

# **Facebook Account Performance Report 1 May 2020 — 31 May 2020**

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## Key Performance Indicators



Impr  
15,782  
↑ 22%



Clicks  
155  
↑ 230%



Cost  
\$258.05  
↑ 14%



CTR  
0.98%  
↑ 172%



Fb Pixel Lead  
10  
↑ 900%

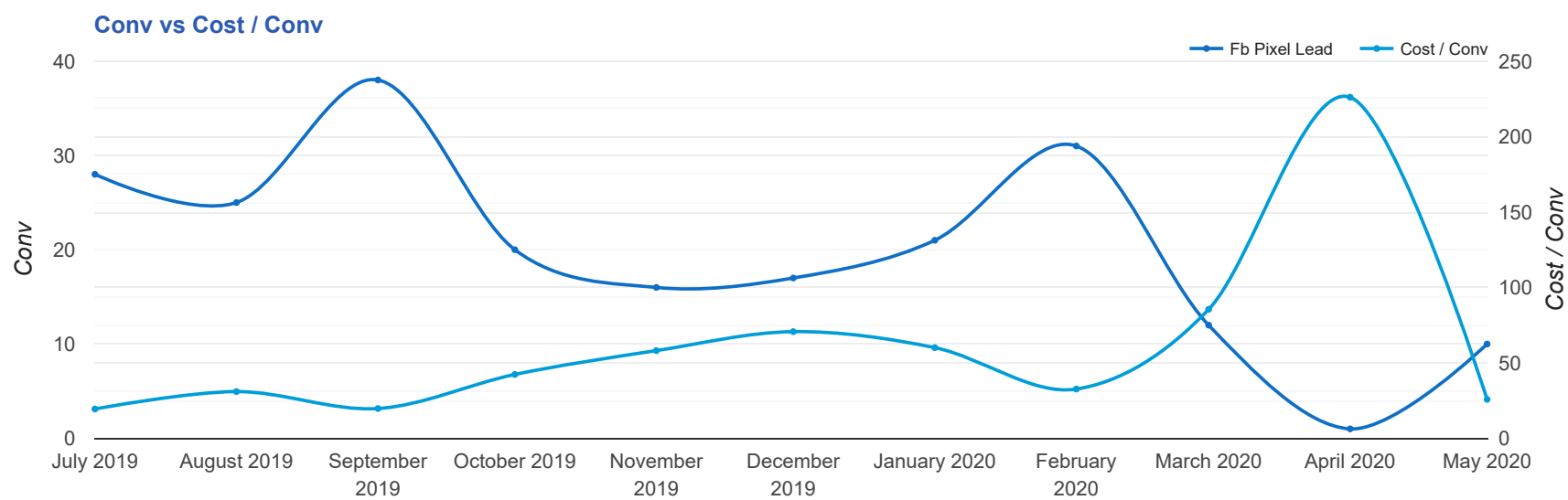


Cost / Conv  
\$25.80  
↓ 89%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Sculptology	May, 2020	\$258.05	15,782	155	10	\$25.80

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Sculptology	Jul, 2019	\$544.15	18,729	311	28	\$19.43
Sculptology	Aug, 2019	\$774.61	25,624	404	25	\$30.98
Sculptology	Sep, 2019	\$750.31	29,318	409	38	\$19.74
Sculptology	Oct, 2019	\$846.32	23,810	457	20	\$42.32
Sculptology	Nov, 2019	\$930.06	26,292	389	16	\$58.13
Sculptology	Dec, 2019	\$1,201.80	25,840	268	17	\$70.69
Sculptology	Jan, 2020	\$1,262.04	40,431	569	21	\$60.10
Sculptology	Feb, 2020	\$1,011.57	39,003	501	31	\$32.63
Sculptology	Mar, 2020	\$1,025.81	56,874	460	12	\$85.48
Sculptology	Apr, 2020	\$226.07	12,956	47	1	\$226.07
Sculptology	May, 2020	\$258.05	15,782	155	10	\$25.80

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting	\$258.05	15,782	155	10	\$25.80

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS - Women	\$258.02	15,780	155	10	\$25.80
Retargeting	\$0.03	2	0	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-11 - CS - Women - Img 4	\$258.02	15,780	155	0.98%	10	\$25.80
2019 - 07 - Image 1	\$0.02	1	0	0.00%	0	-
2019-07 - Image 2	\$0.01	1	0	0.00%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Sculptology	25-34	female	\$68.82	6,165	64	1.04%	4	\$17.20
Sculptology	35-44	female	\$88.39	5,540	43	0.78%	2	\$44.20
Sculptology	45-54	female	\$73.99	3,245	39	1.20%	2	\$36.99
Sculptology	55-64	female	\$26.85	832	9	1.08%	2	\$13.43

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Sculptology	mobile_app	\$244.81	14,831	152	1.02%	10	\$24.48
Sculptology	desktop	\$3.41	184	0	0.00%	0	-
Sculptology	mobile_web	\$9.83	767	3	0.39%	0	-