

**Facebook Account Performance
Report
1 Oct 2020 — 31 Oct 2020**

17669586 (act_17669586)

Key Performance Indicators



Impr
44,969
↑ 38%



Clicks
1,265
↑ 61%



Cost
\$1,365.17
↑ 6%



CTR
2.81%
↑ 17%



Fb Pixel Lead
68
↑ 39%

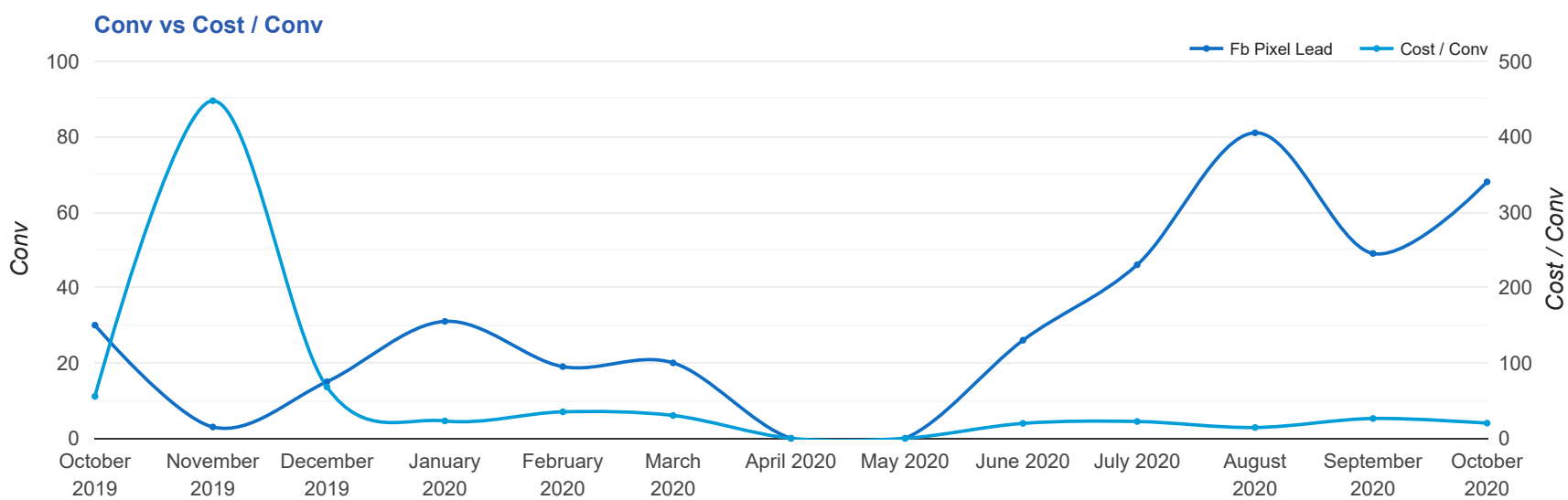


Cost / Conv
\$20.08
↓ 24%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586JFEMD	Oct, 2020	\$1,365.17	44,969	1,265	68	\$20.08

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	49	\$26.30
17669586JFEMD	Oct, 2020	\$1,365.17	44,969	1,265	68	\$20.08

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$1,365.17	44,969	1,265	68	\$20.08

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - General Population	\$1,365.17	44,969	1,265	68	\$20.08

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - Emsculpt - Vid 1	\$304.63	10,392	310	2.98%	29	\$10.50
2020-07 - Emsculpt - J-lo	\$466.38	12,957	313	2.42%	11	\$42.40
2020-10 - Emsculpt - Vid 4	\$153.24	6,032	218	3.61%	10	\$15.32
2020-10 - Emsculpt - Vid 2	\$210.10	8,504	273	3.21%	9	\$23.34
2020-10 - Emsculpt - Vid 3	\$52.50	1,857	78	4.20%	5	\$10.50
2019-12 - Emsculpt - Img 2	\$124.40	3,271	49	1.50%	3	\$41.47
2019-12 - Emsculpt - Img 3	\$36.86	1,081	17	1.57%	1	\$36.86
2019-10 - Emsculpt	\$17.06	875	7	0.80%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	35-44	female	\$333.62	12,155	262	2.16%	19	\$17.56
17669586JFEMD	45-54	female	\$418.78	11,257	381	3.38%	18	\$23.27
17669586JFEMD	25-34	female	\$180.54	8,242	156	1.89%	13	\$13.89
17669586JFEMD	55-64	female	\$204.52	4,917	225	4.58%	8	\$25.57
17669586JFEMD	35-44	male	\$63.70	2,227	64	2.87%	6	\$10.62
17669586JFEMD	45-54	male	\$72.74	2,788	85	3.05%	3	\$24.25
17669586JFEMD	25-34	male	\$24.23	1,401	30	2.14%	1	\$24.23
17669586JFEMD	25-34	unknown	\$0.82	49	0	0.00%	0	-
17669586JFEMD	35-44	unknown	\$1.49	84	0	0.00%	0	-
17669586JFEMD	45-54	unknown	\$6.65	180	4	2.22%	0	-
17669586JFEMD	55-64	male	\$56.72	1,625	55	3.38%	0	-
17669586JFEMD	55-64	unknown	\$1.36	44	3	6.82%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	mobile_app	\$1,319.26	42,763	1,199	2.80%	65	\$20.30
17669586JFEMD	mobile_web	\$30.86	1,115	49	4.39%	3	\$10.29
17669586JFEMD	desktop	\$15.05	1,091	17	1.56%	0	-