

Facebook Account Performance Report 1 Feb 2021 — 28 Feb 2021

17669586 (act_17669586)

Key Performance Indicators



Impr
14,927
↑ 223%



Clicks
515
↑ 234%



Cost
\$1,257.41
↑ 486%



CTR
3.45%
↑ 4%



Fb Pixel Lead
25
↑ 213%

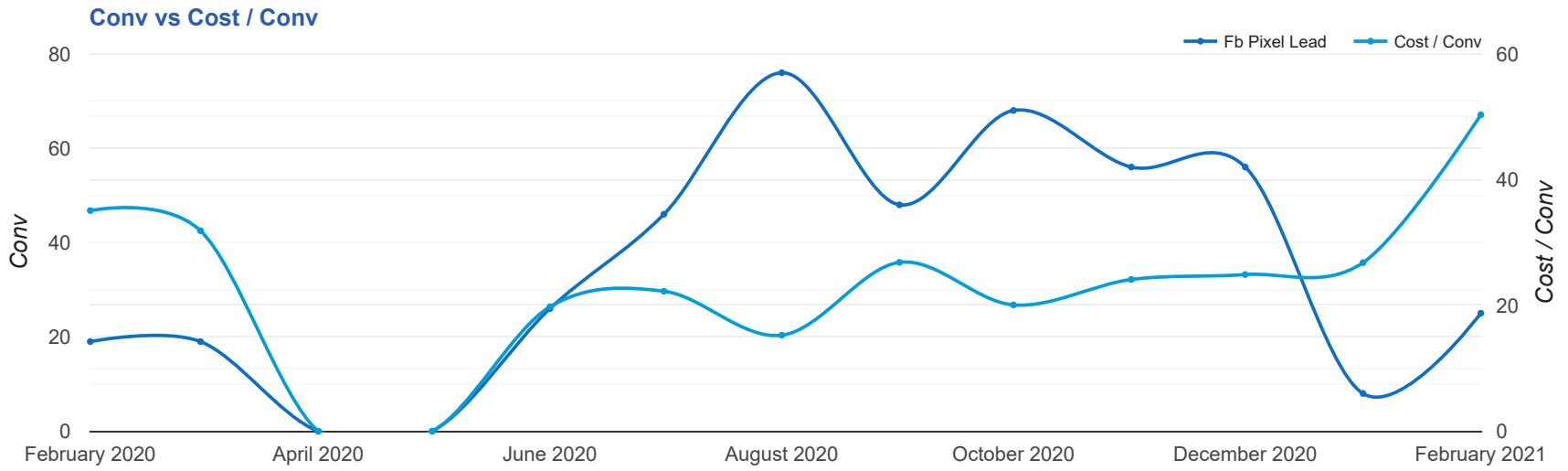


Cost / Conv
\$50.30
↑ 88%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586JFEMD	Feb, 2021	\$1,257.41	14,927	515	25	\$50.30

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$214.40	4,623	154	8	\$26.80
17669586JFEMD	Feb, 2021	\$1,257.41	14,927	515	25	\$50.30

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt NEO - Conversions	\$1,257.41	14,927	515	25	\$50.30

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt NEO - General Population	\$1,257.41	14,927	515	25	\$50.30

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021- 01 - Emsculpt NEO - Video 1	\$879.88	10,769	324	3.01%	16	\$54.99
2021- 02 - Emsculpt NEO - Video 2	\$377.53	4,158	191	4.59%	9	\$41.95

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	35-44	female	\$412.34	5,266	164	3.11%	9	\$45.82
17669586JFEMD	45-54	female	\$401.00	3,998	164	4.10%	9	\$44.56
17669586JFEMD	25-34	female	\$209.70	3,514	75	2.13%	6	\$34.95
17669586JFEMD	55-64	female	\$234.36	2,149	112	5.21%	1	\$234.36

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	mobile_app	\$1,236.35	14,601	502	3.44%	24	\$51.51
17669586JFEMD	mobile_web	\$10.98	106	10	9.43%	1	\$10.98
17669586JFEMD	desktop	\$10.08	220	3	1.36%	0	-