

Facebook Account Performance Report

1 Jan 2020 — 31 Jan 2020

Ale Arnez (act_541427886325534)

Key Performance Indicators



Impr
40,429
↑ 56%



Clicks
569
↑ 112%



Cost
\$1,262.01
↑ 5%



CTR
1.41%
↑ 36%



Fb Pixel Lead
21
↑ 24%

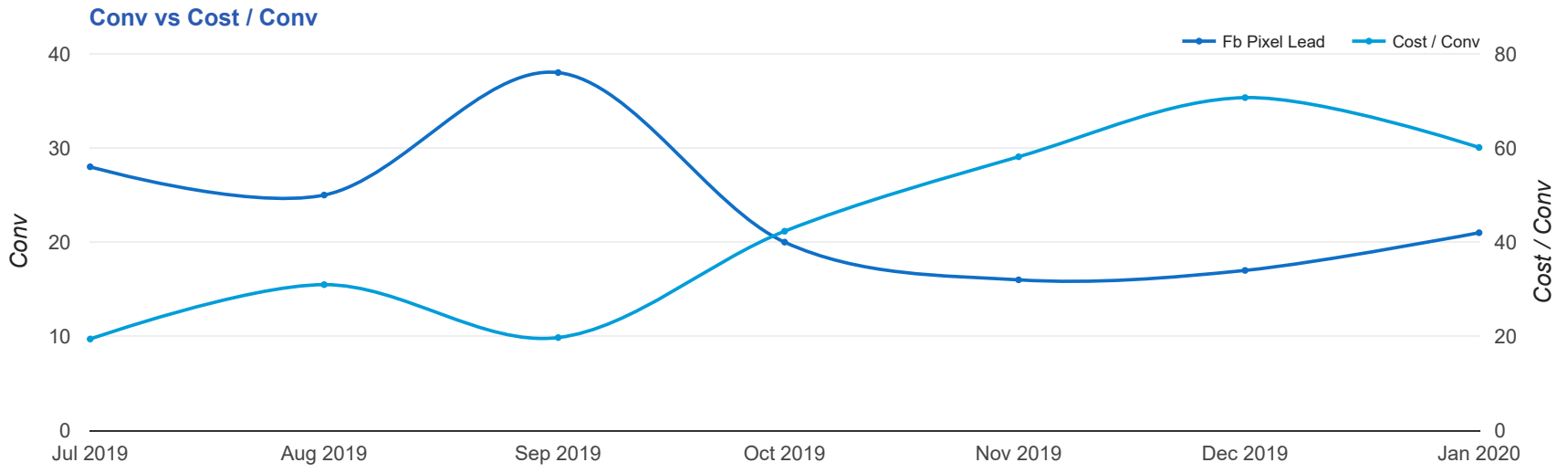


Cost / Conv
\$60.10
↓ 15%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Ale Arnez	Jan, 2020	\$1,262.01	40,429	569	21	\$60.10

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Ale Arnez	Jul, 2019	\$544.15	18,729	311	28	\$19.43
Ale Arnez	Aug, 2019	\$774.61	25,624	404	25	\$30.98
Ale Arnez	Sep, 2019	\$750.31	29,318	409	38	\$19.74
Ale Arnez	Oct, 2019	\$846.32	23,810	457	20	\$42.32
Ale Arnez	Nov, 2019	\$930.06	26,292	389	16	\$58.13
Ale Arnez	Dec, 2019	\$1,201.80	25,840	268	17	\$70.69
Ale Arnez	Jan, 2020	\$1,262.01	40,429	569	21	\$60.10

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting	\$822.99	32,243	414	16	\$51.44
Botox - Conversions	\$439.02	8,186	155	5	\$87.80

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS - Women	\$822.99	32,243	414	16	\$51.44
Botox - Prospecting - Women	\$439.02	8,186	155	5	\$87.80

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-11 - CS - Women - Img 2	\$313.44	10,819	176	1.63%	10	\$31.34
2019-11 - CS - Women - Img 4	\$300.76	14,481	154	1.06%	4	\$75.19
2019-11 - Botox - Women - Image 2	\$375.80	7,380	142	1.92%	3	\$125.27
2019-11 - Botox - Women - Image 1	\$63.22	806	13	1.61%	2	\$31.61
2020-01 - CS - Women - Valentine Img 3	\$55.22	1,549	27	1.74%	1	\$55.22
2020-01 - CS - Women - Valentine Img 4	\$38.14	1,146	19	1.66%	1	\$38.14
2019-11 - CS - Women - Img 3	\$43.20	1,891	13	0.69%	0	-
2020-01 - CS - Women - Valentine Img 1	\$19.89	609	7	1.15%	0	-
2020-01 - CS - Women - Valentine Img 2	\$17.15	484	6	1.24%	0	-
2020-01 - CS - Women - Img 1	\$21.42	779	10	1.28%	0	-
2020-01 - CS - Women - Img 2	\$8.16	307	1	0.33%	0	-
2020-01 - CS - Women - Img 3	\$1.24	41	0	0.00%	0	-
2020-01 - CS - Women - Img 4	\$4.37	137	1	0.73%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Ale Arnez	45-54	female	\$401.22	9,645	168	1.74%	8	\$50.15
Ale Arnez	55-64	female	\$225.18	4,254	115	2.70%	5	\$45.04
Ale Arnez	25-34	female	\$216.37	11,817	107	0.91%	4	\$54.09
Ale Arnez	35-44	female	\$353.11	13,078	153	1.17%	4	\$88.28
Ale Arnez	65+	female	\$66.13	1,635	26	1.59%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Ale Arnez	mobile_app	\$1,164.65	37,266	541	1.45%	19	\$61.30
Ale Arnez	mobile_web	\$69.55	2,345	25	1.07%	2	\$34.77
Ale Arnez	desktop	\$27.81	818	3	0.37%	0	-