar, 2019	\$1,662.62	76,852	1,432	89	\$18.68
17669586, USD	Apr, 2019	\$1,813.37	94,438	1,272	80	\$22.67
17669586, USD	May, 2019	\$1,875.35	87,684	1,076	63	\$29.77
17669586, USD	Jun, 2019	\$1,816.20	72,505	876	46	\$39.48
17669586, USD	Jul, 2019	\$1,862.54	64,636	879	49	\$38.01
17669586, USD	Aug, 2019	\$1,876.50	75,034	1,265	54	\$34.75
17669586, USD	Sep, 2019	\$1,816.08	65,498	1,098	40	\$45.40
17669586, USD	Oct, 2019	\$1,666.49	87,085	1,349	30	\$55.55
17669586, USD	Nov, 2019	\$1,342.38	134,931	966	3	\$447.46
17669586, USD	Dec, 2019	\$1,019.82	76,844	783	15	\$67.99
17669586, USD	Jan, 2020	\$714.28	28,107	517	31	\$23.04

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$714.28	28,107	517	31	\$23.04

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - General Population	\$714.28	28,107	517	31	\$23.04

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - Emsculpt - Img 2	\$550.02	22,039	413	1.87%	27	\$20.37
2019-12 - Emsculpt - Img 3	\$114.34	3,980	60	1.51%	4	\$28.59
2019-10 - Emsculpt	\$49.92	2,088	44	2.11%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586, USD	25-34	male	\$51.77	2,294	51	2.22%	15	\$3.45
17669586, USD	45-54	female	\$147.97	4,773	102	2.14%	5	\$29.59
17669586, USD	35-44	female	\$111.47	4,960	66	1.33%	3	\$37.16
17669586, USD	25-34	female	\$63.03	3,214	40	1.24%	2	\$31.52
17669586, USD	35-44	male	\$57.22	3,100	52	1.68%	2	\$28.61
17669586, USD	55-64	female	\$84.23	2,260	41	1.81%	2	\$42.12
17669586, USD	55-64	male	\$101.21	3,264	97	2.97%	2	\$50.60
17669586, USD	25-34	unknown	\$0.11	17	0	0.00%	0	-
17669586, USD	35-44	unknown	\$0.67	46	0	0.00%	0	-
17669586, USD	45-54	male	\$94.13	4,084	65	1.59%	0	-
17669586, USD	45-54	unknown	\$1.01	51	2	3.92%	0	-
17669586, USD	55-64	unknown	\$1.46	44	1	2.27%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586, USD	mobile_app	\$640.98	24,513	456	1.86%	28	\$22.89
17669586, USD	mobile_web	\$48.44	2,301	43	1.87%	3	\$16.15
17669586, USD	desktop	\$24.86	1,293	18	1.39%	0	-