

Facebook Account Performance Report

1 Apr 2021 — 30 Apr 2021

J Walker Wellness (act_10151034449683300)

Key Performance Indicators



Impr
15,834
↑ 273%



Clicks
440
↑ 157%



Cost
\$503.13
↑ 261%



CTR
2.78%
↓ 31%



Fb Pixel Lead
16
↑ 100%

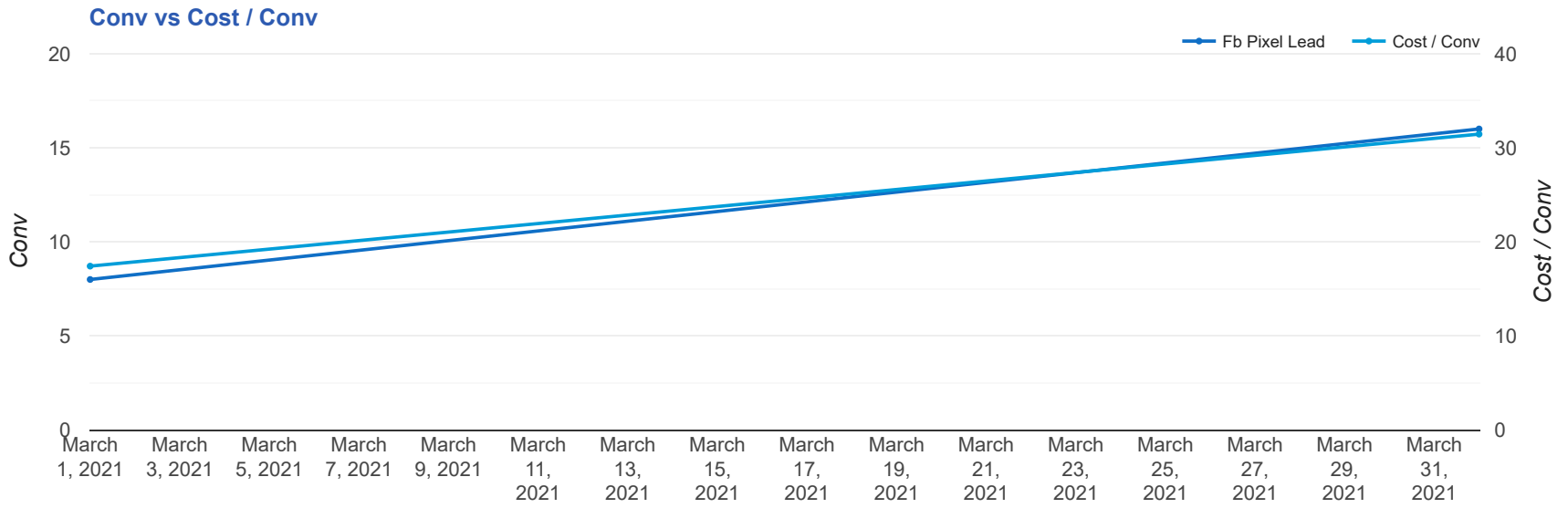


Cost / Conv
\$31.45
↑ 81%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
J Walker Wellness	Apr, 2021	\$503.13	15,834	440	16	\$31.45

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
J Walker Wellness	Mar, 2021	\$139.36	4,247	171	8	\$17.42
J Walker Wellness	Apr, 2021	\$503.13	15,834	440	16	\$31.45

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Hydrafacial - Conversions	\$493.13	15,335	435	16	\$30.82
Job: Aesthetician	\$10.00	499	5	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-64 - 7mi Radius	\$493.13	15,335	435	16	\$30.82
Job: Aesthetician	\$10.00	499	5	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021 - 03 - Video - Hydrafacial	\$493.13	15,335	435	2.84%	16	\$30.82
Job: Aesthetician	\$10.00	499	5	1.00%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
J Walker Wellness	45-54	female	\$170.97	4,826	171	3.54%	7	\$24.42
J Walker Wellness	25-34	female	\$50.85	2,647	30	1.13%	3	\$16.95
J Walker Wellness	35-44	female	\$111.40	4,410	95	2.15%	3	\$37.13
J Walker Wellness	55-64	female	\$166.06	3,736	141	3.77%	3	\$55.35
J Walker Wellness	18-24	female	\$0.41	28	0	0.00%	0	-
J Walker Wellness	18-24	male	\$0.15	16	0	0.00%	0	-
J Walker Wellness	18-24	unknown	\$0.02	1	0	0.00%	0	-
J Walker Wellness	25-34	male	\$1.23	46	1	2.17%	0	-
J Walker Wellness	35-44	male	\$0.25	33	0	0.00%	0	-
J Walker Wellness	35-44	unknown	\$0.02	1	0	0.00%	0	-
J Walker Wellness	45-54	male	\$0.67	27	0	0.00%	0	-
J Walker Wellness	45-54	unknown	\$0.00	1	0	0.00%	0	-
J Walker Wellness	55-64	male	\$0.59	32	1	3.13%	0	-
J Walker Wellness	65+	female	\$0.22	19	1	5.26%	0	-
J Walker Wellness	65+	male	\$0.11	9	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
J Walker Wellness	mobile_app	\$489.46	15,426	421	2.73%	16	\$30.59
J Walker Wellness	desktop	\$6.66	134	3	2.24%	0	-
J Walker Wellness	mobile_web	\$7.02	274	16	5.84%	0	-
J Walker Wellness	unknown	\$0.00	0	0	-%	0	-