

Facebook Account Performance Report

1 Jan 2021 — 31 Jan 2021

Eltra Self (act_1318928064947018)

Key Performance Indicators



Impr
72,161
↑ 81%



Clicks
1,788
↑ 52%



Cost
\$2,049.70
↑ 49%



CTR
2.48%
↓ 16%



Fb Pixel Lead
57
↑ 217%

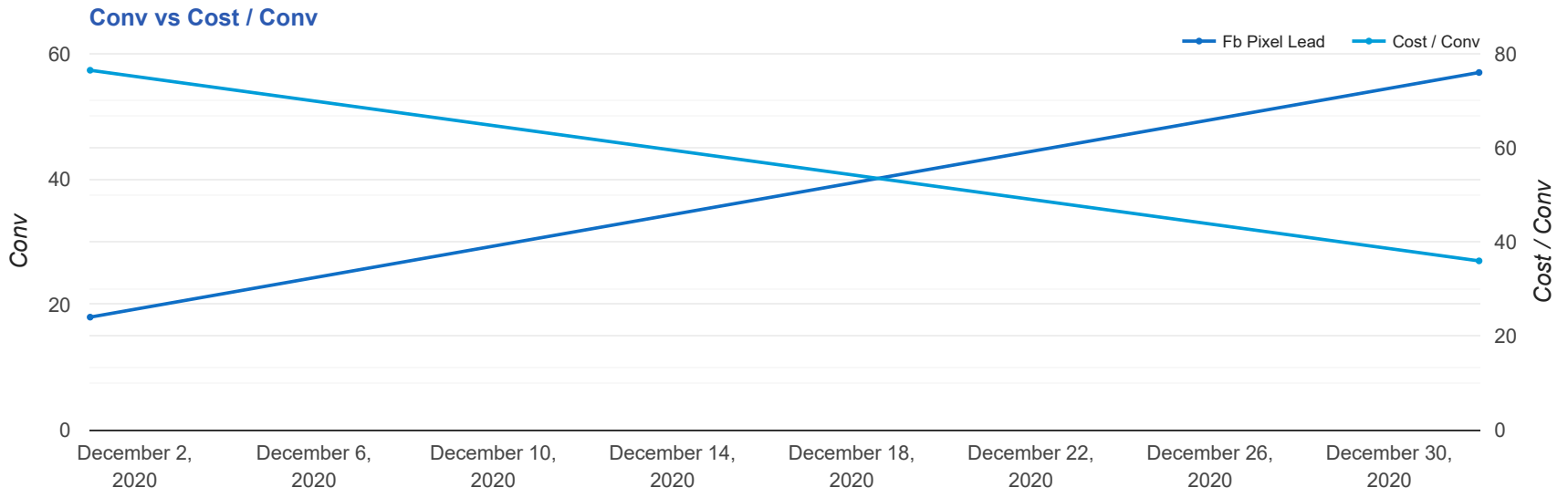


Cost / Conv
\$35.96
↓ 53%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Eltra Self	Jan, 2021	\$2,049.70	72,161	1,788	57	\$35.96

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Eltra Self	Dec, 2020	\$1,376.70	39,976	1,175	18	\$76.48
Eltra Self	Jan, 2021	\$2,049.70	72,161	1,788	57	\$35.96

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,024.71	37,092	1,156	36	\$28.46
Botox - Conversions	\$1,024.99	35,069	632	21	\$48.81

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-64 - 20mi Radius	\$1,024.71	37,092	1,156	36	\$28.46
Eltra Self - Botox - Women - 25 to 65+	\$1,024.99	35,069	632	21	\$48.81

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-12 - CS - UGC - Standing	\$476.37	16,659	496	2.98%	23	\$20.71
2020-12 - CS - UGC - Sitting	\$548.34	20,433	660	3.23%	13	\$42.18
2020- 12 - Static Image 2 - We Shouldn't Let Stress Speed Up the Aging Process	\$242.83	5,791	175	3.02%	11	\$22.08
2020- 12 - Static Image 1 - What if your face's best was yet to come?	\$457.86	16,217	269	1.66%	7	\$65.41
2020- 12 - Static Image 2 - What if your face's best was yet to come?	\$253.38	9,798	130	1.33%	3	\$84.46
2020- 12 - Static Image 1 - We Shouldn't Let Stress Speed Up the Aging Process	\$70.92	3,263	58	1.78%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Eltra Self	55-64	female	\$513.88	13,212	445	3.37%	22	\$23.36
Eltra Self	45-54	female	\$555.67	16,551	407	2.46%	13	\$42.74
Eltra Self	65+	female	\$203.40	4,692	181	3.86%	9	\$22.60
Eltra Self	25-34	female	\$357.70	20,258	364	1.80%	7	\$51.10
Eltra Self	35-44	female	\$419.06	17,448	391	2.24%	6	\$69.84

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Eltra Self	mobile_app	\$1,903.10	64,877	1,706	2.63%	49	\$38.84
Eltra Self	desktop	\$83.47	5,319	36	0.68%	7	\$11.92
Eltra Self	mobile_web	\$63.14	1,965	46	2.34%	1	\$63.14