

Facebook Account Performance Report 1 Mar 2021 — 31 Mar 2021

Renée Moran (act_19593101)

Key Performance Indicators



Impr
38,199
↓ 12%



Clicks
1,410
↓ 3%



Cost
\$973.95
↑ 4%



CTR
3.69%
↑ 11%



Fb Pixel Lead
38
↓ 27%

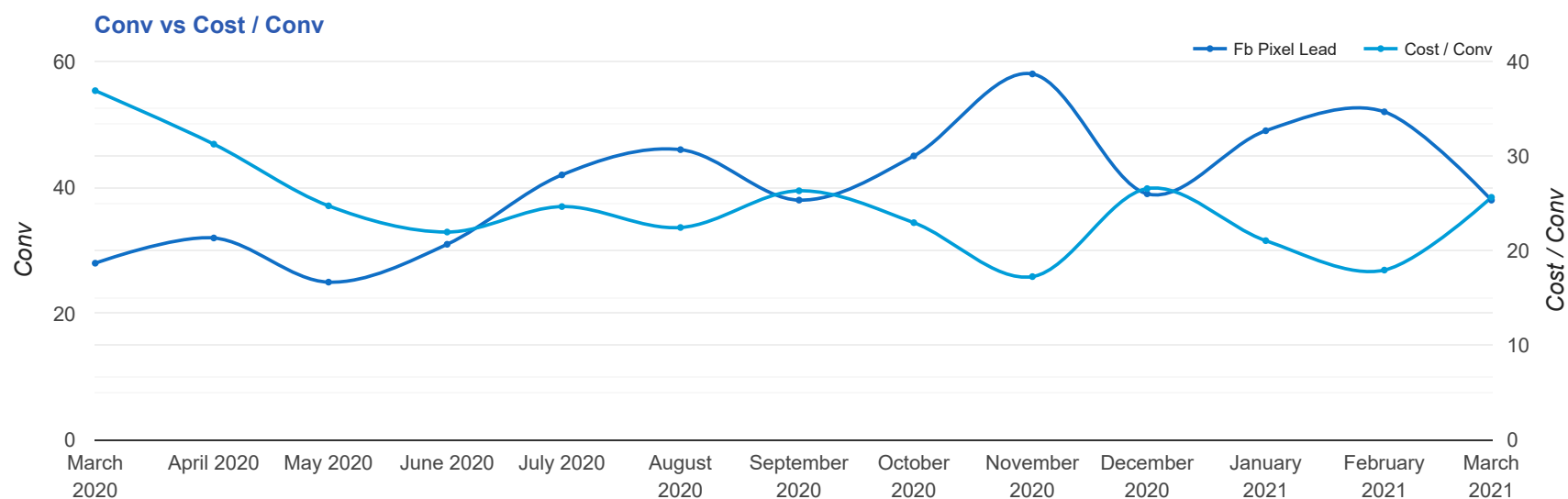


Cost / Conv
\$25.63
↑ 43%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renée Moran	Mar, 2021	\$973.95	38,199	1,410	38	\$25.63

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$932.93	43,626	1,451	52	\$17.94
Renée Moran	Mar, 2021	\$973.95	38,199	1,410	38	\$25.63

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$973.95	38,199	1,410	38	\$25.63

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$973.95	38,199	1,410	38	\$25.63

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - CS - Women Video 2 - All Placements	\$631.00	25,047	1,063	4.24%	22	\$28.68
2020-03 - CS - Women Image 1	\$276.25	10,437	281	2.69%	14	\$19.73
2019-11 - CS - Women Image 3	\$66.70	2,715	66	2.43%	2	\$33.35

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	25-34	female	\$328.21	16,733	522	3.12%	12	\$27.35
Renée Moran	35-44	female	\$270.36	11,132	425	3.82%	11	\$24.58
Renée Moran	45-54	female	\$262.58	7,733	339	4.38%	8	\$32.82
Renée Moran	55-64	female	\$112.79	2,601	124	4.77%	7	\$16.11

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renée Moran	mobile_app	\$931.53	36,333	1,379	3.80%	37	\$25.18
Renée Moran	mobile_web	\$24.56	868	24	2.76%	1	\$24.56
Renée Moran	desktop	\$17.86	998	7	0.70%	0	-