

Facebook Account Performance Report 1 Jan 2020 — 31 Jan 2020

Bill Fulton (act_350802833)

Key Performance Indicators



Impr
27,502
↓ 6%



Clicks
317
↑ 45%



Cost
\$517.04
↑ 19%



CTR
1.15%
↑ 53%



Fb Pixel Lead
21
↓ 12%

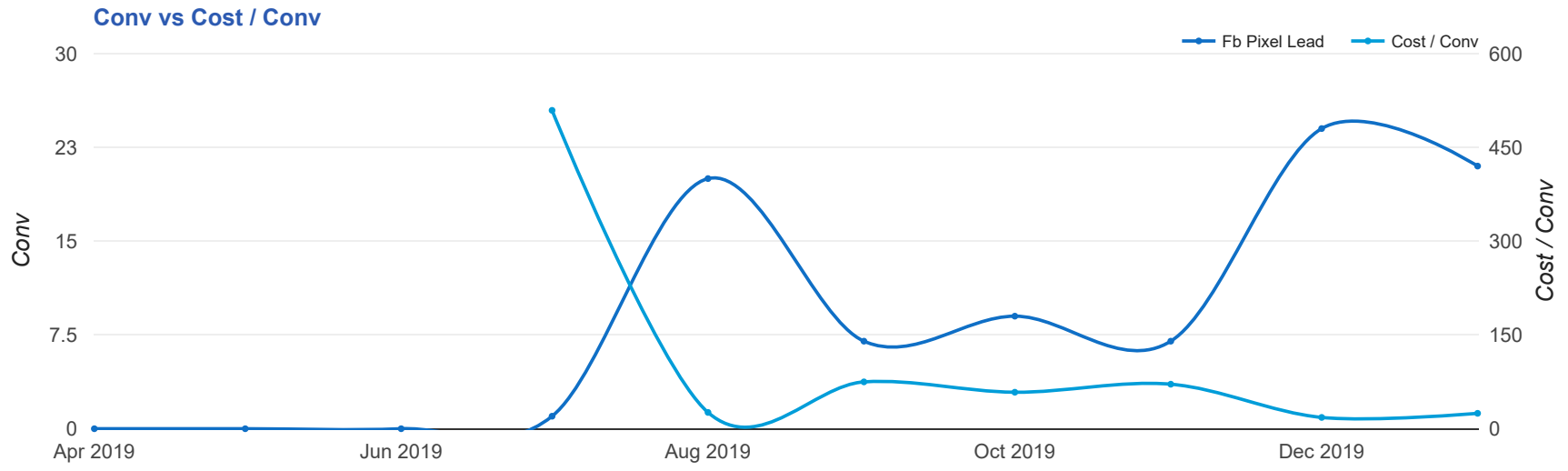


Cost / Conv
\$24.62
↑ 36%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Bill Fulton	Jan, 2020	\$517.04	27,502	317	21	\$24.62

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Bill Fulton	Apr, 2019	\$28.97	1,577	77	0	-
Bill Fulton	May, 2019	\$20.29	702	57	0	-
Bill Fulton	Jun, 2019	\$222.70	8,124	103	0	-
Bill Fulton	Jul, 2019	\$509.10	26,707	242	1	\$509.10
Bill Fulton	Aug, 2019	\$521.29	18,799	261	20	\$26.06
Bill Fulton	Sep, 2019	\$524.26	18,137	358	7	\$74.89
Bill Fulton	Oct, 2019	\$525.14	19,788	227	9	\$58.35
Bill Fulton	Nov, 2019	\$498.35	62,941	363	7	\$71.19
Bill Fulton	Dec, 2019	\$433.82	29,154	219	24	\$18.08
Bill Fulton	Jan, 2020	\$517.04	27,502	317	21	\$24.62

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$517.04	27,502	317	21	\$24.62

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women - Dynamic Images	\$464.70	24,595	280	20	\$23.23
Coolsculpting - Men	\$52.34	2,907	37	1	\$52.34

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS - Women - Dynamic	\$464.70	24,595	280	1.14%	20	\$23.23
2019-12 - CS - Men - Dynamic	\$52.34	2,907	37	1.27%	1	\$52.34

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Bill Fulton	25-34	female	\$85.15	5,963	56	0.94%	7	\$12.16
Bill Fulton	55-64	female	\$74.52	2,763	47	1.70%	7	\$10.65
Bill Fulton	35-44	female	\$133.49	8,283	71	0.86%	3	\$44.50
Bill Fulton	45-54	female	\$171.54	7,586	106	1.40%	3	\$57.18
Bill Fulton	55-64	male	\$15.04	554	19	3.43%	1	\$15.04
Bill Fulton	25-34	male	\$7.12	546	2	0.37%	0	-
Bill Fulton	35-44	male	\$13.87	913	11	1.20%	0	-
Bill Fulton	45-54	male	\$16.31	894	5	0.56%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Bill Fulton	mobile_app	\$458.38	24,278	279	1.15%	15	\$30.56
Bill Fulton	mobile_web	\$40.57	2,271	35	1.54%	4	\$10.14
Bill Fulton	desktop	\$18.09	953	3	0.31%	2	\$9.04