

Facebook Account Performance Report

1 Apr 2021 — 30 Apr 2021

Renée Moran (act_19593101)

Key Performance Indicators



Impr
42,617
↑ 12%



Clicks
2,029
↑ 44%



Cost
\$997.87
↑ 2%



CTR
4.76%
↑ 29%



Fb Pixel Lead
72
↑ 106%

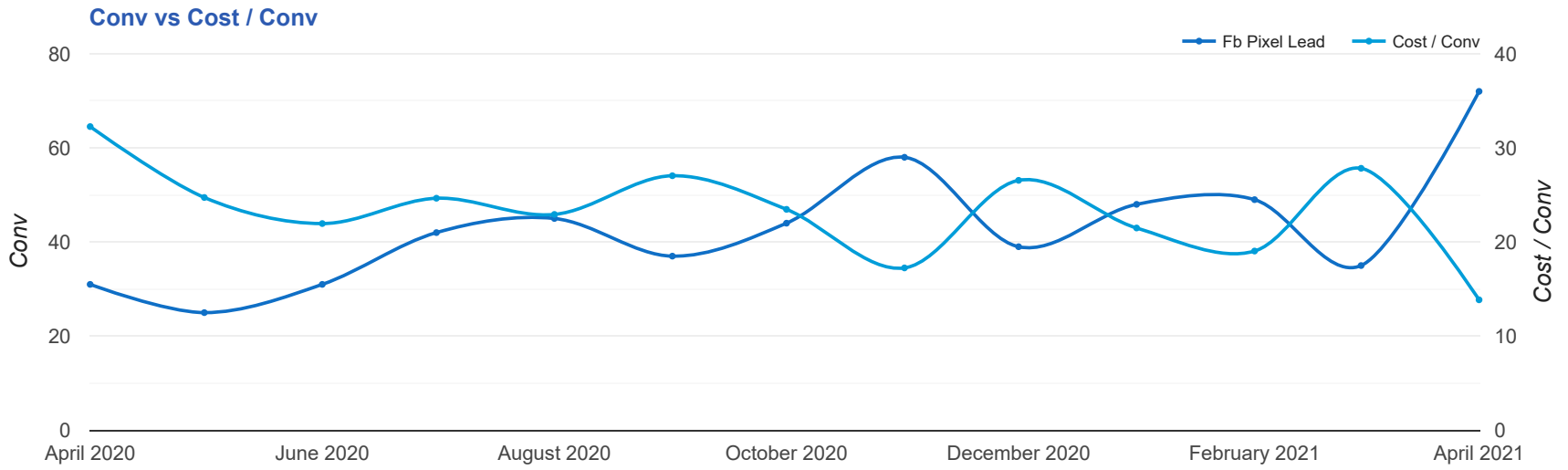


Cost / Conv
\$13.86
↓ 50%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Dr Moran	Apr, 2021	\$997.87	42,617	2,029	72	\$13.86

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Dr Moran	Apr, 2020	\$999.93	79,241	825	31	\$32.26
Dr Moran	May, 2020	\$618.22	46,062	682	25	\$24.73
Dr Moran	Jun, 2020	\$680.88	37,814	673	31	\$21.96
Dr Moran	Jul, 2020	\$1,035.45	61,907	927	42	\$24.65
Dr Moran	Aug, 2020	\$1,032.03	57,438	972	45	\$22.93
Dr Moran	Sep, 2020	\$1,000.32	45,499	634	37	\$27.04
Dr Moran	Oct, 2020	\$1,032.73	43,289	683	44	\$23.47
Dr Moran	Nov, 2020	\$1,000.27	47,994	2,162	58	\$17.25
Dr Moran	Dec, 2020	\$1,035.28	38,549	1,494	39	\$26.55
Dr Moran	Jan, 2021	\$1,031.29	58,004	2,094	48	\$21.49
Dr Moran	Feb, 2021	\$932.93	43,626	1,451	49	\$19.04
Dr Moran	Mar, 2021	\$974.11	38,203	1,410	35	\$27.83
Dr Moran	Apr, 2021	\$997.87	42,617	2,029	72	\$13.86

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$997.87	42,617	2,029	72	\$13.86

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$997.87	42,617	2,029	72	\$13.86

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - CS - Women Video 1 - All Placements	\$559.53	23,552	1,361	5.78%	51	\$10.97
2020-10 - CS - Women Video 2 - All Placements	\$330.50	14,802	563	3.80%	17	\$19.44
2020-03 - CS - Women Image 1	\$95.67	3,763	94	2.50%	3	\$31.89
2019-11 - CS - Women Image 3	\$12.17	500	11	2.20%	1	\$12.17

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Dr Moran	35-44	female	\$288.27	13,166	574	4.36%	19	\$15.17
Dr Moran	45-54	female	\$292.17	10,753	647	6.02%	15	\$19.48
Dr Moran	55-64	female	\$153.01	4,163	310	7.45%	15	\$10.20
Dr Moran	Unknown	unknown	\$0.00	0	0	-%	13	\$0.00
Dr Moran	25-34	female	\$264.42	14,535	498	3.43%	10	\$26.44

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Dr Moran	mobile_app	\$978.30	41,739	2,014	4.83%	58	\$16.87
Dr Moran	unknown	\$0.00	0	0	-%	13	\$0.00
Dr Moran	mobile_web	\$12.62	471	14	2.97%	1	\$12.62
Dr Moran	desktop	\$6.95	407	1	0.25%	0	-