

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

17669586 (act\_17669586)

## Key Performance Indicators



Impr  
15,444  
↑ 3%



Clicks  
541  
↑ 5%



Cost  
\$1,400.10  
↑ 11%



CTR  
3.50%  
↑ 1%



Fb Pixel Lead  
38  
↑ 46%

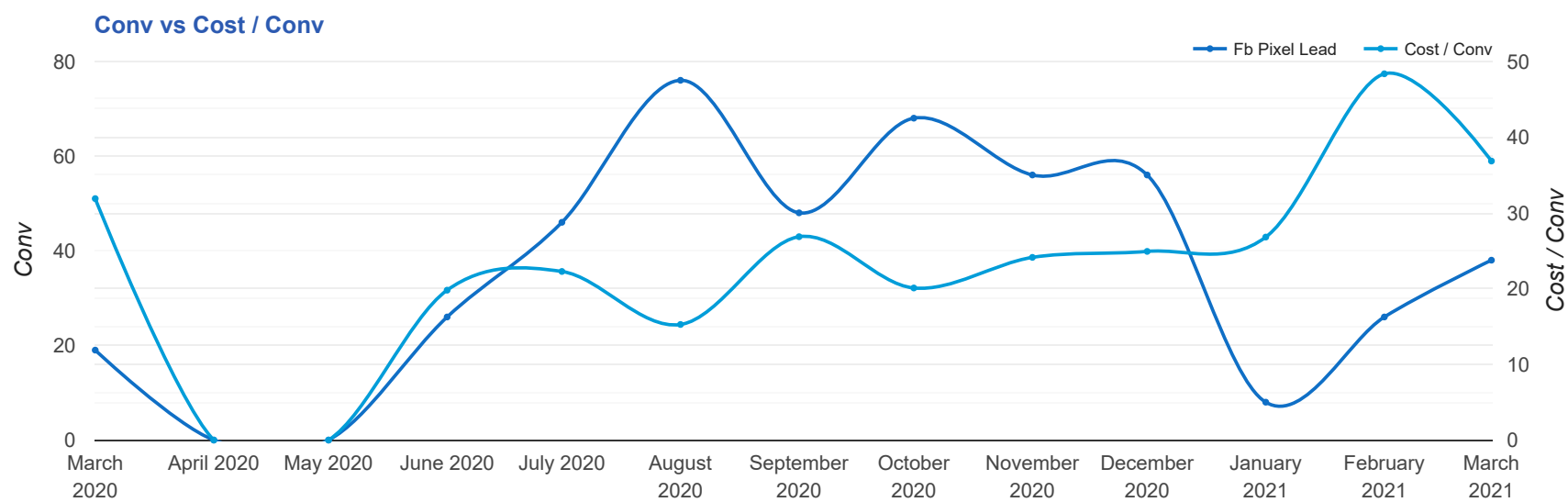


Cost / Conv  
\$36.84  
↓ 24%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586JFEMD	Mar, 2021	\$1,400.10	15,444	541	38	\$36.84

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$1,257.47	14,928	515	26	\$48.36
17669586JFEMD	Mar, 2021	\$1,400.10	15,444	541	38	\$36.84

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt NEO - Conversions	\$1,400.10	15,444	541	38	\$36.84

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt NEO - General Population	\$1,400.10	15,444	541	38	\$36.84

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021- 01 - Emsculpt NEO - Video 1	\$805.63	9,665	283	2.93%	21	\$38.36
2021- 02 - Emsculpt NEO - Video 2	\$594.47	5,779	258	4.46%	17	\$34.97

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	25-34	female	\$330.91	4,701	125	2.66%	12	\$27.58
17669586JFEMD	45-54	female	\$407.61	3,572	170	4.76%	12	\$33.97
17669586JFEMD	35-44	female	\$450.55	5,301	151	2.85%	8	\$56.32
17669586JFEMD	55-64	female	\$211.03	1,870	95	5.08%	6	\$35.17

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	mobile_app	\$1,370.74	14,970	527	3.52%	38	\$36.07
17669586JFEMD	desktop	\$14.38	335	3	0.90%	0	-
17669586JFEMD	mobile_web	\$14.98	139	11	7.91%	0	-