

**Facebook Account Performance  
Report  
1 Sep 2020 — 30 Sep 2020**

17669586 (act\_17669586)

## Key Performance Indicators



Impr  
32,643  
↓ 19%



Clicks  
786  
↓ 26%



Cost  
\$1,288.68  
↑ 11%



CTR  
2.41%  
↓ 8%



Fb Pixel Lead  
48  
↓ 41%

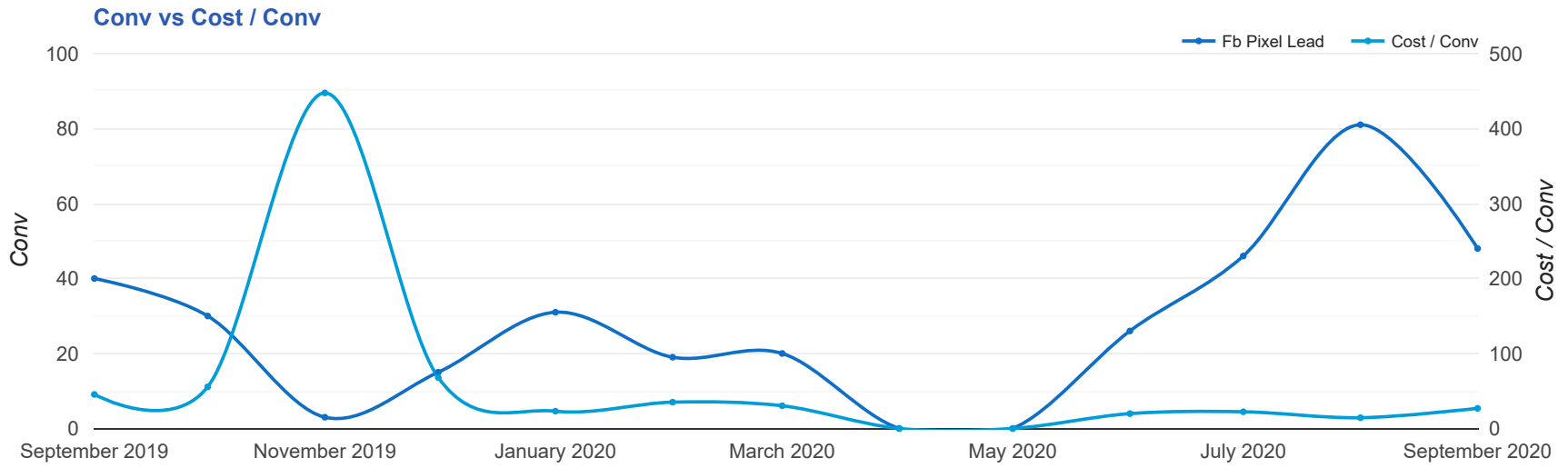


Cost / Conv  
\$26.85  
↑ 88%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586JFEMD	Sep, 2020	\$1,288.68	32,643	786	48	\$26.85

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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
17669586JFEMD	Sep, 2020	\$1,288.68	32,643	786	48	\$26.85

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$1,288.68	32,643	786	48	\$26.85

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - General Population	\$1,288.68	32,643	786	48	\$26.85

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-07 - Emsculpt - J-lo	\$900.19	22,038	624	2.83%	30	\$30.01
2019-12 - Emsculpt - Img 2	\$284.29	7,147	122	1.71%	14	\$20.31
2019-12 - Emsculpt - Img 3	\$64.18	1,679	20	1.19%	2	\$32.09
2019-10 - Emsculpt	\$40.02	1,779	20	1.12%	2	\$20.01

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	45-54	female	\$414.75	8,887	276	3.11%	15	\$27.65
17669586JFEMD	35-44	female	\$296.92	8,174	200	2.45%	12	\$24.74
17669586JFEMD	45-54	male	\$82.62	2,412	49	2.03%	7	\$11.80
17669586JFEMD	55-64	male	\$55.06	1,295	30	2.32%	6	\$9.18
17669586JFEMD	55-64	female	\$194.07	3,739	110	2.94%	4	\$48.52
17669586JFEMD	25-34	female	\$132.76	4,590	59	1.29%	2	\$66.38
17669586JFEMD	35-44	male	\$74.08	2,026	33	1.63%	1	\$74.08
17669586JFEMD	45-54	unknown	\$5.00	152	2	1.32%	1	\$5.00
17669586JFEMD	25-34	male	\$30.52	1,272	23	1.81%	0	-
17669586JFEMD	25-34	unknown	\$0.61	24	0	0.00%	0	-
17669586JFEMD	35-44	unknown	\$0.86	49	4	8.16%	0	-
17669586JFEMD	55-64	unknown	\$1.43	23	0	0.00%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	mobile_app	\$1,230.15	30,700	755	2.46%	47	\$26.17
17669586JFEMD	desktop	\$25.08	1,037	11	1.06%	1	\$25.08
17669586JFEMD	mobile_web	\$33.46	906	20	2.21%	0	-