

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

Riverside Medical

## Key Performance Indicators



Impr  
45,888  
↓ 24%



Clicks  
519  
↓ 30%



Cost  
\$1,000.46  
↓ 3%



CTR  
1.13%  
↓ 7%



Total Custom Conversions  
17  
↓ 50%

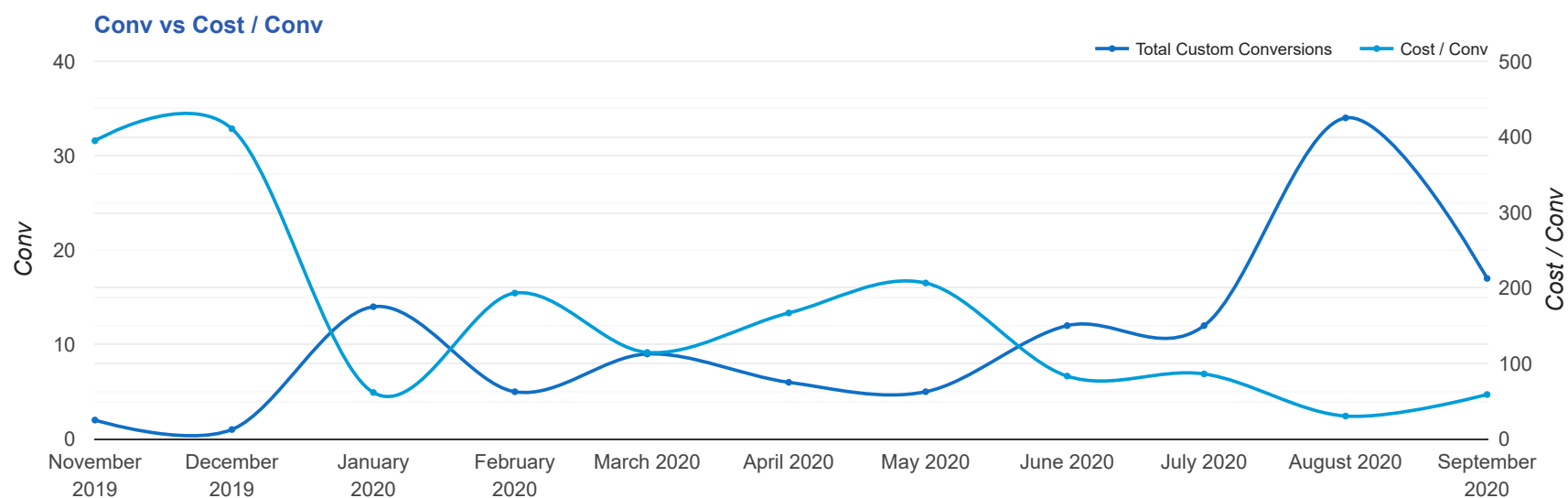


Cost / Conv  
\$58.85  
↑ 94%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Riverside Medical	Sep, 2020	\$1,000.46	45,888	519	17	\$58.85

# 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	\$1,031.48	60,254	738	34	\$30.34
Riverside Medical	Sep, 2020	\$1,000.46	45,888	519	17	\$58.85

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Conversions	\$1,000.46	45,888	519	17	\$58.85

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	TOTAL CUSTOM CONVERSIONS	COST / CONV
Coolsculpting - Women	\$1,000.46	45,888	519	17	\$58.85

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
2020 - 07 - CS - Women - Video 3	\$638.91	29,591	341	1.15%	10	\$63.89
2020 - 07 - CS - Women - Video 1	\$206.24	9,323	111	1.19%	6	\$34.37
2020 - 07 - CS - Women - Video 2	\$94.69	4,048	48	1.19%	1	\$94.69
2019-12 - CS - Women - Image 2	\$60.62	2,926	19	0.65%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Riverside Medical	35-44	female	\$337.85	16,211	185	1.14%	9	\$37.54
Riverside Medical	25-34	female	\$283.27	17,700	149	0.84%	5	\$56.65
Riverside Medical	55-64	female	\$106.42	2,897	47	1.62%	2	\$53.21
Riverside Medical	45-54	female	\$272.92	9,080	138	1.52%	1	\$272.92

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	TOTAL CUSTOM CONVERSIONS	COST / CONV
Riverside Medical	mobile_app	\$955.94	43,962	488	1.11%	16	\$59.75
Riverside Medical	mobile_web	\$29.01	1,170	28	2.39%	1	\$29.01
Riverside Medical	desktop	\$15.51	756	3	0.40%	0	-