

Facebook Account Performance Report 1 Jan 2020 — 31 Jan 2020

wayne wertheim (act_117337088362415)

Key Performance Indicators



Impr
22,787
↓ 16%



Clicks
513
↑ 39%



Cost
\$509.92
↑ 1%



CTR
2.25%
↑ 65%



Fb Pixel Lead
50
↑ 150%

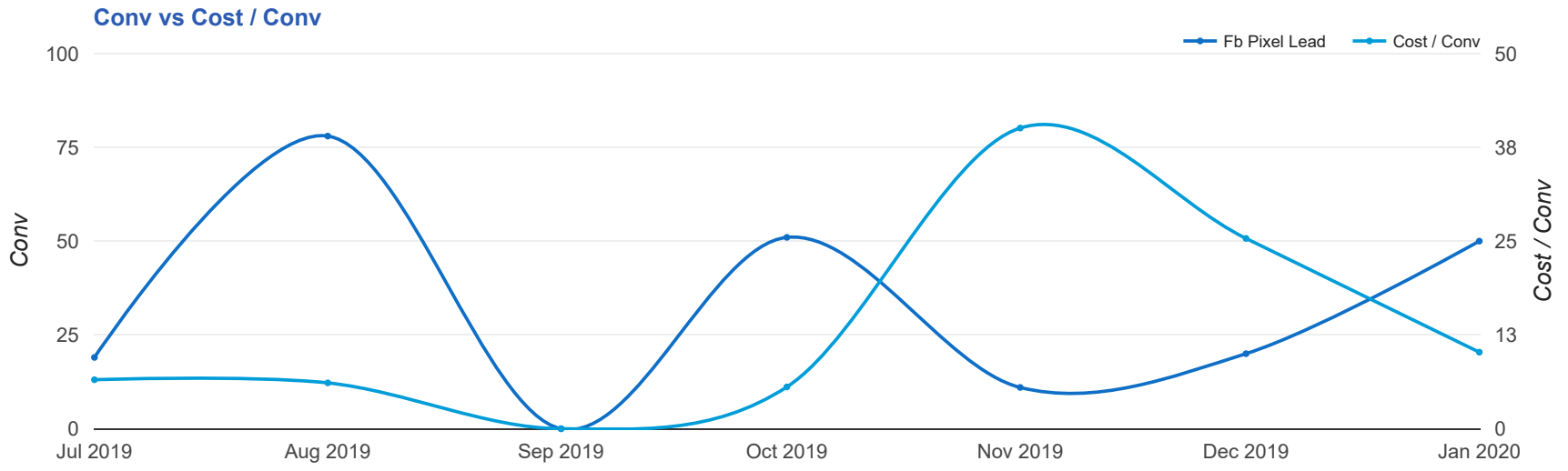


Cost / Conv
\$10.20
↓ 60%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
wayne wertheim	Jan, 2020	\$509.92	22,787	513	50	\$10.20

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
wayne wertheim	Jul, 2019	\$124.04	4,460	213	19	\$6.53
wayne wertheim	Aug, 2019	\$476.84	20,856	852	78	\$6.11
wayne wertheim	Oct, 2019	\$284.03	15,114	531	51	\$5.57
wayne wertheim	Nov, 2019	\$440.81	43,744	331	11	\$40.07
wayne wertheim	Dec, 2019	\$507.10	27,091	369	20	\$25.36
wayne wertheim	Jan, 2020	\$509.92	22,787	513	50	\$10.20

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$509.92	22,787	513	50	\$10.20

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Women - Dynamic	\$509.92	22,787	513	50	\$10.20

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - Emsculpt - Women - Dynamic	\$509.92	22,787	513	2.25%	50	\$10.20

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	35-44	female	\$171.40	9,107	175	1.92%	19	\$9.02
wayne wertheim	45-54	female	\$235.39	7,755	246	3.17%	19	\$12.39
wayne wertheim	25-34	female	\$103.13	5,925	92	1.55%	12	\$8.59

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	mobile_app	\$488.19	21,740	496	2.28%	49	\$9.96
wayne wertheim	mobile_web	\$14.58	751	11	1.46%	1	\$14.58
wayne wertheim	desktop	\$7.15	296	6	2.03%	0	-