

Facebook Account Performance Report 1 Aug 2020 — 31 Aug 2020

Renée Moran (act_19593101)

Key Performance Indicators



Impr
57,436
↓ 7%



Clicks
972
↑ 5%



Cost
\$1,032.02
↔ 0%



CTR
1.69%
↑ 13%



Fb Pixel Lead
46
↑ 10%

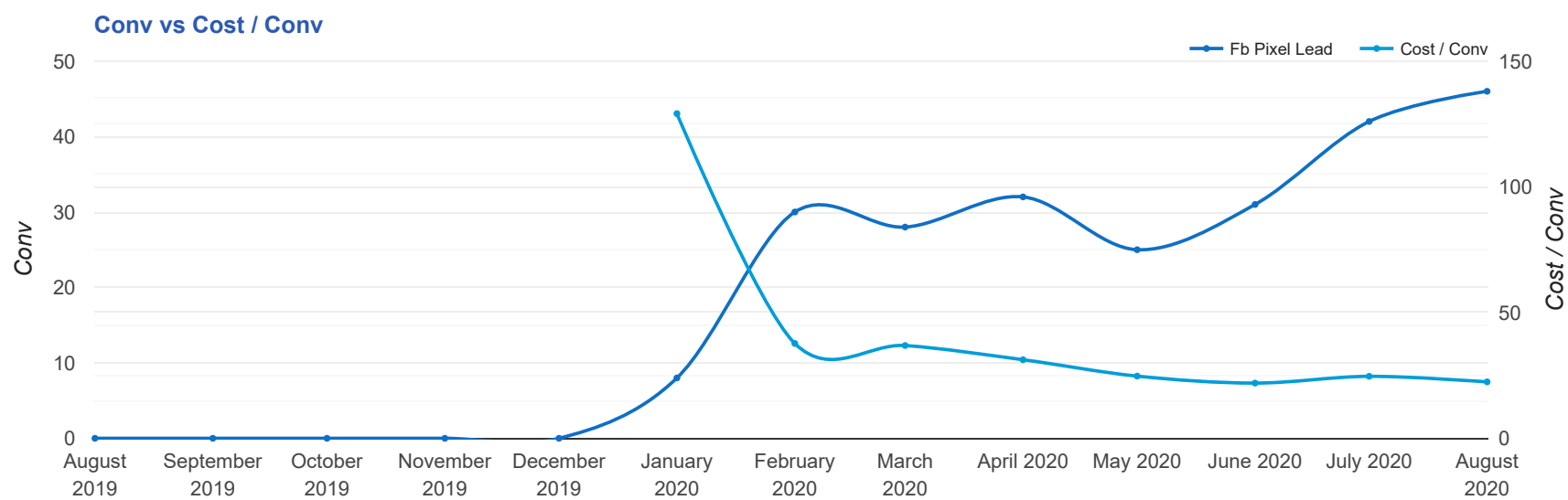


Cost / Conv
\$22.44
↓ 9%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renée Moran	Aug, 2020	\$1,032.02	57,436	972	46	\$22.44

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	61,907	927	42	\$24.65
Renée Moran	Aug, 2020	\$1,032.02	57,436	972	46	\$22.44

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting Conversions	\$1,032.02	57,436	972	46	\$22.44

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$1,032.02	57,436	972	46	\$22.44

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-03 - CS - Women Image 1	\$747.78	42,394	743	1.75%	37	\$20.21
2019-12 - CS - Women Image 4	\$198.84	10,427	160	1.53%	7	\$28.41
2019-11 - CS - Women Image 1	\$71.68	3,795	57	1.50%	2	\$35.84
2019-11 - CS - Women Image 3	\$13.72	820	12	1.46%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	45-54	female	\$318.54	13,435	299	2.23%	16	\$19.91
Renée Moran	35-44	female	\$342.05	20,692	324	1.57%	15	\$22.80
Renée Moran	25-34	female	\$258.49	19,755	255	1.29%	12	\$21.54
Renée Moran	55-64	female	\$112.94	3,554	94	2.64%	3	\$37.65

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	mobile_app	\$970.05	53,501	929	1.74%	45	\$21.56
Renée Moran	desktop	\$25.33	1,444	16	1.11%	1	\$25.33
Renée Moran	mobile_web	\$36.64	2,491	27	1.08%	0	-