

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

Renée Moran (act\_19593101)

## Key Performance Indicators



Impr  
43,288  
↓ 5%



Clicks  
683  
↑ 8%



Cost  
\$1,032.73  
↑ 3%



CTR  
1.58%  
↑ 14%



Fb Pixel Lead  
45  
↑ 13%

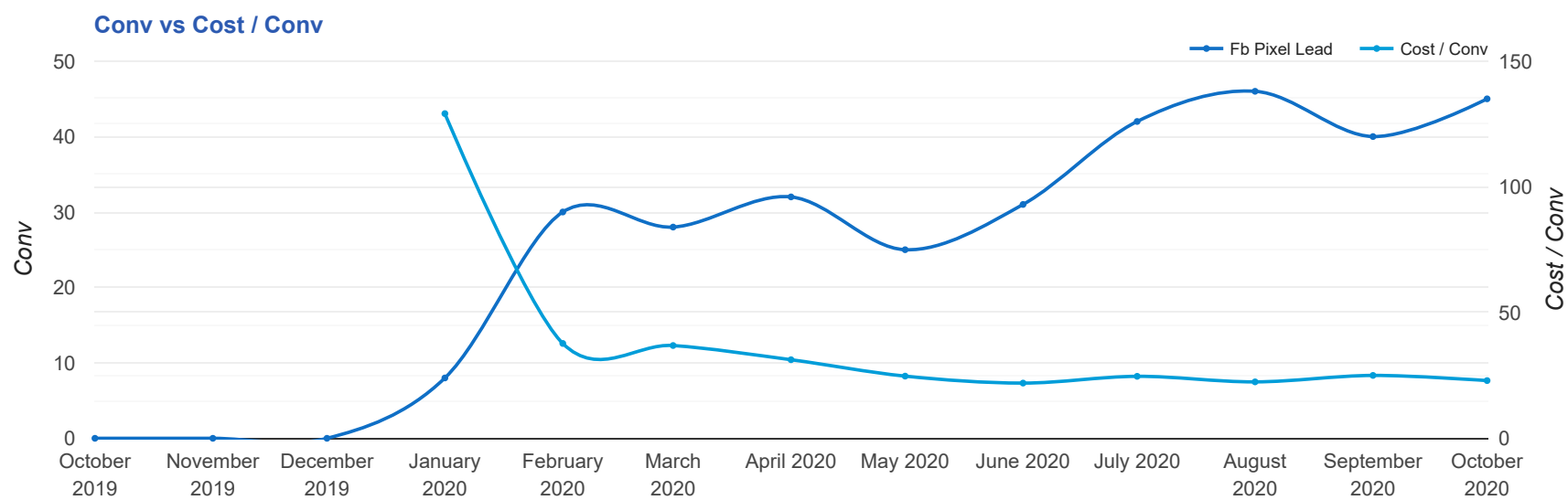


Cost / Conv  
\$22.95  
↓ 8%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renée Moran	Oct, 2020	\$1,032.73	43,288	683	45	\$22.95

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$1,000.32	45,499	634	40	\$25.01
Renée Moran	Oct, 2020	\$1,032.73	43,288	683	45	\$22.95

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting Conversions	\$1,032.73	43,288	683	45	\$22.95

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$1,032.73	43,288	683	45	\$22.95

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-03 - CS - Women Image 1	\$617.64	26,522	427	1.61%	29	\$21.30
2019-12 - CS - Women Image 4	\$209.25	8,147	107	1.31%	8	\$26.16
2019-11 - CS - Women Image 1	\$172.90	7,384	124	1.68%	5	\$34.58
2019-11 - CS - Women Image 3	\$32.94	1,235	25	2.02%	3	\$10.98

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	55-64	female	\$146.21	3,639	99	2.72%	14	\$10.44
Renée Moran	25-34	female	\$275.33	15,231	174	1.14%	11	\$25.03
Renée Moran	35-44	female	\$303.12	14,125	221	1.56%	10	\$30.31
Renée Moran	45-54	female	\$308.07	10,293	189	1.84%	10	\$30.81

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	mobile_app	\$971.39	40,035	660	1.65%	42	\$23.13
Renée Moran	desktop	\$28.28	1,700	8	0.47%	2	\$14.14
Renée Moran	mobile_web	\$33.06	1,553	15	0.97%	1	\$33.06