

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

NUMA SPA Marshall Green (act\_14551209)

## Key Performance Indicators



Impr  
13,972  
↓ 2%



Clicks  
79  
↑ 27%



Cost  
\$257.94  
↑ 3%



CTR  
0.57%  
↑ 30%



Fb Pixel Lead  
12  
↑ 20%

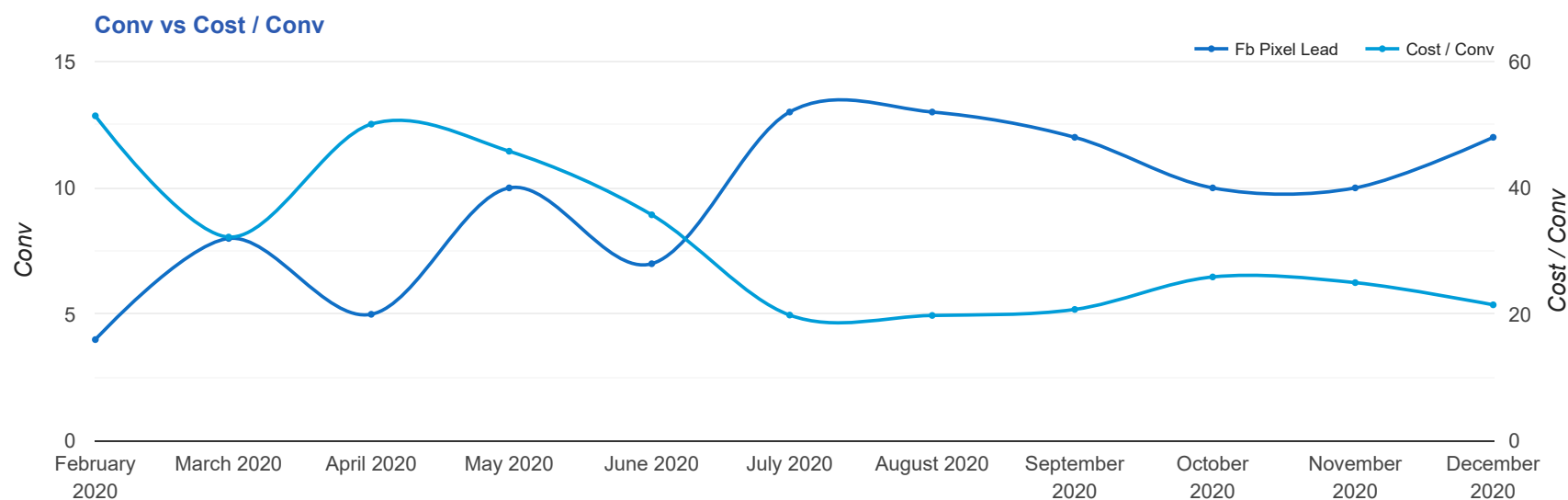


Cost / Conv  
\$21.50  
↓ 14%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	Dec, 2020	\$257.94	13,972	79	12	\$21.50

# 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	\$250.06	14,237	62	10	\$25.01
NUMA SPA Marshall Green	Dec, 2020	\$257.94	13,972	79	12	\$21.50

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal	\$257.94	13,972	79	12	\$21.50

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal - Women	\$257.94	13,972	79	12	\$21.50

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - LHR - Women - lmg 2 - Temp	\$257.94	13,972	79	0.57%	12	\$21.50

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	25-34	female	\$112.14	7,208	37	0.51%	8	\$14.02
NUMA SPA Marshall Green	45-54	female	\$40.46	1,632	9	0.55%	2	\$20.23
NUMA SPA Marshall Green	35-44	female	\$87.35	4,637	30	0.65%	1	\$87.35
NUMA SPA Marshall Green	55-64	female	\$17.99	495	3	0.61%	1	\$17.99

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	mobile_app	\$236.53	12,822	73	0.57%	12	\$19.71
NUMA SPA Marshall Green	desktop	\$6.86	249	1	0.40%	0	-
NUMA SPA Marshall Green	mobile_web	\$14.55	901	5	0.55%	0	-