

Facebook Account Performance Report 1 Feb 2021 — 28 Feb 2021

Healthy Solutions (act_10151397343774262)

Key Performance Indicators



Impr
54,505
↑ 19%



Clicks
1,042
↓ 3%



Cost
\$1,417.95
↑ 54%



CTR
1.91%
↓ 18%



Fb Pixel Lead
25
↑ 25%

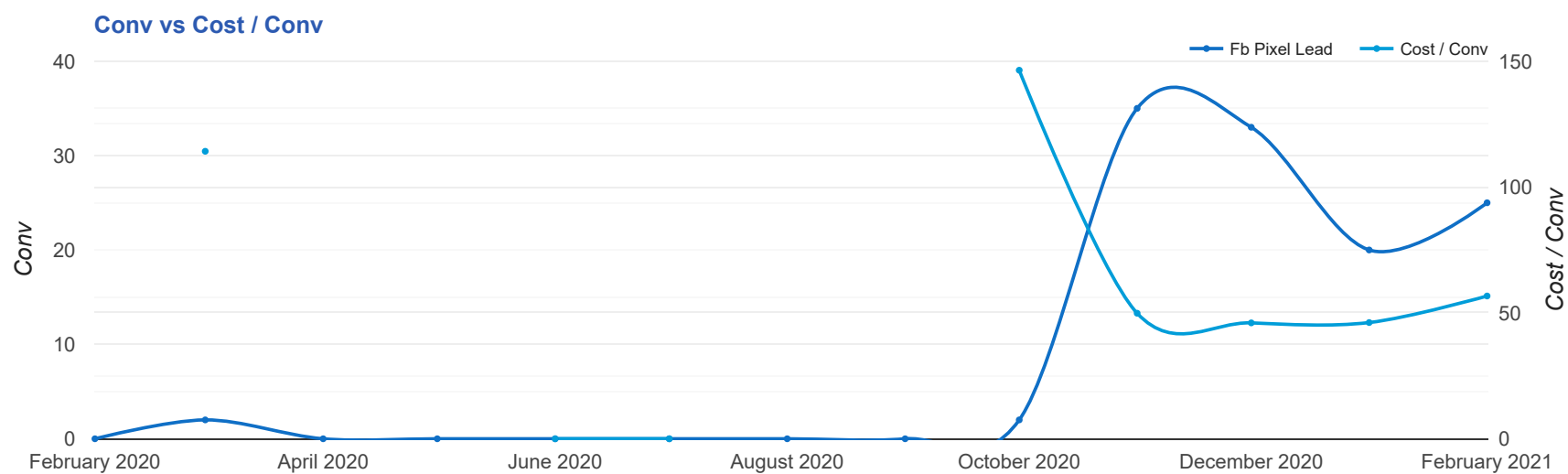


Cost / Conv
\$56.72
↑ 23%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Healthy Solutions	Feb, 2021	\$1,417.95	54,505	1,042	25	\$56.72

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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
Healthy Solutions	Feb, 2021	\$1,417.95	54,505	1,042	25	\$56.72

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,417.95	54,505	1,042	25	\$56.72

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting - 8mi Radius - Top 25% Income	\$1,417.95	54,505	1,042	25	\$56.72

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Video - Coolsculpting Commercial	\$547.84	16,741	283	1.69%	10	\$54.78
2020-11 - Image - Client 2	\$380.22	16,233	371	2.29%	9	\$42.25
2020-10 - Coolsculpting Video - UGC	\$168.79	7,436	150	2.02%	2	\$84.39
2020-10 - Coolsculpting Video - UGC w/ Story	\$209.55	8,560	137	1.60%	2	\$104.78
2020-11 - Image - Client 1	\$111.55	5,535	101	1.82%	2	\$55.77

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Healthy Solutions	35-44	female	\$419.56	17,413	358	2.06%	11	\$38.14
Healthy Solutions	25-34	female	\$300.72	17,280	188	1.09%	9	\$33.41
Healthy Solutions	55-64	female	\$328.18	7,897	234	2.96%	3	\$109.39
Healthy Solutions	45-54	female	\$369.44	11,910	262	2.20%	2	\$184.72
Healthy Solutions	Unknown	unknown	\$0.06	5	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Healthy Solutions	mobile_app	\$1,369.08	52,810	1,014	1.92%	25	\$54.76
Healthy Solutions	desktop	\$16.26	398	4	1.01%	0	-
Healthy Solutions	mobile_web	\$32.61	1,297	24	1.85%	0	-