

Facebook Account Performance Report 1 Aug 2020 — 31 Aug 2020

Trenton King (act_4439819805068) - Hollywood Body Laser

Key Performance Indicators



Impr
56,107
↑ 1%



Clicks
438
↑ 16%



Cost
\$1,233.27
↑ 59%



CTR
0.78%
↑ 16%



Fb Pixel Lead
45
↑ 105%

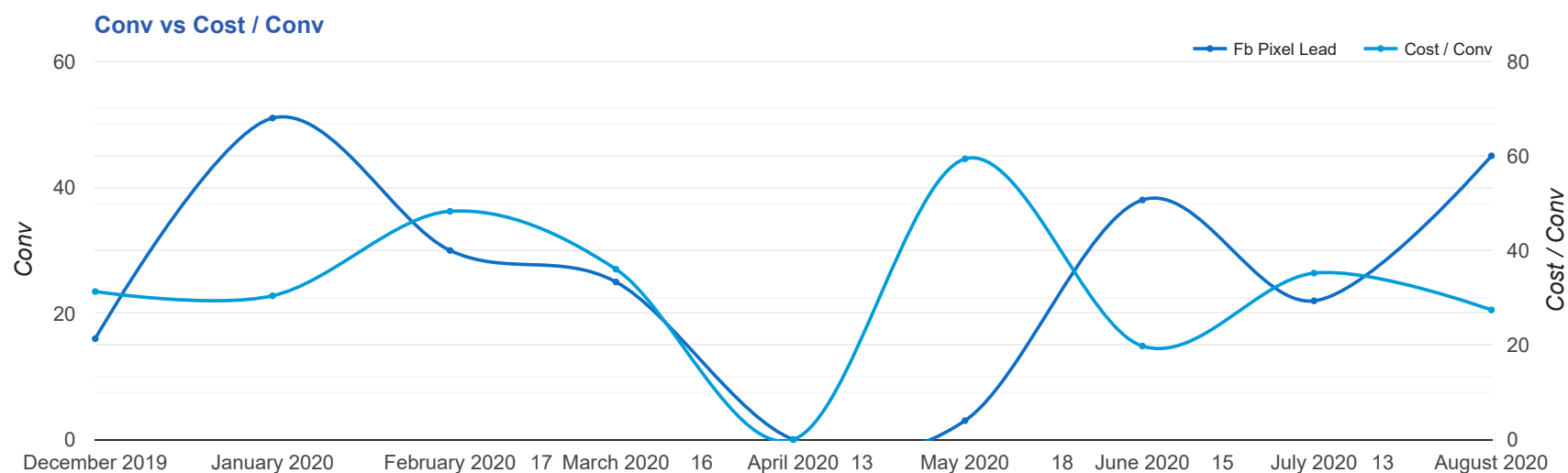


Cost / Conv
\$27.41
↓ 22%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Hollywood Body	Aug, 2020	\$1,233.27	56,107	438	45	\$27.41

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Hollywood Body	Dec, 2019	\$501.00	21,741	211	16	\$31.31
Hollywood Body	Jan, 2020	\$1,551.00	84,793	791	51	\$30.41
Hollywood Body	Feb, 2020	\$1,448.00	76,746	682	30	\$48.27
Hollywood Body	Mar, 2020	\$900.71	58,958	361	25	\$36.03
Hollywood Body	May, 2020	\$178.08	9,868	85	3	\$59.36
Hollywood Body	Jun, 2020	\$751.80	42,614	480	38	\$19.78
Hollywood Body	Jul, 2020	\$774.37	55,711	376	22	\$35.20
Hollywood Body	Aug, 2020	\$1,233.27	56,107	438	45	\$27.41

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,233.27	56,107	438	45	\$27.41

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Denver Women	\$1,233.27	56,107	438	45	\$27.41

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS Women - Image 1	\$787.11	34,956	293	0.84%	25	\$31.48
2019-12 - CS Women - Image 3	\$370.26	17,899	126	0.70%	19	\$19.49
2019-12 - CS Women - Image 5	\$75.90	3,252	19	0.58%	1	\$75.90

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Hollywood Body	25-34	female	\$389.13	23,391	140	0.60%	15	\$25.94
Hollywood Body	35-44	female	\$372.24	17,345	132	0.76%	13	\$28.63
Hollywood Body	45-54	female	\$329.76	11,424	106	0.93%	12	\$27.48
Hollywood Body	55-64	female	\$142.14	3,947	60	1.52%	5	\$28.43

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Hollywood Body	mobile_app	\$1,149.79	50,321	408	0.81%	43	\$26.74
Hollywood Body	mobile_web	\$51.42	2,095	25	1.19%	2	\$25.71
Hollywood Body	desktop	\$32.06	3,691	5	0.14%	0	-