

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

Riverside Medical

Key Performance Indicators



Impr
56,315
↑ 3%



Clicks
319
↑ 44%



Cost
\$1,032.18
↑ 3%



CTR
0.57%
↑ 42%



Total Custom Conversions
5
↓ 17%

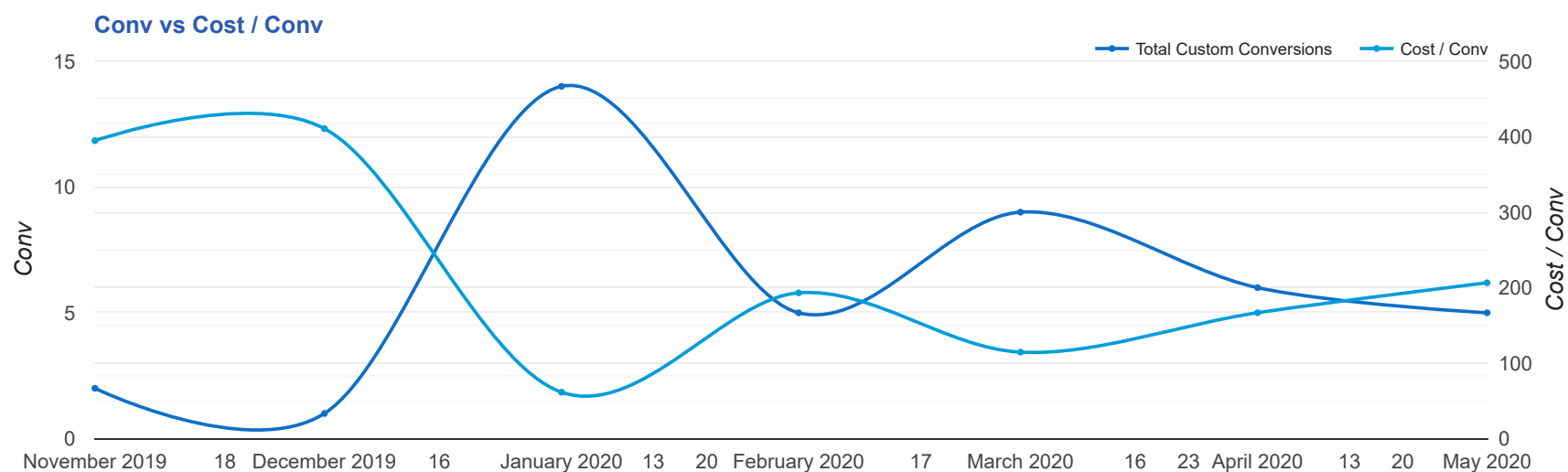


Cost / Conv
\$206.44
↑ 24%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Diane Kenney Martin	May, 2020	\$1,032.18	56,315	319	5	\$206.44

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Diane Kenney Martin	Nov, 2019	\$789.40	46,626	263	2	\$394.70
Diane Kenney Martin	Dec, 2019	\$410.60	25,440	123	1	\$410.60
Diane Kenney Martin	Jan, 2020	\$860.84	34,276	352	14	\$61.49
Diane Kenney Martin	Feb, 2020	\$965.51	28,285	316	5	\$193.10
Diane Kenney Martin	Mar, 2020	\$1,030.77	59,395	379	9	\$114.53
Diane Kenney Martin	Apr, 2020	\$1,000.67	54,872	222	6	\$166.78
Diane Kenney Martin	May, 2020	\$1,032.18	56,315	319	5	\$206.44

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Conversions	\$1,032.18	56,315	319	5	\$206.44

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Women	\$1,032.18	56,315	319	5	\$206.44

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2019-12 - CS - Women - Image 2 - Temp	\$1,032.18	56,315	319	0.57%	5	\$206.44

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Diane Kenney Martin	35-44	female	\$326.66	20,363	111	0.55%	2	\$163.33
Diane Kenney Martin	45-54	female	\$295.17	11,247	89	0.79%	2	\$147.59
Diane Kenney Martin	25-34	female	\$288.11	20,997	83	0.40%	1	\$288.11
Diane Kenney Martin	55-64	female	\$122.24	3,708	36	0.97%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Diane Kenney Martin	mobile_app	\$949.15	50,878	302	0.59%	4	\$237.29
Diane Kenney Martin	desktop	\$42.18	3,396	10	0.29%	1	\$42.18
Diane Kenney Martin	mobile_web	\$40.85	2,041	7	0.34%	0	-