

# **Facebook Account Performance Report 1 Jan 2020 — 31 Jan 2020**

Trenton King (act\_4439819805068) - Hollywood Body Laser

## Key Performance Indicators



Impr  
84,788  
↑ 290%



Clicks  
790  
↑ 274%



Cost  
\$1,550.92  
↑ 210%



CTR  
0.93%  
↓ 4%



Fb Pixel Lead  
51  
↑ 219%

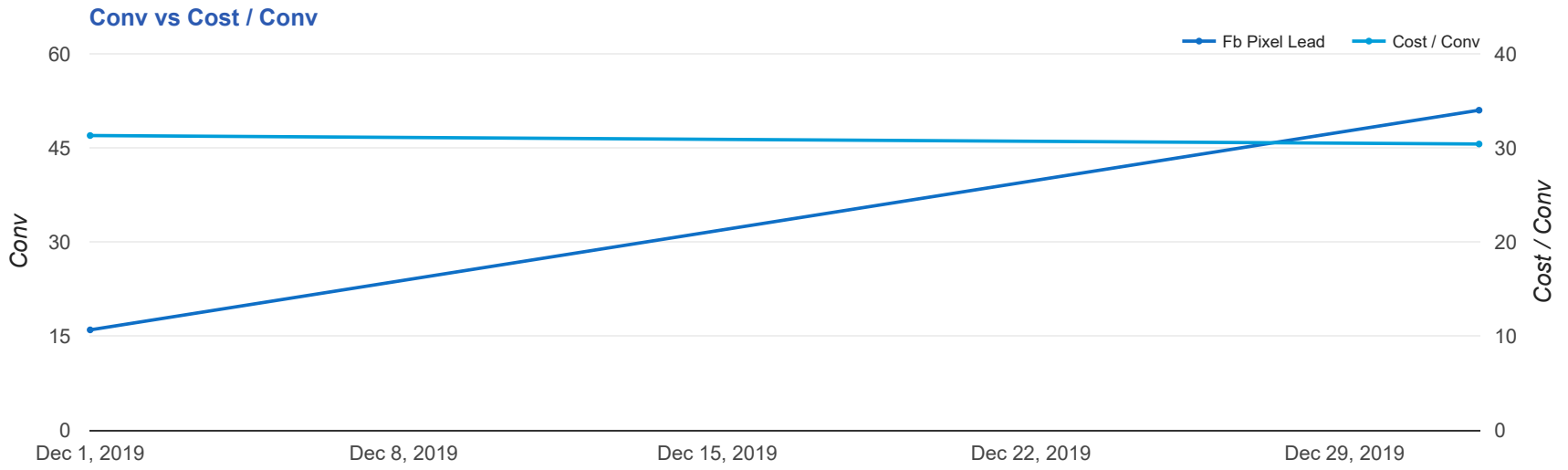


Cost / Conv  
\$30.41  
↓ 3%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Trenton King	Jan, 2020	\$1,550.92	84,788	790	51	\$30.41

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Trenton King	Dec, 2019	\$501.00	21,741	211	16	\$31.31
Trenton King	Jan, 2020	\$1,550.92	84,788	790	51	\$30.41

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,550.92	84,788	790	51	\$30.41

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Denver Women	\$775.28	42,037	468	38	\$20.40
Coolsculpting - Colorado Springs Women	\$775.64	42,751	322	13	\$59.66

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS Women - Holiday Img 1 - Image 4	\$478.68	26,855	289	1.08%	26	\$18.41
2019-12 - CS Women - Holiday Img 1 - Image 4	\$537.33	30,101	200	0.66%	9	\$59.70
2020-01 - CS Women - Valentine Img 1	\$78.97	4,088	61	1.49%	5	\$15.79
2019-12 - CS Women - Holiday Img 1 - Image 3	\$99.00	4,978	49	0.98%	4	\$24.75
2020-01 - CS Women - Valentine Img 1	\$89.79	4,799	57	1.19%	3	\$29.93
2019-12 - CS Women - Holiday Img 1 - Image 5	\$84.28	4,567	40	0.88%	2	\$42.14
2019-12 - CS Women - Holiday Img 1 - Image 5	\$118.54	6,437	51	0.79%	1	\$118.54
2020-01 - CS Women - Valentine Img 2	\$15.28	746	10	1.34%	1	\$15.28
2020-01 - CS Women - Valentine Img 2	\$16.69	869	10	1.15%	0	-
2020-01 - CS Women - Valentine Img 3	\$13.29	545	4	0.73%	0	-
2020-01 - CS Women - Valentine Img 3	\$19.07	803	19	2.37%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trenton King	25-34	female	\$401.39	31,337	226	0.72%	19	\$21.13
Trenton King	35-44	female	\$474.99	30,302	256	0.84%	14	\$33.93
Trenton King	45-54	female	\$466.12	17,537	221	1.26%	11	\$42.37
Trenton King	55-64	female	\$208.42	5,612	87	1.55%	7	\$29.77

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Trenton King	mobile_app	\$1,457.90	80,103	729	0.91%	38	\$38.37
Trenton King	mobile_web	\$73.45	3,568	48	1.35%	13	\$5.65
Trenton King	desktop	\$19.57	1,117	13	1.16%	0	-