

# **Facebook Account Performance Report 1 Dec 2020 — 31 Dec 2020**

Health First (act\_356146518)

## Key Performance Indicators



Impr  
29,100  
↑ 92%



Clicks  
1,542  
↑ 69%



Cost  
\$2,046.47  
↑ 59%



CTR  
5.30%  
↓ 12%



Fb Pixel Lead  
90  
↑ 48%

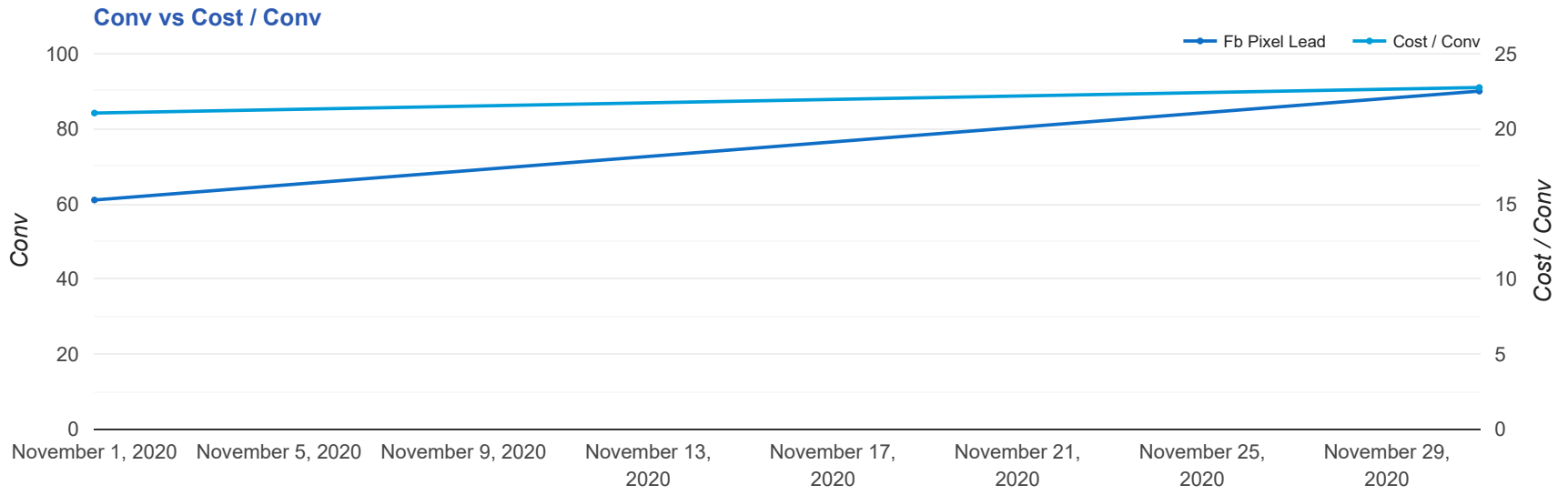


Cost / Conv  
\$22.74  
↑ 8%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Health First	Dec, 2020	\$2,046.47	29,100	1,542	90	\$22.74

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Health First	Nov, 2020	\$1,283.41	15,145	912	61	\$21.04
Health First	Dec, 2020	\$2,046.47	29,100	1,542	90	\$22.74

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$2,046.47	29,100	1,542	90	\$22.74

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS - Hesperia 5mi Radius - Interests - Women - 65+	\$1,023.48	17,335	882	67	\$15.28
CS - Redlands 5mi Radius - Interests - Women - 65+	\$1,022.99	11,765	660	23	\$44.48

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Coolsculpting Video - UGC Sitting	\$1,023.48	17,335	882	5.09%	67	\$15.28
2020-11 - Coolsculpting Video - UGC Standing	\$534.99	6,255	376	6.01%	17	\$31.47
2020-11 - Coolsculpting Video - UGC Sitting	\$488.00	5,510	284	5.15%	6	\$81.33

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Health First	25-34	female	\$488.38	8,933	423	4.74%	31	\$15.75
Health First	35-44	female	\$549.10	8,881	369	4.15%	19	\$28.90
Health First	55-64	female	\$359.37	3,457	273	7.90%	18	\$19.96
Health First	45-54	female	\$524.89	6,370	368	5.78%	17	\$30.88
Health First	65+	female	\$124.73	1,459	109	7.47%	5	\$24.95

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Health First	mobile_app	\$2,012.62	28,487	1,516	5.32%	87	\$23.13
Health First	desktop	\$5.44	233	3	1.29%	2	\$2.72
Health First	mobile_web	\$28.41	380	23	6.05%	1	\$28.41