

Facebook Account Performance Report 1 May 2020 — 31 May 2020

Renée Moran (act_19593101)

Key Performance Indicators



Impr
46,062
↓ 42%



Clicks
682
↓ 17%



Cost
\$618.22
↓ 38%



CTR
1.48%
↑ 42%



Fb Pixel Lead
25
↓ 22%

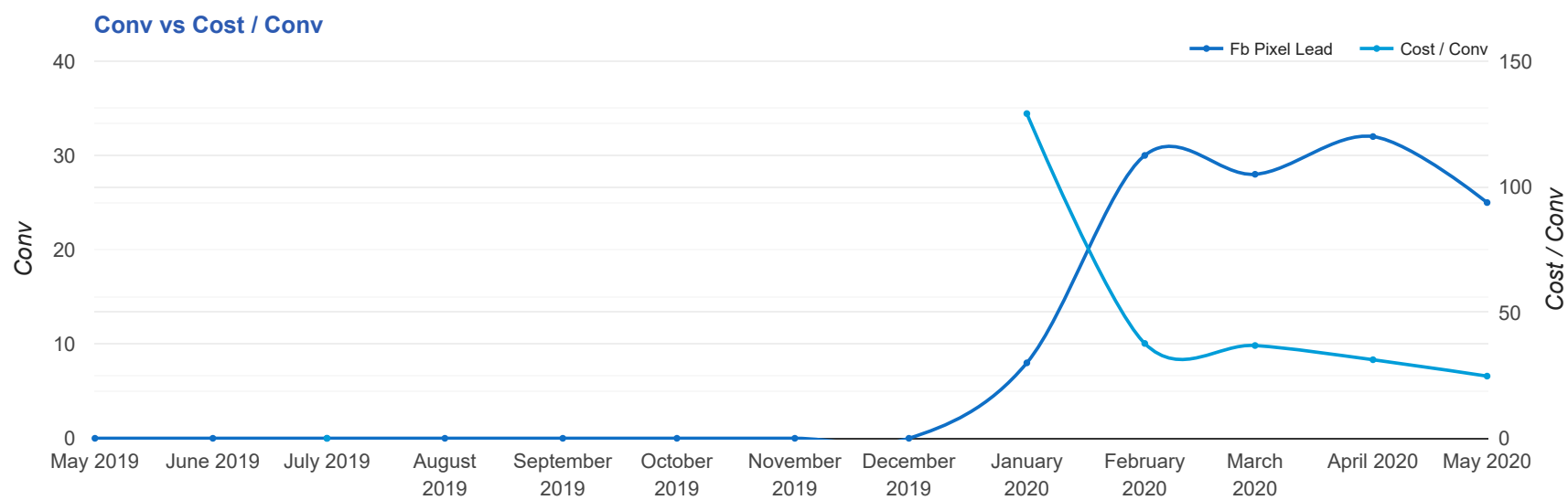


Cost / Conv
\$24.73
↓ 21%

Monthly Account Summary

| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-------------|-----------|----------|--------|--------|---------------|-------------|
| Renée Moran | May, 2020 | \$618.22 | 46,062 | 682 | 25 | \$24.73 |

Monthly Performance Trends



| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-------------|-----------|------------|--------|--------|---------------|-------------|
| 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 |
| Renée Moran | Mar, 2020 | \$1,033.07 | 61,398 | 617 | 28 | \$36.90 |
| Renée Moran | Apr, 2020 | \$999.93 | 79,241 | 825 | 32 | \$31.25 |
| Renée Moran | May, 2020 | \$618.22 | 46,062 | 682 | 25 | \$24.73 |

Top Performing Campaigns

| CAMPAIGNS | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|---------------------------|----------|--------|--------|---------------|-------------|
| Coolsculpting Conversions | \$618.22 | 46,062 | 682 | 25 | \$24.73 |

Top Performing Ad Sets

| ADSET | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------------|----------|--------|--------|---------------|-------------|
| Coolsculpting - Women | \$618.22 | 46,062 | 682 | 25 | \$24.73 |

Top Performing Ads

| AD | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|---------------------------------|----------|--------|--------|-------|---------------|-------------|
| 2020-03 - CS - Women Image 1 | \$433.23 | 31,902 | 474 | 1.49% | 19 | \$22.80 |
| 2019-12 - CS - Women Image 4 | \$106.00 | 8,658 | 116 | 1.34% | 4 | \$26.50 |
| 2020-01 - CS - Women Image 5 | \$40.78 | 2,708 | 47 | 1.74% | 2 | \$20.39 |
| 2019-11 - CS - Women Image 1 | \$21.75 | 1,820 | 33 | 1.81% | 0 | - |
| 2019-11 - CS - Women Image 3 | \$16.46 | 974 | 12 | 1.23% | 0 | - |

Age & Gender Performance

| ACCOUNT | AGE | GENDER | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|-------------|-------|--------|----------|--------|--------|-------|---------------|-------------|
| Renée Moran | 35-44 | female | \$220.25 | 17,107 | 269 | 1.57% | 10 | \$22.02 |
| Renée Moran | 45-54 | female | \$146.70 | 7,770 | 164 | 2.11% | 8 | \$18.34 |
| Renée Moran | 25-34 | female | \$205.57 | 19,449 | 204 | 1.05% | 6 | \$34.26 |
| Renée Moran | 55-64 | female | \$45.70 | 1,736 | 45 | 2.59% | 1 | \$45.70 |

Performance By Device

| ACCOUNT | DEVICE | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|-------------|------------|----------|--------|--------|-------|---------------|-------------|
| Renée Moran | mobile_app | \$579.75 | 43,053 | 642 | 1.49% | 24 | \$24.16 |
| Renée Moran | mobile_web | \$32.97 | 2,672 | 36 | 1.35% | 1 | \$32.97 |
| Renée Moran | desktop | \$5.50 | 337 | 4 | 1.19% | 0 | - |