

Facebook Account Performance Report 1 Nov 2020 — 30 Nov 2020

Renée Moran (act_19593101)

Key Performance Indicators



Impr
47,989
↑ 11%



Clicks
2,162
↑ 217%



Cost
\$1,000.18
↓ 3%



CTR
4.51%
↑ 185%



Fb Pixel Lead
58
↑ 29%

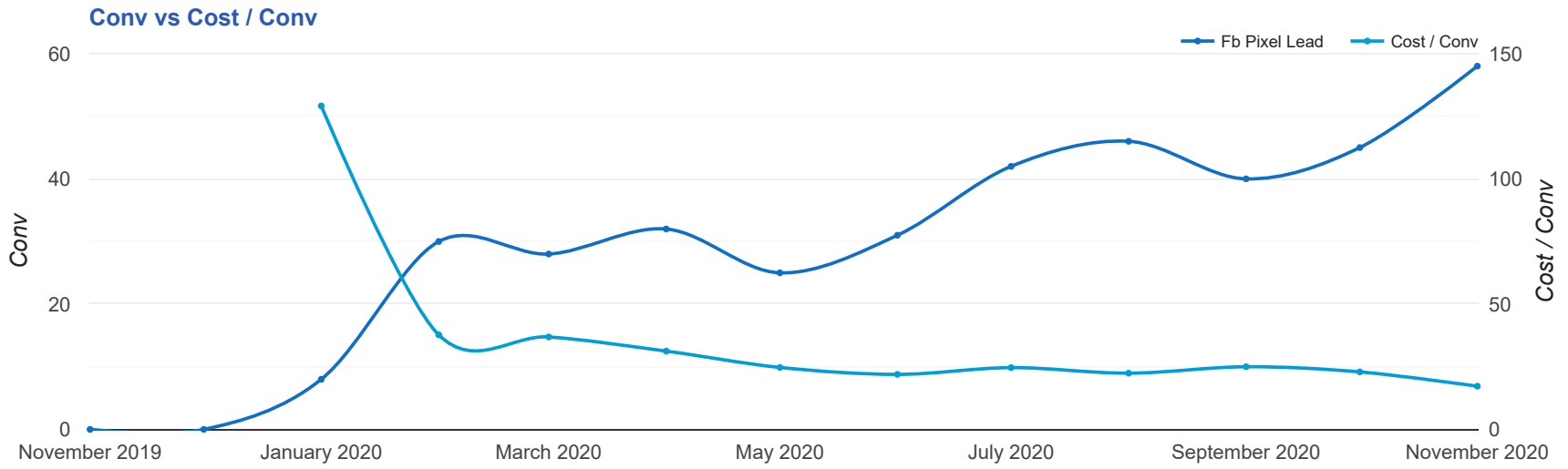


Cost / Conv
\$17.24
↓ 25%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renée Moran	Nov, 2020	\$1,000.18	47,989	2,162	58	\$17.24

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	43,289	683	45	\$22.95
Renée Moran	Nov, 2020	\$1,000.18	47,989	2,162	58	\$17.24

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,000.18	47,989	2,162	58	\$17.24

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$1,000.18	47,989	2,162	58	\$17.24

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - CS - Women Video 2 - All Placements	\$854.44	42,059	2,017	4.80%	49	\$17.44
2020-03 - CS - Women Image 1	\$115.07	4,695	116	2.47%	7	\$16.44
2019-11 - CS - Women Image 1	\$7.33	325	4	1.23%	1	\$7.33
2019-12 - CS - Women Image 4	\$4.32	229	2	0.87%	1	\$4.32
2019-11 - CS - Women Image 3	\$19.02	681	23	3.38%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	35-44	female	\$288.93	14,909	620	4.16%	25	\$11.56
Renée Moran	25-34	female	\$302.74	18,741	752	4.01%	15	\$20.18
Renée Moran	45-54	female	\$272.76	10,406	548	5.27%	12	\$22.73
Renée Moran	55-64	female	\$135.75	3,933	242	6.15%	6	\$22.63

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	mobile_app	\$977.45	46,868	2,136	4.56%	58	\$16.85
Renée Moran	desktop	\$7.17	426	4	0.94%	0	-
Renée Moran	mobile_web	\$15.56	695	22	3.17%	0	-