

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

Trenton King (act_4439819805068) - Hollywood Body Laser

Key Performance Indicators



Impr
52,855
↓ 6%



Clicks
412
↓ 6%



Cost
\$1,501.76
↑ 22%



CTR
0.78%
↔ 0%



Fb Pixel Lead
20
↓ 56%

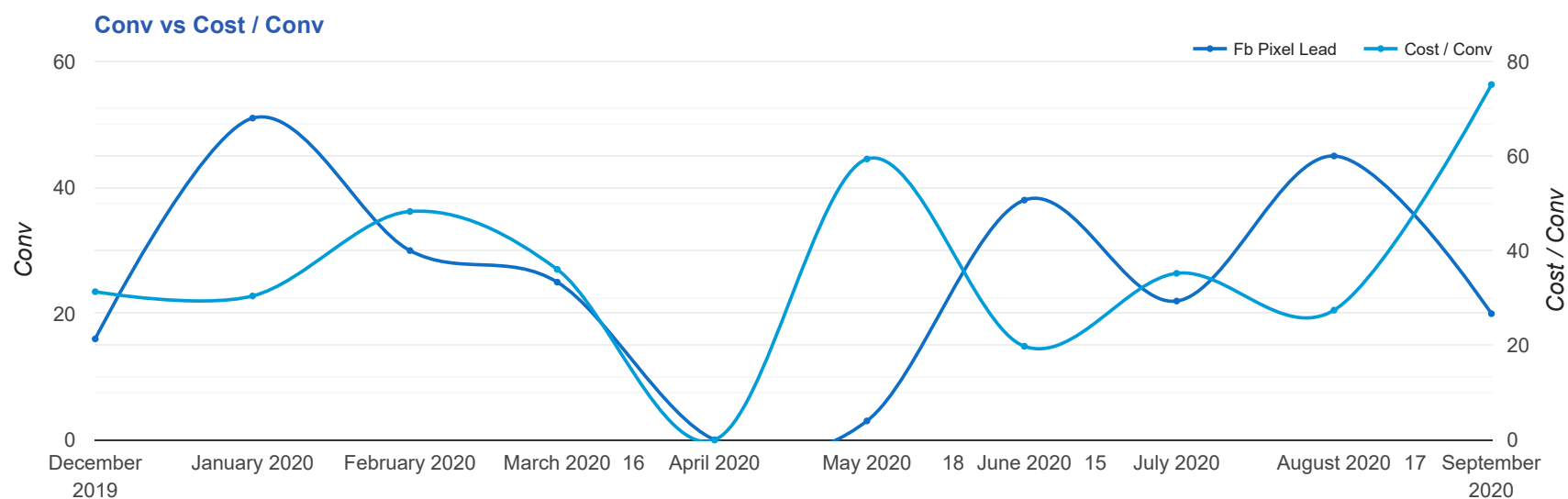


Cost / Conv
\$75.09
↑ 174%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Hollywood Body	Sep, 2020	\$1,501.76	52,855	412	20	\$75.09

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	\$1,233.28	56,108	438	45	\$27.41
Hollywood Body	Sep, 2020	\$1,501.76	52,855	412	20	\$75.09

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,501.76	52,855	412	20	\$75.09

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Denver Women	\$1,501.76	52,855	412	20	\$75.09

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS Women - Image 1	\$1,224.75	43,727	350	0.80%	19	\$64.46
2019-12 - CS Women - Image 3	\$277.01	9,128	62	0.68%	1	\$277.01

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Hollywood Body	25-34	female	\$482.80	22,586	128	0.57%	9	\$53.64
Hollywood Body	35-44	female	\$457.19	17,222	140	0.81%	6	\$76.20
Hollywood Body	45-54	female	\$407.09	9,835	97	0.99%	4	\$101.77
Hollywood Body	55-64	female	\$154.69	3,212	47	1.46%	1	\$154.69

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Hollywood Body	mobile_app	\$1,410.72	48,812	390	0.80%	20	\$70.54
Hollywood Body	desktop	\$19.13	1,680	3	0.18%	0	-
Hollywood Body	mobile_web	\$71.90	2,363	19	0.80%	0	-