

# **Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021**

Renovo MD (act\_288048368637892)

## Key Performance Indicators



Impr  
37,396  
↓ 14%



Clicks  
988  
↓ 22%



Cost  
\$991.50  
↓ 6%



CTR  
2.64%  
↓ 9%



Fb Pixel Lead  
33  
↓ 39%

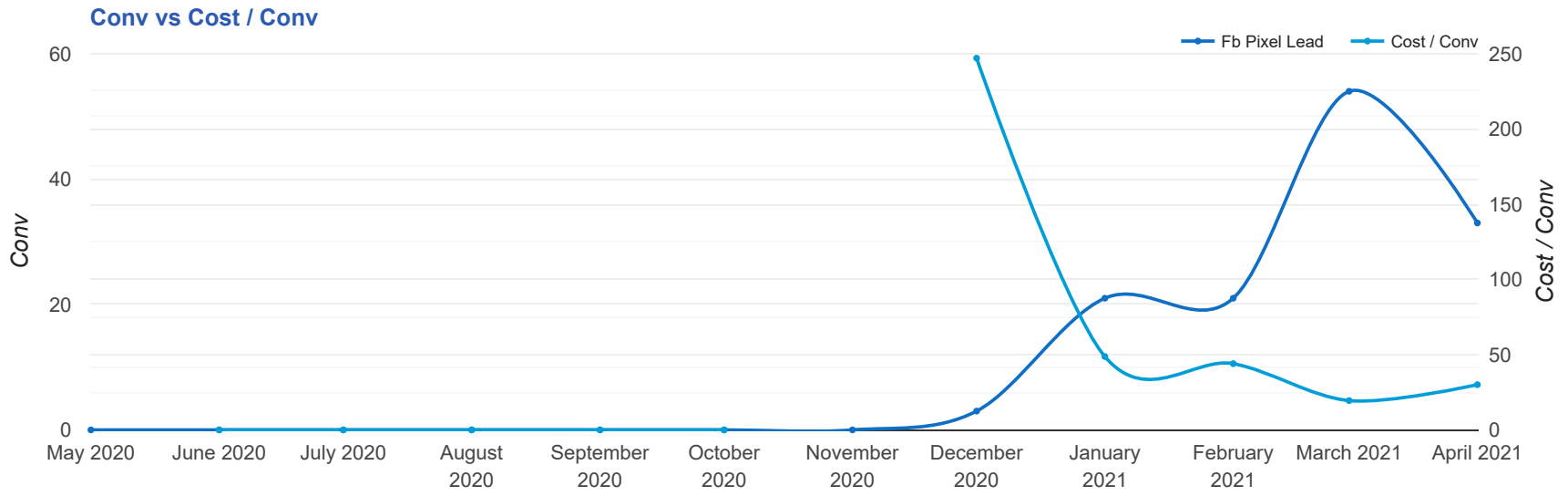


Cost / Conv  
\$30.05  
↑ 54%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Renovo MD	Apr, 2021	\$991.50	37,396	988	33	\$30.05

# 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	21	\$44.02
Renovo MD	Mar, 2021	\$1,051.68	43,549	1,263	54	\$19.48
Renovo MD	Apr, 2021	\$991.50	37,396	988	33	\$30.05

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$991.50	37,396	988	33	\$30.05

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-55 - 7mi Radius	\$991.50	37,396	988	33	\$30.05

## Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-12 - CS - UG - Sitting	\$617.23	22,831	622	2.72%	20	\$30.86
2020-12 - CS - UG - Standing	\$374.27	14,565	366	2.51%	13	\$28.79

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renovo MD	25-34	female	\$337.68	13,920	368	2.64%	11	\$30.70
Renovo MD	35-44	female	\$316.44	12,261	304	2.48%	11	\$28.77
Renovo MD	45-54	female	\$306.67	10,144	283	2.79%	8	\$38.33
Renovo MD	Unknown	unknown	\$0.00	0	0	-%	3	\$0.00
Renovo MD	55-64	female	\$30.71	1,071	33	3.08%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Renovo MD	mobile_app	\$970.13	36,636	967	2.64%	29	\$33.45
Renovo MD	unknown	\$0.00	0	0	-%	3	\$0.00
Renovo MD	mobile_web	\$9.79	342	18	5.26%	1	\$9.79
Renovo MD	desktop	\$11.58	418	3	0.72%	0	-