

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

Cindy Brooks Vayuvegula (act\_225412102)

## Key Performance Indicators



Impr  
20,350  
↑ 48%



Clicks  
394  
↑ 102%



Cost  
\$501.77  
↑ 4%



CTR  
1.94%  
↑ 37%



Fb Pixel Lead  
26  
↑ 160%

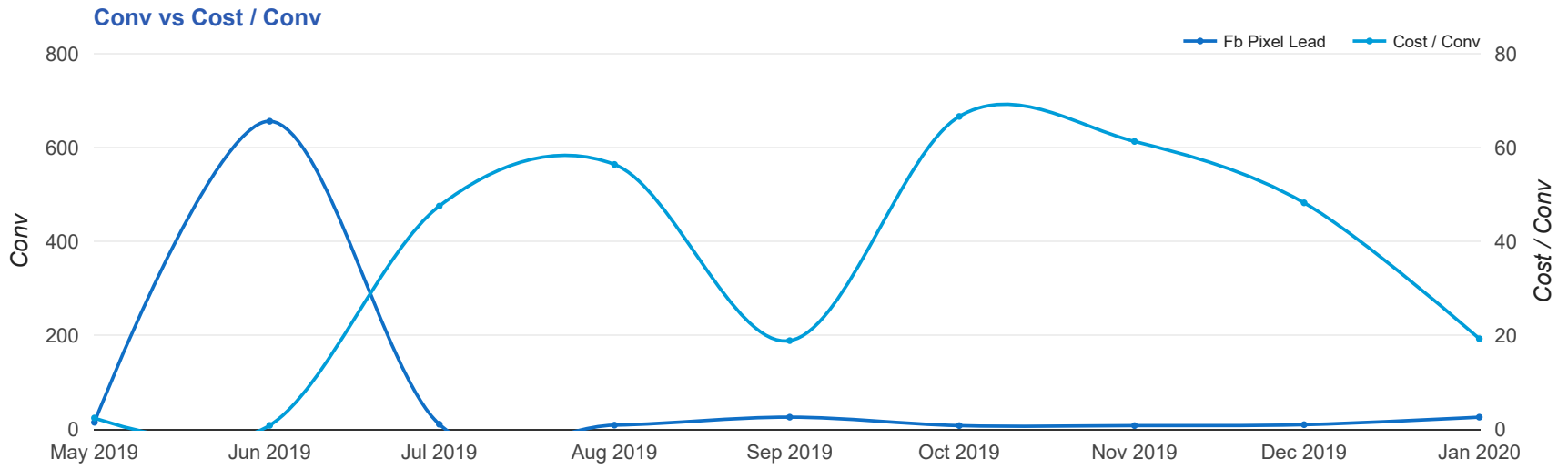


Cost / Conv  
\$19.30  
↓ 60%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cindy Brooks Vayuvegula	Jan, 2020	\$501.77	20,350	394	26	\$19.30

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cindy Brooks Vayuvegula	May, 2019	\$36.50	1,697	17	15	\$2.43
Cindy Brooks Vayuvegula	Jun, 2019	\$554.64	132,173	1,250	656	\$0.85
Cindy Brooks Vayuvegula	Jul, 2019	\$522.84	20,310	481	11	\$47.53
Cindy Brooks Vayuvegula	Aug, 2019	\$507.64	17,141	288	9	\$56.40
Cindy Brooks Vayuvegula	Sep, 2019	\$491.22	14,180	388	26	\$18.89
Cindy Brooks Vayuvegula	Oct, 2019	\$532.99	12,654	341	8	\$66.62
Cindy Brooks Vayuvegula	Nov, 2019	\$490.38	13,193	205	8	\$61.30
Cindy Brooks Vayuvegula	Dec, 2019	\$482.31	13,777	195	10	\$48.23
Cindy Brooks Vayuvegula	Jan, 2020	\$501.77	20,350	394	26	\$19.30

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$501.77	20,350	394	26	\$19.30

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS - Women - Dynamic Img	\$383.14	17,953	339	26	\$14.74
Coolsculpting - Women	\$118.63	2,397	55	0	-

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS - Women - Dynamic Img	\$383.14	17,953	339	1.89%	26	\$14.74
2020-01 - CS - Women - Valentine Img 1	\$21.39	287	10	3.48%	0	-
2020-01 - CS - Women - Valentine Img 2	\$11.34	479	6	1.25%	0	-
2020-01 - CS - Women - Valentine Img 3	\$80.22	1,566	39	2.49%	0	-
2020-01 - CS - Women - Valentine Img 4	\$5.68	65	0	0.00%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Cindy Brooks Vayuvegula	45-54	female	\$175.11	4,941	143	2.89%	11	\$15.92
Cindy Brooks Vayuvegula	35-44	female	\$181.59	7,892	127	1.61%	10	\$18.16
Cindy Brooks Vayuvegula	25-34	female	\$101.34	6,316	91	1.44%	4	\$25.34
Cindy Brooks Vayuvegula	55-64	female	\$43.73	1,201	33	2.75%	1	\$43.73

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Cindy Brooks Vayuvegula	mobile_app	\$460.28	18,248	366	2.01%	23	\$20.01
Cindy Brooks Vayuvegula	mobile_web	\$29.71	1,524	22	1.44%	3	\$9.90
Cindy Brooks Vayuvegula	desktop	\$11.78	578	6	1.04%	0	-