

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

Riverside Medical

Key Performance Indicators



Impr
57,175
↑ 19%



Clicks
426
↑ 42%



Cost
\$1,032.55
↑ 3%



CTR
0.75%
↑ 19%



Total Custom Conversions
11
↓ 8%

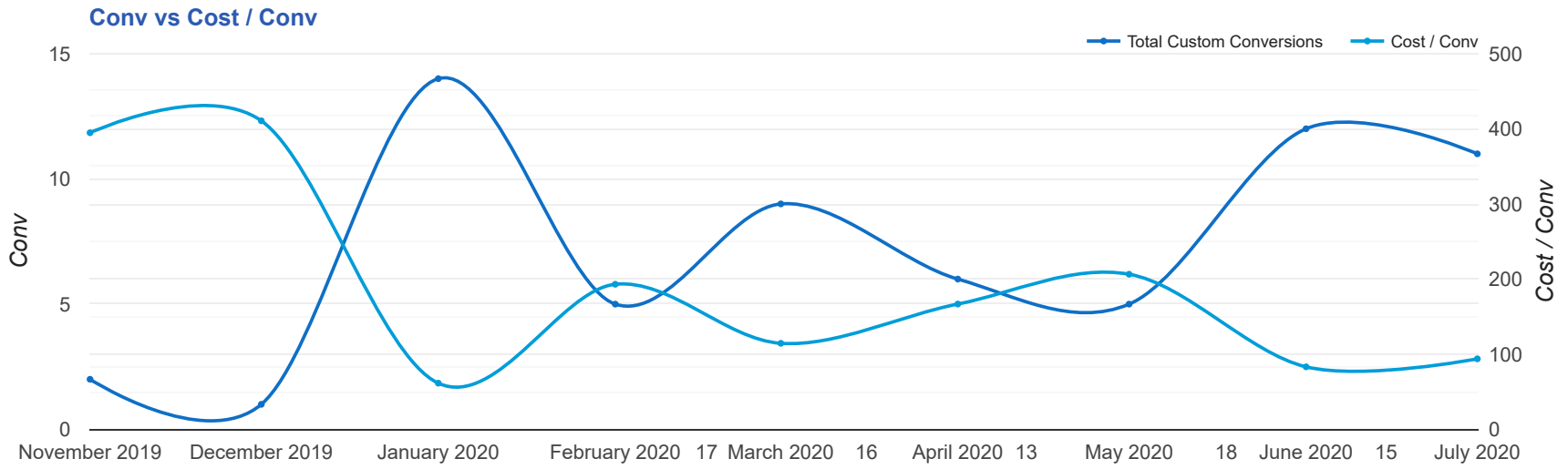


Cost / Conv
\$93.87
↑ 13%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Riverside Medical	Jul, 2020	\$1,032.55	57,175	426	11	\$93.87

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Riverside Medical	Nov, 2019	\$789.40	46,626	263	2	\$394.70
Riverside Medical	Dec, 2019	\$410.60	25,440	123	1	\$410.60
Riverside Medical	Jan, 2020	\$860.84	34,276	352	14	\$61.49
Riverside Medical	Feb, 2020	\$965.51	28,285	316	5	\$193.10
Riverside Medical	Mar, 2020	\$1,030.77	59,395	379	9	\$114.53
Riverside Medical	Apr, 2020	\$1,000.67	54,872	222	6	\$166.78
Riverside Medical	May, 2020	\$1,032.18	56,316	319	5	\$206.44
Riverside Medical	Jun, 2020	\$998.80	47,991	300	12	\$83.23
Riverside Medical	Jul, 2020	\$1,032.55	57,175	426	11	\$93.87

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Conversions	\$1,032.55	57,175	426	11	\$93.87

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Women	\$1,032.55	57,175	426	11	\$93.87

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2019-12 - CS - Women - Image 2 - Temp	\$1,010.62	56,167	406	0.72%	11	\$91.87
2019-12 - CS - Women - Image 2	\$5.45	256	2	0.78%	0	-
2020 - 07 - CS - Women - Video 3	\$5.53	221	8	3.62%	0	-
2020 - 07 - CS - Women - Video 2	\$4.26	205	3	1.46%	0	-
2020 - 07 - CS - Women - Video 1	\$6.69	326	7	2.15%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Riverside Medical	25-34	female	\$293.70	23,617	144	0.61%	5	\$58.74
Riverside Medical	35-44	female	\$345.82	19,812	136	0.69%	4	\$86.45
Riverside Medical	45-54	female	\$284.81	10,538	113	1.07%	1	\$284.81
Riverside Medical	55-64	female	\$108.22	3,208	33	1.03%	1	\$108.22

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Riverside Medical	mobile_app	\$974.39	53,136	401	0.75%	10	\$97.44
Riverside Medical	mobile_web	\$37.95	2,335	20	0.86%	1	\$37.95
Riverside Medical	desktop	\$20.21	1,704	5	0.29%	0	-