

Facebook Account Performance Report 1 Jan 2021 — 31 Jan 2021

NUMA SPA Marshall Green (act_14551209)

Key Performance Indicators



Impr
16,595
↑ 19%



Clicks
101
↑ 28%



Cost
\$257.97
↔ 0%



CTR
0.61%
↑ 7%



Fb Pixel Lead
8
↓ 33%

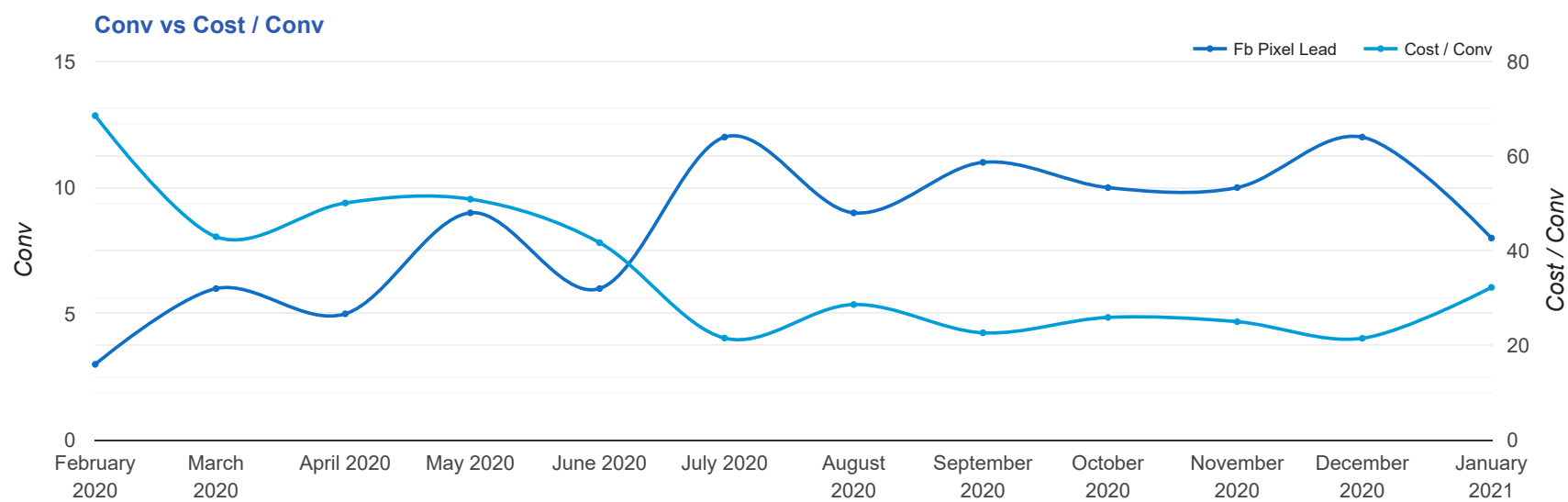


Cost / Conv
\$32.25
↑ 50%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	Jan, 2021	\$257.97	16,595	101	8	\$32.25

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	Feb, 2020	\$205.58	15,493	114	3	\$68.53
NUMA SPA Marshall Green	Mar, 2020	\$257.72	24,769	159	6	\$42.95
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	9	\$50.89
NUMA SPA Marshall Green	Jun, 2020	\$250.18	21,912	126	6	\$41.70
NUMA SPA Marshall Green	Jul, 2020	\$258.48	24,793	130	12	\$21.54
NUMA SPA Marshall Green	Aug, 2020	\$257.67	19,873	100	9	\$28.63
NUMA SPA Marshall Green	Sep, 2020	\$249.26	15,831	70	11	\$22.66
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	\$257.99	13,975	79	12	\$21.50
NUMA SPA Marshall Green	Jan, 2021	\$257.97	16,595	101	8	\$32.25

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal	\$257.97	16,595	101	8	\$32.25

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Hair Removal - Women	\$257.97	16,595	101	8	\$32.25

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-02 - LHR - Women - lmg 2 - Temp	\$257.97	16,595	101	0.61%	8	\$32.25

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	25-34	female	\$116.22	8,316	42	0.51%	3	\$38.74
NUMA SPA Marshall Green	45-54	female	\$44.75	2,014	18	0.89%	3	\$14.92
NUMA SPA Marshall Green	35-44	female	\$78.74	5,572	34	0.61%	2	\$39.37
NUMA SPA Marshall Green	55-64	female	\$18.26	693	7	1.01%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
NUMA SPA Marshall Green	mobile_app	\$238.50	15,340	89	0.58%	7	\$34.07
NUMA SPA Marshall Green	mobile_web	\$13.70	961	10	1.04%	1	\$13.70
NUMA SPA Marshall Green	desktop	\$5.77	294	2	0.68%	0	-