

Facebook Account Performance Report 1 Nov 2020 — 30 Nov 2020

Health First (act_356146518)

Key Performance Indicators



Impr
15,144
↑ ∞



Clicks
912
↑ ∞



Cost
\$1,283.36
↑ ∞



CTR
6.02%
-



Fb Pixel Lead
57
↑ ∞



Cost / Conv
\$22.52
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Health First	Nov, 2020	\$1,283.36	15,144	912	57	\$22.52

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Health First	Nov, 2020	\$1,283.36	15,144	912	57	\$22.52

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,283.36	15,144	912	57	\$22.52

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS - Hesperia 5mi Radius - Interests - Women - 65+	\$641.43	8,919	560	44	\$14.58
CS - Redlands 5mi Radius - Interests - Women - 65+	\$641.93	6,225	352	13	\$49.38

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Coolsculpting Video - UGC Sitting	\$641.43	8,919	560	6.28%	44	\$14.58
2020-11 - Coolsculpting Video - UGC Sitting	\$370.47	3,510	182	5.19%	7	\$52.92
2020-11 - Coolsculpting Video - UGC Standing	\$271.46	2,715	170	6.26%	6	\$45.24

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Health First	45-54	female	\$309.03	3,032	222	7.32%	18	\$17.17
Health First	25-34	female	\$361.01	5,064	227	4.48%	15	\$24.07
Health First	35-44	female	\$366.86	4,906	267	5.44%	12	\$30.57
Health First	55-64	female	\$196.03	1,589	144	9.06%	11	\$17.82
Health First	65+	female	\$50.43	553	52	9.40%	1	\$50.43

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Health First	mobile_app	\$1,261.42	14,803	886	5.99%	56	\$22.53
Health First	desktop	\$4.71	136	7	5.15%	1	\$4.71
Health First	mobile_web	\$17.23	205	19	9.27%	0	-