

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

17669586 (act\_17669586)

## Key Performance Indicators



Impr  
40,287  
↓ 6%



Clicks  
1,060  
↑ 65%



Cost  
\$1,159.56  
↑ 13%



CTR  
2.63%  
↑ 75%



Fb Pixel Lead  
81  
↑ 76%

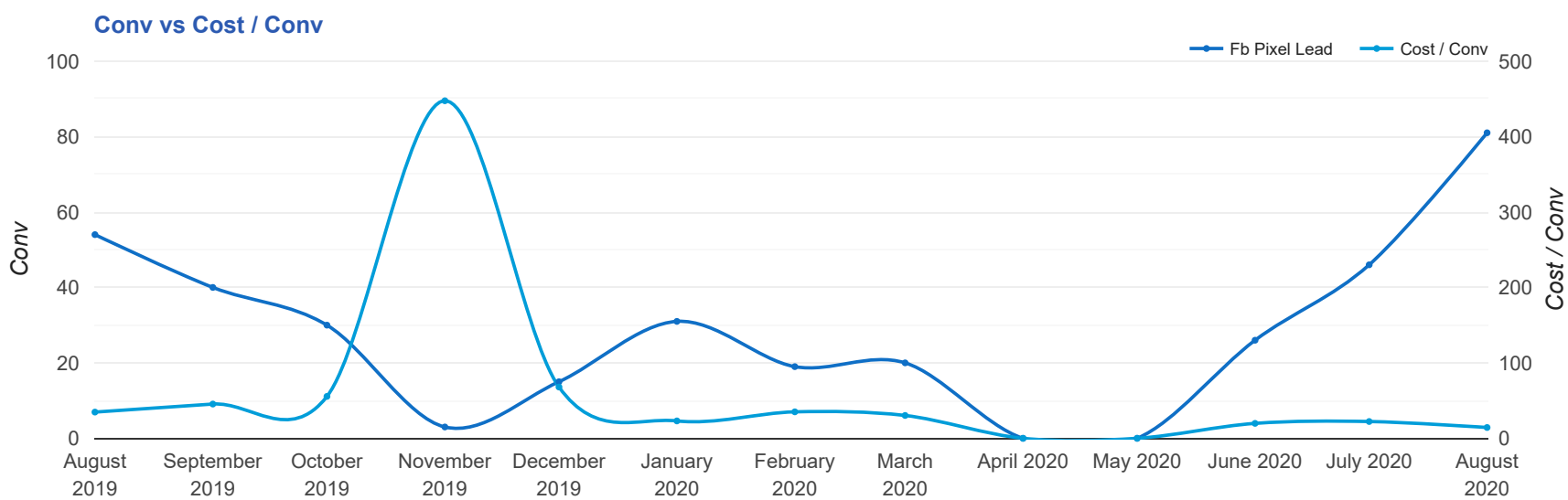


Cost / Conv  
\$14.32  
↓ 36%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586JFEMD	Aug, 2020	\$1,159.56	40,287	1,060	81	\$14.32

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$1,024.13	42,701	642	46	\$22.26
17669586JFEMD	Aug, 2020	\$1,159.56	40,287	1,060	81	\$14.32

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$1,159.56	40,287	1,060	81	\$14.32

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - General Population	\$1,159.56	40,287	1,060	81	\$14.32

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-07 - Emsculpt - J-lo	\$1,047.51	35,258	992	2.81%	71	\$14.75
2019-12 - Emsculpt - Img 2	\$77.83	3,037	48	1.58%	5	\$15.57
2019-10 - Emsculpt	\$22.28	1,478	15	1.01%	4	\$5.57
2019-12 - Emsculpt - Img 3	\$11.94	514	5	0.97%	1	\$11.94

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	45-54	female	\$341.90	9,767	327	3.35%	29	\$11.79
17669586JFEMD	35-44	female	\$265.95	10,301	226	2.19%	17	\$15.64
17669586JFEMD	55-64	female	\$178.69	4,366	150	3.44%	13	\$13.75
17669586JFEMD	25-34	female	\$157.19	7,485	152	2.03%	8	\$19.65
17669586JFEMD	35-44	male	\$56.98	2,234	66	2.95%	6	\$9.50
17669586JFEMD	45-54	male	\$67.92	2,794	56	2.00%	6	\$11.32
17669586JFEMD	25-34	male	\$30.15	1,728	36	2.08%	1	\$30.15
17669586JFEMD	55-64	male	\$52.34	1,389	41	2.95%	1	\$52.34
17669586JFEMD	25-34	unknown	\$2.33	25	1	4.00%	0	-
17669586JFEMD	35-44	unknown	\$1.27	56	2	3.57%	0	-
17669586JFEMD	45-54	unknown	\$1.99	102	2	1.96%	0	-
17669586JFEMD	55-64	unknown	\$2.85	40	1	2.50%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	mobile_app	\$1,125.28	38,639	1,027	2.66%	81	\$13.89
17669586JFEMD	desktop	\$14.89	807	10	1.24%	0	-
17669586JFEMD	mobile_web	\$19.39	841	23	2.73%	0	-