

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

nusbaum (act\_1456404737728171)

## Key Performance Indicators



Impr  
88,275  
↑ 88%



Clicks  
1,338  
↑ 139%



Cost  
\$1,949.57  
↑ 21%



CTR  
1.52%  
↑ 28%



Fb Pixel Lead  
33  
↑ 371%

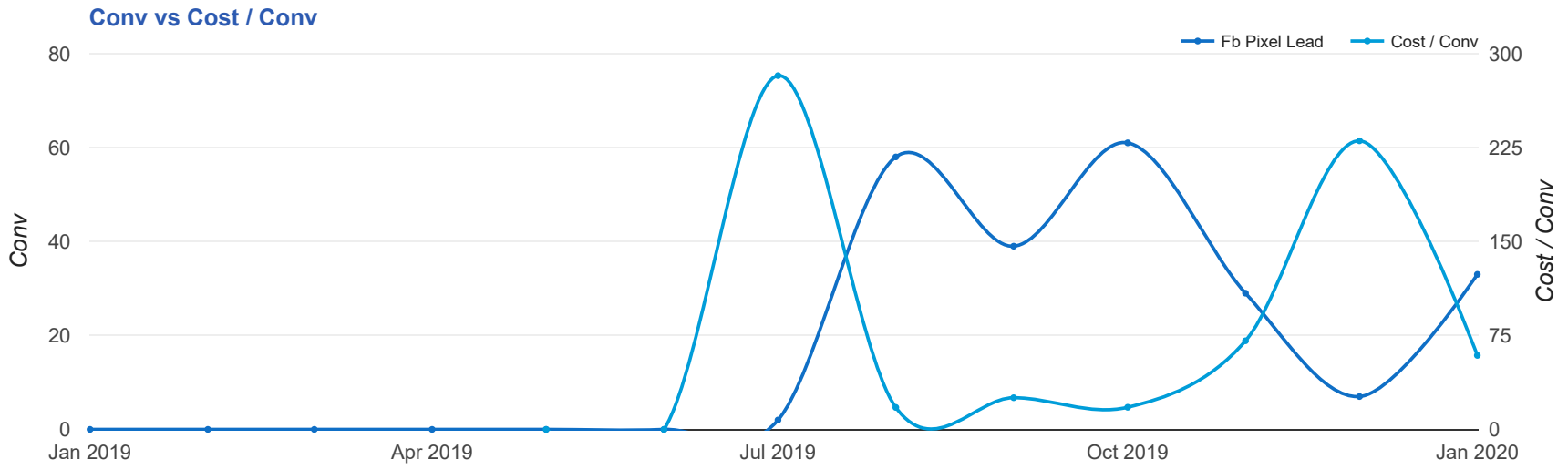


Cost / Conv  
\$59.08  
↓ 74%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
nusbaum	Jan, 2020	\$1,949.57	88,275	1,338	33	\$59.08

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
nusbaum	Jan, 2019	\$117.27	6,513	79	0	-
nusbaum	Feb, 2019	\$391.87	40,057	178	0	-
nusbaum	Mar, 2019	\$239.80	11,298	84	0	-
nusbaum	Apr, 2019	\$101.64	3,358	36	0	-
nusbaum	Jul, 2019	\$564.75	28,056	415	2	\$282.38
nusbaum	Aug, 2019	\$1,017.80	46,534	969	58	\$17.55
nusbaum	Sep, 2019	\$986.37	41,637	800	39	\$25.29
nusbaum	Oct, 2019	\$1,078.60	47,237	892	61	\$17.68
nusbaum	Nov, 2019	\$2,050.59	105,382	1,696	29	\$70.71
nusbaum	Dec, 2019	\$1,612.56	47,068	560	7	\$230.37
nusbaum	Jan, 2020	\$1,949.57	88,275	1,338	33	\$59.08

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CoolSculpting	\$1,002.95	38,687	442	31	\$32.35
Botox-PRR	\$946.62	49,588	896	2	\$473.31

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women - Dynamic	\$1,002.95	38,687	442	31	\$32.35
\$10 Botox-PRR--Cities	\$598.77	29,715	654	2	\$299.38
\$10 Botox-PRR--Cities - Copy	\$347.85	19,873	242	0	-

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020.01 - CS - Women - Dynamic	\$1,002.95	38,687	442	1.14%	31	\$32.35
Botox-10-Mendham	\$598.77	29,715	654	2.20%	2	\$299.38
Botox-10-cities	\$347.85	19,873	242	1.22%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
nusbaum	45-54	female	\$752.10	26,263	500	1.90%	15	\$50.14
nusbaum	25-34	female	\$341.80	21,558	207	0.96%	10	\$34.18
nusbaum	35-44	female	\$564.63	29,132	419	1.44%	4	\$141.16
nusbaum	55-64	female	\$291.04	11,322	212	1.87%	4	\$72.76

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
nusbaum	mobile_app	\$1,678.55	77,693	1,237	1.59%	30	\$55.95
nusbaum	mobile_web	\$105.30	4,694	56	1.19%	2	\$52.65
nusbaum	desktop	\$165.72	5,888	45	0.76%	1	\$165.72