

Facebook Account Performance Report

1 Jan 2020 — 31 Jan 2020

Syed Irfan Ali (act_10151225039925840)

Key Performance Indicators



Impr
70,531
↑ 22%



Clicks
445
↓ 29%



Cost
\$2,038.01
↑ 3%



CTR
0.63%
↓ 42%



Fb Pixel Lead
19
↑ 19%

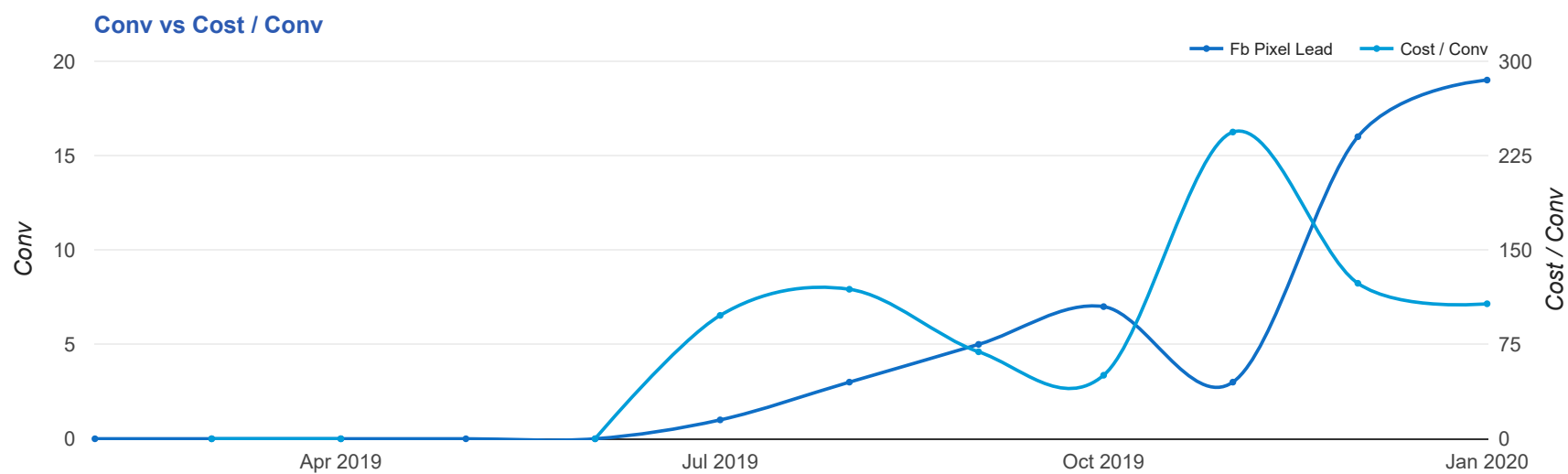


Cost / Conv
\$107.26
↓ 13%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Syed Irfan Ali	Jan, 2020	\$2,038.01	70,531	445	19	\$107.26

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Syed Irfan Ali	Feb, 2019	\$10.00	900	3	0	-
Syed Irfan Ali	May, 2019	\$0.66	32	2	0	-
Syed Irfan Ali	Jul, 2019	\$98.01	2,316	37	1	\$98.01
Syed Irfan Ali	Aug, 2019	\$356.37	8,230	125	3	\$118.79
Syed Irfan Ali	Sep, 2019	\$345.57	9,130	115	5	\$69.11
Syed Irfan Ali	Oct, 2019	\$353.37	10,809	121	7	\$50.48
Syed Irfan Ali	Nov, 2019	\$731.09	34,717	543	3	\$243.70
Syed Irfan Ali	Dec, 2019	\$1,976.63	57,966	627	16	\$123.54
Syed Irfan Ali	Jan, 2020	\$2,038.01	70,531	445	19	\$107.26

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,019.64	39,194	304	17	\$59.98
Botox - Conversions	\$1,018.37	31,337	141	2	\$509.19

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women - Dynamic	\$1,019.64	39,194	304	17	\$59.98
Botox - Prospecting - Women	\$970.10	29,801	136	2	\$485.05
Botox - Prospecting - Men	\$48.27	1,536	5	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - CS Women - Dynamic Img	\$1,019.64	39,194	304	0.78%	17	\$59.98
2019-11 - Botox - Women - Image 1	\$264.47	8,817	43	0.49%	2	\$132.24
2019-11 - Botox - Women - Image 2	\$434.55	13,022	58	0.45%	0	-
2019-11 - Botox - Women - Image 3	\$271.08	7,962	35	0.44%	0	-
2019-11 - Botox - Men	\$48.27	1,536	5	0.33%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Syed Irfan Ali	35-44	female	\$580.30	24,871	143	0.57%	10	\$58.03
Syed Irfan Ali	45-54	female	\$839.30	23,714	185	0.78%	5	\$167.86
Syed Irfan Ali	25-34	female	\$268.49	14,344	65	0.45%	2	\$134.25
Syed Irfan Ali	55-64	female	\$301.65	6,066	47	0.77%	2	\$150.82
Syed Irfan Ali	25-34	male	\$2.07	180	0	0.00%	0	-
Syed Irfan Ali	35-44	male	\$7.25	324	2	0.62%	0	-
Syed Irfan Ali	45-54	male	\$19.68	558	3	0.54%	0	-
Syed Irfan Ali	55-64	male	\$19.27	474	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Syed Irfan Ali	mobile_app	\$1,859.44	63,656	428	0.67%	19	\$97.87
Syed Irfan Ali	desktop	\$113.03	4,355	11	0.25%	0	-
Syed Irfan Ali	mobile_web	\$65.54	2,520	6	0.24%	0	-