

# **Facebook Account Performance Report 1 Feb 2021 — 28 Feb 2021**

Nava Center (act\_10597122)

## Key Performance Indicators



Impr  
23,827  
↑ ∞



Clicks  
638  
↑ ∞



Cost  
\$822.60  
↑ ∞



CTR  
2.68%  
-



Fb Pixel Lead  
18  
↑ ∞

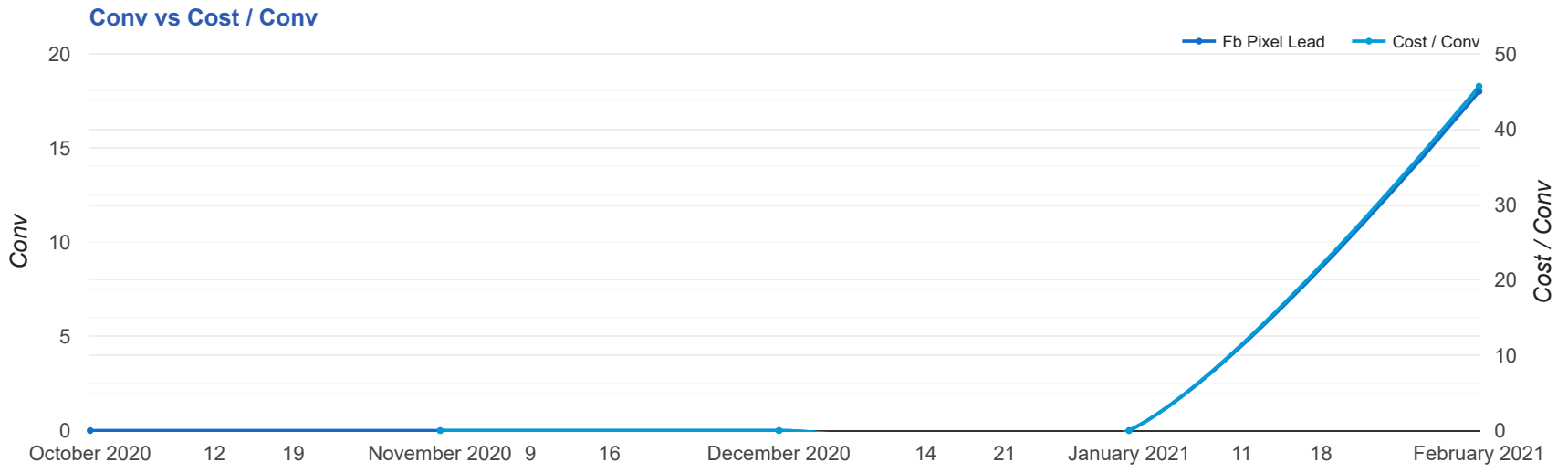


Cost / Conv  
\$45.70  
-

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Nava Center	Feb, 2021	\$822.60	23,827	638	18	\$45.70

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Nava Center	Oct, 2020	\$10.00	203	4	0	-
Nava Center	Feb, 2021	\$822.60	23,827	638	18	\$45.70

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox - Conversions	\$822.60	23,827	638	18	\$45.70

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Columbia, MD	\$822.60	23,827	638	18	\$45.70

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021 - 02 - Static Image 1 - What if your face's best was yet to come?	\$608.01	17,993	488	2.71%	16	\$38.00
2021 - 02 - Static Image 2 - What if your face's best was yet to come?	\$84.64	2,603	48	1.84%	1	\$84.64
2021 - 02 - Static Image 1 - We Shouldn't Let Stress Speed Up the Aging Process	\$51.04	1,246	33	2.65%	1	\$51.04
2021 - 02 - Static Image 2 - We Shouldn't Let Stress Speed Up the Aging Process	\$78.91	1,985	69	3.48%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Nava Center	55-64	female	\$254.74	6,561	182	2.77%	6	\$42.46
Nava Center	45-54	female	\$230.20	6,670	193	2.89%	5	\$46.04
Nava Center	65+	female	\$165.90	3,284	114	3.47%	4	\$41.48
Nava Center	35-44	female	\$116.46	4,672	96	2.05%	2	\$58.23
Nava Center	25-34	female	\$55.29	2,640	53	2.01%	1	\$55.29

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Nava Center	mobile_app	\$731.43	19,303	591	3.06%	17	\$43.03
Nava Center	mobile_web	\$54.82	1,879	30	1.60%	1	\$54.82
Nava Center	desktop	\$36.35	2,645	17	0.64%	0	-