

Facebook Account Performance Report 1 Feb 2020 — 29 Feb 2020

Umm Dean (act_28548383)

Key Performance Indicators



Impr
34,692
↓ 50%



Clicks
577
↓ 37%



Cost
\$1,215.80
↓ 37%



CTR
1.66%
↑ 26%



Fb Pixel Lead
26
↓ 33%

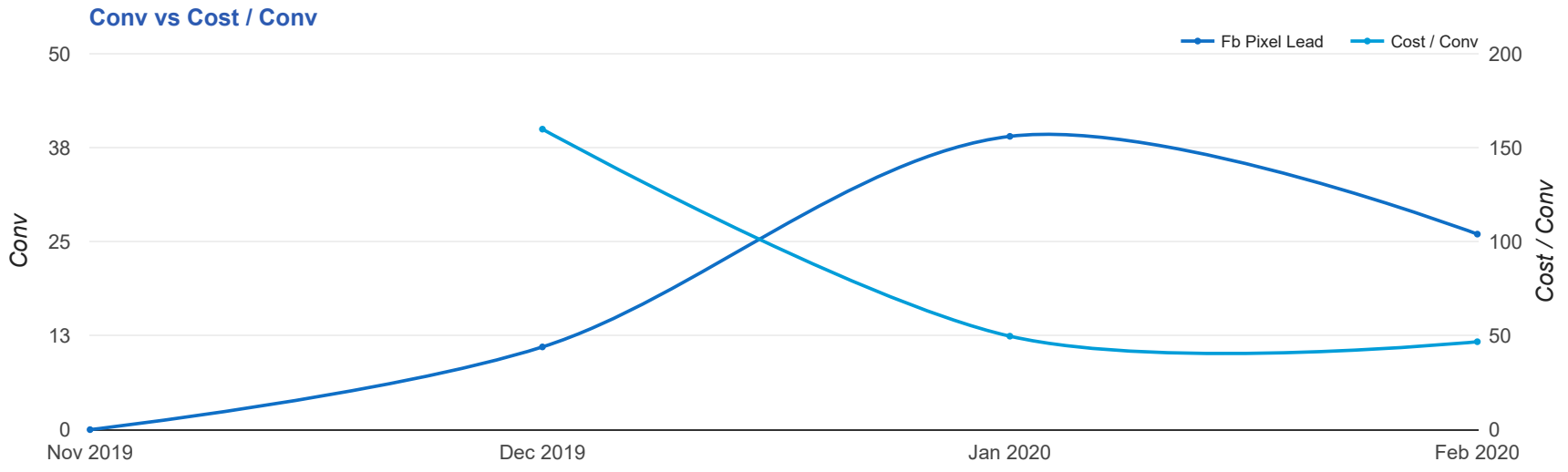


Cost / Conv
\$46.76
↓ 6%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Umm Dean	Feb, 2020	\$1,215.80	34,692	577	26	\$46.76

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Umm Dean	Nov, 2019	\$235.87	10,399	52	0	-
Umm Dean	Dec, 2019	\$1,758.10	60,303	663	11	\$159.83
Umm Dean	Jan, 2020	\$1,938.63	69,187	912	39	\$49.71
Umm Dean	Feb, 2020	\$1,215.80	34,692	577	26	\$46.76

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$690.22	29,166	488	16	\$43.14
Emsculpt - Conversions	\$525.58	5,526	89	10	\$52.56

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$596.08	24,333	411	15	\$39.74
Emsculpt - Men	\$227.54	2,421	47	5	\$45.51
Emsculpt - Women	\$298.04	3,105	42	5	\$59.61
Coolsculpting - Men	\$94.14	4,833	77	1	\$94.14

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS - Women - Img 5	\$457.81	19,073	316	1.66%	11	\$41.62
2019-11 -Emsculpt - Prospecting - Men - Img 1	\$220.22	2,335	45	1.93%	5	\$44.04
2019-12 - CS - Women - Img 3	\$121.16	4,589	89	1.94%	4	\$30.29
2019-11 -Emsculpt - Prospecting - Women - Img 4	\$173.44	1,770	23	1.30%	3	\$57.81
2019-12 -Emsculpt - Prospecting - Women - Img 6	\$124.60	1,335	19	1.42%	2	\$62.30
2019-11 - Coolsculpting - Prospecting - Men - Img 1	\$59.99	3,306	59	1.78%	1	\$59.99
2019-12 - CS - Women - Img 4	\$17.11	671	6	0.89%	0	-
2019-11 - Coolsculpting - Prospecting - Men - Img 2	\$34.15	1,527	18	1.18%	0	-
2019-11 -Emsculpt - Prospecting - Men - Img 2	\$7.32	86	2	2.33%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Umm Dean	45-54	female	\$359.18	8,505	164	1.93%	10	\$35.92
Umm Dean	35-44	female	\$268.92	9,335	135	1.45%	5	\$53.78
Umm Dean	55-64	female	\$100.55	2,191	66	3.01%	3	\$33.52
Umm Dean	55-64	male	\$54.17	933	18	1.93%	3	\$18.06
Umm Dean	25-34	female	\$165.47	7,407	88	1.19%	2	\$82.73
Umm Dean	25-34	male	\$84.20	2,212	37	1.67%	2	\$42.10
Umm Dean	35-44	male	\$100.11	2,243	36	1.60%	1	\$100.11
Umm Dean	45-54	male	\$83.20	1,866	33	1.77%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Umm Dean	mobile_app	\$1,134.94	31,791	536	1.69%	24	\$47.29
Umm Dean	desktop	\$29.38	1,167	17	1.46%	1	\$29.38
Umm Dean	mobile_web	\$51.48	1,734	24	1.38%	1	\$51.48