

Facebook Account Performance Report 1 Nov 2020 — 30 Nov 2020

NUMA SPA Marshall Green (act_14551209)

Key Performance Indicators



Impr
14,236
↓ 18%



Clicks
62
↓ 33%



Cost
\$249.92
↓ 4%



CTR
0.44%
↓ 19%



Fb Pixel Lead
10
↔ 0%

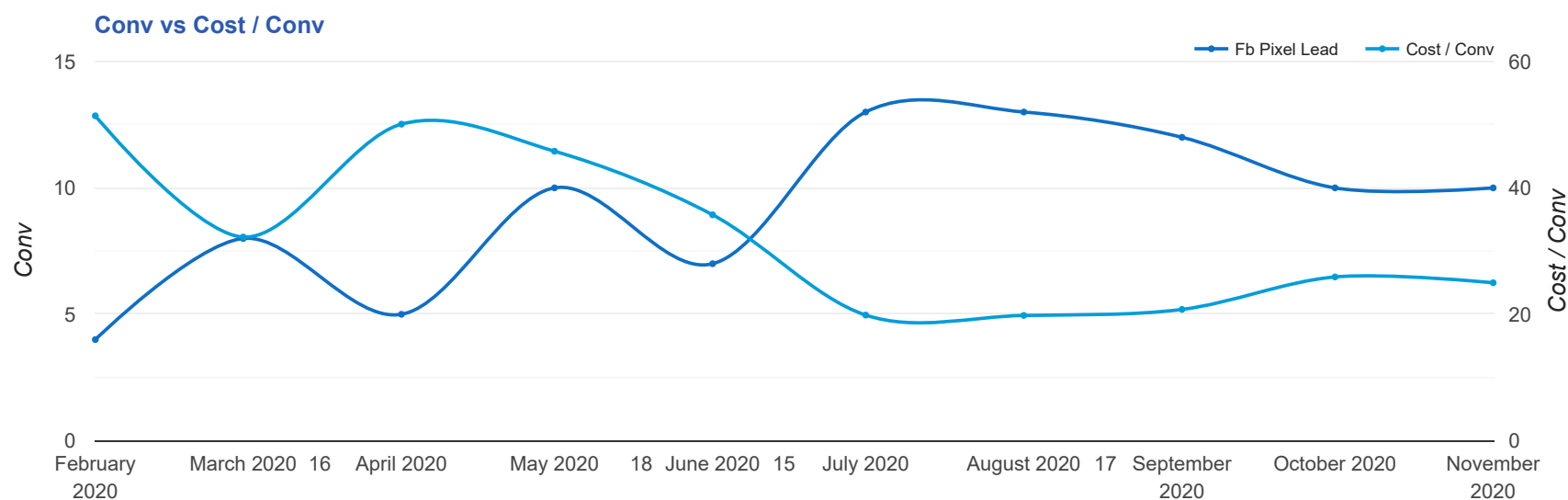


Cost / Conv
\$24.99
↓ 4%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	Nov, 2020	\$249.92	14,236	62	10	\$24.99

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
NUMA SPA Marshall Green	Nov, 2020	\$249.92	14,236	62	10	\$24.99

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal	\$249.92	14,236	62	10	\$24.99

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal - Women	\$249.92	14,236	62	10	\$24.99

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - LHR - Women - lmg 2 - Temp	\$249.92	14,236	62	0.44%	10	\$24.99

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	35-44	female	\$83.25	4,430	27	0.61%	5	\$16.65
NUMA SPA Marshall Green	25-34	female	\$115.37	7,655	23	0.30%	4	\$28.84
NUMA SPA Marshall Green	45-54	female	\$37.62	1,708	8	0.47%	1	\$37.62
NUMA SPA Marshall Green	55-64	female	\$13.68	443	4	0.90%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	mobile_app	\$228.48	13,030	55	0.42%	8	\$28.56
NUMA SPA Marshall Green	desktop	\$8.36	335	4	1.19%	1	\$8.36
NUMA SPA Marshall Green	mobile_web	\$13.08	871	3	0.34%	1	\$13.08