

Facebook Account Performance Report

1 Feb 2021 — 28 Feb 2021

Renée Moran (act_19593101)

Key Performance Indicators



Impr
43,619
↓ 25%



Clicks
1,451
↓ 31%



Cost
\$932.66
↓ 10%



CTR
3.33%
↓ 8%



Fb Pixel Lead
52
↑ 6%

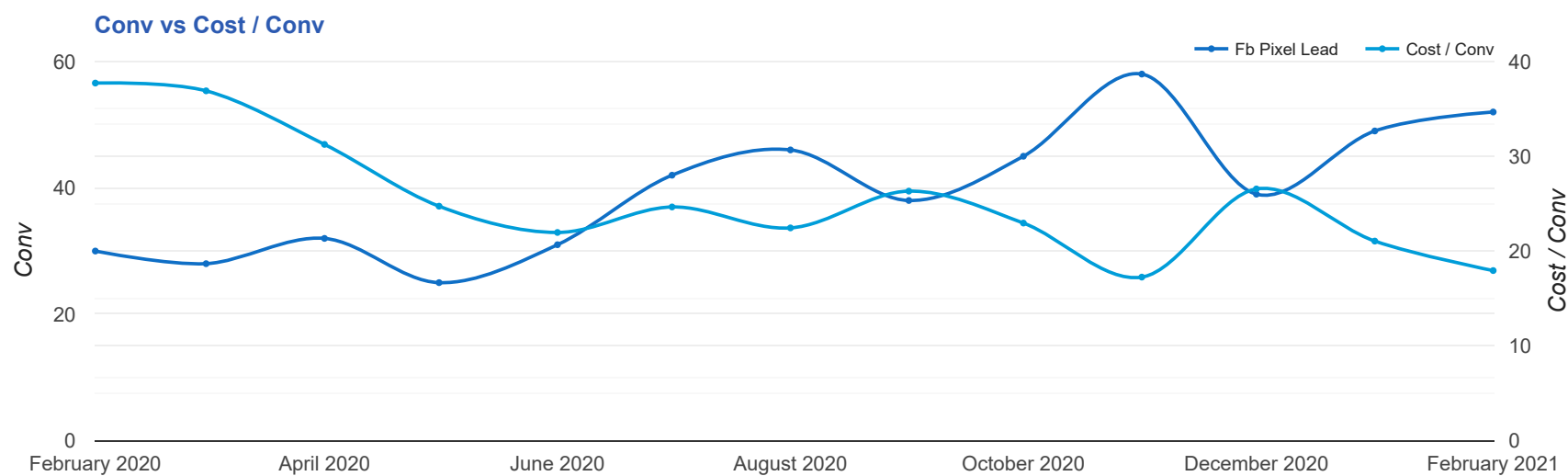


Cost / Conv
\$17.94
↓ 15%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renée Moran	Feb, 2021	\$932.66	43,619	1,451	52	\$17.94

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$1,031.29	58,004	2,094	49	\$21.05
Renée Moran	Feb, 2021	\$932.66	43,619	1,451	52	\$17.94

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$932.66	43,619	1,451	52	\$17.94

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$932.66	43,619	1,451	52	\$17.94

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - CS - Women Video 2 - All Placements	\$542.05	27,376	1,043	3.81%	25	\$21.68
2020-03 - CS - Women Image 1	\$283.33	11,941	314	2.63%	21	\$13.49
2019-11 - CS - Women Image 3	\$107.28	4,302	94	2.19%	6	\$17.88

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	35-44	female	\$273.31	13,258	416	3.14%	18	\$15.18
Renée Moran	25-34	female	\$254.05	15,975	442	2.77%	17	\$14.94
Renée Moran	45-54	female	\$280.65	10,656	431	4.04%	11	\$25.51
Renée Moran	55-64	female	\$124.66	3,730	162	4.34%	6	\$20.78

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	mobile_app	\$909.75	41,832	1,432	3.42%	50	\$18.20
Renée Moran	desktop	\$7.83	1,055	4	0.38%	2	\$3.92
Renée Moran	mobile_web	\$15.08	732	15	2.05%	0	-