

**Facebook Account Performance
Report
1 Jan 2020 — 31 Jan 2020**

Riverside Medical

Key Performance Indicators



Impr
34,276
↑ 35%



Clicks
352
↑ 186%



Cost
\$860.84
↑ 110%



CTR
1.03%
↑ 115%



Fb Pixel Lead
0
-

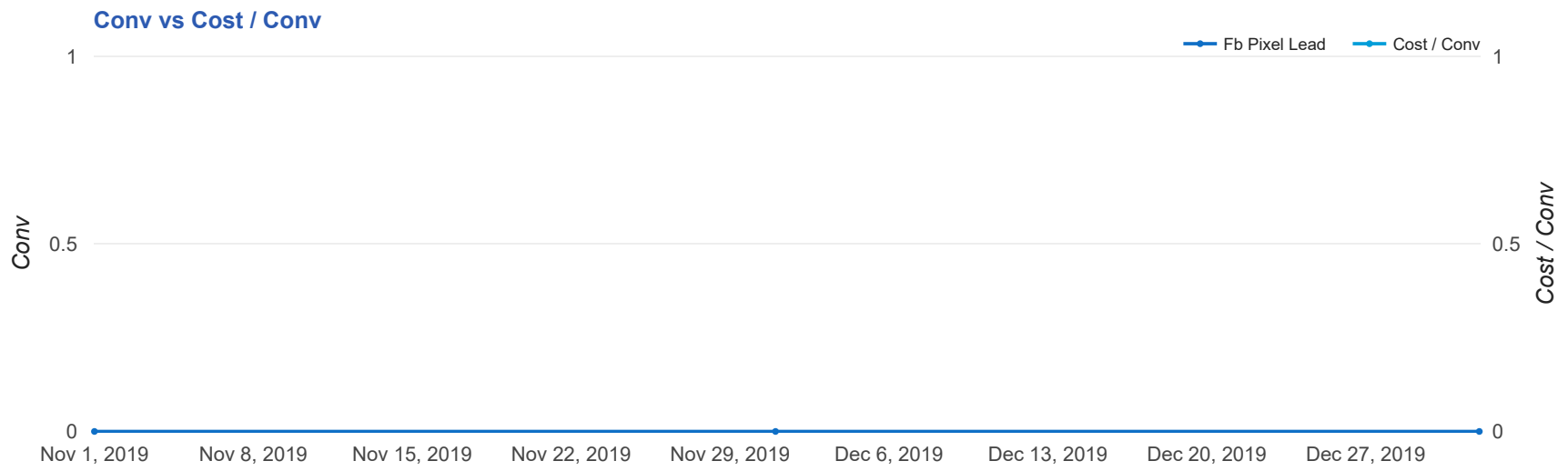


Cost / Conv
-
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Diane Kenney Martin	Jan, 2020	\$860.84	34,276	352	0	-

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Diane Kenney Martin	Nov, 2019	\$789.40	46,626	263	0	-
Diane Kenney Martin	Dec, 2019	\$410.60	25,440	123	0	-
Diane Kenney Martin	Jan, 2020	\$860.84	34,276	352	0	-

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$860.84	34,276	352	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$860.84	34,276	352	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS - Women - Image 3	\$116.10	4,729	53	1.12%	0	-
2019-12 - CS - Women - Image 2	\$113.28	5,493	44	0.80%	0	-
OLD - 2019-12 - CS - Women - Image 1	\$91.45	3,420	29	0.85%	0	-
2019-12 - CS - Women - Image 5	\$169.67	8,122	73	0.90%	0	-
2020-01 - CS - Women - Image 1	\$109.59	5,156	54	1.05%	0	-
2020-01 - CS - Women - Image 2	\$94.21	3,935	47	1.19%	0	-
2020-01 - CS - Women - Image 3	\$28.42	1,315	11	0.84%	0	-
2020-01 - CS - Women - Valentine Img 1	\$4.38	105	3	2.86%	0	-
2020-01 - CS - Women - Valentine Img 3	\$26.40	283	10	3.53%	0	-
2020-01 - CS - Women - Valentine Img 4	\$34.62	771	4	0.52%	0	-
2020-01 - CS - Women - Valentine Img 4	\$72.72	947	24	2.53%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Diane Kenney Martin	25-34	female	\$183.94	10,887	71	0.65%	0	-
Diane Kenney Martin	35-44	female	\$259.79	11,801	100	0.85%	0	-
Diane Kenney Martin	45-54	female	\$289.70	8,051	114	1.42%	0	-
Diane Kenney Martin	55-64	female	\$127.41	3,537	67	1.89%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Diane Kenney Martin	desktop	\$57.94	2,257	19	0.84%	0	-
Diane Kenney Martin	mobile_app	\$767.64	30,624	317	1.04%	0	-
Diane Kenney Martin	mobile_web	\$35.26	1,395	16	1.15%	0	-