

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

Renée Moran (act_19593101)

Key Performance Indicators



Impr
45,496
↓ 21%



Clicks
634
↓ 35%



Cost
\$1,000.25
↓ 3%



CTR
1.39%
↓ 18%



Fb Pixel Lead
40
↓ 13%

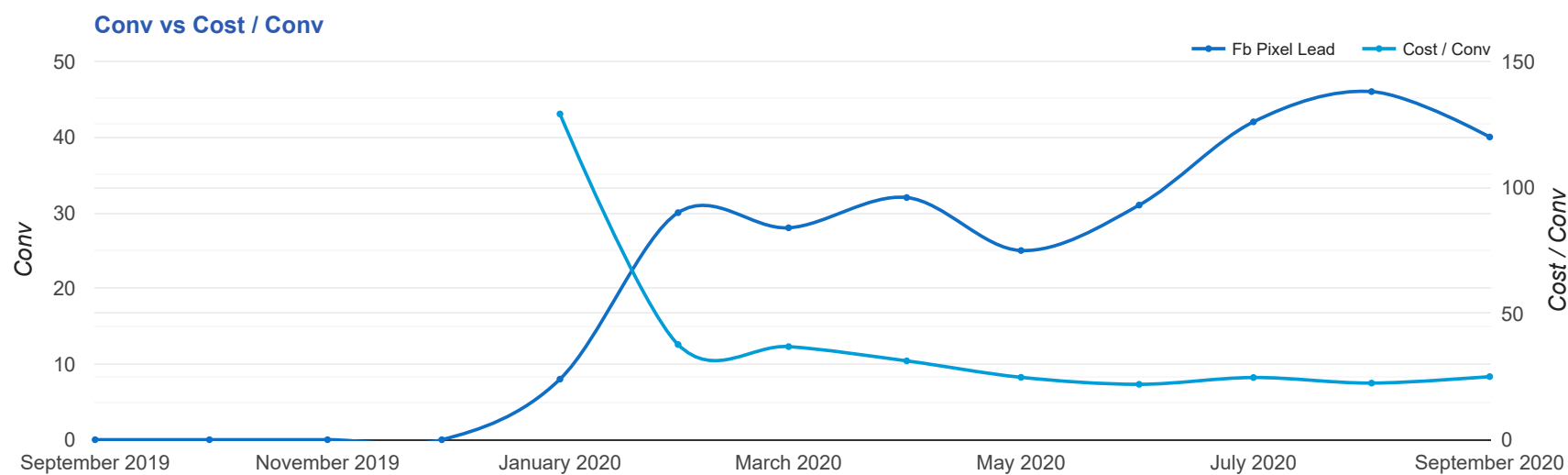


Cost / Conv
\$25.01
↑ 11%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renée Moran	Sep, 2020	\$1,000.25	45,496	634	40	\$25.01

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$1,032.03	57,438	972	46	\$22.44
Renée Moran	Sep, 2020	\$1,000.25	45,496	634	40	\$25.01

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting Conversions	\$1,000.25	45,496	634	40	\$25.01

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$1,000.25	45,496	634	40	\$25.01

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-03 - CS - Women Image 1	\$565.48	27,699	426	1.54%	22	\$25.70
2019-12 - CS - Women Image 4	\$331.44	13,143	158	1.20%	13	\$25.50
2019-11 - CS - Women Image 1	\$92.92	4,072	46	1.13%	5	\$18.58
2019-11 - CS - Women Image 3	\$10.41	582	4	0.69%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	25-34	female	\$249.99	15,342	168	1.10%	14	\$17.86
Renée Moran	45-54	female	\$299.59	11,204	185	1.65%	11	\$27.24
Renée Moran	55-64	female	\$134.10	3,726	83	2.23%	8	\$16.76
Renée Moran	35-44	female	\$316.57	15,224	198	1.30%	7	\$45.22

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	mobile_app	\$941.36	42,498	595	1.40%	36	\$26.15
Renée Moran	desktop	\$20.34	1,118	12	1.07%	3	\$6.78
Renée Moran	mobile_web	\$38.55	1,880	27	1.44%	1	\$38.55