

**Facebook Account Performance
Report
1 Apr 2021 — 30 Apr 2021**

17669586 (act_17669586)

Key Performance Indicators



Impr
15,852
↑ 3%



Clicks
580
↑ 7%



Cost
\$1,348.58
↓ 4%



CTR
3.66%
↑ 5%



Fb Pixel Lead
25
↓ 29%

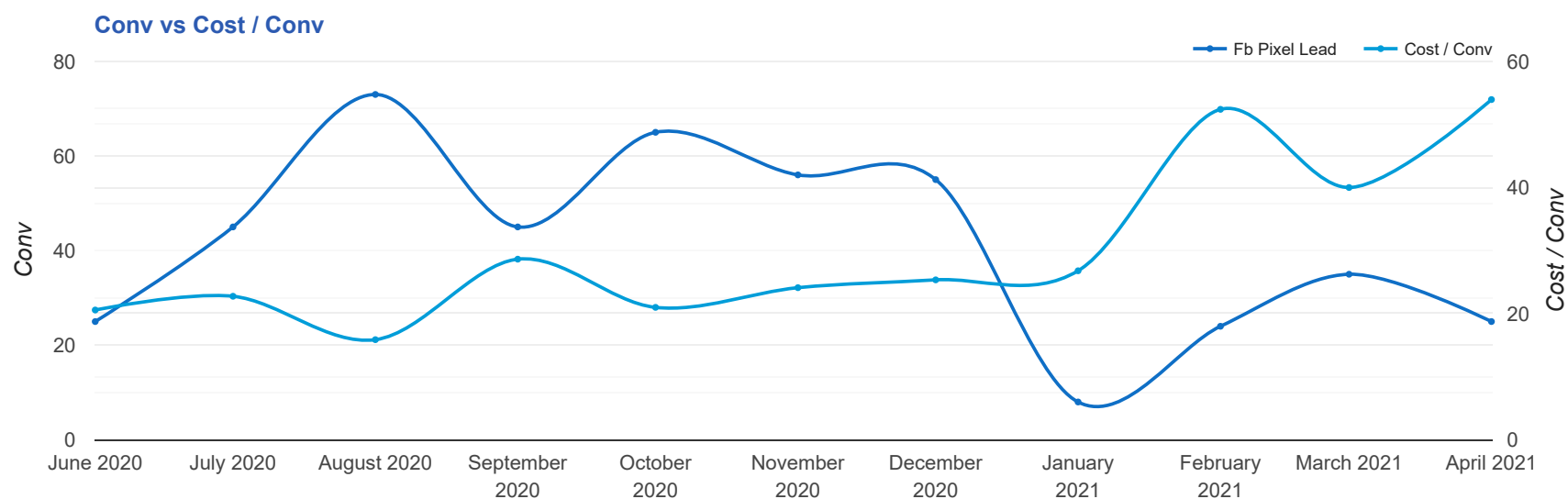


Cost / Conv
\$53.94
↑ 35%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586JFEMD	Apr, 2021	\$1,348.58	15,852	580	25	\$53.94

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586JFEMD	Jun, 2020	\$514.43	23,146	353	25	\$20.58
17669586JFEMD	Jul, 2020	\$1,024.13	42,701	642	45	\$22.76
17669586JFEMD	Aug, 2020	\$1,159.56	40,287	1,060	73	\$15.88
17669586JFEMD	Sep, 2020	\$1,288.68	32,643	786	45	\$28.64
17669586JFEMD	Oct, 2020	\$1,365.17	44,972	1,265	65	\$21.00
17669586JFEMD	Nov, 2020	\$1,350.54	48,755	1,327	56	\$24.12
17669586JFEMD	Dec, 2020	\$1,394.95	43,160	1,185	55	\$25.36
17669586JFEMD	Jan, 2021	\$214.40	4,623	154	8	\$26.80
17669586JFEMD	Feb, 2021	\$1,257.47	14,928	515	24	\$52.39
17669586JFEMD	Mar, 2021	\$1,400.10	15,444	541	35	\$40.00
17669586JFEMD	Apr, 2021	\$1,348.58	15,852	580	25	\$53.94

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt NEO - Conversions	\$1,348.58	15,852	580	25	\$53.94

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt NEO - General Population	\$1,348.58	15,852	580	25	\$53.94

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021- 02 - Emsculpt NEO - Video 2	\$719.04	8,627	336	3.89%	17	\$42.30
2021- 01 - Emsculpt NEO - Video 1	\$629.54	7,225	244	3.38%	8	\$78.69

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	35-44	female	\$385.44	5,016	157	3.13%	9	\$42.83
17669586JFEMD	25-34	female	\$395.89	5,359	153	2.86%	7	\$56.56
17669586JFEMD	45-54	female	\$375.44	3,571	179	5.01%	5	\$75.09
17669586JFEMD	55-64	female	\$191.73	1,905	91	4.78%	3	\$63.91
17669586JFEMD	Unknown	unknown	\$0.07	1	0	0.00%	1	\$0.07

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	mobile_app	\$1,329.89	15,670	573	3.66%	24	\$55.41
17669586JFEMD	unknown	\$0.00	0	0	-%	1	\$0.00
17669586JFEMD	desktop	\$7.18	68	1	1.47%	0	-
17669586JFEMD	mobile_web	\$11.51	114	6	5.26%	0	-