

# **Facebook Account Performance Report**

## **1 Jan 2021 — 31 Jan 2021**

Renée Moran (act\_19593101)

## Key Performance Indicators



Impr  
58,001  
↑ 50%



Clicks  
2,093  
↑ 40%



Cost  
\$1,031.16  
↔ 0%



CTR  
3.61%  
↓ 7%



Fb Pixel Lead  
49  
↑ 26%

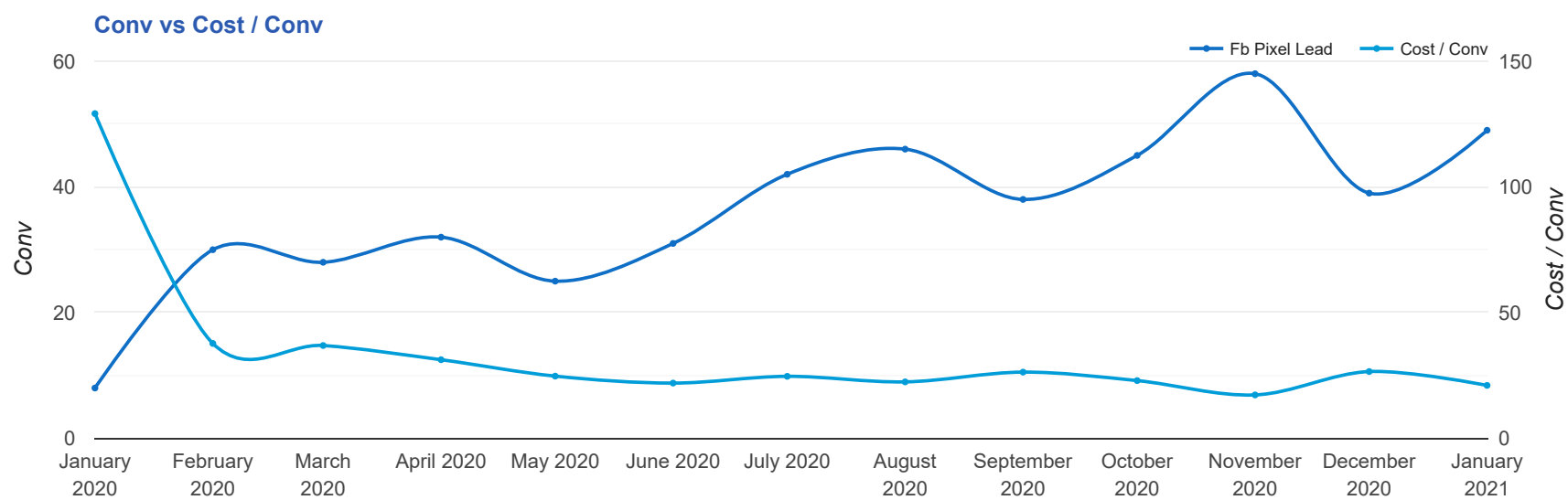


Cost / Conv  
\$21.04  
↓ 21%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renée Moran	Jan, 2021	\$1,031.16	58,001	2,093	49	\$21.04

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	38	\$26.32
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	\$1,035.28	38,549	1,494	39	\$26.55
Renée Moran	Jan, 2021	\$1,031.16	58,001	2,093	49	\$21.04

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,031.16	58,001	2,093	49	\$21.04

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$1,031.16	58,001	2,093	49	\$21.04

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - CS - Women Video 2 - All Placements	\$839.43	49,270	1,860	3.78%	42	\$19.99
2020-03 - CS - Women Image 1	\$150.29	6,697	172	2.57%	4	\$37.57
2019-11 - CS - Women Image 3	\$41.44	2,034	61	3.00%	3	\$13.81

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	25-34	female	\$340.01	24,216	763	3.15%	21	\$16.19
Renée Moran	35-44	female	\$293.21	17,781	627	3.53%	12	\$24.43
Renée Moran	45-54	female	\$275.07	11,999	503	4.19%	9	\$30.56
Renée Moran	55-64	female	\$122.86	4,005	200	4.99%	7	\$17.55

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	mobile_app	\$1,007.95	56,752	2,050	3.61%	49	\$20.57
Renée Moran	desktop	\$6.10	349	0	0.00%	0	-
Renée Moran	mobile_web	\$17.11	900	43	4.78%	0	-