

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

17669586 (act_17669586)

Key Performance Indicators



Impr
43,153
↓ 11%



Clicks
1,185
↓ 11%



Cost
\$1,394.75
↑ 3%



CTR
2.75%
↑ 1%



Fb Pixel Lead
56
↔ 0%

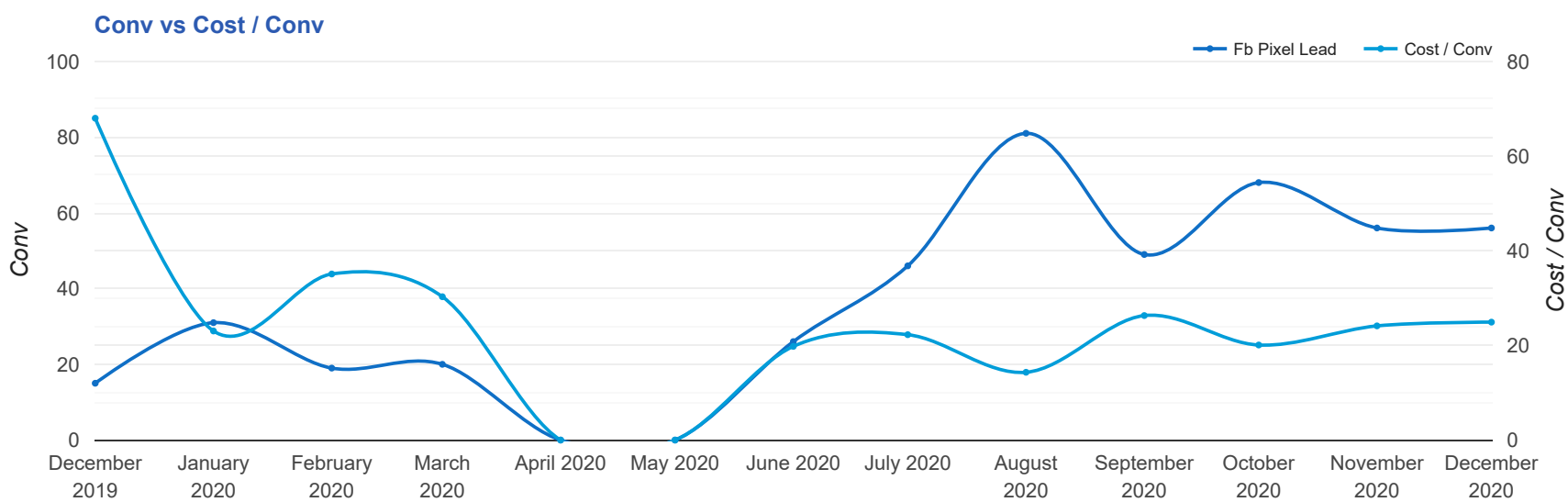


Cost / Conv
\$24.91
↑ 3%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586JFEMD	Dec, 2020	\$1,394.75	43,153	1,185	56	\$24.91

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	44,972	1,265	68	\$20.08
17669586JFEMD	Nov, 2020	\$1,350.54	48,755	1,327	56	\$24.12
17669586JFEMD	Dec, 2020	\$1,394.75	43,153	1,185	56	\$24.91

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$1,394.75	43,153	1,185	56	\$24.91

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - General Population	\$1,394.75	43,153	1,185	56	\$24.91

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - Emsculpt - Vid 1	\$881.78	27,489	729	2.65%	42	\$20.99
2020-10 - Emsculpt - Vid 2	\$512.97	15,664	456	2.91%	14	\$36.64

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	35-44	female	\$328.37	11,081	273	2.46%	20	\$16.42
17669586JFEMD	45-54	female	\$368.06	9,382	299	3.19%	14	\$26.29
17669586JFEMD	55-64	female	\$192.88	4,306	169	3.92%	10	\$19.29
17669586JFEMD	25-34	female	\$218.96	8,488	160	1.89%	8	\$27.37
17669586JFEMD	35-44	male	\$83.48	2,987	83	2.78%	2	\$41.74
17669586JFEMD	45-54	unknown	\$10.17	190	7	3.68%	1	\$10.17
17669586JFEMD	55-64	male	\$55.48	1,634	59	3.61%	1	\$55.48
17669586JFEMD	25-34	male	\$43.20	1,933	44	2.28%	0	-
17669586JFEMD	25-34	unknown	\$1.30	53	0	0.00%	0	-
17669586JFEMD	35-44	unknown	\$1.76	81	2	2.47%	0	-
17669586JFEMD	45-54	male	\$89.64	2,988	88	2.95%	0	-
17669586JFEMD	55-64	unknown	\$1.45	30	1	3.33%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	mobile_app	\$1,358.75	42,052	1,136	2.70%	54	\$25.16
17669586JFEMD	desktop	\$11.95	377	10	2.65%	1	\$11.95
17669586JFEMD	mobile_web	\$24.05	724	39	5.39%	1	\$24.05