

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

Eltra Self (act\_1318928064947018)

## Key Performance Indicators



Impr  
39,974  
↑ ∞



Clicks  
1,175  
↑ ∞



Cost  
\$1,376.67  
↑ ∞



CTR  
2.94%  
-



Fb Pixel Lead  
18  
↑ ∞



Cost / Conv  
\$76.48  
-

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Eltra Self	Dec, 2020	\$1,376.67	39,974	1,175	18	\$76.48

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Eltra Self	Dec, 2020	\$1,376.67	39,974	1,175	18	\$76.48

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$766.33	22,454	877	17	\$45.08
Botox - Conversations	\$610.34	17,520	298	1	\$610.34

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-64 - 20mi Radius	\$766.33	22,454	877	17	\$45.08
Eltra Self - Botox - Women - 25 to 65+	\$610.34	17,520	298	1	\$610.34

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-12 - CS - UGC - Sitting	\$524.69	15,063	615	4.08%	13	\$40.36
2020-12 - CS - UGC - Standing	\$241.64	7,391	262	3.54%	4	\$60.41
2020- 12 - Static Image 2 - What if your face's best was yet to come?	\$242.55	7,785	107	1.37%	1	\$242.55
2020- 12 - Static Image 1 - We Shouldn't Let Stress Speed Up the Aging Process	\$128.66	2,390	75	3.14%	0	-
2020- 12 - Static Image 2 - We Shouldn't Let Stress Speed Up the Aging Process	\$68.70	1,675	33	1.97%	0	-
2020- 12 - Static Image 1 - What if your face's best was yet to come?	\$170.43	5,670	83	1.46%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Eltra Self	35-44	female	\$280.02	9,696	248	2.56%	8	\$35.00
Eltra Self	45-54	female	\$347.77	8,619	284	3.30%	6	\$57.96
Eltra Self	55-64	female	\$349.34	6,895	309	4.48%	3	\$116.45
Eltra Self	25-34	female	\$270.64	12,526	269	2.15%	1	\$270.64
Eltra Self	65+	female	\$128.90	2,238	65	2.90%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Eltra Self	mobile_app	\$1,295.08	37,078	1,141	3.08%	18	\$71.95
Eltra Self	desktop	\$31.48	1,273	3	0.24%	0	-
Eltra Self	mobile_web	\$50.11	1,623	31	1.91%	0	-