

Facebook Account Performance Report 1 Feb 2021 — 28 Feb 2021

Renovo MD (act_288048368637892)

Key Performance Indicators



Impr
50,181
↓ 11%



Clicks
1,287
↓ 17%



Cost
\$924.05
↓ 10%



CTR
2.56%
↓ 6%



Fb Pixel Lead
24
↑ 14%

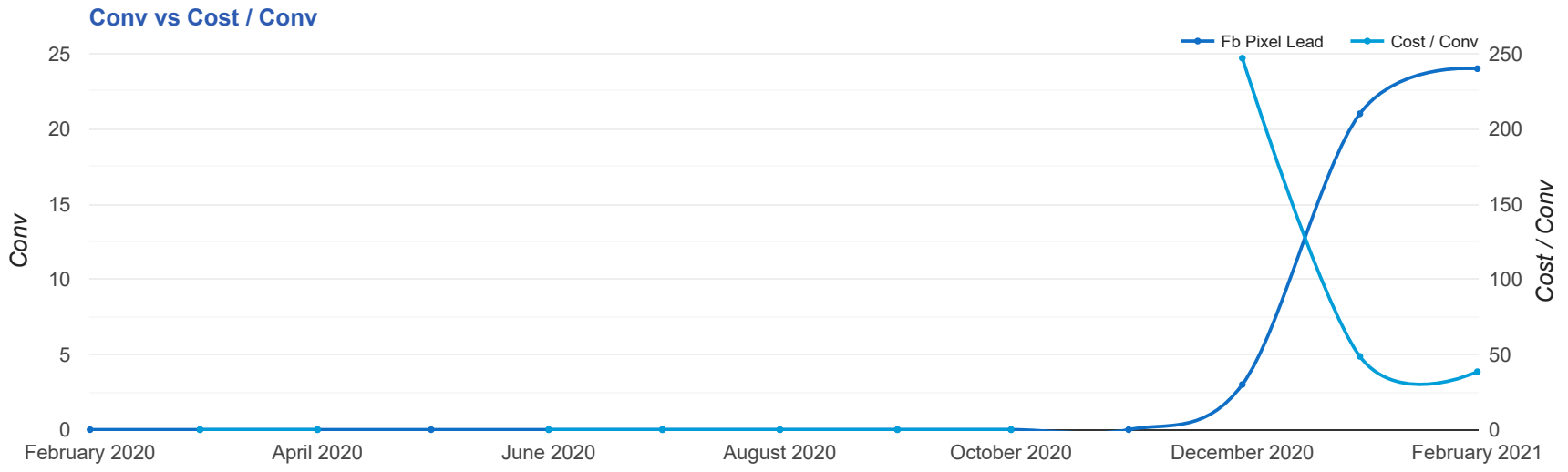


Cost / Conv
\$38.50
↓ 21%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renovo MD	Feb, 2021	\$924.05	50,181	1,287	24	\$38.50

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	56,465	1,544	21	\$48.71
Renovo MD	Feb, 2021	\$924.05	50,181	1,287	24	\$38.50

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$924.05	50,181	1,287	24	\$38.50

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-55 - 7mi Radius	\$924.05	50,181	1,287	24	\$38.50

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-12 - CS - UG - Standing	\$616.83	32,546	804	2.47%	14	\$44.06
2020-12 - CS - UG - Sitting	\$307.22	17,635	483	2.74%	10	\$30.72

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renovo MD	45-54	female	\$278.24	11,158	326	2.92%	11	\$25.29
Renovo MD	25-34	female	\$308.90	21,289	478	2.25%	10	\$30.89
Renovo MD	35-44	female	\$306.01	16,801	442	2.63%	2	\$153.00
Renovo MD	55-64	female	\$30.89	933	41	4.39%	1	\$30.89

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renovo MD	mobile_app	\$901.64	49,041	1,254	2.56%	24	\$37.57
Renovo MD	desktop	\$9.27	361	3	0.83%	0	-
Renovo MD	mobile_web	\$13.14	779	30	3.85%	0	-