

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

Rita Sabeti (act_256684134404071) - Forever Young Wisconsin

Key Performance Indicators



Impr
13,632
↓ 47%



Clicks
201
↓ 43%



Cost
\$1,424.35
↓ 31%



CTR
1.47%
↑ 7%



Fb Pixel Lead
18
↓ 18%

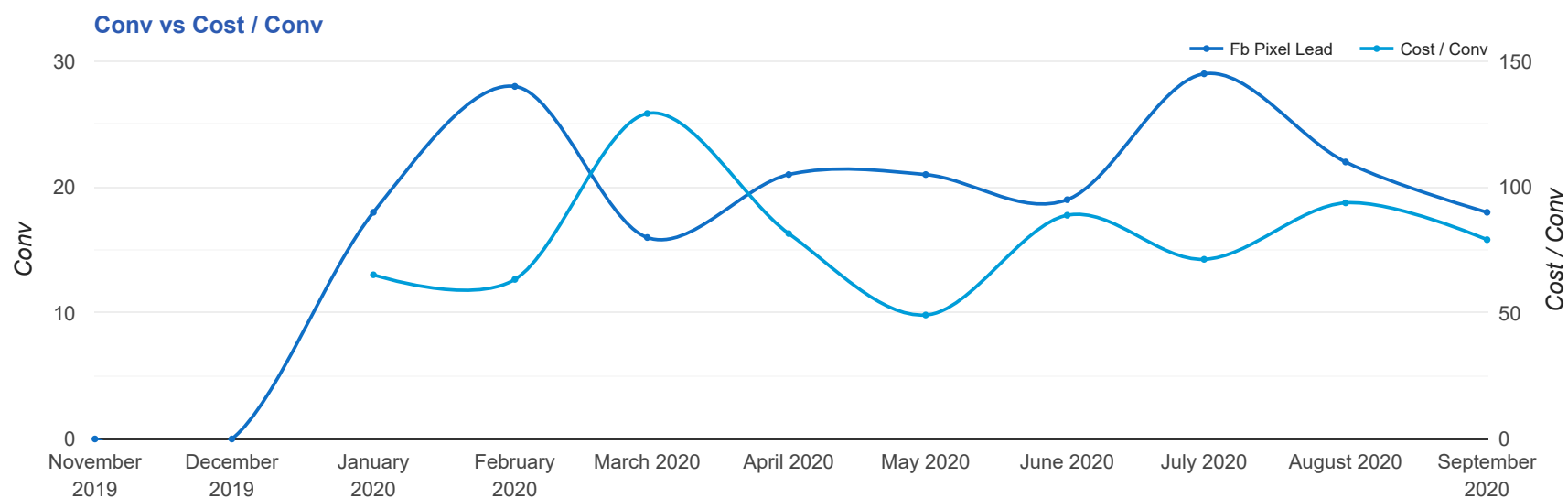


Cost / Conv
\$79.13
↓ 16%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Forever Young WI - Rita Sabeti	Sep, 2020	\$1,424.35	13,632	201	18	\$79.13

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$2,062.55	25,779	355	22	\$93.75
Forever Young WI - Rita Sabeti	Sep, 2020	\$1,424.35	13,632	201	18	\$79.13

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$709.97	7,796	102	10	\$71.00
Emsculpt - Conversions	\$714.38	5,836	99	8	\$89.30

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$709.97	7,796	102	10	\$71.00
Emsculpt - Women	\$714.38	5,836	99	8	\$89.30

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-07 - Emsculpt - Women - J-lo	\$714.38	5,836	99	1.70%	8	\$89.30
2019-12 - CS - Women - Image 3	\$514.10	5,472	77	1.41%	7	\$73.44
2019-12 - CS - Women - Image 2	\$53.93	563	2	0.36%	2	\$26.96
2020-01 - CS - Women - Image 5	\$96.63	1,269	18	1.42%	1	\$96.63
2019-12 - CS - Women - Image 4	\$45.31	492	5	1.02%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Forever Young WI - Rita Sabeti	35-44	female	\$421.42	4,639	62	1.34%	10	\$42.14
Forever Young WI - Rita Sabeti	45-54	female	\$456.73	2,928	61	2.08%	5	\$91.35
Forever Young WI - Rita Sabeti	25-34	female	\$345.96	4,971	48	0.97%	3	\$115.32
Forever Young WI - Rita Sabeti	55-64	female	\$200.24	1,094	30	2.74%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Forever Young WI - Rita Sabeti	mobile_app	\$1,360.17	12,877	190	1.48%	17	\$80.01
Forever Young WI - Rita Sabeti	mobile_web	\$52.41	575	7	1.22%	1	\$52.41
Forever Young WI - Rita Sabeti	desktop	\$11.77	180	4	2.22%	0	-