

Facebook Account Performance Report 1 Jan 2020 — 31 Jan 2020

Nicole Billings (act_63771172)

Key Performance Indicators



Impr
29,269
↑ 20%



Clicks
310
↑ 72%



Cost
\$761.29
↔ 0%



CTR
1.06%
↑ 43%



Fb Pixel Lead
7
↔ 0%

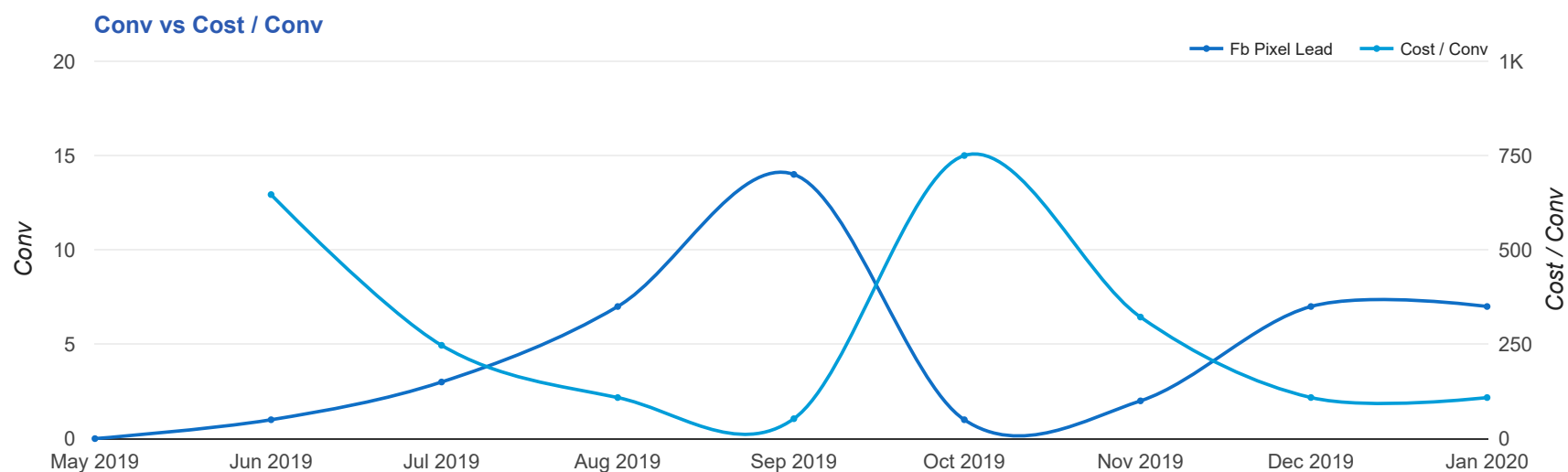


Cost / Conv
\$108.76
↔ 0%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Elite Nicole Billings	Jan, 2020	\$761.29	29,269	310	7	\$108.76

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Elite Nicole Billings	May, 2019	\$54.78	1,636	16	0	-
Elite Nicole Billings	Jun, 2019	\$646.55	17,020	111	1	\$646.55
Elite Nicole Billings	Jul, 2019	\$741.61	20,859	130	3	\$247.20
Elite Nicole Billings	Aug, 2019	\$761.35	24,136	219	7	\$108.76
Elite Nicole Billings	Sep, 2019	\$738.24	23,437	265	14	\$52.73
Elite Nicole Billings	Oct, 2019	\$750.02	43,607	392	1	\$750.02
Elite Nicole Billings	Nov, 2019	\$644.08	49,449	304	2	\$322.04
Elite Nicole Billings	Dec, 2019	\$762.20	24,388	180	7	\$108.89
Elite Nicole Billings	Jan, 2020	\$761.29	29,269	310	7	\$108.76

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$761.29	29,269	310	7	\$108.76

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women - Dynamic	\$627.10	23,717	249	6	\$104.52
Coolsculpting - Women	\$134.19	5,552	61	1	\$134.19

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - CS - Women - Dynamic	\$627.10	23,717	249	1.05%	6	\$104.52
2020-01 - CS - Women - Valentine Img 1	\$43.79	1,996	22	1.10%	1	\$43.79
2020-01 - CS - Women - Valentine Img 2	\$15.08	135	5	3.70%	0	-
2020-01 - CS - Women - Valentine Img 3	\$13.65	734	5	0.68%	0	-
2020-01 - CS - Women - Valentine Img 4	\$8.96	533	4	0.75%	0	-
2020-01 - CS - Women - Valentine Img 5	\$52.71	2,154	25	1.16%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Elite Nicole Billings	25-34	female	\$178.83	9,709	81	0.83%	3	\$59.61
Elite Nicole Billings	35-44	female	\$241.30	9,329	78	0.84%	2	\$120.65
Elite Nicole Billings	45-54	female	\$239.59	7,328	102	1.39%	2	\$119.80
Elite Nicole Billings	55-64	female	\$101.57	2,903	49	1.69%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Elite Nicole Billings	mobile_app	\$691.02	25,997	293	1.13%	7	\$98.72
Elite Nicole Billings	desktop	\$18.63	1,120	1	0.09%	0	-
Elite Nicole Billings	mobile_web	\$51.64	2,152	16	0.74%	0	-