

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

NUMA SPA Marshall Green (act\_14551209)

## Key Performance Indicators



Impr  
24,793  
↑ 13%



Clicks  
130  
↑ 3%



Cost  
\$258.48  
↑ 3%



CTR  
0.52%  
↓ 10%



Fb Pixel Lead  
13  
↑ 86%

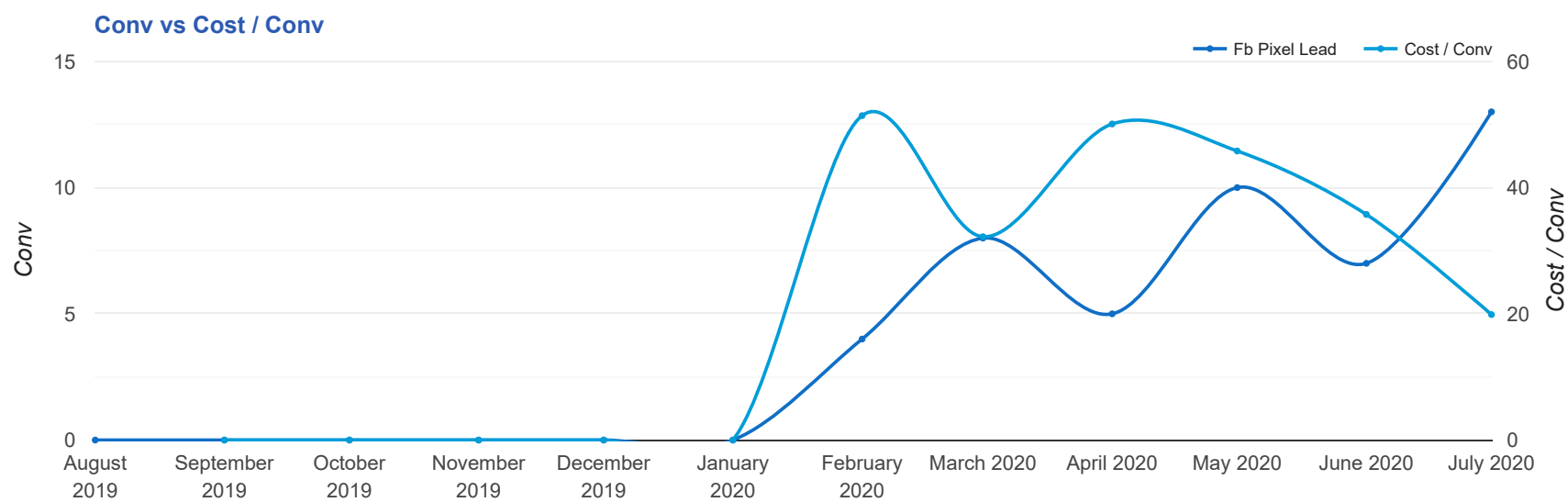


Cost / Conv  
\$19.88  
↓ 44%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	Jul, 2020	\$258.48	24,793	130	13	\$19.88

# 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	10	\$45.80
NUMA SPA Marshall Green	Jun, 2020	\$250.18	21,912	126	7	\$35.74
NUMA SPA Marshall Green	Jul, 2020	\$258.48	24,793	130	13	\$19.88

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal	\$258.48	24,793	130	13	\$19.88

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal - Women	\$258.48	24,793	130	13	\$19.88

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - LHR - Women - lmg 2 - Temp	\$258.48	24,793	130	0.52%	13	\$19.88

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	25-34	female	\$117.80	14,149	67	0.47%	5	\$23.56
NUMA SPA Marshall Green	35-44	female	\$80.56	6,874	34	0.49%	5	\$16.11
NUMA SPA Marshall Green	45-54	female	\$42.35	2,777	20	0.72%	3	\$14.12
NUMA SPA Marshall Green	55-64	female	\$17.77	993	9	0.91%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	mobile_app	\$240.44	23,071	120	0.52%	9	\$26.72
NUMA SPA Marshall Green	mobile_web	\$12.31	1,198	7	0.58%	4	\$3.08
NUMA SPA Marshall Green	desktop	\$5.73	524	3	0.57%	0	-