

# **Facebook Account Performance Report**

## **1 Jun 2020 — 30 Jun 2020**

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## Key Performance Indicators



Impr  
35,442  
↑ 125%



Clicks  
312  
↑ 101%



Cost  
\$653.40  
↑ 153%



CTR  
0.88%  
↓ 10%



Fb Pixel Lead  
10  
↔ 0%

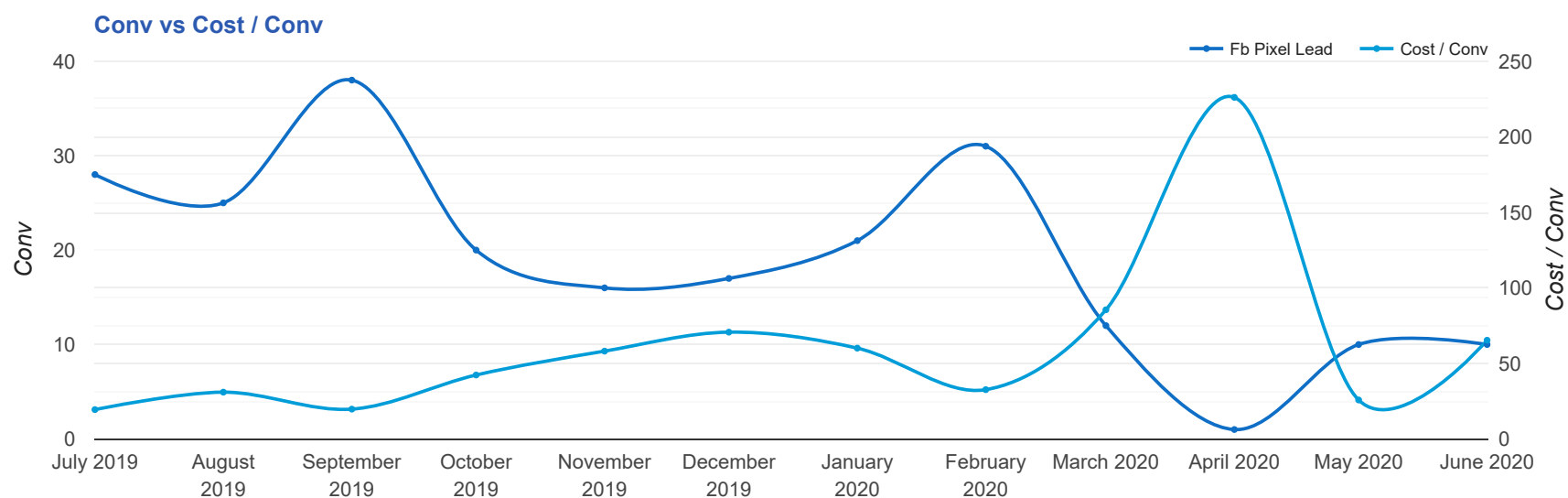


Cost / Conv  
\$65.34  
↑ 153%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Sculptology	Jun, 2020	\$653.40	35,442	312	10	\$65.34

# 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
Sculptology	Jun, 2020	\$653.40	35,442	312	10	\$65.34

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting	\$653.40	35,442	312	10	\$65.34

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS - Women	\$653.40	35,442	312	10	\$65.34

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-11 - CS - Women - lmg 4	\$653.40	35,442	312	0.88%	10	\$65.34

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Sculptology	35-44	female	\$243.87	13,586	118	0.87%	6	\$40.65
Sculptology	25-34	female	\$179.32	13,239	106	0.80%	2	\$89.66
Sculptology	45-54	female	\$176.07	7,092	72	1.02%	2	\$88.03
Sculptology	55-64	female	\$54.14	1,525	16	1.05%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Sculptology	mobile_app	\$613.87	33,018	295	0.89%	10	\$61.39
Sculptology	desktop	\$18.52	1,060	2	0.19%	0	-
Sculptology	mobile_web	\$21.01	1,364	15	1.10%	0	-