

Facebook Account Performance Report 1 Sep 2020 — 30 Sep 2020

NUMA SPA Marshall Green (act_14551209)

Key Performance Indicators



Impr
15,828
↓ 20%



Clicks
70
↓ 30%



Cost
\$249.24
↓ 3%



CTR
0.44%
↓ 12%



Fb Pixel Lead
11
↓ 15%

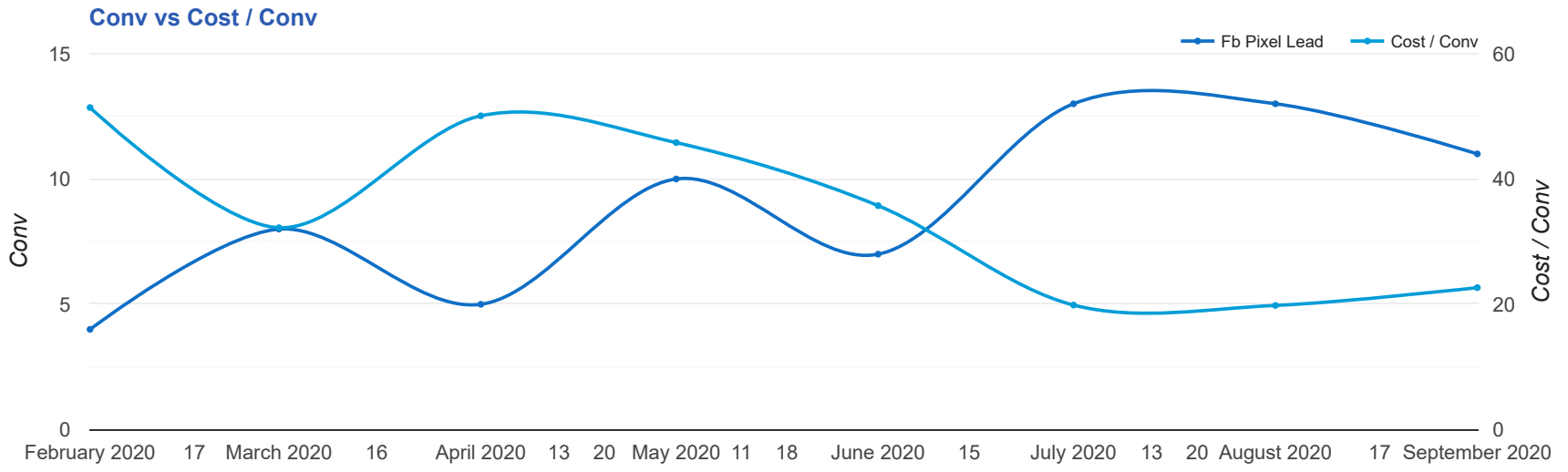


Cost / Conv
\$22.66
↑ 14%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	Sep, 2020	\$249.24	15,828	70	11	\$22.66

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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
NUMA SPA Marshall Green	Aug, 2020	\$257.67	19,873	100	13	\$19.82
NUMA SPA Marshall Green	Sep, 2020	\$249.24	15,828	70	11	\$22.66

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal	\$249.24	15,828	70	11	\$22.66

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal - Women	\$249.24	15,828	70	11	\$22.66

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - LHR - Women - lmg 2 - Temp	\$249.24	15,828	70	0.44%	11	\$22.66

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	25-34	female	\$132.80	9,731	35	0.36%	8	\$16.60
NUMA SPA Marshall Green	35-44	female	\$72.34	4,012	29	0.72%	3	\$24.11
NUMA SPA Marshall Green	45-54	female	\$33.76	1,580	3	0.19%	0	-
NUMA SPA Marshall Green	55-64	female	\$10.34	505	3	0.59%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	mobile_app	\$229.20	14,517	60	0.41%	8	\$28.65
NUMA SPA Marshall Green	mobile_web	\$15.63	1,037	8	0.77%	3	\$5.21
NUMA SPA Marshall Green	desktop	\$4.41	274	2	0.73%	0	-