

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

wayne wertheim (act\_117337088362415)

## Key Performance Indicators



Impr  
15,006  
↓ 17%



Clicks  
442  
↓ 18%



Cost  
\$509.13  
↑ 3%



CTR  
2.95%  
↓ 2%



Fb Pixel Lead  
43  
↓ 4%

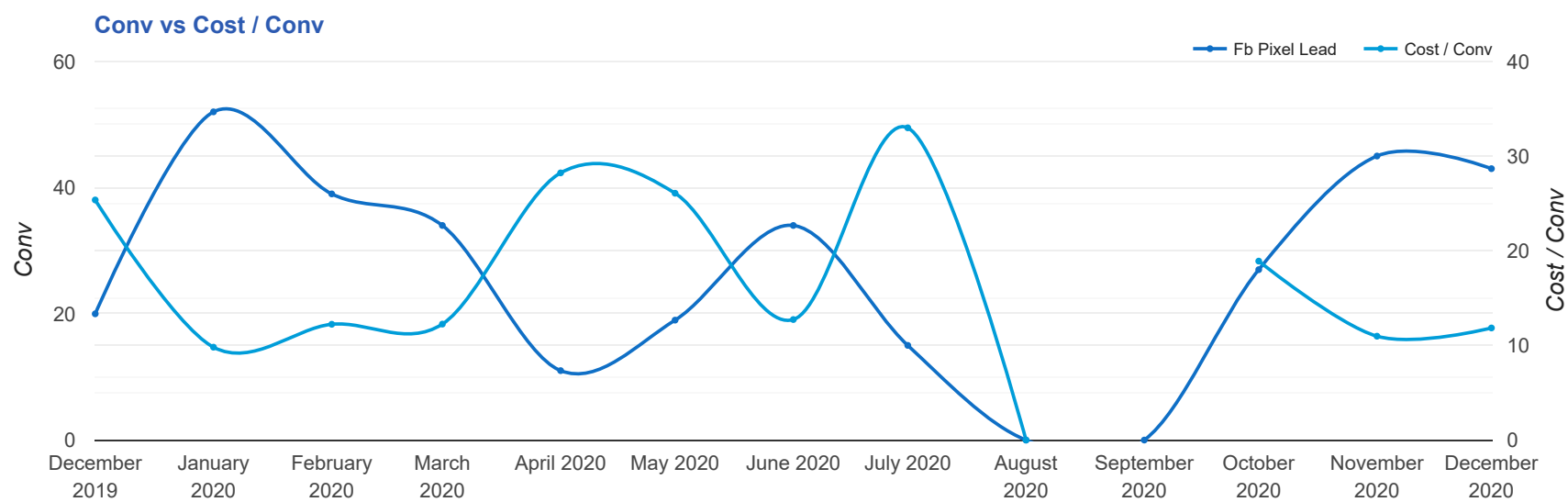


Cost / Conv  
\$11.84  
↑ 8%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
wayne wertheim	Dec, 2020	\$509.13	15,006	442	43	\$11.84

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	17,984	540	45	\$10.97
wayne wertheim	Dec, 2020	\$509.13	15,006	442	43	\$11.84

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$509.13	15,006	442	43	\$11.84

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Women - Video	\$509.13	15,006	442	43	\$11.84

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Emsculpt - Women - Video 1	\$246.30	6,873	237	3.45%	25	\$9.85
2020-11 - Emsculpt - Women - Video 2	\$235.85	7,484	184	2.46%	17	\$13.87
2020-07 - Emsculpt - Women - J-lo	\$21.00	464	12	2.59%	1	\$21.00
2020-02 - Emsculpt - Women - Video 1 - Temp	\$5.98	185	9	4.86%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	45-54	female	\$241.91	5,923	203	3.43%	22	\$11.00
wayne wertheim	35-44	female	\$173.15	5,487	157	2.86%	14	\$12.37
wayne wertheim	25-34	female	\$94.07	3,596	82	2.28%	7	\$13.44

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	mobile_app	\$501.21	14,773	431	2.92%	43	\$11.66
wayne wertheim	desktop	\$1.69	44	1	2.27%	0	-
wayne wertheim	mobile_web	\$6.23	189	10	5.29%	0	-