

Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021

Health First (act_356146518)

Key Performance Indicators



Impr
73,011
↑ 51%



Clicks
2,700
↑ 51%



Cost
\$4,721.57
↑ 64%



CTR
3.70%
↔ 0%



Fb Pixel Lead
229
↑ 157%

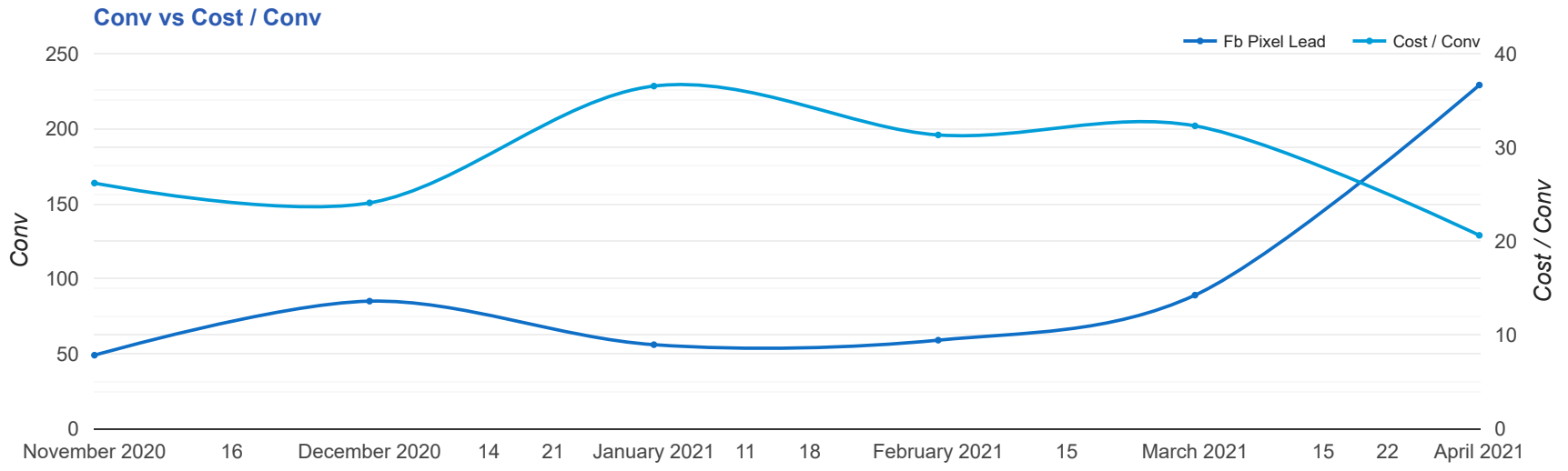


Cost / Conv
\$20.62
↓ 36%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Health First	Apr, 2021	\$4,721.57	73,011	2,700	229	\$20.62

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Health First	Nov, 2020	\$1,283.41	15,145	912	49	\$26.19
Health First	Dec, 2020	\$2,046.48	29,101	1,542	85	\$24.08
Health First	Jan, 2021	\$2,045.86	43,597	1,567	56	\$36.53
Health First	Feb, 2021	\$1,848.04	34,166	1,300	59	\$31.32
Health First	Mar, 2021	\$2,873.58	48,317	1,785	89	\$32.29
Health First	Apr, 2021	\$4,721.57	73,011	2,700	229	\$20.62

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$4,721.57	73,011	2,700	229	\$20.62

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS - Hesperia 5mi Radius - Interests - Women - 65+	\$2,359.05	38,397	1,645	129	\$18.29
CS - Redlands 5mi Radius - Interests - Women - 65+	\$2,362.52	34,614	1,055	100	\$23.63

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021-04 - Health First - Coolsculpting Video 1	\$840.68	10,289	449	4.36%	72	\$11.68
2021-04 - Health First - Coolsculpting Video 1 - Copy	\$838.50	11,230	579	5.16%	72	\$11.65
2020-11 - Coolsculpting Video - UGC Standing	\$1,032.85	17,789	824	4.63%	47	\$21.98
2020-11 - Coolsculpting Video - UGC Sitting	\$657.92	11,258	279	2.48%	17	\$38.70
2020-11 - Coolsculpting Video - UGC Standing	\$863.92	13,067	327	2.50%	11	\$78.54
2020-11 - Coolsculpting Video - UGC Sitting	\$487.70	9,378	242	2.58%	10	\$48.77

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Health First	45-54	female	\$1,259.85	16,828	743	4.42%	57	\$22.10
Health First	35-44	female	\$1,276.95	22,061	725	3.29%	56	\$22.80
Health First	55-64	female	\$795.11	9,704	447	4.61%	51	\$15.59
Health First	25-34	female	\$978.54	19,552	509	2.60%	47	\$20.82
Health First	65+	female	\$410.91	4,864	276	5.67%	14	\$29.35
Health First	Unknown	unknown	\$0.20	2	0	0.00%	4	\$0.05

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Health First	mobile_app	\$4,657.87	72,266	2,671	3.70%	222	\$20.98
Health First	unknown	\$0.00	0	0	-%	4	\$0.00
Health First	mobile_web	\$31.79	317	23	7.26%	3	\$10.60
Health First	desktop	\$31.90	428	6	1.40%	0	-