

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

Healthy Solutions (act\_10151397343774262)

## Key Performance Indicators



Impr  
45,731  
↓ 23%



Clicks  
1,070  
↓ 43%



Cost  
\$923.33  
↑ 39%



CTR  
2.34%  
↓ 25%



Fb Pixel Lead  
20  
↓ 39%

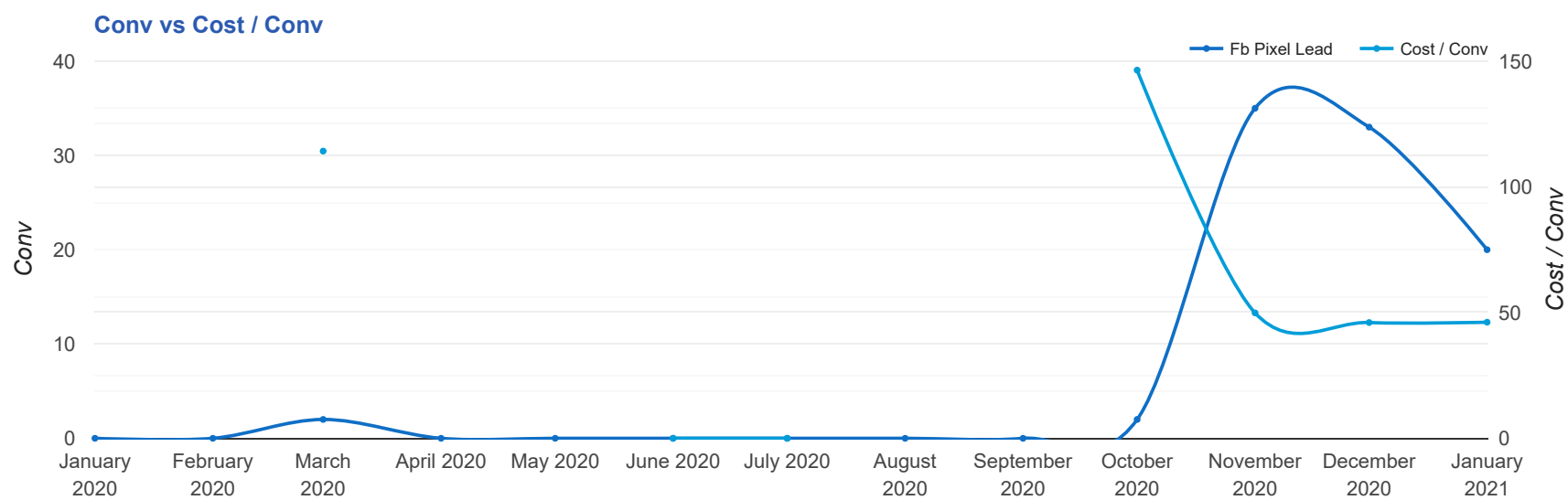


Cost / Conv  
\$46.17  
↔ 0%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Healthy Solutions	Jan, 2021	\$923.33	45,731	1,070	20	\$46.17

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Healthy Solutions	Jan, 2020	\$892.83	71,785	1,038	0	-
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	0	-
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	35	\$49.87
Healthy Solutions	Dec, 2020	\$1,519.39	59,493	1,869	33	\$46.04
Healthy Solutions	Jan, 2021	\$923.33	45,731	1,070	20	\$46.17

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$923.33	45,731	1,070	20	\$46.17

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting - 8mi Radius - Top 25% Income	\$923.33	45,731	1,070	20	\$46.17

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - Coolsculpting Video - UGC w/ Story	\$513.22	26,004	568	2.18%	10	\$51.32
2020-10 - Coolsculpting Video - UGC	\$321.99	15,475	413	2.67%	6	\$53.66
2020-11 - Video - Coolsculpting Commercial	\$56.17	2,445	55	2.25%	3	\$18.72
2020-11 - Image - Client 2	\$22.99	1,150	29	2.52%	1	\$22.99
2020-11 - Image - Client 1	\$8.96	657	5	0.76%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Healthy Solutions	35-44	female	\$263.39	13,731	299	2.18%	9	\$29.27
Healthy Solutions	25-34	female	\$258.58	19,025	375	1.97%	6	\$43.10
Healthy Solutions	45-54	female	\$231.34	8,361	250	2.99%	3	\$77.11
Healthy Solutions	55-64	female	\$170.02	4,614	146	3.16%	2	\$85.01

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Healthy Solutions	mobile_app	\$897.64	44,786	1,062	2.37%	19	\$47.24
Healthy Solutions	desktop	\$5.44	218	1	0.46%	1	\$5.44
Healthy Solutions	mobile_web	\$20.24	727	7	0.96%	0	-