

Facebook Account Performance Report 1 Jan 2020 — 31 Jan 2020

Chalik Emmerson

Key Performance Indicators



Impr
67,473
↑ 16%



Clicks
608
↑ 114%



Cost
\$1,803.39
↑ 4%



CTR
0.90%
↑ 84%



Fb Pixel Lead
28
↑ 300%

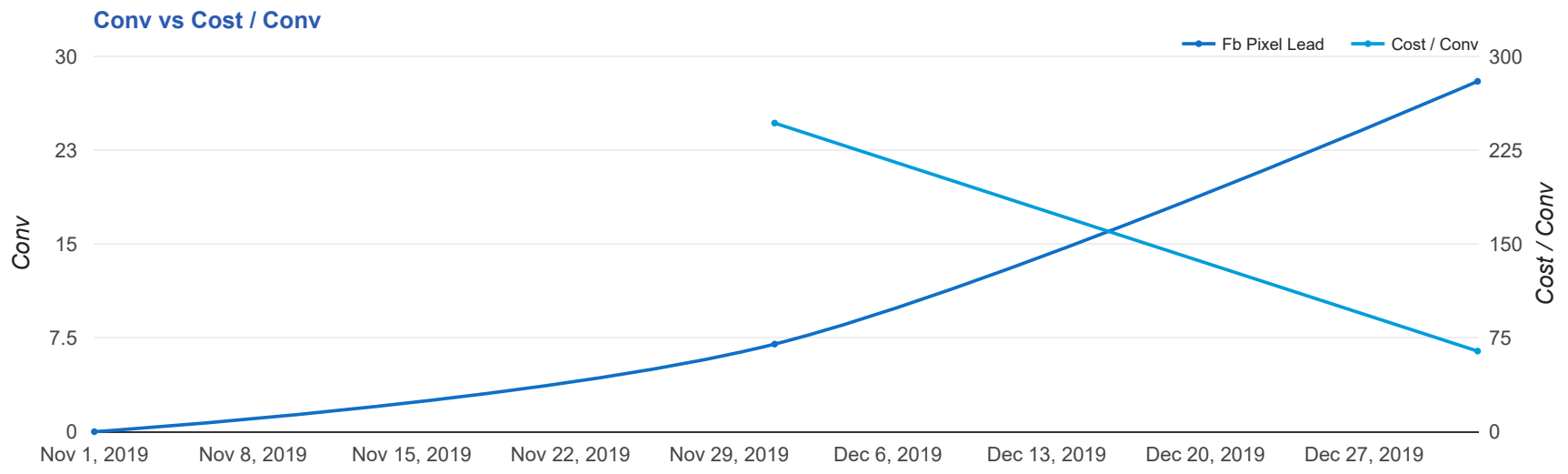


Cost / Conv
\$64.41
↓ 74%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Natalya Cool	Jan, 2020	\$1,803.39	67,473	608	28	\$64.41

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Natalya Cool	Nov, 2019	\$188.50	6,522	15	0	-
Natalya Cool	Dec, 2019	\$1,726.42	57,973	284	7	\$246.63
Natalya Cool	Jan, 2020	\$1,803.39	67,473	608	28	\$64.41

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,803.39	67,473	608	28	\$64.41

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
FB - Coolsculpting -Women	\$1,654.28	62,012	585	27	\$61.27
IG - Coolsculpting - Women	\$149.11	5,461	23	1	\$149.11

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS - Women - Image 3	\$706.09	28,485	248	0.87%	12	\$58.84
2020-01 - CS - Women - Valentine Image 2	\$88.15	2,873	46	1.60%	7	\$12.59
OLD - 2019-12 - CS - Women Img 2	\$259.60	9,910	76	0.77%	3	\$86.53
2020-01 - CS - Women - Valentine Image 1	\$13.73	428	7	1.64%	2	\$6.87
2019-11 - IG - CS - Women - Image 3	\$83.97	3,018	13	0.43%	1	\$83.97
2019-12 - CS - Women - Image 4	\$323.09	11,195	123	1.10%	1	\$323.09
2020-01 - CS - Women - Image 1	\$89.81	2,564	29	1.13%	1	\$89.81
2020-01 - CS - Women - Valentine Image 5	\$26.46	847	15	1.77%	1	\$26.46
2020-01 - IG - CS - Women - Image 1	\$41.57	1,739	7	0.40%	0	-
2019-12 - CS - Women - Image 1	\$81.10	3,717	21	0.56%	0	-
2020-01 - CS - Women - Image 2	\$52.42	1,528	15	0.98%	0	-
2020-01 - CS - Women - Valentine Image 3	\$13.83	465	5	1.08%	0	-
2020-01 - CS - IG Women - Image 4	\$1.53	70	0	0.00%	0	-
2020-01 - CS - Women - Valentine Image 5	\$8.50	278	2	0.72%	0	-
2020-01 - CS - IG Women - Valentine Image 1	\$1.77	55	0	0.00%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Natalya Cool	45-54	female	\$667.01	20,129	245	1.22%	17	\$39.24
Natalya Cool	25-34	female	\$347.03	19,196	111	0.58%	4	\$86.76
Natalya Cool	35-44	female	\$493.02	20,557	157	0.76%	4	\$123.25
Natalya Cool	55-64	female	\$296.33	7,591	95	1.25%	3	\$98.78

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Natalya Cool	mobile_app	\$1,671.48	62,035	577	0.93%	28	\$59.70
Natalya Cool	desktop	\$55.63	2,436	8	0.33%	0	-
Natalya Cool	mobile_web	\$76.28	3,002	23	0.77%	0	-