

Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020

17669586 (act_17669586)

Key Performance Indicators



Impr
42,700
↑ 84%



Clicks
642
↑ 82%



Cost
\$1,024.11
↑ 99%



CTR
1.50%
↓ 2%



Fb Pixel Lead
46
↑ 77%

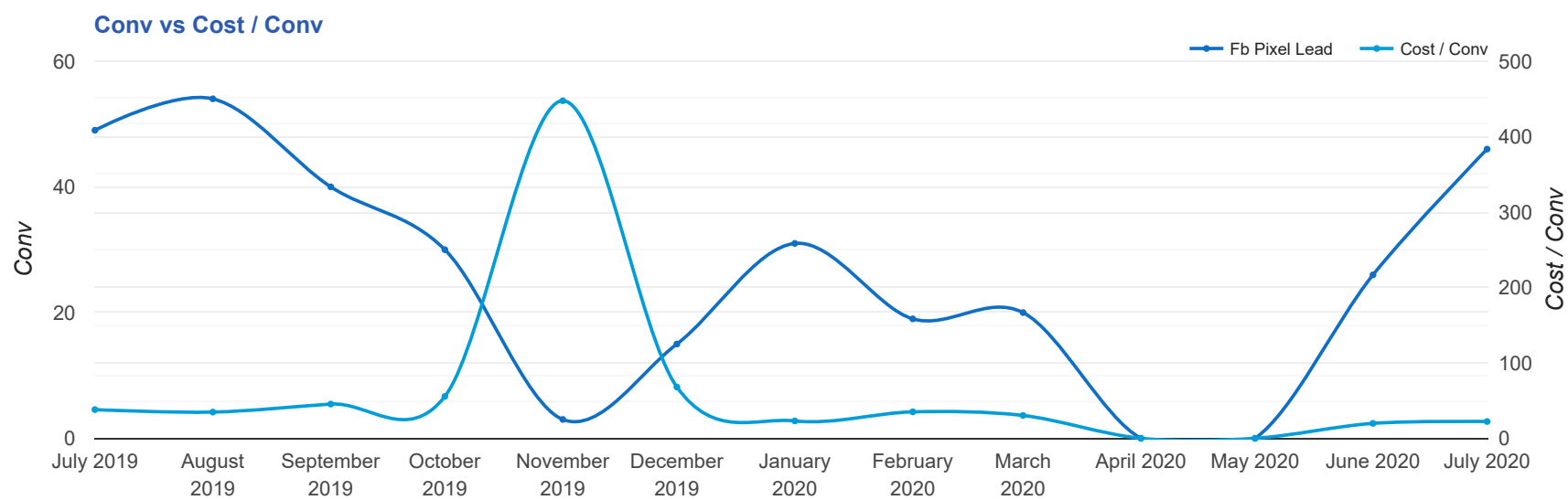


Cost / Conv
\$22.26
↑ 12%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586JFEMD	Jul, 2020	\$1,024.11	42,700	642	46	\$22.26

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586JFEMD	Jul, 2019	\$1,862.54	64,636	879	49	\$38.01
17669586JFEMD	Aug, 2019	\$1,876.50	75,034	1,265	54	\$34.75
17669586JFEMD	Sep, 2019	\$1,816.08	65,498	1,098	40	\$45.40
17669586JFEMD	Oct, 2019	\$1,666.49	87,085	1,349	30	\$55.55
17669586JFEMD	Nov, 2019	\$1,342.38	134,931	966	3	\$447.46
17669586JFEMD	Dec, 2019	\$1,019.82	76,844	783	15	\$67.99
17669586JFEMD	Jan, 2020	\$714.30	28,108	517	31	\$23.04
17669586JFEMD	Feb, 2020	\$666.56	25,763	442	19	\$35.08
17669586JFEMD	Mar, 2020	\$605.64	30,783	389	20	\$30.28
17669586JFEMD	Jun, 2020	\$514.43	23,146	353	26	\$19.79
17669586JFEMD	Jul, 2020	\$1,024.11	42,700	642	46	\$22.26

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$1,024.11	42,700	642	46	\$22.26

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - General Population	\$1,024.11	42,700	642	46	\$22.26

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - Emsculpt - Img 2	\$654.09	23,782	332	1.40%	29	\$22.55
2019-10 - Emsculpt	\$219.16	12,007	138	1.15%	8	\$27.39
2020-07 - Emsculpt - J-lo	\$80.89	3,724	137	3.68%	8	\$10.11
2019-12 - Emsculpt - Img 3	\$69.97	3,187	35	1.10%	1	\$69.97

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	45-54	female	\$271.20	8,215	172	2.09%	11	\$24.65
17669586JFEMD	25-34	female	\$144.77	8,991	78	0.87%	10	\$14.48
17669586JFEMD	35-44	female	\$245.48	11,161	133	1.19%	8	\$30.68
17669586JFEMD	55-64	female	\$115.85	3,056	89	2.91%	5	\$23.17
17669586JFEMD	25-34	male	\$46.81	2,987	33	1.10%	4	\$11.70
17669586JFEMD	45-54	male	\$73.19	3,180	42	1.32%	3	\$24.40
17669586JFEMD	35-44	male	\$62.43	3,101	27	0.87%	2	\$31.21
17669586JFEMD	55-64	male	\$54.04	1,689	55	3.26%	2	\$27.02
17669586JFEMD	55-64	unknown	\$3.55	67	3	4.48%	1	\$3.55
17669586JFEMD	25-34	unknown	\$1.38	48	1	2.08%	0	-
17669586JFEMD	35-44	unknown	\$1.82	92	4	4.35%	0	-
17669586JFEMD	45-54	unknown	\$3.59	113	5	4.42%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	mobile_app	\$953.64	38,427	578	1.50%	40	\$23.84
17669586JFEMD	desktop	\$30.29	2,040	32	1.57%	4	\$7.57
17669586JFEMD	mobile_web	\$40.18	2,233	32	1.43%	2	\$20.09