

**Facebook Account Performance
Report
1 Jan 2021 — 31 Jan 2021**

Health First (act_356146518)

Key Performance Indicators



Impr
43,593
↑ 50%



Clicks
1,567
↑ 2%



Cost
\$2,045.58
↔ 0%



CTR
3.59%
↓ 32%



Fb Pixel Lead
68
↓ 23%

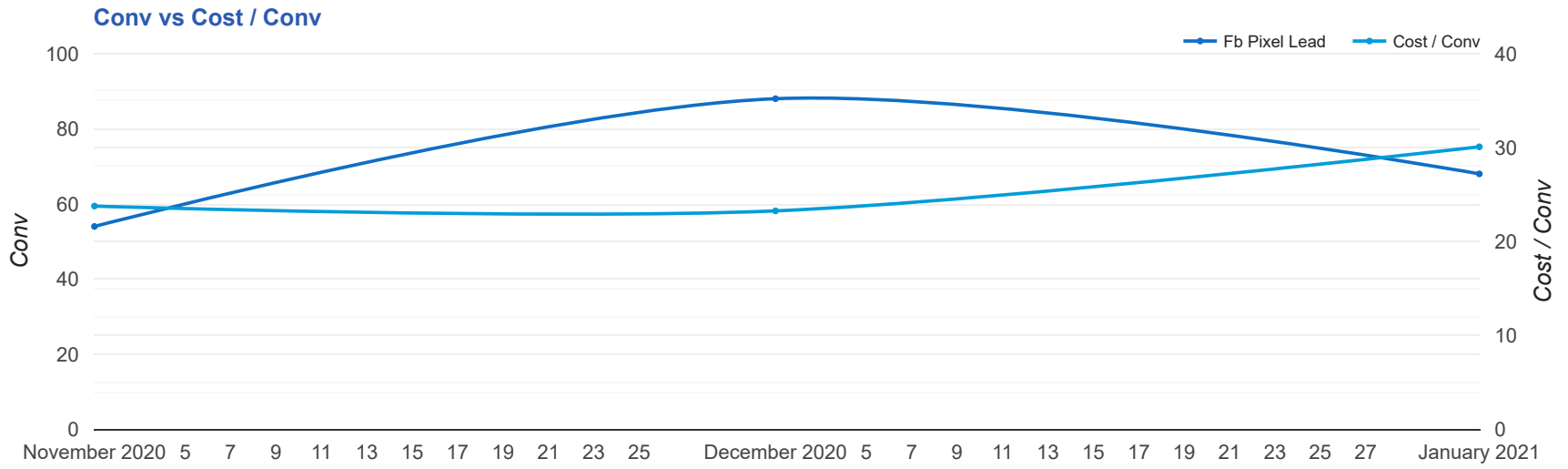


Cost / Conv
\$30.08
↑ 29%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Health First	Jan, 2021	\$2,045.58	43,593	1,567	68	\$30.08

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Health First	Nov, 2020	\$1,283.41	15,145	912	54	\$23.77
Health First	Dec, 2020	\$2,046.48	29,101	1,542	88	\$23.26
Health First	Jan, 2021	\$2,045.58	43,593	1,567	68	\$30.08

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$2,045.58	43,593	1,567	68	\$30.08

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS - Hesperia 5mi Radius - Interests - Women - 65+	\$1,023.14	26,624	853	42	\$24.36
CS - Redlands 5mi Radius - Interests - Women - 65+	\$1,022.44	16,969	714	26	\$39.32

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Coolsculpting Video - UGC Sitting	\$1,023.14	26,624	853	3.20%	42	\$24.36
2020-11 - Coolsculpting Video - UGC Standing	\$580.79	10,248	469	4.58%	17	\$34.16
2020-11 - Coolsculpting Video - UGC Sitting	\$441.65	6,721	245	3.65%	9	\$49.07

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Health First	35-44	female	\$538.93	12,861	404	3.14%	22	\$24.50
Health First	25-34	female	\$611.50	16,473	462	2.80%	18	\$33.97
Health First	45-54	female	\$456.18	8,253	318	3.85%	13	\$35.09
Health First	55-64	female	\$312.78	4,151	265	6.38%	10	\$31.28
Health First	65+	female	\$126.19	1,854	118	6.36%	5	\$25.24
Health First	Unknown	unknown	\$0.00	1	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Health First	mobile_app	\$2,002.71	42,606	1,541	3.62%	66	\$30.34
Health First	desktop	\$11.76	368	5	1.36%	2	\$5.88
Health First	mobile_web	\$31.10	619	21	3.39%	0	-