

Facebook Account Performance Report 1 May 2020 — 31 May 2020

NUMA SPA Marshall Green (act_14551209)

Key Performance Indicators



Impr
35,339
↑ 39%



Clicks
645
↑ 442%



Cost
\$458.03
↑ 83%



CTR
1.83%
↑ 289%



Fb Pixel Lead
9
↑ 80%

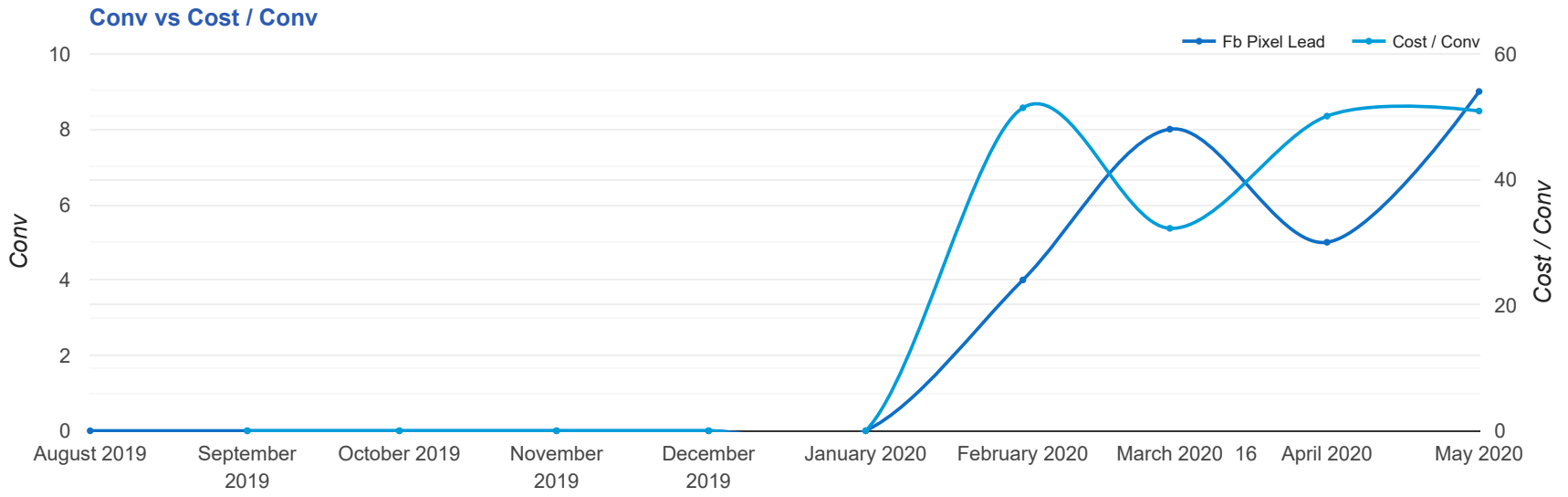


Cost / Conv
\$50.89
↑ 2%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	May, 2020	\$458.03	35,339	645	9	\$50.89

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	Aug, 2019	\$108.01	8,050	143	0	-
NUMA SPA Marshall Green	Feb, 2020	\$205.58	15,493	114	4	\$51.40
NUMA SPA Marshall Green	Mar, 2020	\$257.72	24,769	159	8	\$32.22
NUMA SPA Marshall Green	Apr, 2020	\$250.40	25,343	119	5	\$50.08
NUMA SPA Marshall Green	May, 2020	\$458.03	35,339	645	9	\$50.89

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal	\$258.03	23,544	137	9	\$28.67
Post: "💕 We at Numa Spa are keenly aware that COVID 19..."	\$200.00	11,795	508	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal - Women	\$258.03	23,544	137	9	\$28.67
Post: "💕 We at Numa Spa are keenly aware that COVID 19..."	\$200.00	11,795	508	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - LHR - Women - lmg 2 - Temp	\$258.03	23,544	137	0.58%	9	\$28.67
Post: "💕We at Numa Spa are keenly aware that COVID 19..."	\$200.00	11,795	508	4.31%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	25-34	female	\$126.66	13,072	76	0.58%	3	\$42.22
NUMA SPA Marshall Green	45-54	female	\$62.16	3,953	67	1.69%	3	\$20.72
NUMA SPA Marshall Green	35-44	female	\$94.67	8,337	91	1.09%	2	\$47.34
NUMA SPA Marshall Green	55-64	female	\$41.86	2,044	113	5.53%	1	\$41.86
NUMA SPA Marshall Green	18-24	female	\$24.14	1,972	17	0.86%	0	-
NUMA SPA Marshall Green	18-24	male	\$15.29	1,225	4	0.33%	0	-
NUMA SPA Marshall Green	18-24	unknown	\$0.18	18	0	0.00%	0	-
NUMA SPA Marshall Green	25-34	male	\$16.18	1,222	11	0.90%	0	-
NUMA SPA Marshall Green	25-34	unknown	\$0.05	3	0	0.00%	0	-
NUMA SPA Marshall Green	35-44	male	\$10.44	821	16	1.95%	0	-
NUMA SPA Marshall Green	35-44	unknown	\$0.11	14	0	0.00%	0	-
NUMA SPA Marshall Green	45-54	male	\$8.54	584	23	3.94%	0	-
NUMA SPA Marshall Green	45-54	unknown	\$0.20	20	3	15.00%	0	-
NUMA SPA Marshall Green	55-64	male	\$11.20	537	44	8.19%	0	-
NUMA SPA Marshall Green	55-64	unknown	\$0.24	8	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	mobile_app	\$430.27	32,901	607	1.84%	8	\$53.78
NUMA SPA Marshall Green	mobile_web	\$18.21	1,795	20	1.11%	1	\$18.21
NUMA SPA Marshall Green	desktop	\$9.55	643	18	2.80%	0	-