

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

Umm Dean (act\_28548383)

## Key Performance Indicators



Impr  
42,568  
↑ 235%



Clicks  
647  
↑ 186%



Cost  
\$1,033.05  
↑ 1%



CTR  
1.52%  
↓ 15%



Fb Pixel Lead  
44  
↑ 300%

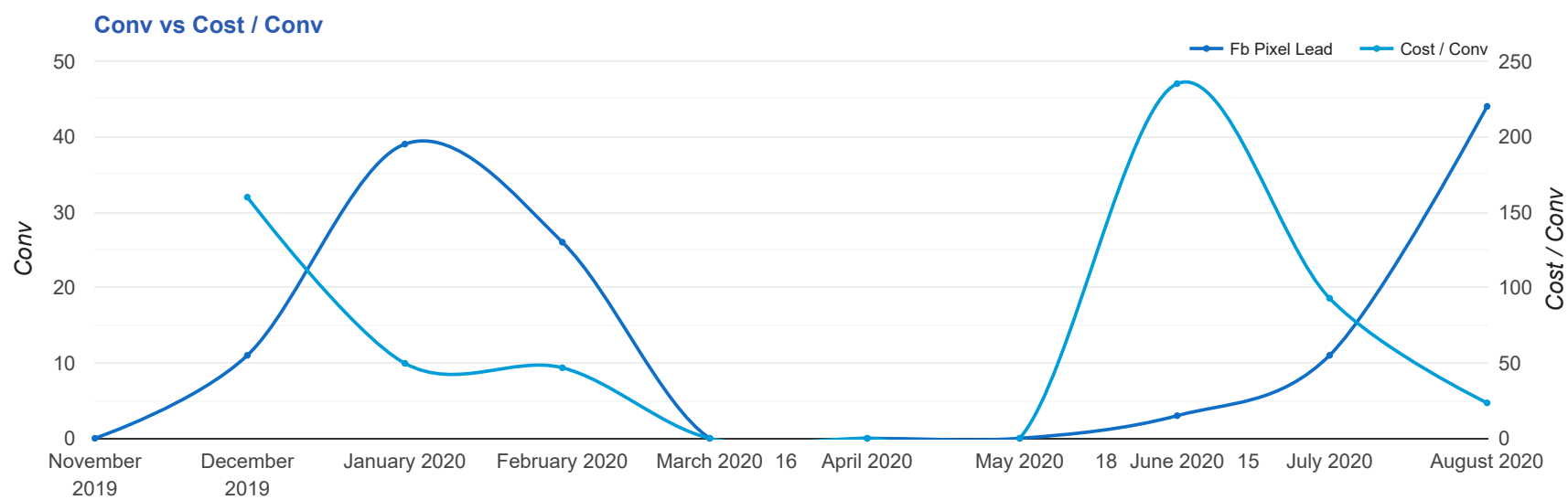


Cost / Conv  
\$23.48  
↓ 75%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Umm Dean	Aug, 2020	\$1,033.05	42,568	647	44	\$23.48

# 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
Umm Dean	Aug, 2020	\$1,033.05	42,568	647	44	\$23.48

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,033.05	42,568	647	44	\$23.48

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$924.97	37,704	559	40	\$23.12
Coolsculpting - Men	\$108.08	4,864	88	4	\$27.02

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS - Women - Img 5	\$829.47	33,878	487	1.44%	36	\$23.04
2019-12 - CS - Women - Img 4	\$37.88	1,372	21	1.53%	4	\$9.47
2019-11 - Coolsculpting - Prospecting - Men - Img 1	\$63.91	2,902	55	1.90%	4	\$15.98
2019-12 - CS - Women - Img 3	\$57.62	2,454	51	2.08%	0	-
2019-11 - Coolsculpting - Prospecting - Men - Img 2	\$44.17	1,962	33	1.68%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Umm Dean	35-44	female	\$291.28	12,725	181	1.42%	20	\$14.56
Umm Dean	45-54	female	\$320.11	9,759	181	1.85%	8	\$40.01
Umm Dean	25-34	female	\$190.64	12,186	126	1.03%	6	\$31.77
Umm Dean	55-64	female	\$122.94	3,034	71	2.34%	6	\$20.49
Umm Dean	45-54	male	\$36.80	1,519	31	2.04%	3	\$12.27
Umm Dean	25-34	male	\$19.78	1,090	28	2.57%	1	\$19.78
Umm Dean	35-44	male	\$26.46	1,387	18	1.30%	0	-
Umm Dean	55-64	male	\$25.04	868	11	1.27%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Umm Dean	mobile_app	\$955.99	39,307	591	1.50%	38	\$25.16
Umm Dean	mobile_web	\$50.53	2,265	47	2.08%	5	\$10.11
Umm Dean	desktop	\$26.53	996	9	0.90%	1	\$26.53