

**Facebook Account Performance  
Report  
1 Jun 2020 — 30 Jun 2020**

Riverside Medical

## Key Performance Indicators



Impr  
47,989  
↓ 15%



Clicks  
300  
↓ 6%



Cost  
\$998.75  
↓ 3%



CTR  
0.63%  
↑ 11%



Total Custom Conversions  
11  
↑ 120%

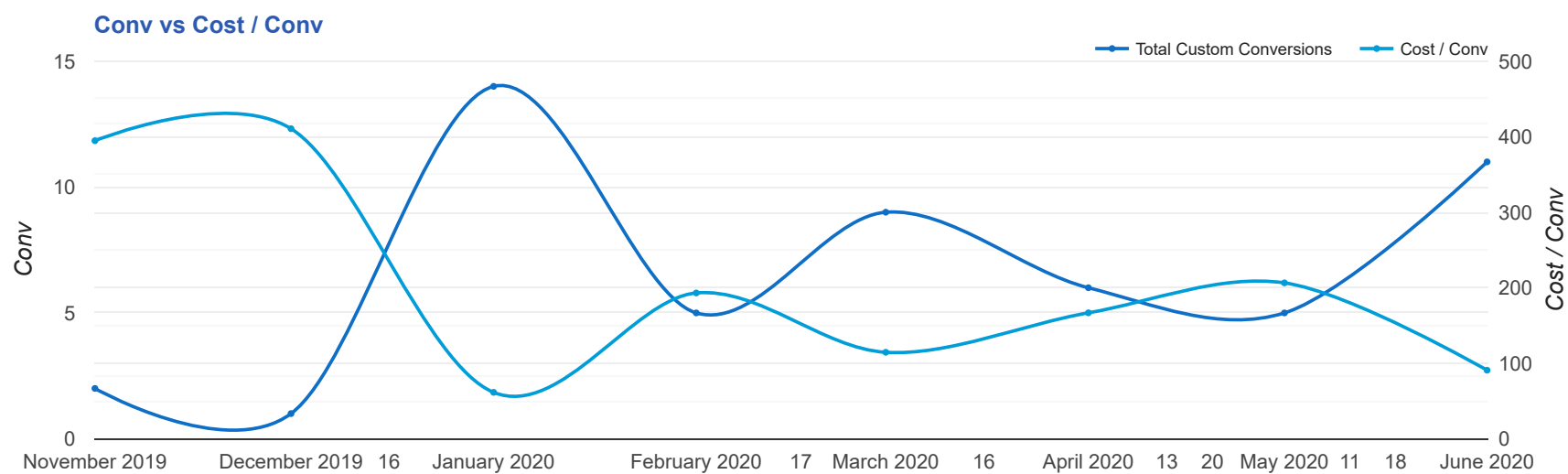


Cost / Conv  
\$90.80  
↓ 56%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Diane Kenney Martin	Jun, 2020	\$998.75	47,989	300	11	\$90.80

# 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	56,316	319	5	\$206.44
Diane Kenney Martin	Jun, 2020	\$998.75	47,989	300	11	\$90.80

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Conversions	\$998.75	47,989	300	11	\$90.80

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Women	\$998.75	47,989	300	11	\$90.80

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2019-12 - CS - Women - Image 2 - Temp	\$998.75	47,989	300	0.63%	11	\$90.80

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Diane Kenney Martin	35-44	female	\$308.46	17,103	97	0.57%	6	\$51.41
Diane Kenney Martin	25-34	female	\$238.60	16,854	83	0.49%	2	\$119.30
Diane Kenney Martin	45-54	female	\$324.43	10,520	88	0.84%	2	\$162.22
Diane Kenney Martin	55-64	female	\$127.26	3,512	32	0.91%	1	\$127.26

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Diane Kenney Martin	mobile_app	\$931.52	44,317	281	0.63%	11	\$84.68
Diane Kenney Martin	desktop	\$29.17	1,997	7	0.35%	0	-
Diane Kenney Martin	mobile_web	\$38.06	1,675	12	0.72%	0	-