

Facebook Account Performance Report 1 Oct 2020 — 31 Oct 2020

NUMA SPA Marshall Green (act_14551209)

Key Performance Indicators



Impr
17,324
↑ 9%



Clicks
93
↑ 33%



Cost
\$259.11
↑ 4%



CTR
0.54%
↑ 23%



Fb Pixel Lead
10
↓ 17%

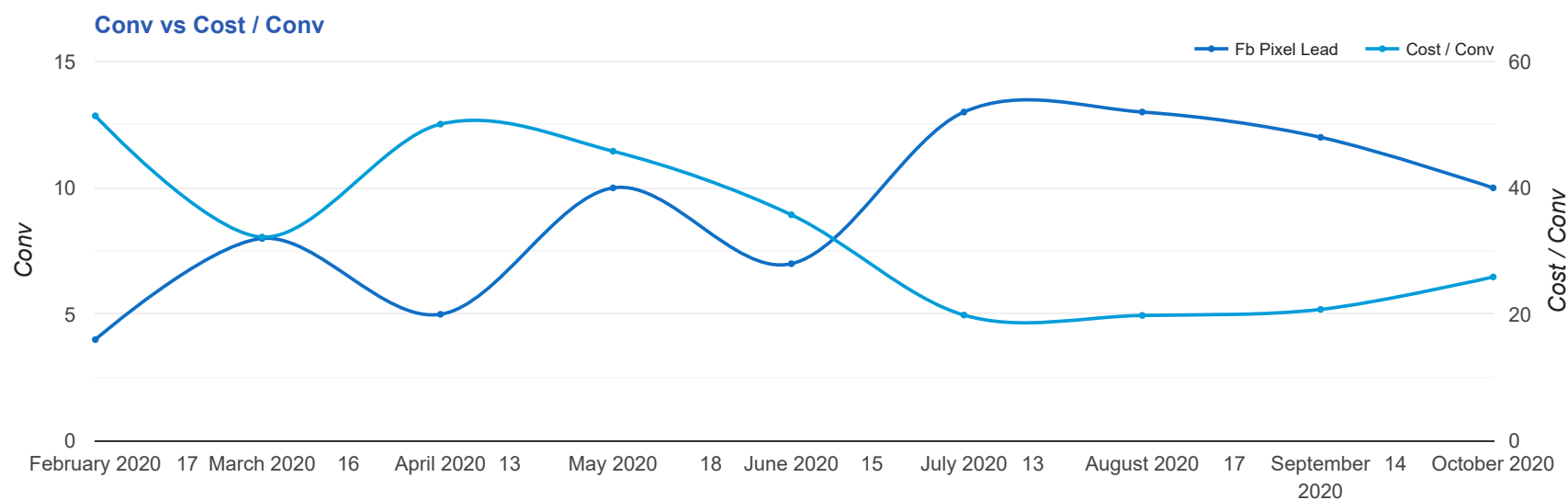


Cost / Conv
\$25.91
↑ 25%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	Oct, 2020	\$259.11	17,324	93	10	\$25.91

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	\$249.26	15,831	70	12	\$20.77
NUMA SPA Marshall Green	Oct, 2020	\$259.11	17,324	93	10	\$25.91

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal	\$259.11	17,324	93	10	\$25.91

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal - Women	\$259.11	17,324	93	10	\$25.91

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - LHR - Women - lmg 2 - Temp	\$259.11	17,324	93	0.54%	10	\$25.91

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	25-34	female	\$129.46	10,456	43	0.41%	6	\$21.58
NUMA SPA Marshall Green	35-44	female	\$83.25	4,768	35	0.73%	4	\$20.81
NUMA SPA Marshall Green	45-54	female	\$33.85	1,657	10	0.60%	0	-
NUMA SPA Marshall Green	55-64	female	\$12.56	443	5	1.13%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	mobile_app	\$236.23	16,015	84	0.52%	10	\$23.62
NUMA SPA Marshall Green	desktop	\$5.87	243	1	0.41%	0	-
NUMA SPA Marshall Green	mobile_web	\$17.01	1,066	8	0.75%	0	-