

Facebook Account Performance Report 1 Jun 2020 — 30 Jun 2020

Umm Dean (act_28548383)

Key Performance Indicators



Impr
5,178
↑ ∞



Clicks
98
↑ ∞



Cost
\$705.22
↑ ∞



CTR
1.89%
-



Fb Pixel Lead
3
↑ ∞

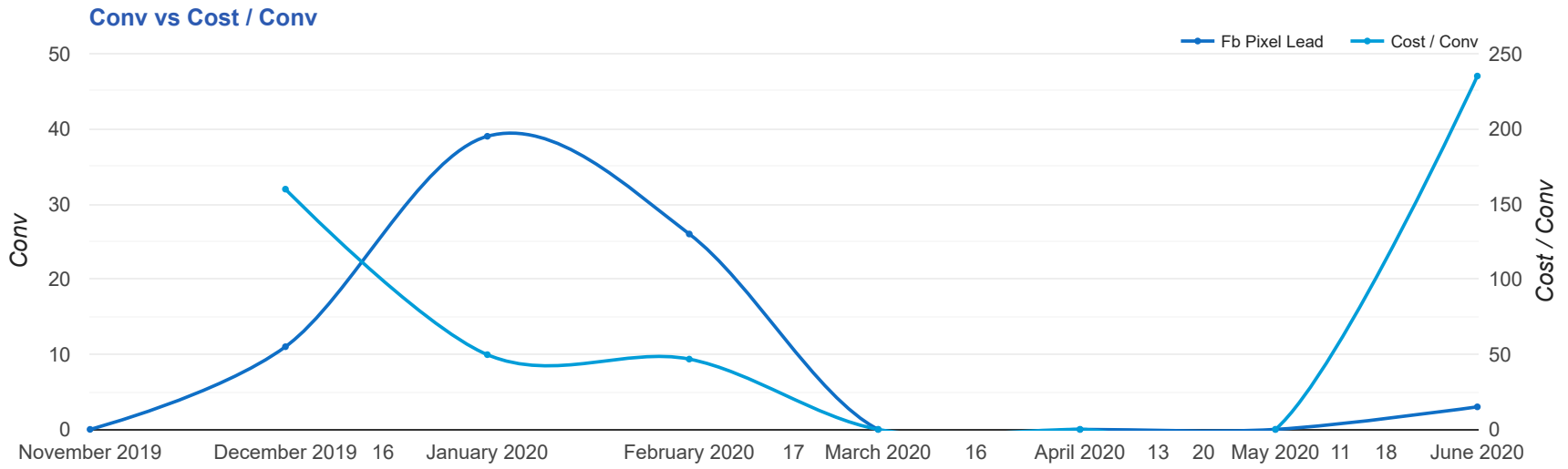


Cost / Conv
\$235.07
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Umm Dean	Jun, 2020	\$705.22	5,178	98	3	\$235.07

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
Umm Dean	Jun, 2020	\$705.22	5,178	98	3	\$235.07

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$705.22	5,178	98	3	\$235.07

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Women	\$469.40	3,142	50	2	\$234.70
Emsculpt - Men	\$235.82	2,036	48	1	\$235.82

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 -Emsculpt - Prospecting - Women - Img 6	\$269.99	1,766	34	1.93%	2	\$135.00
2019-11 -Emsculpt - Prospecting - Men - Img 1	\$205.54	1,646	44	2.67%	1	\$205.54
2019-11 -Emsculpt - Prospecting - Men - Img 2	\$30.28	390	4	1.03%	0	-
2019-11 -Emsculpt - Prospecting - Women - Img 4	\$199.41	1,376	16	1.16%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Umm Dean	35-44	female	\$136.00	1,027	16	1.56%	1	\$136.00
Umm Dean	35-44	male	\$73.84	633	13	2.05%	1	\$73.84
Umm Dean	45-54	female	\$187.03	1,061	24	2.26%	1	\$187.03
Umm Dean	25-34	female	\$95.74	747	5	0.67%	0	-
Umm Dean	25-34	male	\$40.55	500	6	1.20%	0	-
Umm Dean	45-54	male	\$80.77	603	20	3.32%	0	-
Umm Dean	55-64	female	\$50.63	307	5	1.63%	0	-
Umm Dean	55-64	male	\$40.66	300	9	3.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Umm Dean	mobile_app	\$660.92	4,402	83	1.89%	3	\$220.31
Umm Dean	desktop	\$13.88	455	3	0.66%	0	-
Umm Dean	mobile_web	\$30.42	321	12	3.74%	0	-