

Facebook Account Performance Report

1 Feb 2020 — 29 Feb 2020

wayne wertheim (act_117337088362415)

Key Performance Indicators



Impr
20,764
↓ 9%



Clicks
468
↓ 9%



Cost
\$477.06
↓ 6%



CTR
2.25%
↔ 0%



Fb Pixel Lead
39
↓ 25%

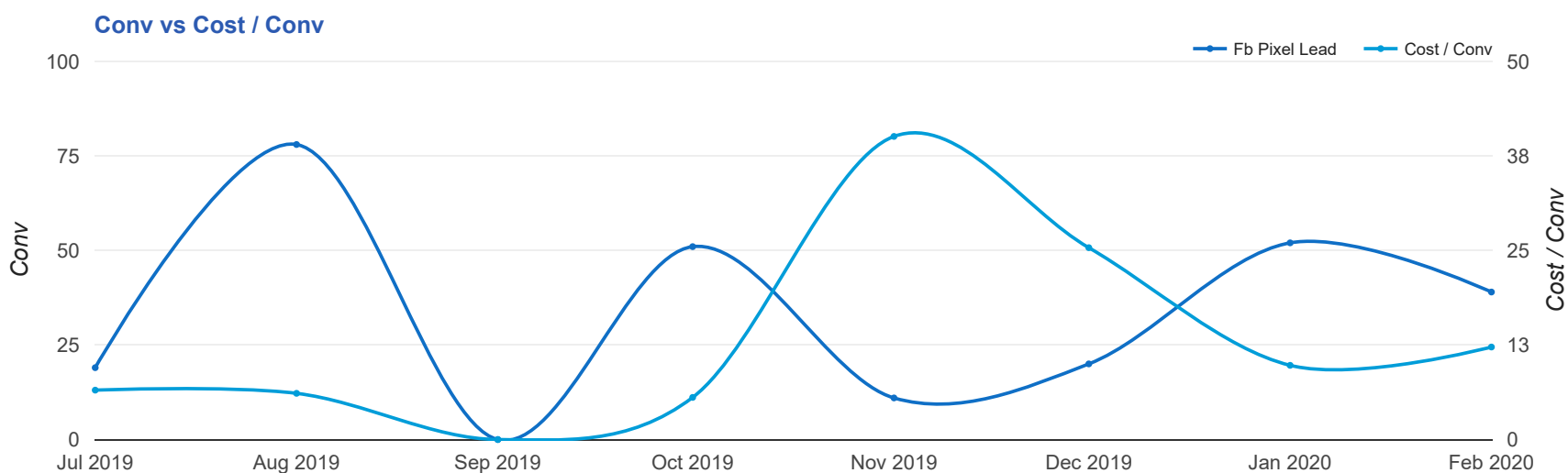


Cost / Conv
\$12.23
↑ 25%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
wayne wertheim	Feb, 2020	\$477.06	20,764	468	39	\$12.23

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	\$509.95	22,790	513	52	\$9.81
wayne wertheim	Feb, 2020	\$477.06	20,764	468	39	\$12.23

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$477.06	20,764	468	39	\$12.23

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Women - Dynamic	\$451.15	19,686	423	36	\$12.53
Emsculpt - Women - Video	\$18.95	750	38	3	\$6.32
Emsculpt - Women	\$6.96	328	7	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - Emsculpt - Women - Dynamic	\$451.15	19,686	423	2.15%	36	\$12.53
2020-02 - Emsculpt - Women - Video 1	\$18.95	750	38	5.07%	3	\$6.32
2020-02 - Emsculpt - Women - Img 1	\$5.02	209	4	1.91%	0	-
2020-02 - Emsculpt - Women - Img 2	\$0.76	34	1	2.94%	0	-
2020-02 - Emsculpt - Women - Img 5	\$0.67	48	0	0.00%	0	-
2020-02 - Emsculpt - Women - Img 6	\$0.51	37	2	5.41%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	45-54	female	\$204.19	6,879	207	3.01%	15	\$13.61
wayne wertheim	25-34	female	\$106.49	6,006	104	1.73%	13	\$8.19
wayne wertheim	35-44	female	\$166.38	7,879	157	1.99%	11	\$15.13

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	mobile_app	\$457.44	19,861	452	2.28%	39	\$11.73
wayne wertheim	desktop	\$4.90	186	2	1.08%	0	-
wayne wertheim	mobile_web	\$14.72	717	14	1.95%	0	-