

**Facebook Account Performance  
Report  
1 Jan 2021 — 31 Jan 2021**

wayne wertheim (act\_117337088362415)

## Key Performance Indicators



Impr  
18,911  
↑ 26%



Clicks  
480  
↑ 9%



Cost  
\$510.29  
↔ 0%



CTR  
2.54%  
↓ 14%



Fb Pixel Lead  
31  
↓ 28%

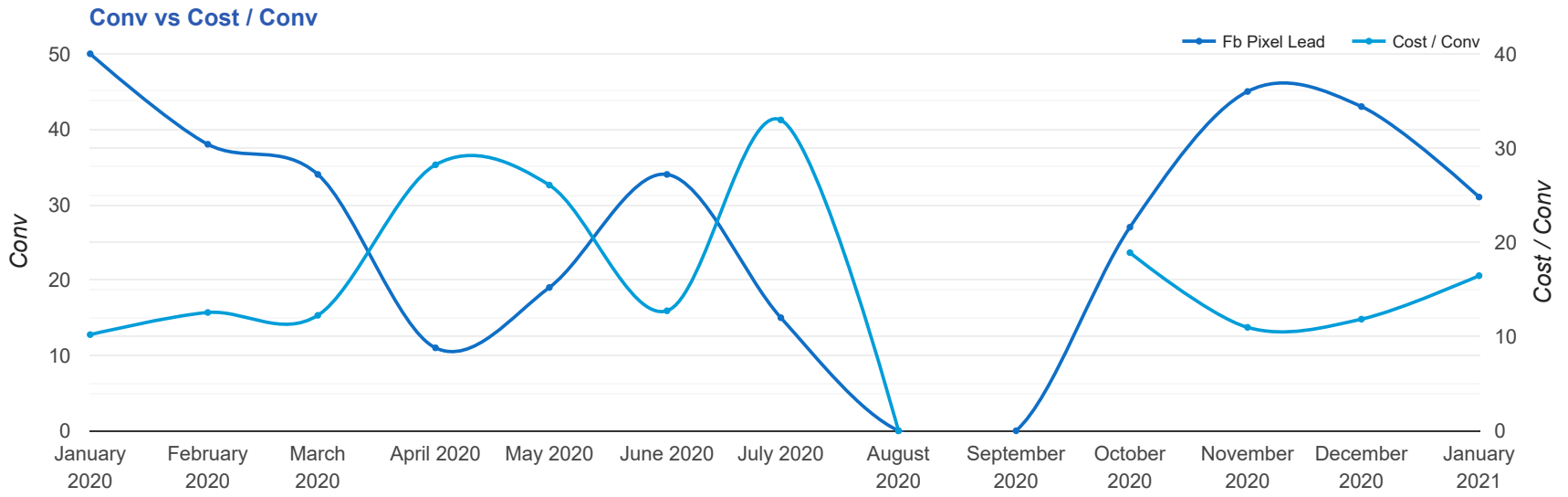


Cost / Conv  
\$16.46  
↑ 39%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
wayne wertheim	Jan, 2021	\$510.29	18,911	480	31	\$16.46

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
wayne wertheim	Jan, 2020	\$509.95	22,790	513	50	\$10.20
wayne wertheim	Feb, 2020	\$477.06	20,764	468	38	\$12.55
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	\$509.23	15,009	442	43	\$11.84
wayne wertheim	Jan, 2021	\$510.29	18,911	480	31	\$16.46

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$510.29	18,911	480	31	\$16.46

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Women - Video	\$510.29	18,911	480	31	\$16.46

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Emsculpt - Women - Video 1	\$366.14	13,356	326	2.44%	24	\$15.26
2020-11 - Emsculpt - Women - Video 2	\$117.15	4,883	142	2.91%	4	\$29.29
2020-07 - Emsculpt - Women - J-lo	\$23.58	571	12	2.10%	3	\$7.86
2020-02 - Emsculpt - Women - Video 1 - Temp	\$3.42	101	0	0.00%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	35-44	female	\$179.78	6,731	169	2.51%	18	\$9.99
wayne wertheim	45-54	female	\$220.76	6,694	216	3.23%	10	\$22.08
wayne wertheim	25-34	female	\$109.60	5,485	95	1.73%	3	\$36.53
wayne wertheim	Unknown	unknown	\$0.15	1	0	0.00%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	mobile_app	\$506.99	18,784	478	2.54%	31	\$16.35
wayne wertheim	desktop	\$1.03	25	0	0.00%	0	-
wayne wertheim	mobile_web	\$2.27	102	2	1.96%	0	-