

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

Riverside Medical

Key Performance Indicators



Impr
60,252
↑ 5%



Clicks
738
↑ 73%



Cost
\$1,031.44
↔ 0%



CTR
1.22%
↑ 63%



Total Custom Conversions
34
↑ 183%

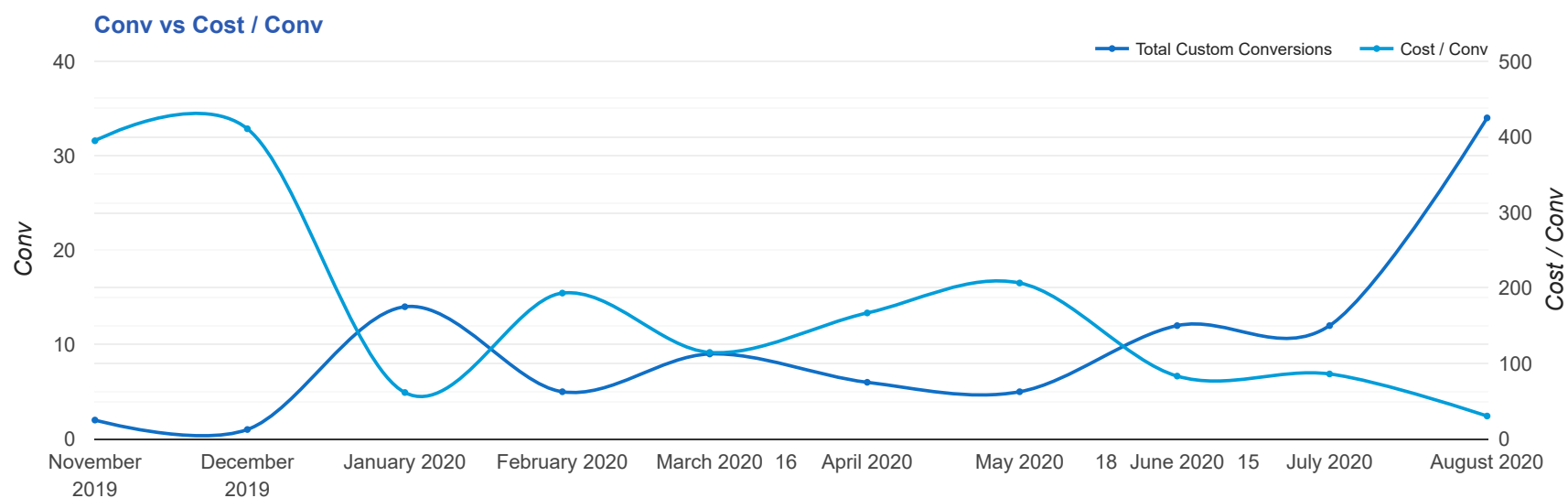


Cost / Conv
\$30.34
↓ 65%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Riverside Medical	Aug, 2020	\$1,031.44	60,252	738	34	\$30.34

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	\$1,032.56	57,176	426	12	\$86.05
Riverside Medical	Aug, 2020	\$1,031.44	60,252	738	34	\$30.34

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Conversions	\$1,031.44	60,252	738	34	\$30.34

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Women	\$1,031.44	60,252	738	34	\$30.34

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2020 - 07 - CS - Women - Video 3	\$709.55	41,891	550	1.31%	28	\$25.34
2020 - 07 - CS - Women - Video 2	\$89.96	4,289	55	1.28%	3	\$29.99
2020 - 07 - CS - Women - Video 1	\$183.40	11,310	124	1.10%	3	\$61.13
2019-12 - CS - Women - Image 2	\$48.53	2,762	9	0.33%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Riverside Medical	25-34	female	\$285.01	23,174	230	0.99%	13	\$21.92
Riverside Medical	45-54	female	\$288.27	11,892	195	1.64%	10	\$28.83
Riverside Medical	35-44	female	\$335.15	21,147	230	1.09%	9	\$37.24
Riverside Medical	55-64	female	\$123.01	4,039	83	2.05%	2	\$61.51

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Riverside Medical	mobile_app	\$976.92	57,550	707	1.23%	34	\$28.73
Riverside Medical	desktop	\$24.18	1,406	8	0.57%	0	-
Riverside Medical	mobile_web	\$30.34	1,296	23	1.77%	0	-