

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

17669586 (act\_17669586)

## Key Performance Indicators



Impr  
25,763  
↓ 8%



Clicks  
442  
↓ 15%



Cost  
\$666.56  
↓ 7%



CTR  
1.72%  
↓ 7%



Fb Pixel Lead  
19  
↓ 39%

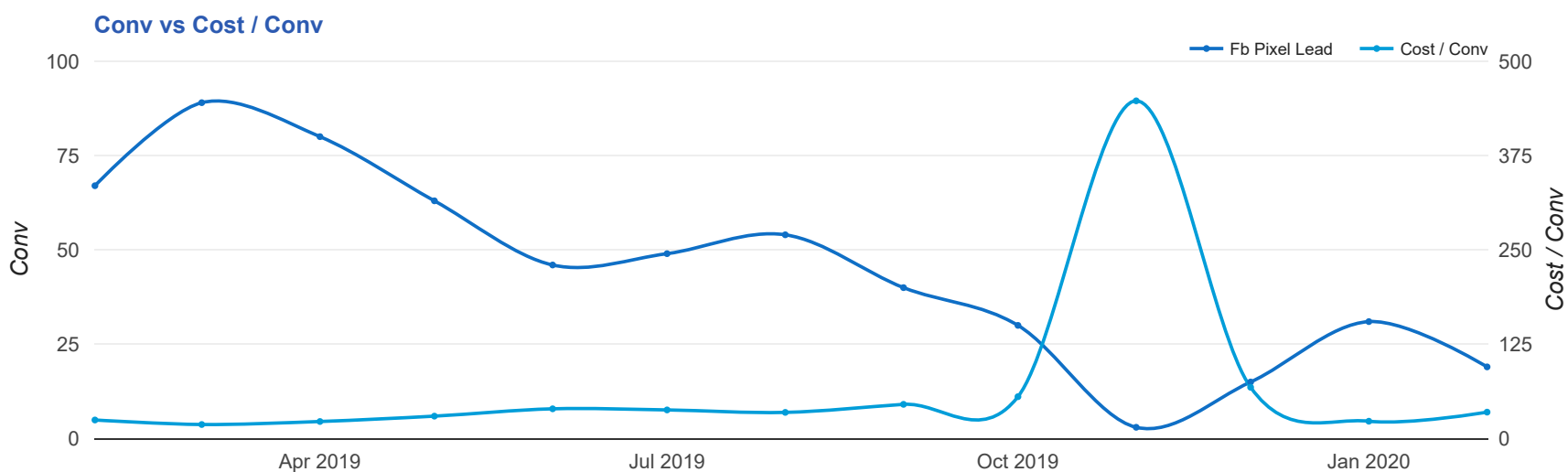


Cost / Conv  
\$35.08  
↑ 52%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586, USD	Feb, 2020	\$666.56	25,763	442	19	\$35.08

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$714.30	28,108	517	31	\$23.04
17669586, USD	Feb, 2020	\$666.56	25,763	442	19	\$35.08

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$666.56	25,763	442	19	\$35.08

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - General Population	\$666.56	25,763	442	19	\$35.08

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - Emsculpt - Img 2	\$575.39	22,424	390	1.74%	15	\$38.36
2019-10 - Emsculpt	\$47.14	1,841	35	1.90%	3	\$15.71
2019-12 - Emsculpt - Img 3	\$44.03	1,498	17	1.13%	1	\$44.03

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586, USD	25-34	female	\$86.04	4,337	63	1.45%	4	\$21.51
17669586, USD	35-44	female	\$111.93	4,635	81	1.75%	4	\$27.98
17669586, USD	45-54	female	\$148.45	4,332	70	1.62%	4	\$37.11
17669586, USD	55-64	male	\$78.17	2,290	74	3.23%	3	\$26.06
17669586, USD	55-64	female	\$70.71	1,818	34	1.87%	2	\$35.35
17669586, USD	25-34	male	\$43.02	2,467	32	1.30%	1	\$43.02
17669586, USD	35-44	male	\$45.03	2,518	30	1.19%	1	\$45.03
17669586, USD	25-34	unknown	\$0.46	26	0	0.00%	0	-
17669586, USD	35-44	unknown	\$0.88	70	0	0.00%	0	-
17669586, USD	45-54	male	\$78.62	3,173	57	1.80%	0	-
17669586, USD	45-54	unknown	\$1.73	61	1	1.64%	0	-
17669586, USD	55-64	unknown	\$1.52	36	0	0.00%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586, USD	mobile_app	\$603.01	22,631	388	1.71%	18	\$33.50
17669586, USD	mobile_web	\$49.58	2,348	44	1.87%	1	\$49.58
17669586, USD	desktop	\$13.97	784	10	1.28%	0	-