

Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021

Nava Center (act_10597122)

Key Performance Indicators



Impr
86,951
↑ 50%



Clicks
1,025
↑ 17%



Cost
\$999.08
↓ 3%



CTR
1.18%
↓ 22%



Fb Pixel Lead
108
↑ 104%

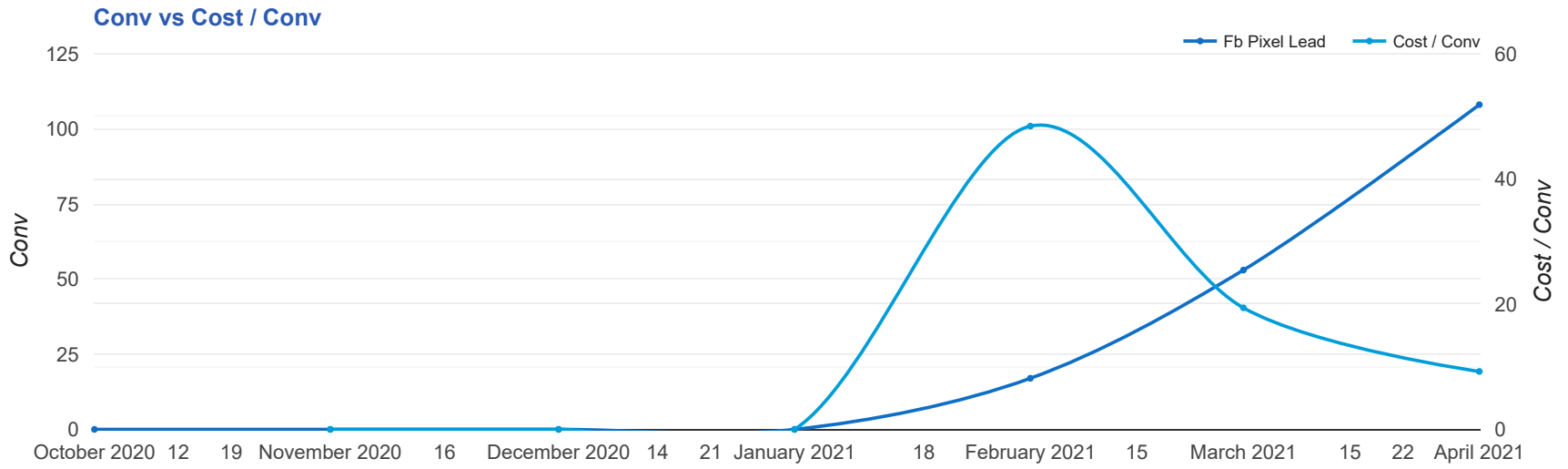


Cost / Conv
\$9.25
↓ 52%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Nava Center	Apr, 2021	\$999.08	86,951	1,025	108	\$9.25

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	\$823.15	23,832	638	17	\$48.42
Nava Center	Mar, 2021	\$1,028.73	57,841	874	53	\$19.41
Nava Center	Apr, 2021	\$999.08	86,951	1,025	108	\$9.25

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox - Conversions	\$999.08	86,951	1,025	108	\$9.25

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Columbia, MD	\$999.08	86,951	1,025	108	\$9.25

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021 - 02 - Static Image 1 - We Shouldn't Let Stress Speed Up the Aging Process	\$441.09	38,203	478	1.25%	50	\$8.82
2021 - 02 - Static Image 2 - We Shouldn't Let Stress Speed Up the Aging Process	\$252.32	22,753	253	1.11%	29	\$8.70
2021 - 02 - Static Image 2 - What if your face's best was yet to come?	\$146.54	12,628	156	1.24%	16	\$9.16
2021 - 02 - Static Image 1 - What if your face's best was yet to come?	\$159.13	13,367	138	1.03%	13	\$12.24

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Nava Center	65+	female	\$239.56	16,218	267	1.65%	27	\$8.87
Nava Center	45-54	female	\$185.05	17,300	191	1.10%	26	\$7.12
Nava Center	55-64	female	\$249.91	20,594	252	1.22%	20	\$12.50
Nava Center	35-44	female	\$156.08	15,670	160	1.02%	13	\$12.01
Nava Center	25-34	female	\$168.48	17,169	155	0.90%	11	\$15.32
Nava Center	Unknown	unknown	\$0.00	0	0	-%	11	\$0.00

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Nava Center	mobile_app	\$982.29	86,484	983	1.14%	97	\$10.13
Nava Center	unknown	\$0.00	0	0	-%	11	\$0.00
Nava Center	desktop	\$16.06	417	41	9.83%	0	-
Nava Center	mobile_web	\$0.73	50	1	2.00%	0	-