

Facebook Account Performance Report 1 Nov 2020 — 30 Nov 2020

wayne wertheim (act_117337088362415)

Key Performance Indicators



Impr
17,983
↑ 23%



Clicks
540
↑ 161%



Cost
\$493.71
↓ 3%



CTR
3.00%
↑ 113%



Fb Pixel Lead
45
↑ 67%

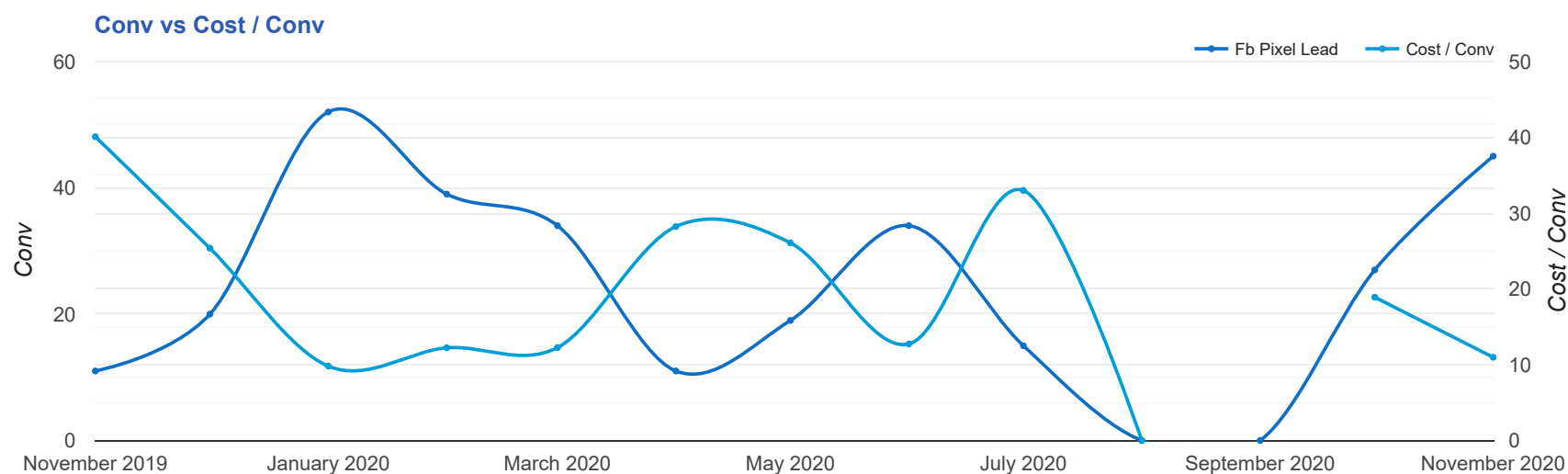


Cost / Conv
\$10.97
↓ 42%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
wayne wertheim	Nov, 2020	\$493.71	17,983	540	45	\$10.97

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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
wayne wertheim	Nov, 2020	\$493.71	17,983	540	45	\$10.97

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$493.71	17,983	540	45	\$10.97

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Women - Video	\$493.71	17,983	540	45	\$10.97

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Emsculpt - Women - Video 1	\$293.78	10,469	362	3.46%	25	\$11.75
2020-11 - Emsculpt - Women - Video 2	\$131.14	5,422	143	2.64%	15	\$8.74
2020-07 - Emsculpt - Women - J-lo	\$51.67	1,471	27	1.84%	5	\$10.33
2020-02 - Emsculpt - Women - Video 1 - Temp	\$17.12	621	8	1.29%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	45-54	female	\$221.95	6,356	247	3.89%	22	\$10.09
wayne wertheim	35-44	female	\$160.73	6,289	181	2.88%	14	\$11.48
wayne wertheim	25-34	female	\$1111.03	5,338	112	2.10%	9	\$12.34

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	mobile_app	\$487.00	17,750	528	2.97%	44	\$11.07
wayne wertheim	mobile_web	\$5.12	162	9	5.56%	1	\$5.12
wayne wertheim	desktop	\$1.59	71	3	4.23%	0	-