

# **Facebook Account Performance Report 1 Oct 2020 — 31 Oct 2020**

wayne wertheim (act\_117337088362415)

## Key Performance Indicators



Impr  
14,666  
↑ 594%



Clicks  
207  
↑ 491%



Cost  
\$510.23  
↑ 387%



CTR  
1.41%  
↓ 15%



Fb Pixel Lead  
27  
↑ ∞

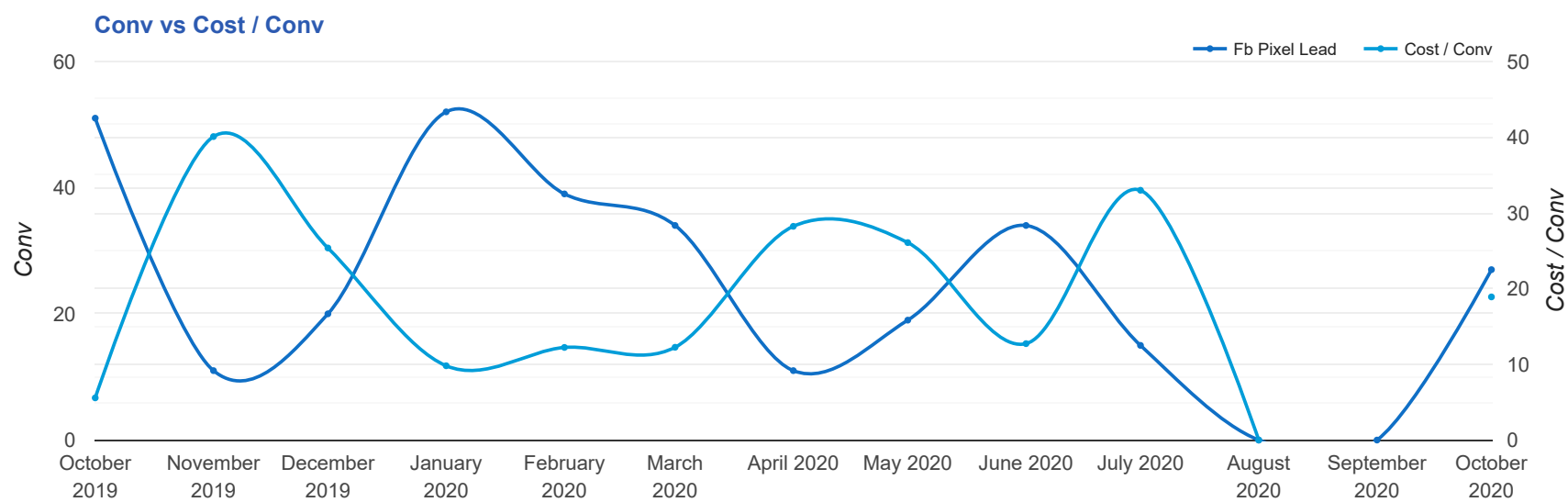


Cost / Conv  
\$18.90  
-

## Monthly Account Summary

| ACCOUNT        | DATE      | COST     | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|----------------|-----------|----------|--------|--------|---------------|-------------|
| wayne wertheim | Oct, 2020 | \$510.23 | 14,666 | 207    | 27            | \$18.90     |

# Monthly Performance Trends



| ACCOUNT        | DATE      | COST     | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|----------------|-----------|----------|--------|--------|---------------|-------------|
| 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     |
| wayne wertheim | Sep, 2020 | \$104.87 | 2,112  | 35     | 0             | -           |
| wayne wertheim | Oct, 2020 | \$510.23 | 14,666 | 207    | 27            | \$18.90     |

## Top Performing Campaigns

| CAMPAIGNS              | COST     | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|------------------------|----------|--------|--------|---------------|-------------|
| Emsculpt - Conversions | \$510.23 | 14,666 | 207    | 27            | \$18.90     |

## Top Performing Ad Sets

| ADSET                    | COST     | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|--------------------------|----------|--------|--------|---------------|-------------|
| Emsculpt - Women - Video | \$510.23 | 14,666 | 207    | 27            | \$18.90     |

# Top Performing Ads

| AD  | COST     | IMPR   | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|---|----------|--------|--------|-------|---------------|-------------|
| 2020-07 - Emsculpt - Women - J-lo           | \$434.72 | 12,230 | 165    | 1.35% | 25            | \$17.39     |
| 2020-02 - Emsculpt - Women - Video 1 - Temp | \$75.51  | 2,436  | 42     | 1.72% | 2             | \$37.76     |

## Age & Gender Performance

| ACCOUNT        | AGE   | GENDER | COST     | IMPR  | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|----------------|-------|--------|----------|-------|--------|-------|---------------|-------------|
| wayne wertheim | 35-44 | female | \$184.68 | 5,359 | 79     | 1.47% | 13            | \$14.21     |
| wayne wertheim | 45-54 | female | \$207.25 | 4,583 | 84     | 1.83% | 8             | \$25.91     |
| wayne wertheim | 25-34 | female | \$118.30 | 4,724 | 44     | 0.93% | 6             | \$19.72     |

## Performance By Device

| ACCOUNT        | DEVICE     | COST     | IMPR   | CLICKS | CTR    | FB PIXEL LEAD | COST / CONV |
|----------------|------------|----------|--------|--------|--------|---------------|-------------|
| wayne wertheim | mobile_app | \$505.64 | 14,537 | 200    | 1.38%  | 27            | \$18.73     |
| wayne wertheim | desktop    | \$2.73   | 72     | 1      | 1.39%  | 0             | -           |
| wayne wertheim | mobile_web | \$1.86   | 57     | 6      | 10.53% | 0             | -           |