

# **Facebook Account Performance Report 1 Nov 2020 — 30 Nov 2020**

Metro Laser (act\_147428751)

## Key Performance Indicators



Impr  
63,847  
↑ ∞



Clicks  
2,946  
↑ ∞



Cost  
\$1,832.43  
↑ ∞



CTR  
4.61%  
-



Fb Pixel Lead  
86  
↑ ∞



Cost / Conv  
\$21.31  
-

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Metro Laser	Nov, 2020	\$1,832.43	63,847	2,946	86	\$21.31

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Metro Laser	Nov, 2020	\$1,832.43	63,847	2,946	86	\$21.31

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,832.43	63,847	2,946	86	\$21.31

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS Philadelphia - 5mi Radius - Interests - Women 25-65+	\$611.08	22,671	1,054	52	\$11.75
CS Plymouth - 5mi Radius - Interests - Women 25-65+	\$610.69	20,023	849	18	\$33.93
CS Exton - 5mi Radius - Interests - Women 25-65+	\$610.66	21,153	1,043	16	\$38.17

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Coolsculpting Video - UGC Standing	\$598.21	22,177	1,026	4.63%	46	\$13.00
2020-11 - Coolsculpting Video - UGC Standing	\$597.54	19,589	821	4.19%	17	\$35.15
2020-11 - Coolsculpting Video - UGC Standing	\$601.93	20,823	1,020	4.90%	15	\$40.13
2020-11 - Coolsculpting Video - UGC Sitting	\$12.87	494	28	5.67%	6	\$2.15
2020-11 - Coolsculpting Video - UGC Sitting	\$8.73	330	23	6.97%	1	\$8.73
2020-11 - Coolsculpting Video - UGC Sitting	\$13.15	434	28	6.45%	1	\$13.15

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Metro Laser	45-54	female	\$395.59	10,985	540	4.92%	29	\$13.64
Metro Laser	25-34	female	\$521.69	25,507	964	3.78%	27	\$19.32
Metro Laser	35-44	female	\$447.26	16,890	659	3.90%	17	\$26.31
Metro Laser	55-64	female	\$321.24	7,075	474	6.70%	12	\$26.77
Metro Laser	65+	female	\$146.65	3,390	309	9.12%	1	\$146.65

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Metro Laser	mobile_app	\$1,792.75	62,562	2,913	4.66%	85	\$21.09
Metro Laser	mobile_web	\$24.92	975	30	3.08%	1	\$24.92
Metro Laser	desktop	\$14.76	310	3	0.97%	0	-