

# **Facebook Account Performance Report 1 Feb 2020 — 29 Feb 2020**

Rita Sabeti (act\_256684134404071) - Forever Young Wisconsin

## Key Performance Indicators



Impr  
25,397  
↑ 39%



Clicks  
343  
↑ 28%



Cost  
\$1,774.07  
↑ 51%



CTR  
1.35%  
↓ 8%



Fb Pixel Lead  
28  
↑ 56%

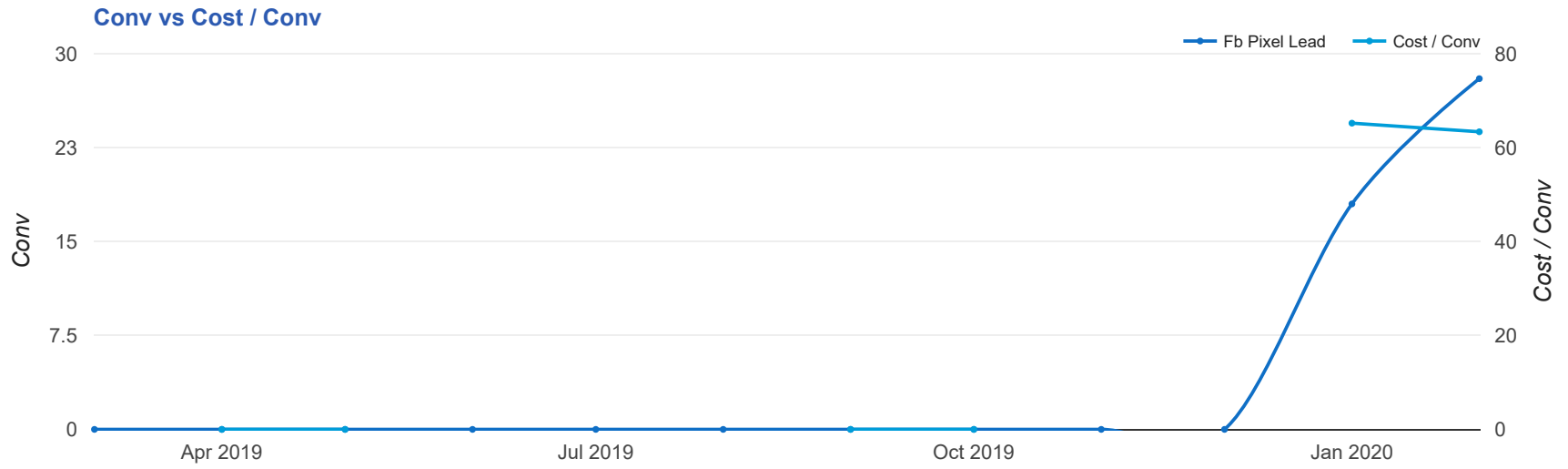


Cost / Conv  
\$63.36  
↓ 3%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Rita Sabeti	Feb, 2020	\$1,774.07	25,397	343	28	\$63.36

# 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	18	\$65.19
Rita Sabeti	Feb, 2020	\$1,774.07	25,397	343	28	\$63.36

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$897.38	11,020	207	18	\$49.85
Coolsculpting - Conversions	\$816.69	11,958	118	10	\$81.67
Instagram Post: GIVE AWAY TIME: EMsculpt...	\$60.00	2,419	18	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Prospecting - Women	\$897.38	11,020	207	18	\$49.85
Coolsculpting - Prospecting - Women	\$816.69	11,958	118	10	\$81.67
Instagram Post: GIVE AWAY TIME: EMsculpt...	\$60.00	2,419	18	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - Emsculpt - Women - Image 2	\$825.88	10,218	192	1.88%	18	\$45.88
2019-12 - CS - Women - Image 3	\$326.42	4,260	52	1.22%	6	\$54.40
2019-12 - CS - Women - Image 4	\$49.68	1,168	9	0.77%	2	\$24.84
2020-01 - CS - Women - Valentine Image 3	\$58.00	815	4	0.49%	1	\$58.00
2020-01 - CS - Women - Valentine Image 5	\$108.09	2,484	15	0.60%	1	\$108.09
2019-12 - CS - Women - Image 2	\$36.10	418	6	1.44%	0	-
High Vio 2019-12 - Emsculpt - Women - Image 4	\$4.64	33	0	0.00%	0	-
2019-12 - Emsculpt - Women - Image 1	\$38.31	465	8	1.72%	0	-
High Vio - 2019-12 - Emsculpt - Women - Video 1	\$7.38	76	2	2.63%	0	-
2019-12 - Emsculpt - Women - Image 5	\$14.59	156	2	1.28%	0	-
2019-12 - Emsculpt - Women - Image 6	\$6.58	72	3	4.17%	0	-
2020-01 - CS - Women - Image 5	\$96.12	1,265	13	1.03%	0	-
2020-01 - CS - Women - Valentine Image 1	\$9.87	170	3	1.76%	0	-
2020-01 - CS - Women - Valentine Image 2	\$53.90	716	5	0.70%	0	-
2020-01 - CS - Women - Valentine Image 4	\$78.51	662	11	1.66%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Rita Sabeti	35-44	female	\$557.24	8,506	81	0.95%	10	\$55.72
Rita Sabeti	25-34	female	\$445.08	8,406	78	0.93%	7	\$63.58
Rita Sabeti	45-54	female	\$548.22	5,560	119	2.14%	7	\$78.32
Rita Sabeti	55-64	female	\$198.36	2,038	56	2.75%	4	\$49.59
Rita Sabeti	25-34	male	\$2.00	154	0	0.00%	0	-
Rita Sabeti	25-34	unknown	\$0.03	9	0	0.00%	0	-
Rita Sabeti	35-44	male	\$2.87	179	0	0.00%	0	-
Rita Sabeti	35-44	unknown	\$0.08	5	1	20.00%	0	-
Rita Sabeti	45-54	male	\$3.61	156	3	1.92%	0	-
Rita Sabeti	45-54	unknown	\$0.10	6	0	0.00%	0	-
Rita Sabeti	55-64	male	\$4.29	128	2	1.56%	0	-
Rita Sabeti	65+	female	\$9.28	164	2	1.22%	0	-
Rita Sabeti	65+	male	\$2.89	85	1	1.18%	0	-
Rita Sabeti	65+	unknown	\$0.02	1	0	0.00%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Rita Sabeti	mobile_app	\$1,623.47	21,193	312	1.47%	24	\$67.64
Rita Sabeti	mobile_web	\$105.19	1,158	18	1.55%	3	\$35.06
Rita Sabeti	desktop	\$45.42	3,046	13	0.43%	1	\$45.42