

Facebook Account Performance Report 1 Jan 2020 — 31 Jan 2020

Rita Sabeti (act_256684134404071) - Forever Young Wisconsin

Key Performance Indicators



Impr
18,316
↑ 147%



Clicks
267
↑ 276%



Cost
\$1,173.47
↑ 86%



CTR
1.46%
↑ 52%



Fb Pixel Lead
17
↑ ∞

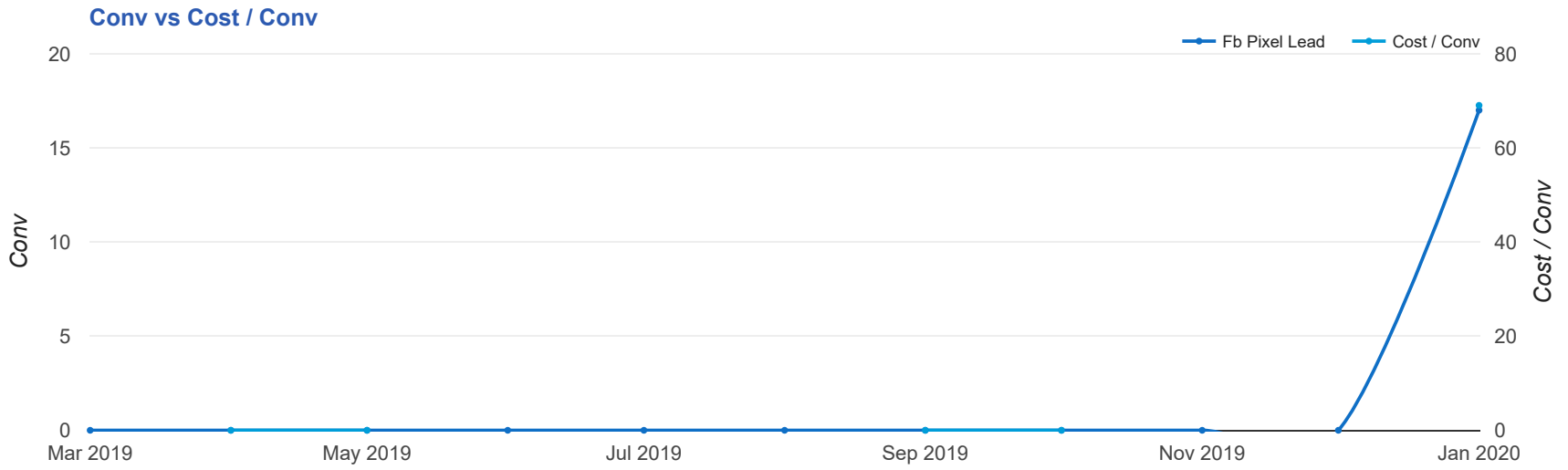


Cost / Conv
\$69.03
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Rita Sabeti	Jan, 2020	\$1,173.47	18,316	267	17	\$69.03

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Rita Sabeti	Mar, 2019	\$302.83	7,602	160	0	-
Rita Sabeti	Jun, 2019	\$121.52	5,304	236	0	-
Rita Sabeti	Jul, 2019	\$185.79	3,088	31	0	-
Rita Sabeti	Aug, 2019	\$150.00	12,351	148	0	-
Rita Sabeti	Nov, 2019	\$4.15	69	4	0	-
Rita Sabeti	Dec, 2019	\$631.29	7,416	71	0	-
Rita Sabeti	Jan, 2020	\$1,173.47	18,316	267	17	\$69.03

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$554.64	7,134	132	15	\$36.98
Coolsculpting - Conversions	\$348.50	5,398	29	2	\$174.25
Post: "Have you made your New Years Wellness Resolution..."	\$148.33	2,752	83	0	-
Instagram Post: 5 Steps to a better booty for...	\$80.00	2,491	18	0	-
Instagram Post: Try the #emsulpt #emtone...	\$42.00	541	5	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Prospecting - Women	\$554.64	7,134	132	15	\$36.98
Coolsculpting - Prospecting - Women	\$348.50	5,398	29	2	\$174.25
Post: "Have you made your New Years Wellness Resolution..."	\$148.33	2,752	83	0	-
Instagram Post: 5 Steps to a better booty for...	\$80.00	2,491	18	0	-
Instagram Post: Try the #emsulpt #emtone...	\$6.00	203	1	0	-
Instagram Post: Try the #emsulpt #emtone...	\$36.00	338	4	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - Emsculpt - Women - Image 2	\$244.97	3,194	87	2.72%	13	\$18.84
2019-12 - CS - Women - Image 3	\$208.86	2,973	18	0.61%	2	\$104.43
2019-12 - Emsculpt - Women - Image 1	\$80.88	1,308	10	0.76%	1	\$80.88
2019-12 - Emsculpt - Women - Image 5	\$160.99	1,963	28	1.43%	1	\$160.99
2019-12 - CS - Women - Image 1	\$32.17	565	4	0.71%	0	-
2019-12 - CS - Women - Image 2	\$56.02	1,054	4	0.38%	0	-
2019-12 - CS - Women - Image 4	\$51.45	806	3	0.37%	0	-
High Vio 2019-12 - Emsculpt - Women - Image 4	\$6.91	71	1	1.41%	0	-
High Vio - 2019-12 - Emsculpt - Women - Video 1	\$11.73	157	2	1.27%	0	-
2019-12 - Emsculpt - Women - Image 6	\$49.16	441	4	0.91%	0	-
Post: "Have you made your New Years Wellness Resolution..."	\$148.33	2,752	83	3.02%	0	-
Instagram Post: 5 Steps to a better booty for...	\$80.00	2,491	18	0.72%	0	-
Instagram Post: Try the #emsculpt #emtone...	\$6.00	203	1	0.49%	0	-
Instagram Post: Try the #emsculpt #emtone...	\$36.00	338	4	1.18%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Rita Sabeti	35-44	female	\$351.13	5,605	83	1.48%	11	\$31.92
Rita Sabeti	45-54	female	\$347.02	4,120	91	2.21%	4	\$86.75
Rita Sabeti	25-34	female	\$278.40	5,068	36	0.71%	2	\$139.20
Rita Sabeti	25-34	male	\$23.38	447	2	0.45%	0	-
Rita Sabeti	25-34	unknown	\$0.14	10	0	0.00%	0	-
Rita Sabeti	35-44	male	\$12.14	409	2	0.49%	0	-
Rita Sabeti	35-44	unknown	\$0.30	17	0	0.00%	0	-
Rita Sabeti	45-54	male	\$13.80	296	5	1.69%	0	-
Rita Sabeti	45-54	unknown	\$0.04	2	0	0.00%	0	-
Rita Sabeti	55-64	female	\$103.78	1,571	31	1.97%	0	-
Rita Sabeti	55-64	male	\$8.91	176	1	0.57%	0	-
Rita Sabeti	55-64	unknown	\$0.43	9	0	0.00%	0	-
Rita Sabeti	65+	female	\$25.79	453	12	2.65%	0	-
Rita Sabeti	65+	male	\$7.58	123	1	0.81%	0	-
Rita Sabeti	65+	unknown	\$0.63	10	3	30.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Rita Sabeti	mobile_app	\$1,087.82	15,749	254	1.61%	16	\$67.99
Rita Sabeti	mobile_web	\$46.12	536	6	1.12%	1	\$46.12
Rita Sabeti	desktop	\$39.53	2,031	7	0.34%	0	-