

Facebook Account Performance Report 1 Feb 2020 — 29 Feb 2020

Renée Moran (act_19593101)

Key Performance Indicators



Impr
79,402
↑ 55%



Clicks
815
↑ 23%



Cost
\$1,131.48
↑ 10%



CTR
1.03%
↓ 21%



Fb Pixel Lead
30
↑ 275%



Cost / Conv
\$37.72
↓ 71%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renée Moran	Feb, 2020	\$1,131.48	79,402	815	30	\$37.72

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renée Moran	Apr, 2019	\$76.40	3,869	206	0	-
Renée Moran	May, 2019	\$93.39	4,798	188	0	-
Renée Moran	Jun, 2019	\$0.00	1	0	0	-
Renée Moran	Aug, 2019	\$31.62	1,574	48	0	-
Renée Moran	Sep, 2019	\$37.38	1,990	31	0	-
Renée Moran	Oct, 2019	\$122.97	10,751	134	0	-
Renée Moran	Nov, 2019	\$822.78	88,846	684	0	-
Renée Moran	Dec, 2019	\$1,033.83	39,971	402	0	-
Renée Moran	Jan, 2020	\$1,033.06	51,066	665	8	\$129.13
Renée Moran	Feb, 2020	\$1,131.48	79,402	815	30	\$37.72

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting Conversions	\$966.14	43,668	578	28	\$34.51
Coolsculpting FB - Traffic	\$165.34	35,734	237	2	\$82.67

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$966.14	43,668	578	28	\$34.51
Coolsculpting FB Women	\$165.34	35,734	237	2	\$82.67

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS - Women Image 4	\$360.07	14,896	237	1.59%	8	\$45.01
2020-01- CS - Women Valentine Image 1	\$216.00	11,128	125	1.12%	8	\$27.00
2020-01- CS - Women Valentine Image 4	\$51.20	2,500	42	1.68%	5	\$10.24
2020-01- CS - Women Valentine Image 3	\$144.28	6,867	85	1.24%	4	\$36.07
2020-01- CS - Women Valentine Image 2	\$46.09	1,794	19	1.06%	3	\$15.36
2019-11 Coolsculpting FB Women Version 2 - Image 3	\$16.80	2,998	20	0.67%	2	\$8.40
2019-11 Coolsculpting FB Women Version 1 - Image 1	\$70.62	12,144	93	0.77%	0	-
2019-11 Coolsculpting FB Women Version 1 - Image 2	\$7.18	2,502	13	0.52%	0	-
2019-11 Coolsculpting FB Women Version 1 - Image 3	\$11.68	2,051	10	0.49%	0	-
2019-11 Coolsculpting FB Women Version 1 - Image 4	\$17.45	5,015	32	0.64%	0	-
2019-11 Coolsculpting FB Women Version 2 - Image 2	\$17.12	4,243	29	0.68%	0	-
2019-11 Coolsculpting FB Women Version 2 - Image 4	\$24.49	6,781	40	0.59%	0	-
2019-11 - CS - Women Image 1	\$60.95	3,157	31	0.98%	0	-
2019-11 - CS - Women Image 3	\$17.19	697	10	1.43%	0	-
2020-01 - CS - Women Image 5	\$70.36	2,629	29	1.10%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	35-44	female	\$388.95	29,830	300	1.01%	13	\$29.92
Renée Moran	45-54	female	\$360.04	24,823	291	1.17%	9	\$40.00
Renée Moran	25-34	female	\$256.80	21,401	166	0.78%	6	\$42.80
Renée Moran	55-64	female	\$125.69	3,348	58	1.73%	2	\$62.84

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	mobile_app	\$1,057.60	74,937	774	1.03%	29	\$36.47
Renée Moran	desktop	\$31.03	1,832	12	0.66%	1	\$31.03
Renée Moran	mobile_web	\$42.85	2,633	29	1.10%	0	-