

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

Renée Moran (act\_19593101)

## Key Performance Indicators



Impr  
38,545  
↓ 20%



Clicks  
1,494  
↓ 31%



Cost  
\$1,035.25  
↑ 3%



CTR  
3.88%  
↓ 14%



Fb Pixel Lead  
39  
↓ 33%

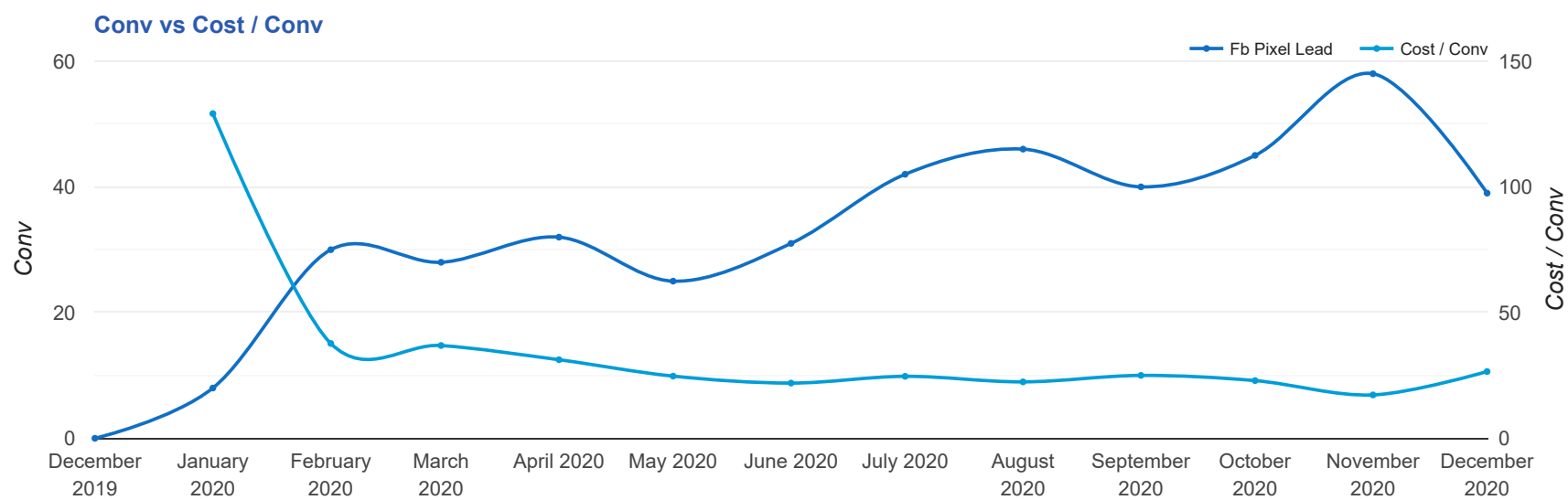


Cost / Conv  
\$26.54  
↑ 54%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renée Moran	Dec, 2020	\$1,035.25	38,545	1,494	39	\$26.54

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$1,000.27	47,994	2,162	58	\$17.25
Renée Moran	Dec, 2020	\$1,035.25	38,545	1,494	39	\$26.54

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,035.25	38,545	1,494	39	\$26.54

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$1,035.25	38,545	1,494	39	\$26.54

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - CS - Women Video 2 - All Placements	\$841.14	31,867	1,336	4.19%	33	\$25.49
2020-03 - CS - Women Image 1	\$161.15	5,330	131	2.46%	5	\$32.23
2019-11 - CS - Women Image 3	\$32.96	1,348	27	2.00%	1	\$32.96

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	25-34	female	\$309.82	14,570	522	3.58%	14	\$22.13
Renée Moran	35-44	female	\$295.02	11,608	403	3.47%	11	\$26.82
Renée Moran	45-54	female	\$281.14	8,817	375	4.25%	10	\$28.11
Renée Moran	55-64	female	\$149.27	3,550	194	5.46%	4	\$37.32

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	mobile_app	\$1,000.25	37,302	1,451	3.89%	39	\$25.65
Renée Moran	desktop	\$14.66	605	9	1.49%	0	-
Renée Moran	mobile_web	\$20.34	638	34	5.33%	0	-