

# **Facebook Account Performance Report 1 Jul 2020 — 31 Jul 2020**

Umm Dean (act\_28548383)

## Key Performance Indicators



Impr  
12,689  
↑ 145%



Clicks  
226  
↑ 131%



Cost  
\$1,021.08  
↑ 45%



CTR  
1.78%  
↓ 6%



Fb Pixel Lead  
11  
↑ 267%

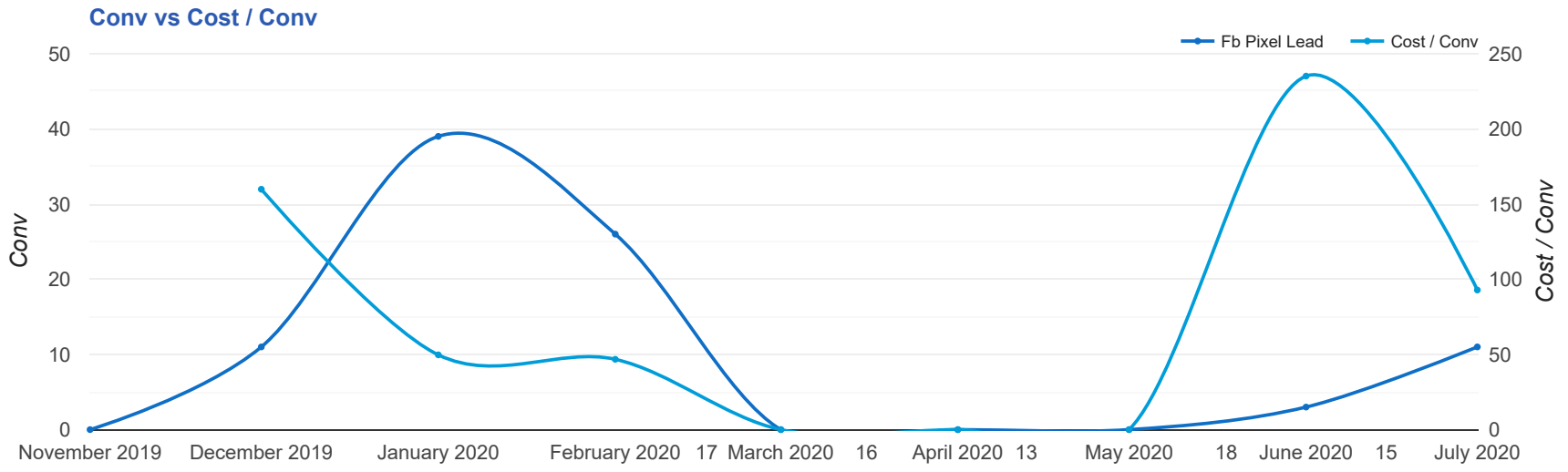


Cost / Conv  
\$92.83  
↓ 61%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Umm Dean	Jul, 2020	\$1,021.08	12,689	226	11	\$92.83

# 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
Umm Dean	Jul, 2020	\$1,021.08	12,689	226	11	\$92.83

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$911.11	7,484	131	8	\$113.89
Coolsculpting - Conversions	\$109.97	5,205	95	3	\$36.66

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Women	\$645.27	4,816	69	6	\$107.55
Coolsculpting - Women	\$92.98	4,231	77	2	\$46.49
Emsculpt - Men	\$265.84	2,668	62	2	\$132.92
Coolsculpting - Men	\$16.99	974	18	1	\$16.99

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 -Emsculpt - Prospecting - Women - Img 6	\$503.34	3,465	50	1.44%	5	\$100.67
2019-11 -Emsculpt - Prospecting - Men - Img 1	\$249.00	2,389	60	2.51%	2	\$124.50
2019-12 - CS - Women - Img 5	\$80.72	3,798	73	1.92%	2	\$40.36
2019-11 - Coolsculpting - Prospecting - Men - Img 2	\$10.51	602	10	1.66%	1	\$10.51
2019-11 -Emsculpt - Prospecting - Women - Img 4	\$141.93	1,351	19	1.41%	1	\$141.93
2019-12 - CS - Women - Img 3	\$7.66	244	2	0.82%	0	-
2019-12 - CS - Women - Img 4	\$4.60	189	2	1.06%	0	-
2019-11 - Coolsculpting - Prospecting - Men - Img 1	\$6.48	372	8	2.15%	0	-
2019-11 -Emsculpt - Prospecting - Men - Img 2	\$16.84	279	2	0.72%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Umm Dean	55-64	female	\$134.04	867	23	2.65%	4	\$33.51
Umm Dean	35-44	female	\$226.17	3,200	43	1.34%	2	\$113.08
Umm Dean	45-54	female	\$265.99	2,618	55	2.10%	2	\$133.00
Umm Dean	45-54	male	\$101.30	1,147	22	1.92%	2	\$50.65
Umm Dean	55-64	male	\$55.87	608	26	4.28%	1	\$55.87
Umm Dean	25-34	female	\$112.05	2,362	25	1.06%	0	-
Umm Dean	25-34	male	\$40.39	731	5	0.68%	0	-
Umm Dean	35-44	male	\$85.27	1,156	27	2.34%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Umm Dean	mobile_app	\$938.43	11,605	210	1.81%	9	\$104.27
Umm Dean	desktop	\$46.94	481	5	1.04%	2	\$23.47
Umm Dean	mobile_web	\$35.71	603	11	1.82%	0	-