

Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021

Harmony in Health (act_3833185907084)

Key Performance Indicators



Impr
1,244
↑ ∞



Clicks
80
↑ ∞



Cost
\$200.00
↑ ∞



CTR
6.43%
-



Fb Pixel Lead
6
↑ ∞

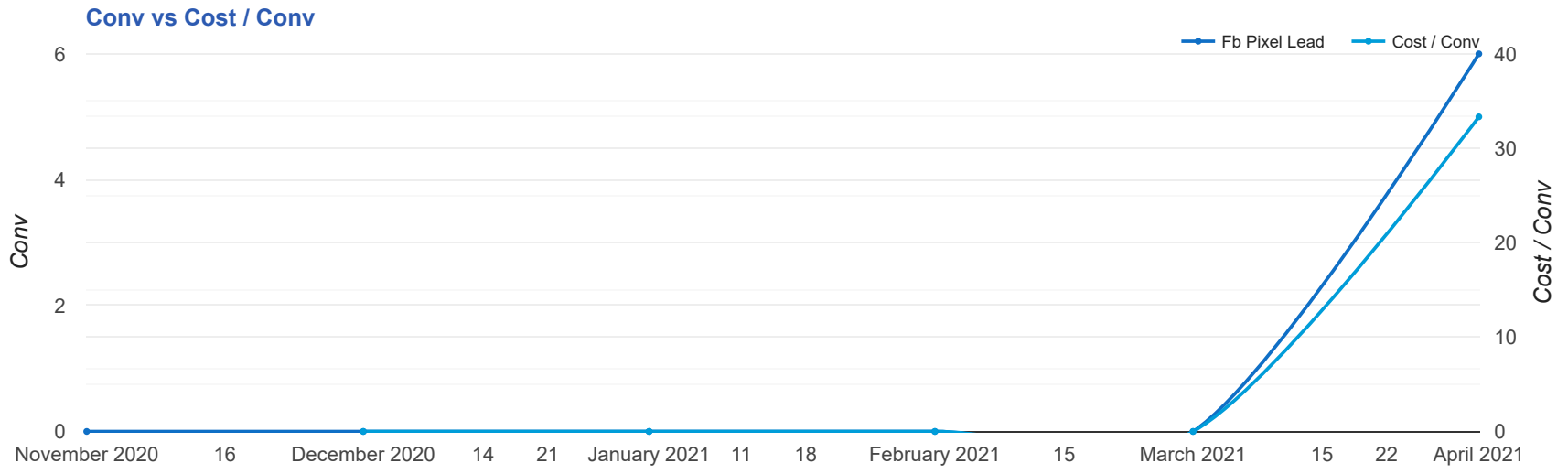


Cost / Conv
\$33.33
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Harmony in Health	Apr, 2021	\$200.00	1,244	80	6	\$33.33

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Harmony in Health	Nov, 2020	\$325.11	25,813	535	0	-
Harmony in Health	Apr, 2021	\$200.00	1,244	80	6	\$33.33

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt NEO - Conversions	\$200.00	1,244	80	6	\$33.33

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt NEO - Women - Top 50 - Interests - 20miles	\$200.00	1,244	80	6	\$33.33

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021-04 - Emsculpt NEO - Video	\$200.00	1,244	80	6.43%	6	\$33.33

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Harmony in Health	25-34	female	\$46.12	365	16	4.38%	2	\$23.06
Harmony in Health	55-64	female	\$45.90	185	24	12.97%	2	\$22.95
Harmony in Health	35-44	female	\$56.40	366	17	4.64%	1	\$56.40
Harmony in Health	45-54	female	\$51.58	328	23	7.01%	1	\$51.58
Harmony in Health	Unknown	unknown	\$0.00	0	0	-%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Harmony in Health	mobile_app	\$194.49	1,223	79	6.46%	6	\$32.41
Harmony in Health	desktop	\$4.71	14	1	7.14%	0	-
Harmony in Health	mobile_web	\$0.80	7	0	0.00%	0	-
Harmony in Health	unknown	\$0.00	0	0	-%	0	-