

Facebook Account Performance Report 1 Dec 2020 — 31 Dec 2020

Metro Laser (act_147428751)

Key Performance Indicators



Impr
95,373
↑ 49%



Clicks
3,107
↑ 5%



Cost
\$3,065.04
↑ 67%



CTR
3.26%
↓ 29%



Fb Pixel Lead
66
↓ 24%

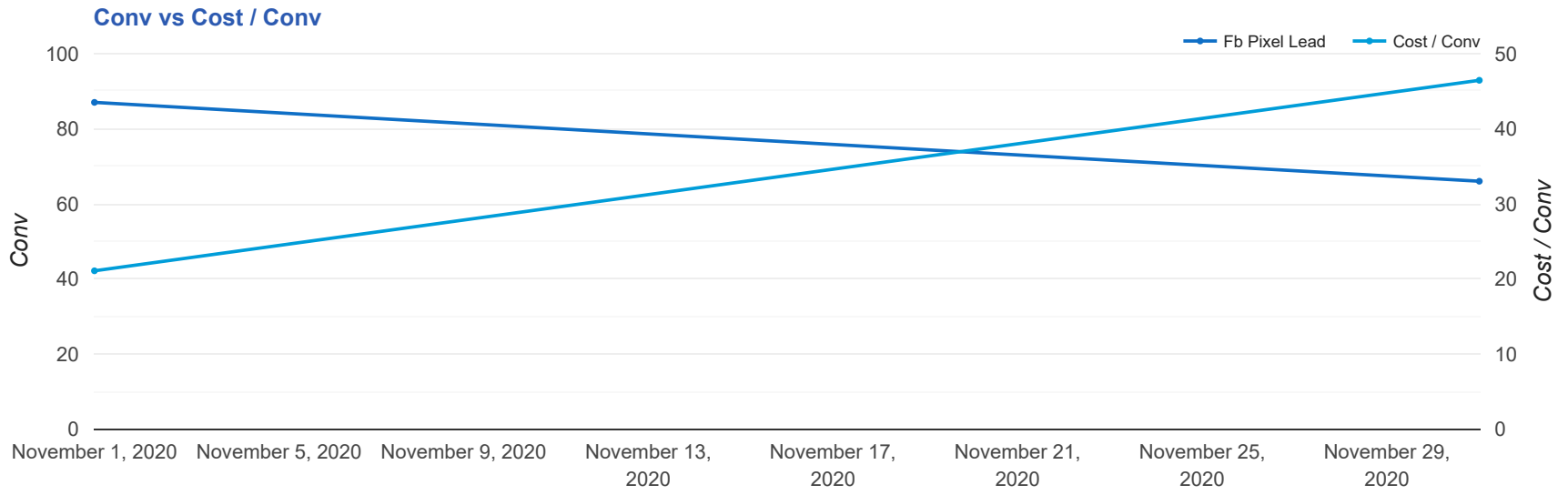


Cost / Conv
\$46.44
↑ 120%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Metro Laser	Dec, 2020	\$3,065.04	95,373	3,107	66	\$46.44

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Metro Laser	Nov, 2020	\$1,832.95	63,858	2,947	87	\$21.07
Metro Laser	Dec, 2020	\$3,065.04	95,373	3,107	66	\$46.44

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$3,065.04	95,373	3,107	66	\$46.44

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS Philadelphia - 5mi Radius - Interests - Women 25-65+	\$1,021.05	33,141	1,308	39	\$26.18
CS Exton - 5mi Radius - Interests - Women 25-65+	\$1,022.04	31,793	903	14	\$73.00
CS Plymouth - 5mi Radius - Interests - Women 25-65+	\$1,021.95	30,439	896	13	\$78.61

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-11 - Coolsculpting Video - UGC Standing	\$1,021.05	33,141	1,308	3.95%	39	\$26.18
2020-11 - Coolsculpting Video - UGC Standing	\$1,022.04	31,793	903	2.84%	14	\$73.00
2020-11 - Coolsculpting Video - UGC Standing	\$1,021.95	30,439	896	2.94%	13	\$78.61

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Metro Laser	55-64	female	\$661.11	14,134	621	4.39%	17	\$38.89
Metro Laser	45-54	female	\$707.38	18,067	631	3.49%	13	\$54.41
Metro Laser	65+	female	\$395.64	7,716	447	5.79%	13	\$30.43
Metro Laser	25-34	female	\$648.73	31,933	768	2.41%	12	\$54.06
Metro Laser	35-44	female	\$652.17	23,523	640	2.72%	11	\$59.29

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Metro Laser	mobile_app	\$2,966.51	92,874	3,034	3.27%	64	\$46.35
Metro Laser	desktop	\$41.37	808	3	0.37%	1	\$41.37
Metro Laser	mobile_web	\$57.16	1,691	70	4.14%	1	\$57.16