

Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021

Ranch and Coast (act_546910909091647)

Key Performance Indicators



Impr
442
↓ 93%



Clicks
24
↓ 90%



Cost
\$50.75
↓ 93%



CTR
5.43%
↑ 49%



Fb Pixel Lead
0
↓ 100%

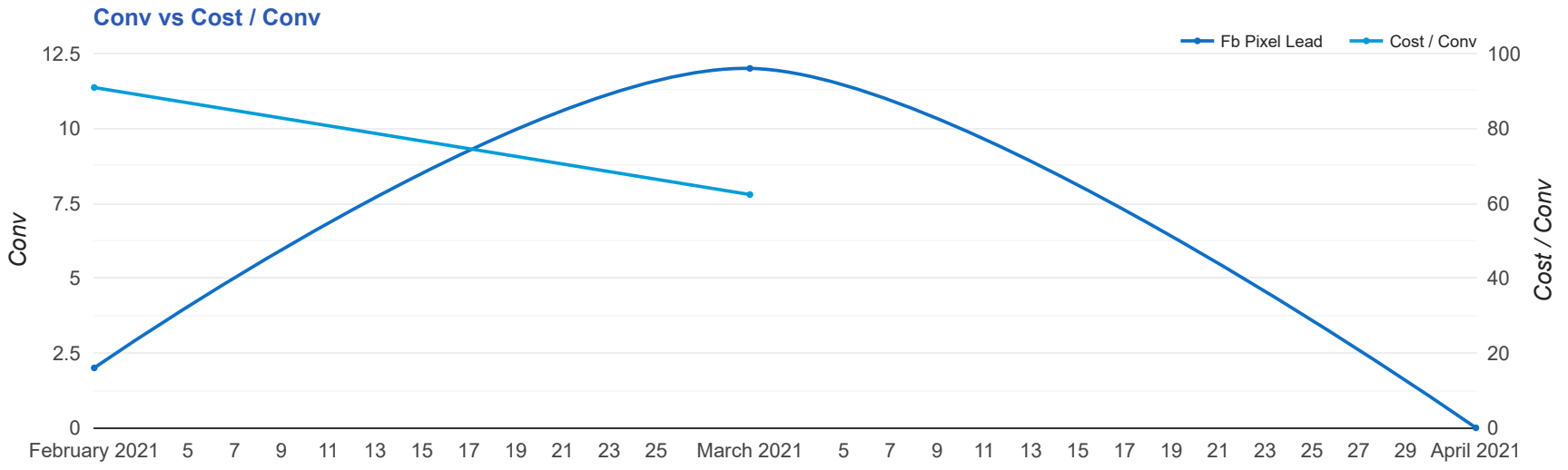


Cost / Conv
-
↓ 100%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Ranch and Coast	Apr, 2021	\$50.75	442	24	0	-

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
Ranch and Coast	Apr, 2021	\$50.75	442	24	0	-

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$50.75	442	24	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-64 - 12mi Radius	\$50.75	442	24	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021 - 02 - CS - UGC - Standing	\$41.30	347	19	5.48%	0	-
2021 - 02 - CS - UGC - Sitting	\$9.45	95	5	5.26%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Ranch and Coast	25-34	female	\$12.51	158	2	1.27%	0	-
Ranch and Coast	35-44	female	\$19.38	150	10	6.67%	0	-
Ranch and Coast	45-54	female	\$13.47	97	10	10.31%	0	-
Ranch and Coast	55-64	female	\$5.39	37	2	5.41%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Ranch and Coast	mobile_app	\$50.34	439	24	5.47%	0	-
Ranch and Coast	mobile_web	\$0.41	3	0	0.00%	0	-