

Facebook Account Performance Report 1 Mar 2021 — 31 Mar 2021

Ranch and Coast (act_546910909091647)

Key Performance Indicators



Impr
6,685
↑ 270%



Clicks
243
↑ 179%



Cost
\$747.65
↑ 311%



CTR
3.64%
↓ 24%



Fb Pixel Lead
12
↑ 500%

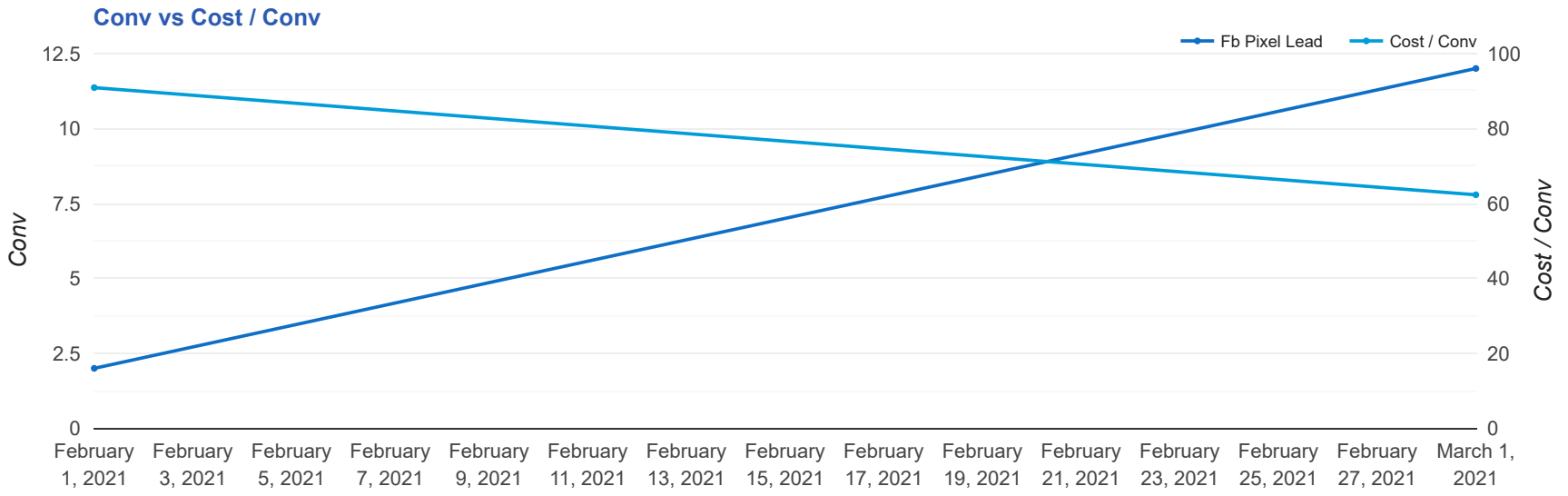


Cost / Conv
\$62.30
↓ 31%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Ranch and Coast	Mar, 2021	\$747.65	6,685	243	12	\$62.30

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Ranch and Coast	Feb, 2021	\$181.78	1,807	87	2	\$90.89
Ranch and Coast	Mar, 2021	\$747.65	6,685	243	12	\$62.30

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$604.53	6,051	221	12	\$50.38
Event: Spring into Your Summer Body Virtual Event	\$143.12	634	22	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-64 - 12mi Radius	\$604.53	6,051	221	12	\$50.38
Event: Spring into Your Summer Body Virtual Event	\$143.12	634	22	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021 - 02 - CS - UGC - Standing	\$380.02	3,625	163	4.50%	10	\$38.00
2021 - 02 - CS - UGC - Sitting	\$224.51	2,426	58	2.39%	2	\$112.25
Event: Spring into Your Summer Body Virtual Event	\$143.12	634	22	3.47%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Ranch and Coast	45-54	female	\$182.44	1,239	80	6.46%	8	\$22.80
Ranch and Coast	35-44	female	\$241.64	2,247	85	3.78%	3	\$80.55
Ranch and Coast	25-34	female	\$191.92	2,589	53	2.05%	1	\$191.92
Ranch and Coast	18-24	female	\$0.05	1	0	0.00%	0	-
Ranch and Coast	25-34	male	\$6.95	27	1	3.70%	0	-
Ranch and Coast	35-44	male	\$1.78	10	1	10.00%	0	-
Ranch and Coast	45-54	male	\$0.32	5	0	0.00%	0	-
Ranch and Coast	55-64	female	\$94.16	518	20	3.86%	0	-
Ranch and Coast	55-64	male	\$3.93	8	0	0.00%	0	-
Ranch and Coast	65+	female	\$24.20	39	3	7.69%	0	-
Ranch and Coast	65+	male	\$0.26	2	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Ranch and Coast	mobile_app	\$731.40	6,626	242	3.65%	12	\$60.95
Ranch and Coast	desktop	\$10.89	23	1	4.35%	0	-
Ranch and Coast	mobile_web	\$5.36	36	0	0.00%	0	-