

Facebook Account Performance Report 1 Mar 2021 — 31 Mar 2021

J Walker Wellness (act_10151034449683300)

Key Performance Indicators



Impr
4,247
↑ ∞



Clicks
171
↑ ∞



Cost
\$139.36
↑ ∞



CTR
4.03%
-



Fb Pixel Lead
9
↑ ∞

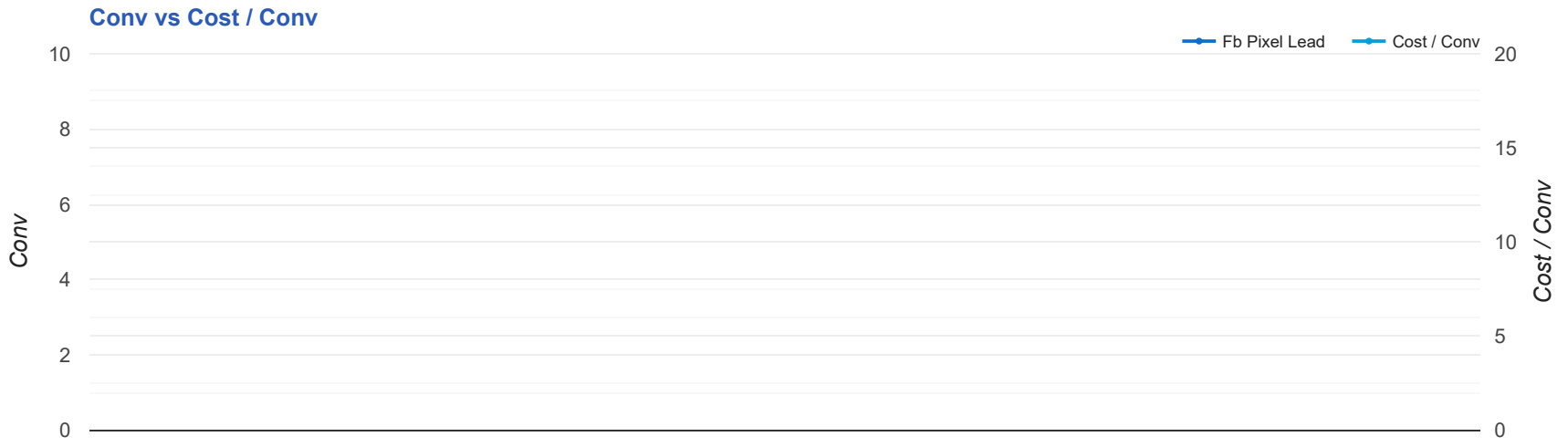


Cost / Conv
\$15.48
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
J Walker Wellness	Mar, 2021	\$139.36	4,247	171	9	\$15.48

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
J Walker Wellness	Mar, 2021	\$139.36	4,247	171	9	\$15.48

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Hydrafacial - Conversions	\$139.36	4,247	171	9	\$15.48

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-64 - 7mi Radius	\$139.36	4,247	171	9	\$15.48

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021 - 03 - Video - Hydrafacial	\$139.36	4,247	171	4.03%	9	\$15.48

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
J Walker Wellness	45-54	female	\$43.42	1,347	40	2.97%	4	\$10.86
J Walker Wellness	55-64	female	\$52.00	1,129	100	8.86%	4	\$13.00
J Walker Wellness	35-44	female	\$28.27	1,094	17	1.55%	1	\$28.27
J Walker Wellness	25-34	female	\$15.67	676	14	2.07%	0	-
J Walker Wellness	Unknown	unknown	\$0.00	1	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
J Walker Wellness	mobile_app	\$134.64	4,120	168	4.08%	9	\$14.96
J Walker Wellness	desktop	\$3.38	65	0	0.00%	0	-
J Walker Wellness	mobile_web	\$1.34	62	3	4.84%	0	-