

Facebook Account Performance Report 1 Feb 2020 — 29 Feb 2020

nusbaum (act_1456404737728171)

Key Performance Indicators



Impr
6,483
↓ 93%



Clicks
85
↓ 94%



Cost
\$140.99
↓ 93%



CTR
1.31%
↓ 14%



Fb Pixel Lead
0
↓ 100%

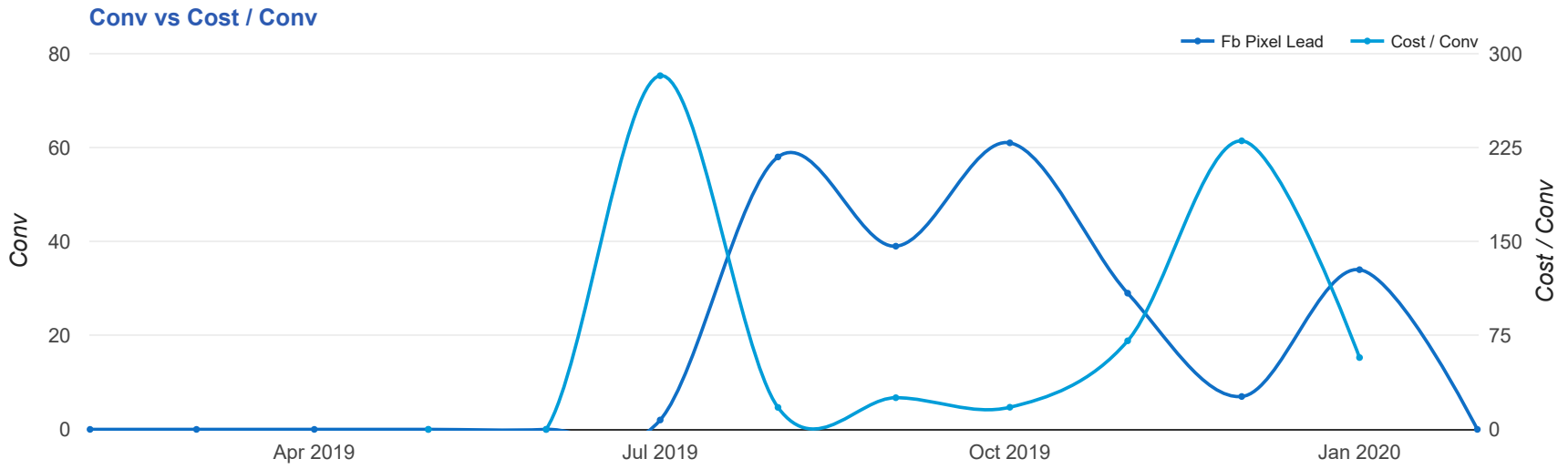


Cost / Conv
-
↓ 100%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
nusbaum	Feb, 2020	\$140.99	6,483	85	0	-

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	34	\$57.34
nusbaum	Feb, 2020	\$140.99	6,483	85	0	-

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox-PRR	\$140.99	6,483	85	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
\$10 Botox-PRR--Cities - Copy	\$140.99	6,483	85	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Botox-10-cities	\$140.99	6,483	85	1.31%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
nusbaum	25-34	female	\$13.44	939	5	0.53%	0	-
nusbaum	35-44	female	\$41.91	2,361	27	1.14%	0	-
nusbaum	45-54	female	\$52.91	2,068	35	1.69%	0	-
nusbaum	55-64	female	\$32.73	1,115	18	1.61%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
nusbaum	desktop	\$11.23	477	2	0.42%	0	-
nusbaum	mobile_app	\$117.73	5,494	81	1.47%	0	-
nusbaum	mobile_web	\$12.03	512	2	0.39%	0	-