

# Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020

wayne wertheim (act\_117337088362415)

## Key Performance Indicators



Impr  
25,025  
↑ 39%



Clicks  
355  
↑ 21%



Cost  
\$494.73  
↑ 14%



CTR  
1.42%  
↓ 13%



Fb Pixel Lead  
15  
↓ 56%

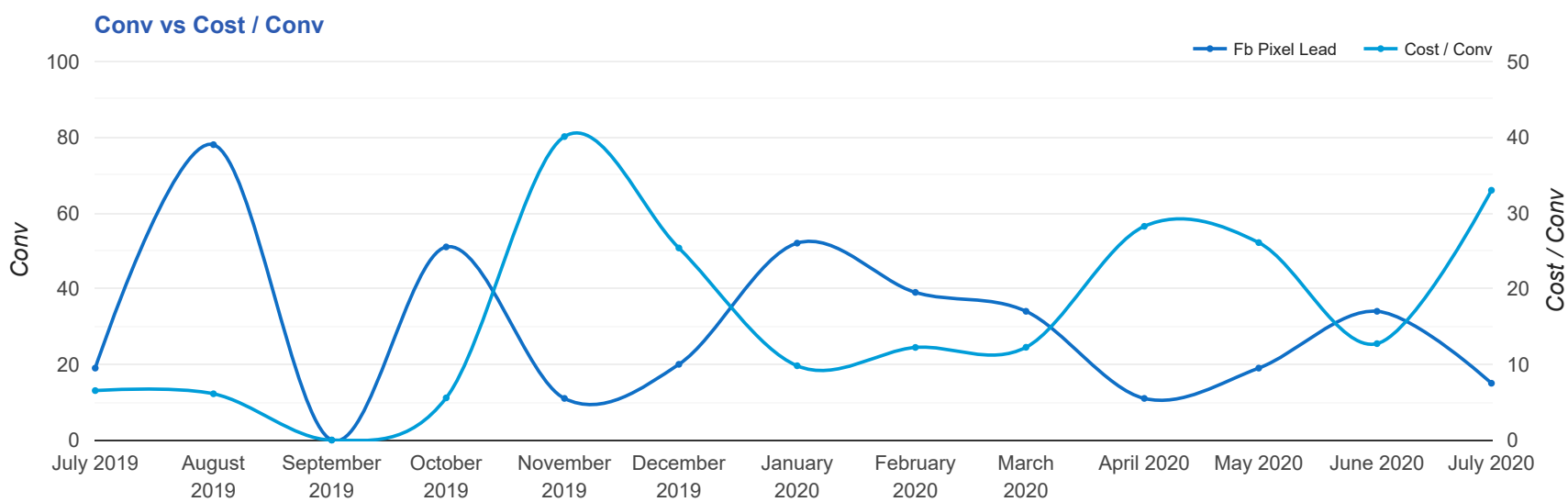


Cost / Conv  
\$32.98  
↑ 159%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
wayne wertheim	Jul, 2020	\$494.73	25,025	355	15	\$32.98

# 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
wayne wertheim	Mar, 2020	\$416.62	23,610	553	34	\$12.25
wayne wertheim	Apr, 2020	\$310.47	14,097	216	11	\$28.22
wayne wertheim	May, 2020	\$495.38	21,277	379	19	\$26.07
wayne wertheim	Jun, 2020	\$432.93	17,976	293	34	\$12.73
wayne wertheim	Jul, 2020	\$494.73	25,025	355	15	\$32.98

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$494.73	25,025	355	15	\$32.98

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Women - Video	\$494.73	25,025	355	15	\$32.98

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - Emsculpt - Women - Video 1 - Temp	\$490.31	24,857	355	1.43%	15	\$32.69
2020-07 - Emsculpt - Women - J-lo	\$4.42	168	0	0.00%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	25-34	female	\$115.68	8,008	70	0.87%	6	\$19.28
wayne wertheim	35-44	female	\$180.63	9,195	125	1.36%	6	\$30.11
wayne wertheim	45-54	female	\$198.43	7,822	160	2.05%	3	\$66.14

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	mobile_app	\$486.80	24,590	343	1.39%	15	\$32.45
wayne wertheim	desktop	\$1.89	94	0	0.00%	0	-
wayne wertheim	mobile_web	\$6.04	341	12	3.52%	0	-