

# **Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020**

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## Key Performance Indicators



Impr  
325  
↑ ∞



Clicks  
5  
↑ ∞



Cost  
\$12.84  
↑ ∞



CTR  
1.54%  
-



Fb Pixel Lead  
0  
-

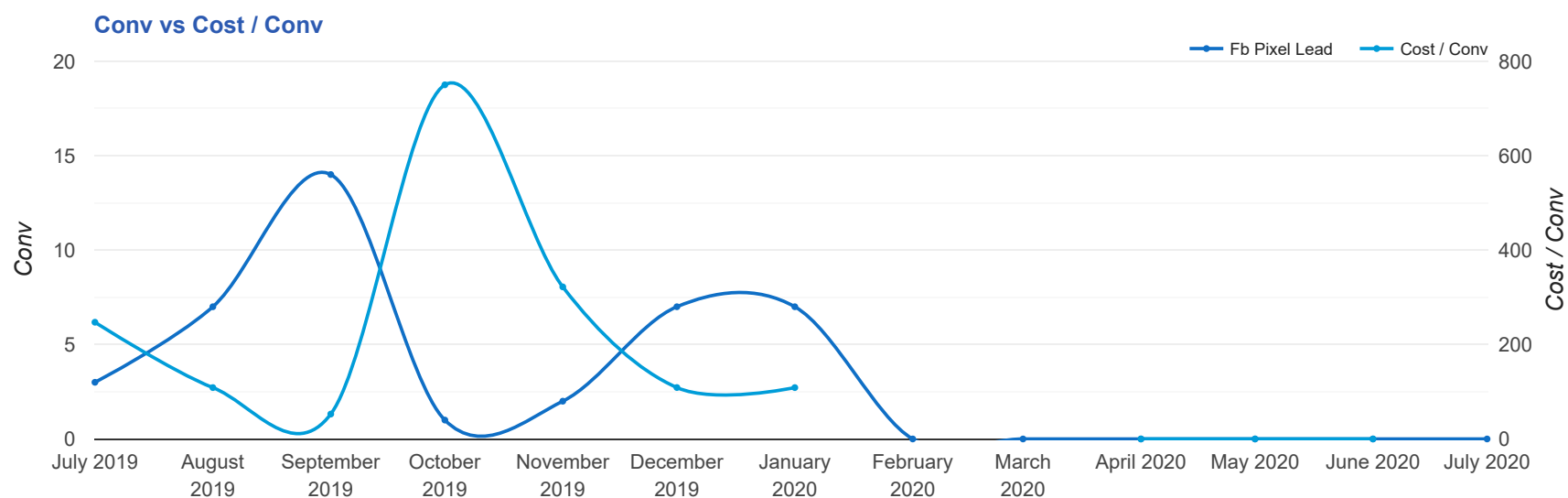


Cost / Conv  
-  
-

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Elite Aesthetics	Jul, 2020	\$12.84	325	5	0	-

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Elite Aesthetics	Jul, 2019	\$741.61	20,859	130	3	\$247.20
Elite Aesthetics	Aug, 2019	\$761.35	24,136	219	7	\$108.76
Elite Aesthetics	Sep, 2019	\$738.24	23,437	265	14	\$52.73
Elite Aesthetics	Oct, 2019	\$750.02	43,607	392	1	\$750.02
Elite Aesthetics	Nov, 2019	\$644.08	49,449	304	2	\$322.04
Elite Aesthetics	Dec, 2019	\$762.20	24,388	180	7	\$108.89
Elite Aesthetics	Jan, 2020	\$761.30	29,270	310	7	\$108.76
Elite Aesthetics	Feb, 2020	\$337.72	13,066	118	0	-
Elite Aesthetics	Mar, 2020	\$129.77	5,343	41	0	-
Elite Aesthetics	Jul, 2020	\$12.84	325	5	0	-

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Instagram Post: Take a look how Coolsculpting's...	\$12.84	325	5	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Instagram Post: Take a look how Coolsculpting's...	\$10.21	227	5	0	-
Instagram Post: Take a look how Coolsculpting's...	\$2.63	98	0	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Instagram Post: Take a look how Coolsculpting's...	\$10.21	227	5	2.20%	0	-
Instagram Post: Take a look how Coolsculpting's...	\$2.63	98	0	0.00%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Elite Aesthetics	18-24	female	\$0.91	35	0	0.00%	0	-
Elite Aesthetics	18-24	male	\$0.58	33	0	0.00%	0	-
Elite Aesthetics	25-34	female	\$1.62	53	0	0.00%	0	-
Elite Aesthetics	25-34	male	\$0.88	27	1	3.70%	0	-
Elite Aesthetics	25-34	unknown	\$0.01	1	0	0.00%	0	-
Elite Aesthetics	35-44	female	\$2.87	64	2	3.13%	0	-
Elite Aesthetics	35-44	male	\$1.60	32	1	3.13%	0	-
Elite Aesthetics	35-44	unknown	\$0.02	1	0	0.00%	0	-
Elite Aesthetics	45-54	female	\$2.08	37	0	0.00%	0	-
Elite Aesthetics	45-54	male	\$0.26	6	0	0.00%	0	-
Elite Aesthetics	55-64	female	\$1.41	18	0	0.00%	0	-
Elite Aesthetics	55-64	male	\$0.13	5	1	20.00%	0	-
Elite Aesthetics	55-64	unknown	\$0.04	1	0	0.00%	0	-
Elite Aesthetics	65+	female	\$0.33	7	0	0.00%	0	-
Elite Aesthetics	65+	male	\$0.08	4	0	0.00%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Elite Aesthetics	mobile_app	\$12.84	325	5	1.54%	0	-