

**Facebook Account Performance  
Report  
1 Jan 2021 — 31 Jan 2021**

Renovo MD (act\_288048368637892)

## Key Performance Indicators



Impr  
56,463  
↑ 77%



Clicks  
1,542  
↑ 25%



Cost  
\$1,022.99  
↑ 38%



CTR  
2.73%  
↓ 29%



Fb Pixel Lead  
21  
↑ 600%

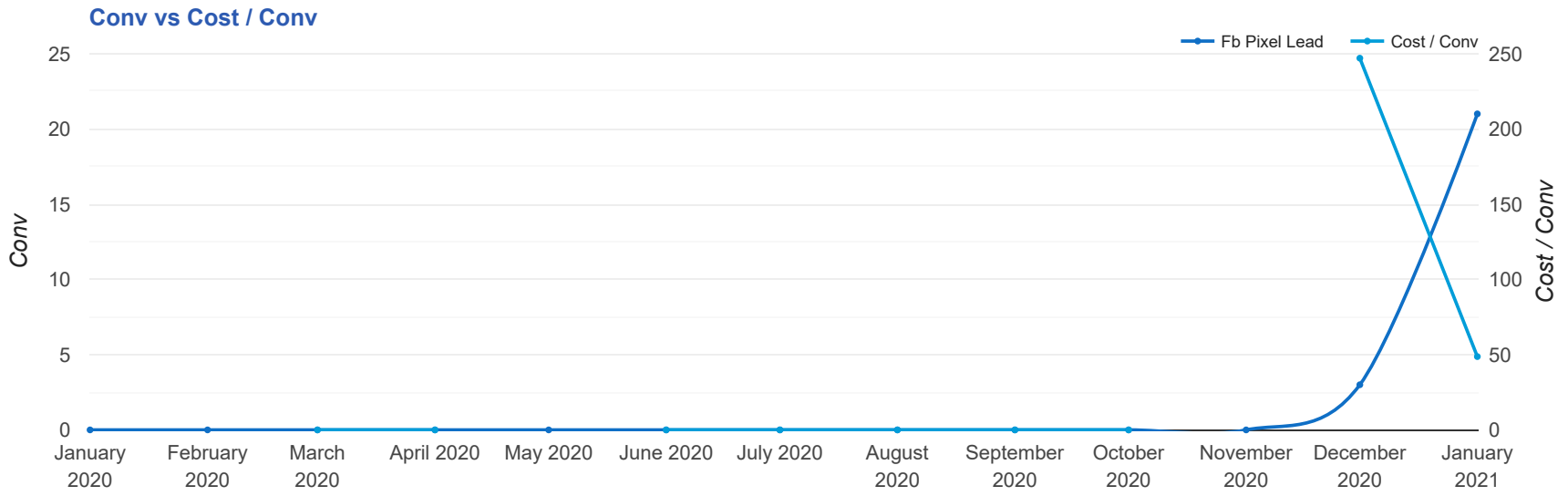


Cost / Conv  
\$48.71  
↓ 80%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renovo MD	Jan, 2021	\$1,022.99	56,463	1,542	21	\$48.71

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renovo MD	Jan, 2020	\$342.55	14,378	560	0	-
Renovo MD	Feb, 2020	\$289.08	10,520	285	0	-
Renovo MD	May, 2020	\$25.00	885	25	0	-
Renovo MD	Nov, 2020	\$30.92	1,858	100	0	-
Renovo MD	Dec, 2020	\$741.02	31,881	1,234	3	\$247.01
Renovo MD	Jan, 2021	\$1,022.99	56,463	1,542	21	\$48.71

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,022.99	56,463	1,542	21	\$48.71

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-55 - 7mi Radius	\$1,022.99	56,463	1,542	21	\$48.71

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-12 - CS - UG - Standing	\$770.04	42,448	1,152	2.71%	18	\$42.78
2020-12 - CS - UG - Sitting	\$252.95	14,015	390	2.78%	3	\$84.32

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renovo MD	25-34	female	\$358.21	24,615	593	2.41%	13	\$27.55
Renovo MD	45-54	female	\$288.16	11,846	402	3.39%	5	\$57.63
Renovo MD	35-44	female	\$353.00	19,153	519	2.71%	3	\$117.67
Renovo MD	55-64	female	\$23.62	849	28	3.30%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renovo MD	mobile_app	\$991.51	54,792	1,513	2.76%	21	\$47.21
Renovo MD	desktop	\$17.51	807	5	0.62%	0	-
Renovo MD	mobile_web	\$13.96	864	24	2.78%	0	-