

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

Umm Dean (act_28548383)

Key Performance Indicators



Impr
27,680
↓ 35%



Clicks
452
↓ 30%



Cost
\$871.69
↓ 16%



CTR
1.63%
↑ 7%



Fb Pixel Lead
29
↓ 36%

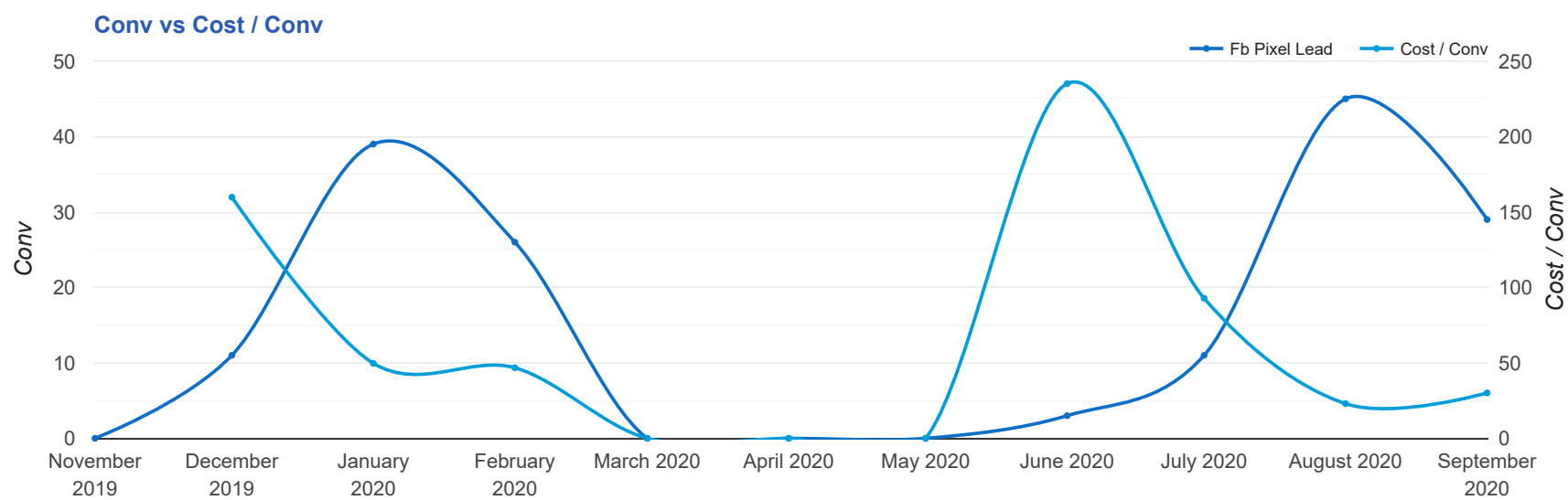


Cost / Conv
\$30.06
↑ 31%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Umm Dean	Sep, 2020	\$871.69	27,680	452	29	\$30.06

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	45	\$22.96
Umm Dean	Sep, 2020	\$871.69	27,680	452	29	\$30.06

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$796.39	26,123	405	27	\$29.50
Emsculpt - Conversions	\$75.30	1,557	47	2	\$37.65

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$694.59	22,249	338	23	\$30.20
Coolsculpting - Men	\$101.80	3,874	67	4	\$25.45
Emsculpt - Women	\$71.06	1,528	47	2	\$35.53
Emsculpt - Men	\$4.24	29	0	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS - Women - Img 5	\$539.56	16,598	248	1.49%	20	\$26.98
2019-12 - CS - Women - Img 4	\$102.48	3,632	53	1.46%	2	\$51.24
2019-11 - Coolsculpting - Prospecting - Men - Img 1	\$59.57	2,378	36	1.51%	2	\$29.79
2019-11 - Coolsculpting - Prospecting - Men - Img 2	\$42.23	1,496	31	2.07%	2	\$21.11
2020-09 -Emsculpt - Prospecting - Women -J-lo	\$56.63	1,449	45	3.11%	2	\$28.32
2019-12 - CS - Women - Img 3	\$52.55	2,019	37	1.83%	1	\$52.55
2019-11 -Emsculpt - Prospecting - Men - Img 2	\$0.27	3	0	0.00%	0	-
2019-11 -Emsculpt - Prospecting - Men - Img 1	\$3.97	26	0	0.00%	0	-
2019-11 -Emsculpt - Prospecting - Women - Img 4	\$9.19	50	2	4.00%	0	-
2019-12 -Emsculpt - Prospecting - Women - Img 5	\$3.16	22	0	0.00%	0	-
2019-12 -Emsculpt - Prospecting - Women - Img 6	\$2.08	7	0	0.00%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Umm Dean	55-64	female	\$120.52	2,203	69	3.13%	8	\$15.06
Umm Dean	45-54	female	\$258.73	6,253	129	2.06%	7	\$36.96
Umm Dean	25-34	female	\$159.69	7,396	86	1.16%	5	\$31.94
Umm Dean	35-44	female	\$226.70	7,925	101	1.27%	5	\$45.34
Umm Dean	35-44	male	\$26.94	1,144	15	1.31%	2	\$13.47
Umm Dean	25-34	male	\$18.44	921	9	0.98%	1	\$18.44
Umm Dean	45-54	male	\$38.43	1,194	20	1.68%	1	\$38.43
Umm Dean	55-64	male	\$22.23	644	23	3.57%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Umm Dean	mobile_app	\$821.76	26,091	431	1.65%	27	\$30.44
Umm Dean	mobile_web	\$40.62	1,346	18	1.34%	2	\$20.31
Umm Dean	desktop	\$9.31	243	3	1.23%	0	-