

Facebook Account Performance Report 1 Aug 2020 — 31 Aug 2020

Rita Sabeti (act_256684134404071) - Forever Young Wisconsin

Key Performance Indicators



Impr
25,778
↓ 15%



Clicks
355
↑ 6%



Cost
\$2,062.44
↔ 0%



CTR
1.38%
↑ 24%



Fb Pixel Lead
20
↓ 31%

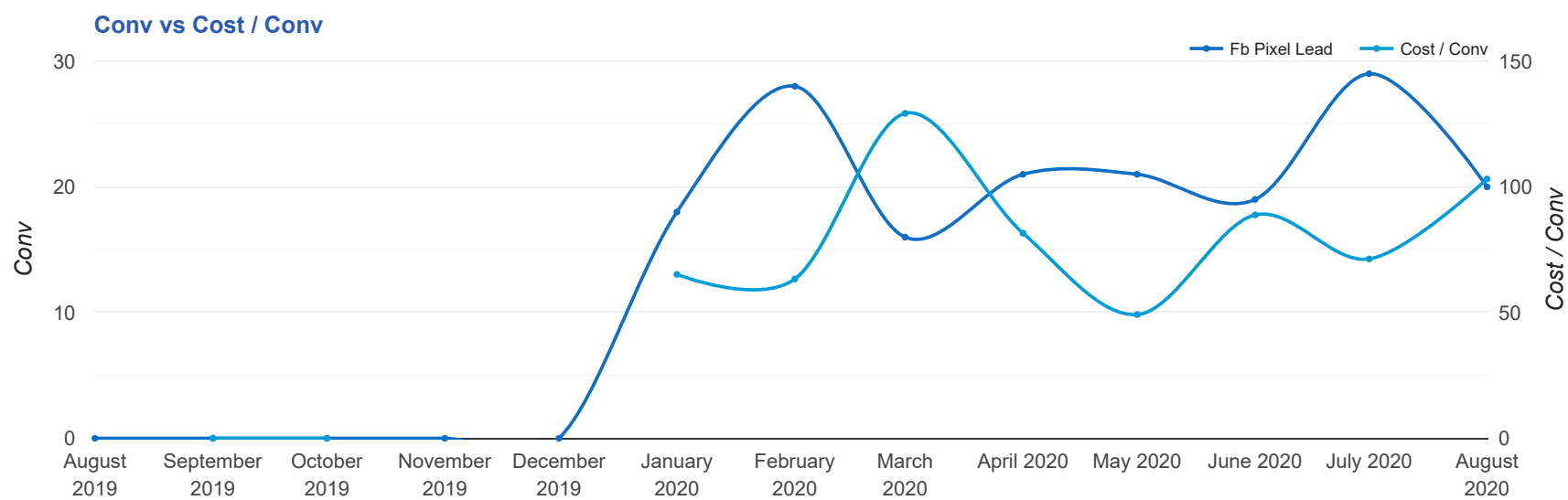


Cost / Conv
\$103.12
↑ 45%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Forever Young WI - Rita Sabeti	Aug, 2020	\$2,062.44	25,778	355	20	\$103.12

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$2,068.47	30,204	336	29	\$71.33
Forever Young WI - Rita Sabeti	Aug, 2020	\$2,062.44	25,778	355	20	\$103.12

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$1,032.25	12,532	198	11	\$93.84
Coolsculpting - Conversions	\$1,030.19	13,246	157	9	\$114.47

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Women	\$1,032.25	12,532	198	11	\$93.84
Coolsculpting - Women	\$1,030.19	13,246	157	9	\$114.47

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-07 - Emsculpt - Women - J-lo	\$830.08	10,164	166	1.63%	9	\$92.23
2019-12 - CS - Women - Image 3	\$705.22	8,203	104	1.27%	5	\$141.04
2019-12 - CS - Women - Image 4	\$38.47	589	9	1.53%	2	\$19.23
2020-01 - Emsculpt - Women - Image 2 - Temp	\$202.17	2,368	32	1.35%	2	\$101.08
2019-12 - CS - Women - Image 2	\$148.23	1,990	24	1.21%	1	\$148.23
2020-01 - CS - Women - Image 5	\$138.27	2,464	20	0.81%	1	\$138.27

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Forever Young WI - Rita Sabeti	45-54	female	\$581.18	4,966	100	2.01%	11	\$52.83
Forever Young WI - Rita Sabeti	25-34	female	\$618.08	10,934	91	0.83%	5	\$123.62
Forever Young WI - Rita Sabeti	35-44	female	\$647.87	8,314	115	1.38%	4	\$161.97
Forever Young WI - Rita Sabeti	55-64	female	\$215.31	1,564	49	3.13%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Forever Young WI - Rita Sabeti	mobile_app	\$1,966.37	24,232	337	1.39%	19	\$103.49
Forever Young WI - Rita Sabeti	mobile_web	\$72.97	870	11	1.26%	1	\$72.97
Forever Young WI - Rita Sabeti	desktop	\$23.10	676	7	1.04%	0	-