

Facebook Account Performance Report 1 Dec 2020 — 31 Dec 2020

Healthy Solutions (act_10151397343774262)

Key Performance Indicators



Impr
59,484
↓ 18%



Clicks
1,869
↓ 15%



Cost
\$1,519.28
↓ 13%



CTR
3.14%
↑ 3%



Fb Pixel Lead
33
↓ 8%

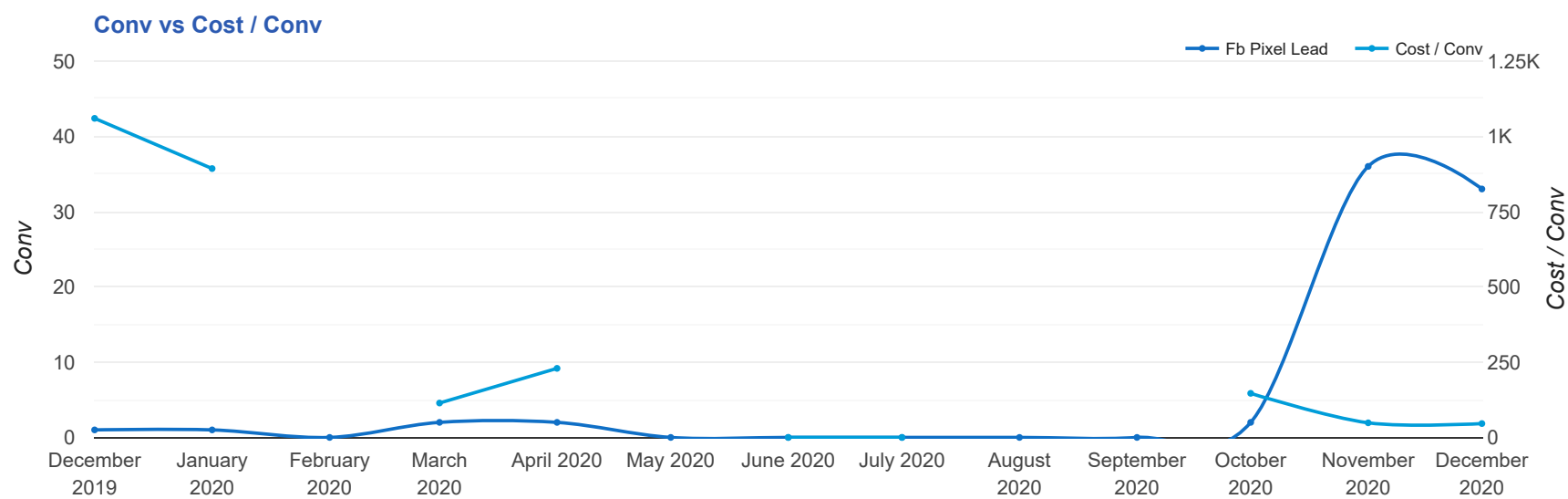


Cost / Conv
\$46.04
↓ 5%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Healthy Solutions	Dec, 2020	\$1,519.28	59,484	1,869	33	\$46.04

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Healthy Solutions	Dec, 2019	\$1,059.58	68,636	612	1	\$1,059.58
Healthy Solutions	Jan, 2020	\$892.83	71,785	1,038	1	\$892.83
Healthy Solutions	Feb, 2020	\$68.54	4,575	154	0	-
Healthy Solutions	Mar, 2020	\$228.42	15,564	524	2	\$114.21
Healthy Solutions	Apr, 2020	\$458.68	36,235	747	2	\$229.34
Healthy Solutions	May, 2020	\$279.35	21,772	717	0	-
Healthy Solutions	Aug, 2020	\$49.91	5,000	44	0	-
Healthy Solutions	Sep, 2020	\$73.07	3,542	134	0	-
Healthy Solutions	Oct, 2020	\$292.83	11,226	501	2	\$146.41
Healthy Solutions	Nov, 2020	\$1,745.51	72,190	2,198	36	\$48.49
Healthy Solutions	Dec, 2020	\$1,519.28	59,484	1,869	33	\$46.04

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,519.28	59,484	1,869	33	\$46.04

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting - 8mi Radius - Top 25% Income	\$1,519.28	59,484	1,869	33	\$46.04

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - Coolsculpting Video - UGC w/ Story	\$710.45	29,195	890	3.05%	20	\$35.52
2020-10 - Coolsculpting Video - UGC	\$687.85	25,761	895	3.47%	12	\$57.32
2020-11 - Video - Coolsculpting Commercial	\$55.61	1,871	23	1.23%	1	\$55.61
2020-11 - Image - Client 1	\$46.03	1,996	39	1.95%	0	-
2020-11 - Image - Client 2	\$19.34	661	22	3.33%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Healthy Solutions	35-44	female	\$404.60	17,355	505	2.91%	11	\$36.78
Healthy Solutions	45-54	female	\$404.76	12,498	470	3.76%	9	\$44.97
Healthy Solutions	25-34	female	\$389.20	21,674	534	2.46%	8	\$48.65
Healthy Solutions	55-64	female	\$320.72	7,957	360	4.52%	5	\$64.14

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Healthy Solutions	mobile_app	\$1,478.04	58,063	1,832	3.16%	32	\$46.19
Healthy Solutions	mobile_web	\$29.93	1,080	36	3.33%	1	\$29.93
Healthy Solutions	desktop	\$11.31	341	1	0.29%	0	-