

Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020

Rita Sabeti (act_256684134404071) - Forever Young Wisconsin

Key Performance Indicators



Impr
30,201
↑ 15%



Clicks
336
↔ 0%



Cost
\$2,068.00
↑ 23%



CTR
1.11%
↓ 13%



Fb Pixel Lead
24
↑ 26%

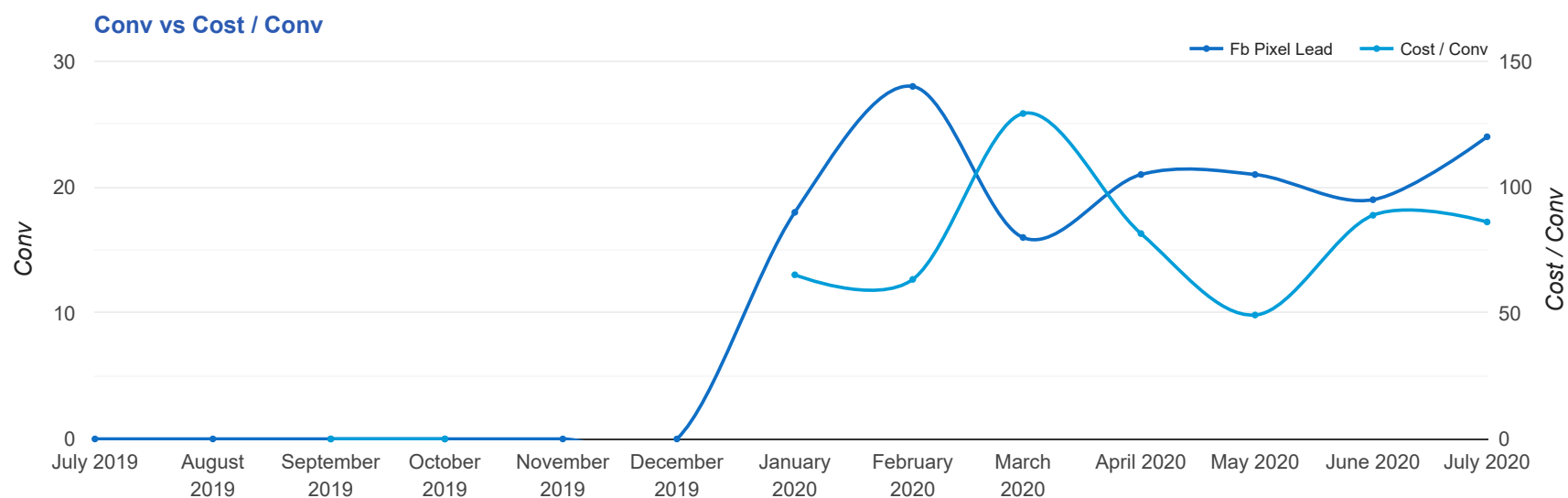


Cost / Conv
\$86.17
↓ 3%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Forever Young WI - Rita Sabeti	Jul, 2020	\$2,068.00	30,201	336	24	\$86.17

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Forever Young WI - Rita Sabeti	Jul, 2019	\$185.79	3,088	31	0	-
Forever Young WI - Rita Sabeti	Aug, 2019	\$150.00	12,351	148	0	-
Forever Young WI - Rita Sabeti	Nov, 2019	\$4.15	69	4	0	-
Forever Young WI - Rita Sabeti	Dec, 2019	\$631.29	7,416	71	0	-
Forever Young WI - Rita Sabeti	Jan, 2020	\$1,173.47	18,316	267	18	\$65.19
Forever Young WI - Rita Sabeti	Feb, 2020	\$1,774.07	25,397	343	28	\$63.36
Forever Young WI - Rita Sabeti	Mar, 2020	\$2,067.64	34,163	348	16	\$129.23
Forever Young WI - Rita Sabeti	Apr, 2020	\$1,712.80	29,537	251	21	\$81.56
Forever Young WI - Rita Sabeti	May, 2020	\$1,033.64	15,749	174	21	\$49.22
Forever Young WI - Rita Sabeti	Jun, 2020	\$1,687.72	26,316	336	19	\$88.83
Forever Young WI - Rita Sabeti	Jul, 2020	\$2,068.00	30,201	336	24	\$86.17

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$1,031.68	14,653	181	19	\$54.30
Coolsculpting - Conversions	\$1,036.32	15,548	155	5	\$207.26

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Women	\$1,031.68	14,653	181	19	\$54.30
Coolsculpting - Women	\$1,036.32	15,548	155	5	\$207.26

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - Emsculpt - Women - Image 2 - Temp	\$992.51	13,980	162	1.16%	17	\$58.38
2019-12 - CS - Women - Image 3	\$701.62	10,371	111	1.07%	4	\$175.41
2020-07 - Emsculpt - Women - J-lo	\$39.17	673	19	2.82%	2	\$19.59
2020-01 - CS - Women - Image 5	\$161.76	2,436	20	0.82%	1	\$161.76
2019-12 - CS - Women - Image 2	\$140.59	2,130	20	0.94%	0	-
2019-12 - CS - Women - Image 4	\$32.35	611	4	0.65%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Forever Young WI - Rita Sabeti	35-44	female	\$717.57	9,881	101	1.02%	9	\$79.73
Forever Young WI - Rita Sabeti	25-34	female	\$615.61	12,541	100	0.80%	7	\$87.94
Forever Young WI - Rita Sabeti	45-54	female	\$547.87	6,072	104	1.71%	4	\$136.97
Forever Young WI - Rita Sabeti	55-64	female	\$186.96	1,707	31	1.82%	4	\$46.74

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Forever Young WI - Rita Sabeti	mobile_app	\$1,933.41	27,504	326	1.19%	24	\$80.56
Forever Young WI - Rita Sabeti	desktop	\$35.22	1,129	1	0.09%	0	-
Forever Young WI - Rita Sabeti	mobile_web	\$99.37	1,568	9	0.57%	0	-