

# **Facebook Account Performance Report 1 Mar 2021 — 31 Mar 2021**

Renovo MD (act\_288048368637892)

## Key Performance Indicators



Impr  
43,549  
↓ 13%



Clicks  
1,263  
↓ 2%



Cost  
\$1,051.68  
↑ 14%



CTR  
2.90%  
↑ 13%



Fb Pixel Lead  
58  
↑ 142%

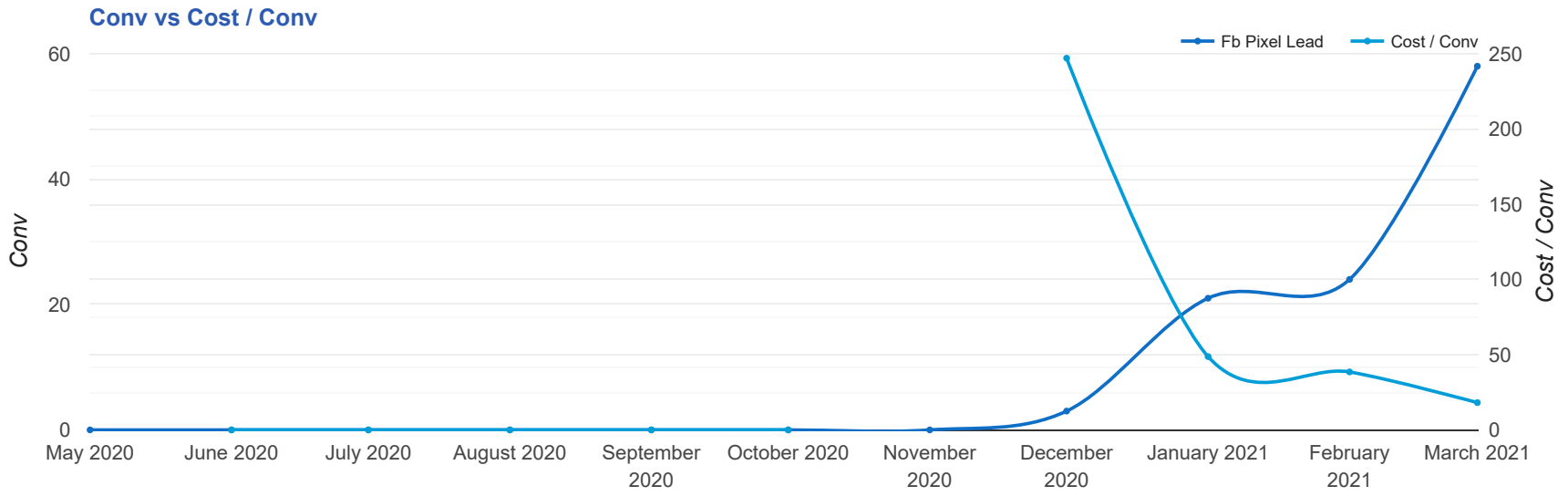


Cost / Conv  
\$18.13  
↓ 53%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renovo MD	Mar, 2021	\$1,051.68	43,549	1,263	58	\$18.13

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$924.37	50,189	1,287	24	\$38.52
Renovo MD	Mar, 2021	\$1,051.68	43,549	1,263	58	\$18.13

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,021.68	40,747	1,035	58	\$17.62
Event: The COOLEST Week of the Year!	\$30.00	2,802	228	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-55 - 7mi Radius	\$1,021.68	40,747	1,035	58	\$17.62
Event: The COOLEST Week of the Year!	\$30.00	2,802	228	0	-

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-12 - CS - UG - Standing	\$743.89	27,721	631	2.28%	49	\$15.18
2020-12 - CS - UG - Sitting	\$277.79	13,026	404	3.10%	9	\$30.87
Event: The COOLEST Week of the Year!	\$30.00	2,802	228	8.14%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renovo MD	25-34	female	\$356.12	15,492	405	2.61%	37	\$9.62
Renovo MD	45-54	female	\$314.44	12,031	383	3.18%	14	\$22.46
Renovo MD	35-44	female	\$327.84	13,785	344	2.50%	7	\$46.83
Renovo MD	55-64	female	\$49.05	1,927	93	4.83%	0	-
Renovo MD	65+	female	\$4.24	314	38	12.10%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renovo MD	mobile_app	\$1,026.71	42,546	1,248	2.93%	58	\$17.70
Renovo MD	desktop	\$16.67	668	7	1.05%	0	-
Renovo MD	mobile_web	\$8.30	335	8	2.39%	0	-