

# **Facebook Account Performance Report 1 Feb 2020 — 29 Feb 2020**

Cindy Brooks Vayuvegula (act\_225412102)

## Key Performance Indicators



Impr  
23,354  
↑ 15%



Clicks  
390  
↓ 1%



Cost  
\$474.47  
↓ 5%



CTR  
1.67%  
↓ 14%



Fb Pixel Lead  
26  
↓ 4%

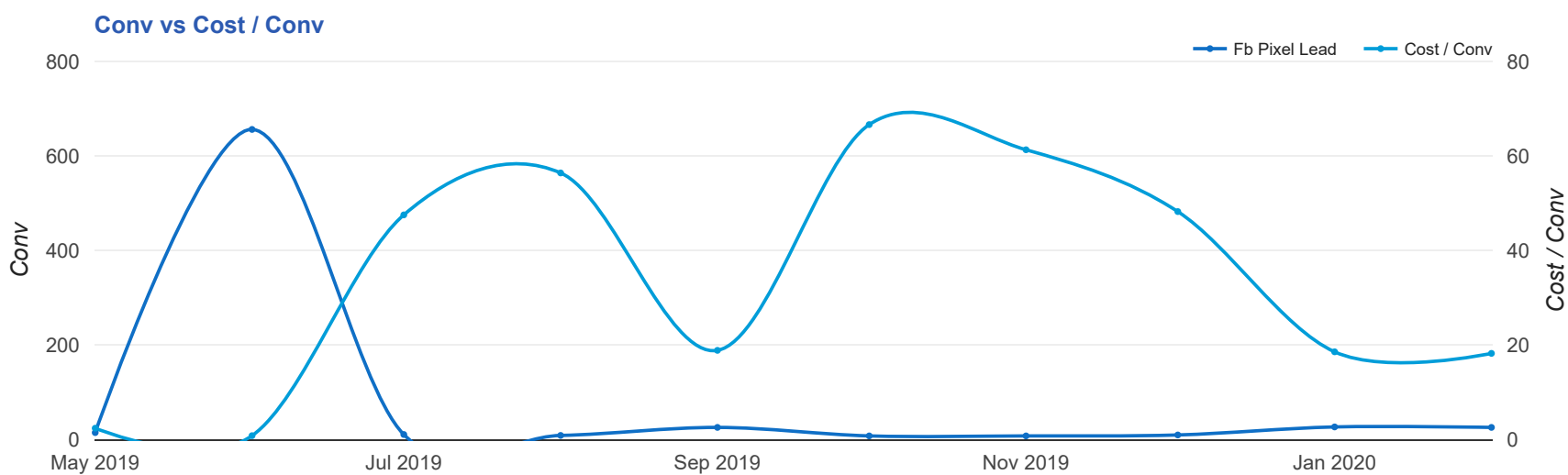


Cost / Conv  
\$18.25  
↓ 2%

## Monthly Account Summary

| ACCOUNT                 | DATE      | COST     | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|-------------------------|-----------|----------|--------|--------|---------------|-------------|
| Cindy Brooks Vayuvegula | Feb, 2020 | \$474.47 | 23,354 | 390    | 26            | \$18.25     |

# 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    | 27            | \$18.58     |
| Cindy Brooks Vayuvegula | Feb, 2020 | \$474.47 | 23,354  | 390    | 26            | \$18.25     |

## Top Performing Campaigns

| CAMPAIGNS                   | COST     | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------------------|----------|--------|--------|---------------|-------------|
| Coolsculpting - Conversions | \$474.47 | 23,354 | 390    | 26            | \$18.25     |

## Top Performing Ad Sets

| ADSET                 | COST     | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------------|----------|--------|--------|---------------|-------------|
| Coolsculpting - Women | \$474.47 | 23,354 | 390    | 26            | \$18.25     |

## Top Performing Ads

| AD                                     | COST     | IMPR  | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|--|----------|-------|--------|-------|---------------|-------------|
| 2020-01 - CS - Women - Valentine Img 3 | \$195.53 | 9,601 | 120    | 1.25% | 9             | \$21.73     |
| 2020-02 - CS - Women - Img 2           | \$87.45  | 4,418 | 78     | 1.77% | 8             | \$10.93     |
| 2020-02 - CS - Women - Img 3           | \$88.57  | 4,808 | 80     | 1.66% | 5             | \$17.71     |
| 2020-02 - CS - Women - Img 4           | \$58.86  | 3,100 | 82     | 2.65% | 4             | \$14.71     |
| 2020-01 - CS - Women - Valentine Img 1 | \$6.50   | 119   | 1      | 0.84% | 0             | -           |
| 2020-01 - CS - Women - Valentine Img 2 | \$12.48  | 350   | 8      | 2.29% | 0             | -           |
| 2020-01 - CS - Women - Valentine Img 4 | \$8.61   | 159   | 5      | 3.14% | 0             | -           |
| 2020-02 - CS - Women - Img 1           | \$16.47  | 799   | 16     | 2.00% | 0             | -           |

## Age & Gender Performance

| ACCOUNT                 | AGE   | GENDER | COST     | IMPR  | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|-------------------------|-------|--------|----------|-------|--------|-------|---------------|-------------|
| Cindy Brooks Vayuvegula | 45-54 | female | \$141.08 | 4,895 | 120    | 2.45% | 10            | \$14.11     |
| Cindy Brooks Vayuvegula | 35-44 | female | \$143.81 | 7,699 | 97     | 1.26% | 9             | \$15.98     |
| Cindy Brooks Vayuvegula | 25-34 | female | \$139.16 | 9,362 | 132    | 1.41% | 6             | \$23.19     |
| Cindy Brooks Vayuvegula | 55-64 | female | \$50.42  | 1,398 | 41     | 2.93% | 1             | \$50.42     |

## Performance By Device

| ACCOUNT                 | DEVICE     | COST     | IMPR   | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|-------------------------|------------|----------|--------|--------|-------|---------------|-------------|
| Cindy Brooks Vayuvegula | mobile_app | \$427.37 | 20,540 | 353    | 1.72% | 23            | \$18.58     |
| Cindy Brooks Vayuvegula | mobile_web | \$37.19  | 2,338  | 29     | 1.24% | 3             | \$12.40     |
| Cindy Brooks Vayuvegula | desktop    | \$9.91   | 476    | 8      | 1.68% | 0             | -           |