

# **Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020**

Renée Moran (act\_19593101)

## Key Performance Indicators



Impr  
61,906  
↑ 64%



Clicks  
927  
↑ 38%



Cost  
\$1,035.45  
↑ 52%



CTR  
1.50%  
↓ 16%



Fb Pixel Lead  
42  
↑ 35%

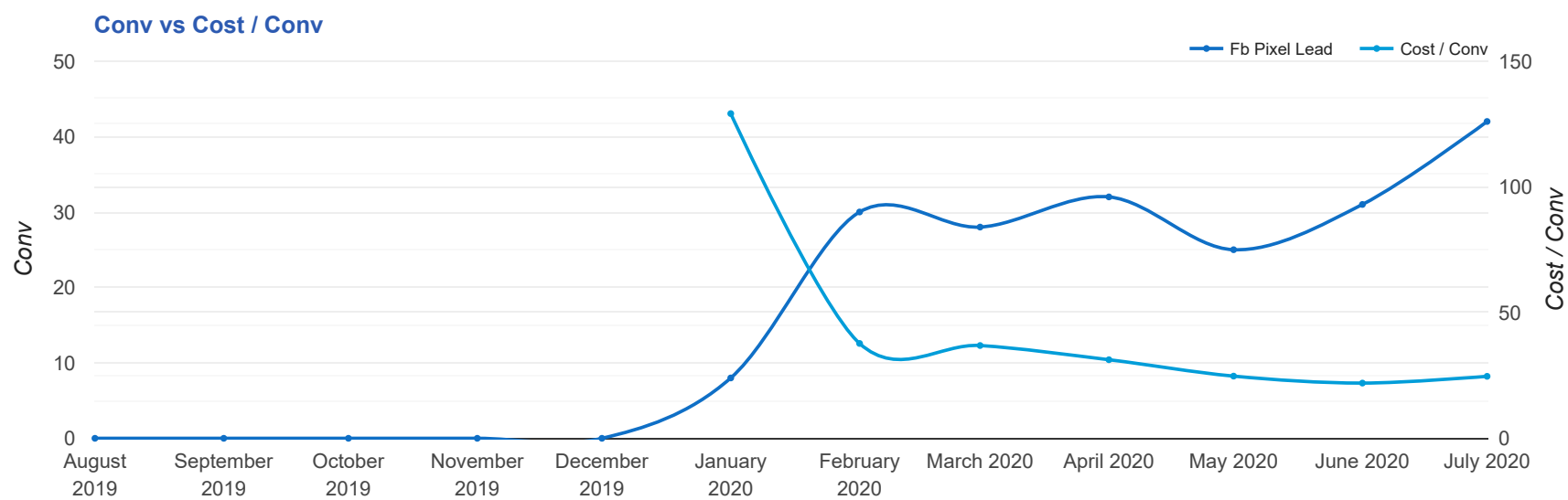


Cost / Conv  
\$24.65  
↑ 12%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renée Moran	Jul, 2020	\$1,035.45	61,906	927	42	\$24.65

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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
Renée Moran	Jun, 2020	\$680.88	37,814	673	31	\$21.96
Renée Moran	Jul, 2020	\$1,035.45	61,906	927	42	\$24.65

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting Conversions	\$1,035.45	61,906	927	42	\$24.65

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$1,035.45	61,906	927	42	\$24.65

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-03 - CS - Women Image 1	\$596.65	34,843	593	1.70%	29	\$20.57
2019-12 - CS - Women Image 4	\$298.95	18,555	234	1.26%	9	\$33.22
2019-11 - CS - Women Image 1	\$122.42	7,506	89	1.19%	3	\$40.81
2019-11 - CS - Women Image 3	\$17.43	1,002	11	1.10%	1	\$17.43

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	25-34	female	\$255.78	20,946	259	1.24%	17	\$15.05
Renée Moran	35-44	female	\$356.22	22,932	300	1.31%	12	\$29.69
Renée Moran	45-54	female	\$304.51	14,226	268	1.88%	7	\$43.50
Renée Moran	55-64	female	\$118.94	3,802	100	2.63%	6	\$19.82

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	mobile_app	\$976.84	57,565	873	1.52%	37	\$26.40
Renée Moran	mobile_web	\$41.71	3,068	45	1.47%	4	\$10.43
Renée Moran	desktop	\$16.90	1,273	9	0.71%	1	\$16.90