

**Facebook Account Performance
Report
1 Jan 2021 — 31 Jan 2021**

17669586 (act_17669586)

Key Performance Indicators



Impr
4,622
↓ 89%



Clicks
154
↓ 87%



Cost
\$214.28
↓ 85%



CTR
3.33%
↑ 21%



Fb Pixel Lead
8
↓ 86%

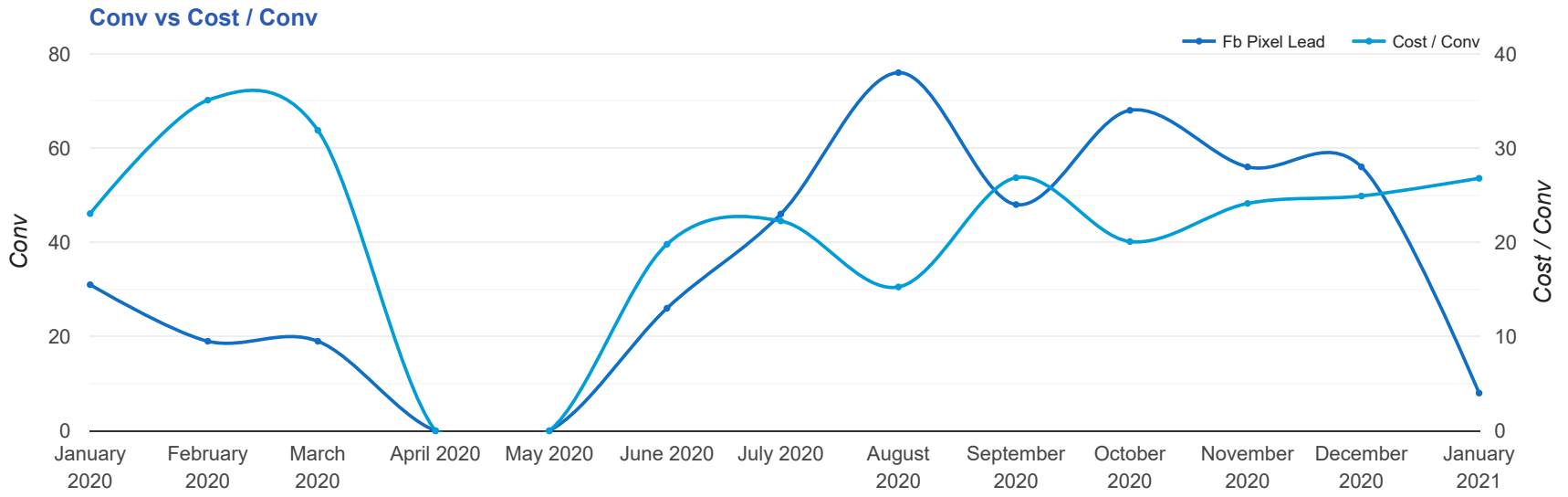


Cost / Conv
\$26.79
↑ 8%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586JFEMD	Jan, 2021	\$214.28	4,622	154	8	\$26.79

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	19	\$31.88
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	76	\$15.26
17669586JFEMD	Sep, 2020	\$1,288.68	32,643	786	48	\$26.85
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	\$1,394.95	43,160	1,185	56	\$24.91
17669586JFEMD	Jan, 2021	\$214.28	4,622	154	8	\$26.79

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt NEO - Conversions	\$214.28	4,622	154	8	\$26.79

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt NEO - General Population	\$214.28	4,622	154	8	\$26.79

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - Emsculpt - Vid 1	\$42.72	2,187	60	2.74%	5	\$8.54
2021- 01 - Emsculpt NEO - Video 1	\$152.71	1,534	74	4.82%	3	\$50.90
2020-10 - Emsculpt - Vid 2	\$18.85	901	20	2.22%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	45-54	female	\$64.38	1,139	42	3.69%	4	\$16.09
17669586JFEMD	45-54	male	\$6.13	251	17	6.77%	3	\$2.04
17669586JFEMD	55-64	female	\$40.84	541	23	4.25%	1	\$40.84
17669586JFEMD	25-34	female	\$33.16	889	21	2.36%	0	-
17669586JFEMD	25-34	male	\$2.29	154	5	3.25%	0	-
17669586JFEMD	25-34	unknown	\$0.21	4	0	0.00%	0	-
17669586JFEMD	35-44	female	\$59.52	1,239	38	3.07%	0	-
17669586JFEMD	35-44	male	\$3.53	253	3	1.19%	0	-
17669586JFEMD	35-44	unknown	\$0.08	6	0	0.00%	0	-
17669586JFEMD	45-54	unknown	\$0.44	11	0	0.00%	0	-
17669586JFEMD	55-64	male	\$3.45	133	4	3.01%	0	-
17669586JFEMD	55-64	unknown	\$0.25	2	1	50.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	mobile_app	\$210.17	4,534	150	3.31%	8	\$26.27
17669586JFEMD	desktop	\$0.29	5	0	0.00%	0	-
17669586JFEMD	mobile_web	\$3.82	83	4	4.82%	0	-