

Facebook Account Performance Report 1 Jan 2020 — 31 Jan 2020

Umm Dean (act_28548383)

Key Performance Indicators



Impr
69,183
↑ 15%



Clicks
912
↑ 38%



Cost
\$1,938.56
↑ 10%



CTR
1.32%
↑ 20%



0
-

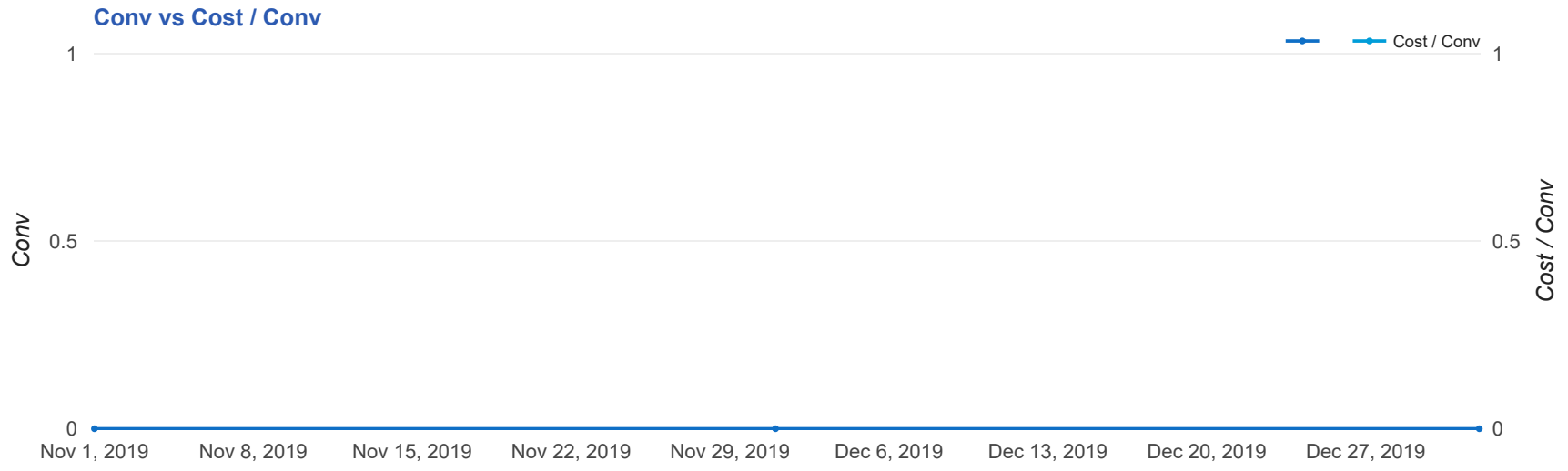


Cost / Conv
-
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS		COST / CONV
Umm Dean	Jan, 2020	\$1,938.56	69,183	912	0	-

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS		COST / CONV
Umm Dean	Nov, 2019	\$235.87	10,399	52	0	-
Umm Dean	Dec, 2019	\$1,758.10	60,303	663	0	-
Umm Dean	Jan, 2020	\$1,938.56	69,183	912	0	-

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS		COST / CONV
Coolsculpting - Conversions	\$1,550.05	65,001	849	0	-
Emsculpt - Conversions	\$388.51	4,182	63	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS		COST / CONV
Coolsculpting - Men	\$534.19	25,850	378	0	-
Coolsculpting - Women	\$1,015.86	39,151	471	0	-
Emsculpt - Men	\$175.59	1,721	37	0	-
Emsculpt - Women	\$212.92	2,461	26	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR		COST / CONV
2019-12 - CS - Women - Img 3	\$246.00	7,552	115	1.52%	0	-
2019-12 - CS - Women - Img 1	\$116.99	5,665	56	0.99%	0	-
2019-12 - CS - Women - Img 4	\$95.39	4,370	43	0.98%	0	-
2019-11 - Coolsculpting - Prospecting - Men - Img 1	\$386.78	19,233	270	1.40%	0	-
2019-11 - Coolsculpting - Prospecting - Men - Img 2	\$147.41	6,617	108	1.63%	0	-
2019-11 - Emsculpt - Prospecting - Men - Img 2	\$9.37	104	1	0.96%	0	-
2019-11 - Emsculpt - Prospecting - Men - Img 1	\$166.22	1,617	36	2.23%	0	-
2019-11 - Emsculpt - Prospecting - Women - Img 4	\$155.90	1,842	18	0.98%	0	-
2019-12 - Emsculpt - Prospecting - Women - Img 6	\$57.02	619	8	1.29%	0	-
2019-12 - CS - Women - Img 5	\$557.48	21,564	257	1.19%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	COST / CONV	
Umm Dean	25-34	female	\$301.98	13,430	108	0.80%	0	-
Umm Dean	25-34	male	\$134.60	7,093	90	1.27%	0	-
Umm Dean	35-44	female	\$412.13	15,397	182	1.18%	0	-
Umm Dean	35-44	male	\$202.99	8,308	122	1.47%	0	-
Umm Dean	45-54	female	\$514.67	12,784	207	1.62%	0	-
Umm Dean	45-54	male	\$218.62	7,811	127	1.63%	0	-
Umm Dean	55-64	male	\$153.57	4,360	76	1.74%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	COST / CONV	
Umm Dean	desktop	\$49.73	1,766	20	1.13%	0	-
Umm Dean	mobile_app	\$1,797.64	64,289	861	1.34%	0	-
Umm Dean	mobile_web	\$91.19	3,128	31	0.99%	0	-