

Facebook Account Performance Report

1 Feb 2021 — 28 Feb 2021

Health First (act_356146518)

Key Performance Indicators



Impr
34,160
↓ 22%



Clicks
1,300
↓ 17%



Cost
\$1,847.82
↓ 10%



CTR
3.81%
↑ 6%



Fb Pixel Lead
77
↑ 13%

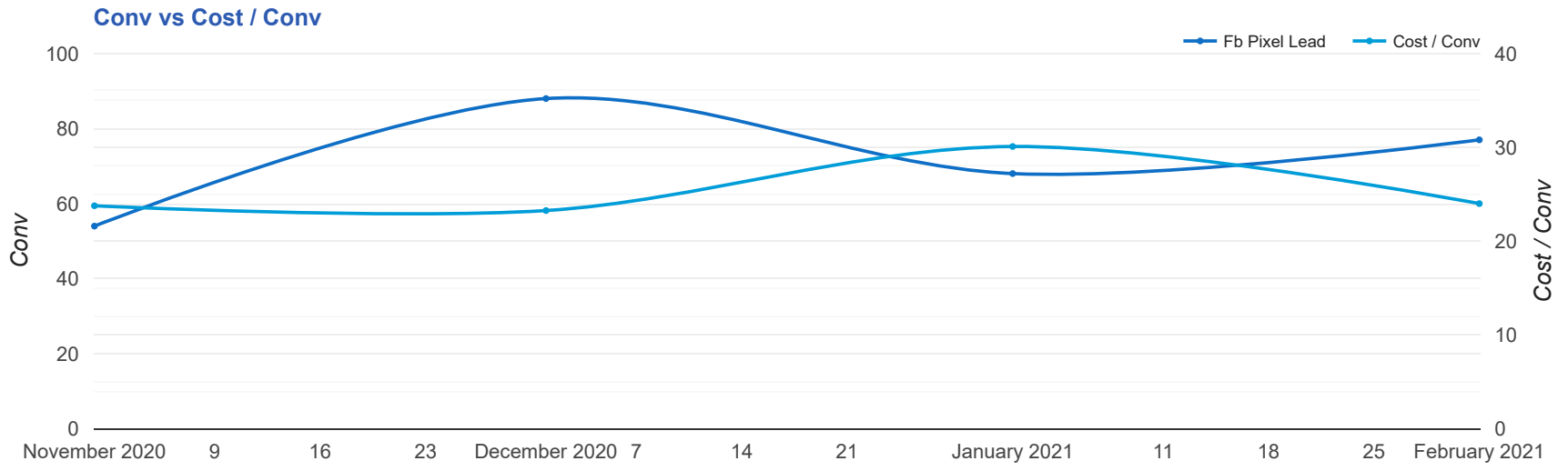


Cost / Conv
\$24.00
↓ 20%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Health First	Feb, 2021	\$1,847.82	34,160	1,300	77	\$24.00

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	\$2,045.86	43,597	1,567	68	\$30.09
Health First	Feb, 2021	\$1,847.82	34,160	1,300	77	\$24.00

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,847.82	34,160	1,300	77	\$24.00

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS - Hesperia 5mi Radius - Interests - Women - 65+	\$924.42	20,800	701	52	\$17.78
CS - Redlands 5mi Radius - Interests - Women - 65+	\$923.40	13,360	599	25	\$36.94

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Coolsculpting Video - UGC Sitting	\$924.42	20,800	701	3.37%	52	\$17.78
2020-11 - Coolsculpting Video - UGC Standing	\$529.46	8,277	439	5.30%	21	\$25.21
2020-11 - Coolsculpting Video - UGC Sitting	\$393.94	5,083	160	3.15%	4	\$98.48

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Health First	25-34	female	\$485.66	11,797	339	2.87%	26	\$18.68
Health First	35-44	female	\$503.84	10,613	347	3.27%	21	\$23.99
Health First	45-54	female	\$441.68	6,767	298	4.40%	15	\$29.45
Health First	55-64	female	\$292.51	3,506	214	6.10%	10	\$29.25
Health First	65+	female	\$124.13	1,477	102	6.91%	5	\$24.83

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Health First	mobile_app	\$1,815.48	33,538	1,281	3.82%	77	\$23.58
Health First	desktop	\$8.32	165	0	0.00%	0	-
Health First	mobile_web	\$24.02	457	19	4.16%	0	-